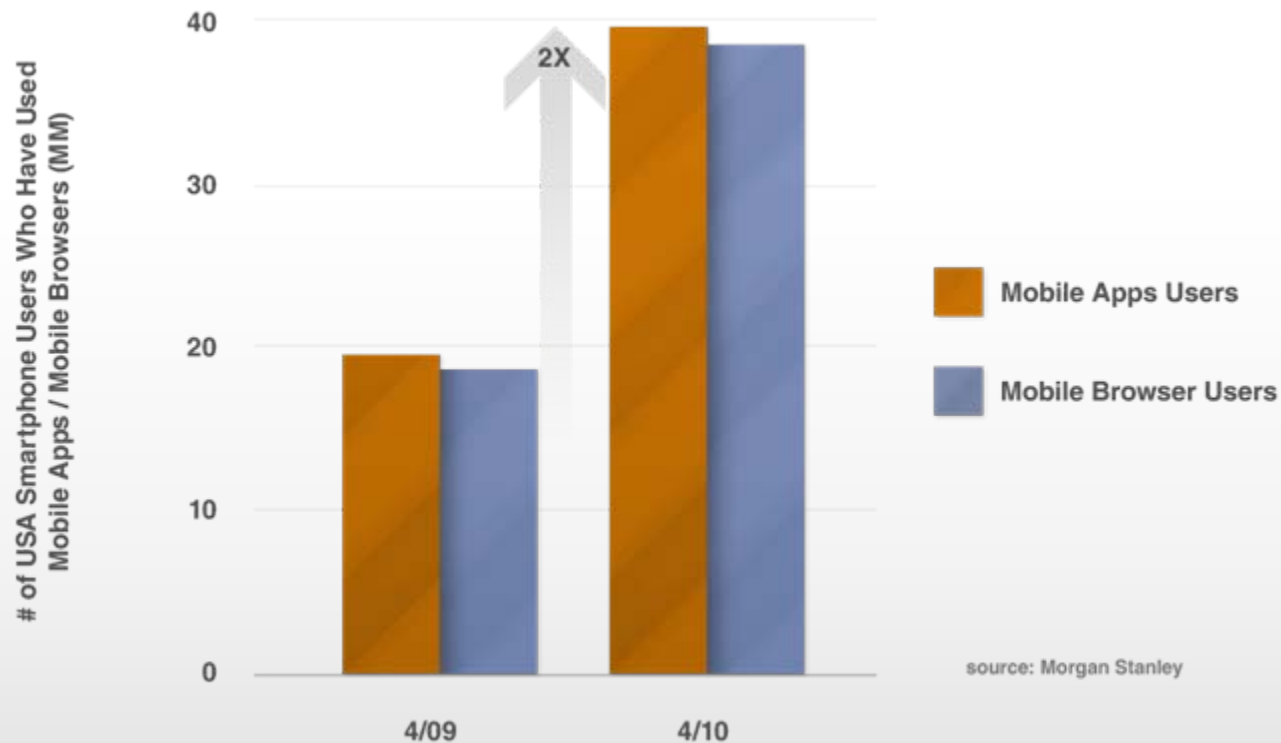


# HTML5 Mobile Apps

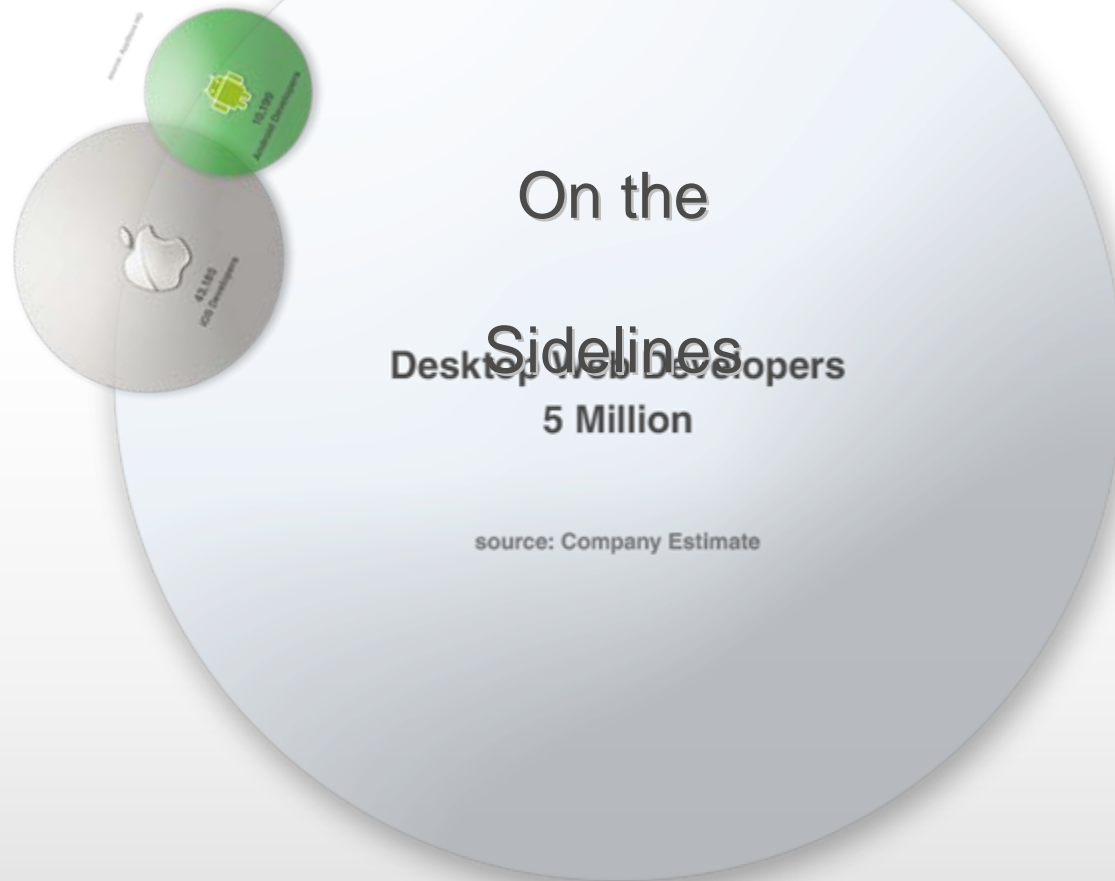
Rethinking App Development

# Native Apps & Web Are Equally Important

Number of USA Smartphone App & Browser Users  
4/09 vs. 4/10



# Why You Should Focus on HTML5!



# Let's Review



## Desktop

- 1 Billion Units
- Trend away from Applications
- 100 Million+ Web Sites



## Mobile

- 10 Billion+ Units
- Trend towards Apps
- 300,000 Mobile Apps, few mobile web sites

What if you could use the same tech for both mobile web sites and native apps?

# HTML5 Enables Web Developers To Create Great Apps!

- It's the obvious solution - enable apps to be written in standard HTML and JavaScript.
- Can write mobile web-sites OR true native apps (using PhoneGap or appMobi).
- Every major player in mobile is investing heavily in HTML5 and optimized JavaScript engines.
- HTML5 Animation & Super-optimized JavaScript engines = great apps.
  - Capable of doing much more on mobile than on desktop web sites



# Design Considerations For Tablets vs. Desktop



VS.



- Tablets are used where there is low or no network connectivity (planes, automobiles, etc.)
- Tablets are primarily a “two-thumb” controlled user interface
- Tablets switch from portrait to landscape.

# 3 HTML5 Techniques For A Great App

Regardless of whether you are programming a native app or a mobile web site, the same things make for a great user experience:



## Responsiveness

HTML5 Caching with the new “Manifest.xml”



## Formatting to the correct screen size

Use the “viewport”



## A little bit of sexy

No need for Flash to do animations and video

# Case Study : Movie Locator

## MoLo

**MoLo** is our hypothetical project for finding a movie theatre and show time.

**MoLo** has a great desktop web site but they want to bring it to mobile.

Should it be a native app or a mobile web site?

- With HTML5 it can be both using mostly the very same code base.



# What a Viewport!

- The viewport meta tag allows you to design to a “theoretical screen width” and have the device display the entire theoretical width.
- Always design for the width of the widest device (e.g. iPad) and things will automatically scale down well (e.g. to the iPhone). It doesn't work the other way around!
- Rule of Thumb: Design such that everything the user needs to do is easily accessible with thumbs.



# Cache Is King

## Desktop Site



- All images get loaded every time the page loads
- Doesn't work off-line

## HTML5 App Using “Manifest.xml”



- Download movie images and show times for the area once a week
- Loads instantly
- Works off-line

# Let it roll!

You don't need Flash anymore to do great effects.

The iPad and all the major smartphone OS's support HTML5 & CSS3 transforms.

With JavaScript you can use the transform function on the elements style to rotate it, skew it, and even flip it in 3D.



# HTML5 Mobile Apps

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