

Mobile: Native Apps, Web Apps, and Hybrid Apps – *Raluca Budiu*

This article discussed the primary differences between Native, Web and Hybrid Applications. Native apps are downloaded through an application marketplace and are signified by an icon on a mobile device. This type of app can utilize device features such as the camera and current location. What's nice about a native application is it can be utilized when disconnected to the internet. I am most familiar with these apps and interact with them on a daily basis.

The concept of a web application is more difficult to wrap my head around. Web applications are accessed by going to a URL in a mobile browser, which will prompt the user to install. The app will be bookmarked to the device's home screen, portraying the look of a native app. The difference is that a web application is implemented differently than a native. They are usually written in HTML5 – which is appealing to me because I'm very comfortable with this markup language.

Hybrid apps are composed of native *and* web applications. They are found in an app marketplace but render HTML in an embedded browser. Companies are adopting hybrid apps because they permit cross platform development – which significantly cuts down on costs. Walgreens is one example of a hybrid app; I have used it numerous times without realizing it was any different than a native application.

7 Best Practices for Designing a Mobile User Experience – *Richa Jain*

The purpose of this article was to offer practices to developers designing for mobile platforms. It began by talking about how important the mobile first approach is – the idea of designing for a mobile device and gradually apply styles for a larger size; developing breakpoints as the layout begins to look disassembled. As we hear in the DMA classrooms, sketching out a design should be the first step.

The article then talked about minimalism. When viewing sites on a mobile device, the user doesn't want to look at clutter. Each component of the site should have a clear focus and an easy way to navigate to the next piece. White space with visually appealing colors should be a goal for the designer. The same concept goes for creating forms – they should be small with a few required fields.

The developer should also keep a flexible layout in mind. Designing for specific breakpoints can prevent the site from displaying properly. Developers should design for touch – accounting for different finger types and screen pressures. Touch targets should be large enough without overlapping other vital elements of the site.

Ashley Kelly
Reading Assignment Two

Lastly the article discussed using CSS to achieve visually appealing backgrounds rather than photos that require rendering. It also suggests utilizing some of the device specific features like location and photos – aspects not available on a desktop device.

16 Killer Design Tips For Creating Mobile Apps – Valerie Lisiansky

Like Richa Jain's article, *7 Best Practices for Designing a Mobile User Experience*, this article discussed 16 important tips to keep in mind when designing mobile applications. Instead of talking about each one, I will touch on the ones I found most important.

Satisfying my OCD, one of the tips was keeping widths and heights consistent with margins and padding. I can't stand when I see different spacing sizes due to lack of effort. Another note was to take colors and shades into consideration when creating hierarchies, buttons and maintaining a brand. Color shades and tints are something I utilize in most of my designs because they create an appealing color scheme without incorporating a second color.

Component layout and page headings are a super important design consideration for a satisfactory user experience. Making the components visually stimulating intrigues the user and implementing page headings ensures the visitor won't get lost in the hierarchy. Though there are many other important tips to keep in mind, the few I mentioned seem to be some of the most vital.