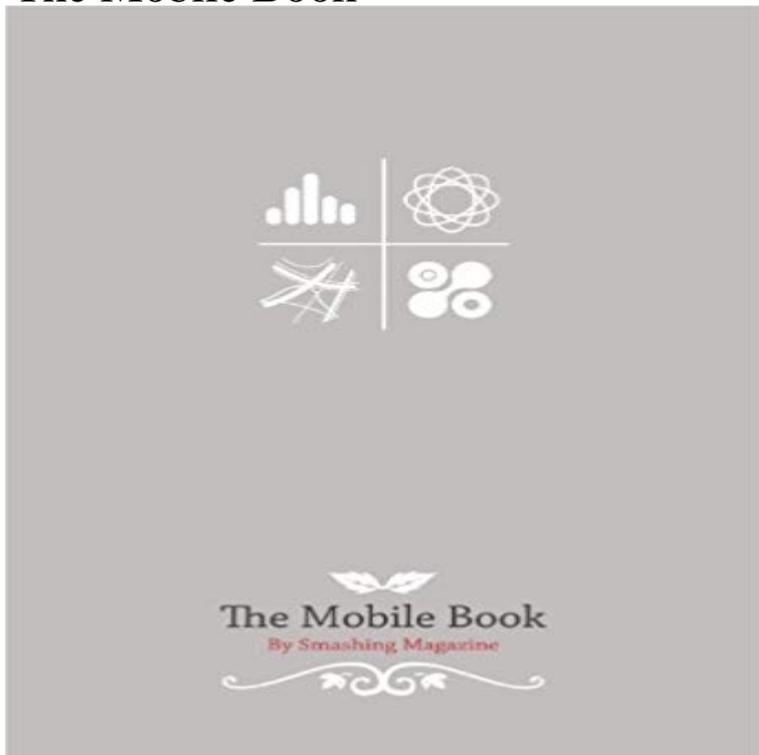# The Mobile Book

The future is mobile. As more and more people are turning to mobile devices, designers and developers are facing new challenges and opportunities. Web design has to adapt. But before it can do so, we have to do our homework understand the new medium and discover the right techniques and tools to design for it. Our brand new Mobile Book serves exactly this purpose. The Mobile Book Whats In The Mobile Book? When it comes to mobile, there are more open questions than definitive answers. Due to its fragmentation, its not so easy to understand how mobile market looks and works in general. How to pick the right mobile strategy and select the right approach for your website? What design patterns and what UX techniques can assist you to design quicker and better for mobile devices? What design patterns do you need to be aware when building responsive websites and to optimize the performance for mobile? When you design with mobile in mind, how exactly should your design process be different from traditional design workflow? Our book attempts to answer these questions. Well-known experts such as Peter-Paul Koch, Stephanie Rieger, Trent Walton, Brad Frost, Dave Olsen, Josh Clark and Remy Sharp have contributed to the book to present the most relevant and valuable insights. To ensure the quality of the book, the chapters have been reviewed by Scott Jenson, Bryan Rieger, Tim Kadlec, Bruce Lawson and other active members of the mobile design community. The preface is written by Jeremy Keith. It wasnt easy to bring together such a stellar line-up of experts, but a compromise wasnt an option. I highly recommend this book to both the blossoming and the experienced UX designer. The various voices of different authors breathe fresh narrative air that carries diverse-and-deep domain knowledge along in a cohesive story about

how to harness the chaos of our ever-evolving world into a mobile-UX delight. Consider the lessons in this book a whopping set of New Year resolutions. Steve Tengler UX Magazine TABLE OF CONTENTS Foreword by Jeremy Keith Whats Going On In Mobile? by Peter-Paul Koch The Future Of Mobile by Stephanie Rieger Responsive Design Strategy by Trent Walton Responsive Design Patterns by Brad Frost Optimization For Mobile by Dave Olsen Hands-On Design For Mobile (UX Perspective) by Dennis Kardys What Reviewers Say About The Mobile Book A few reviewers have had the chance to read the book a few days before its release, and share their views in a non-committal way. The result is very clear: the book is worthwhile. Should you get it? Yes! Lets see why: I got my hands on an early copy of The Mobile Book. Ill cut to the chase and just say this: Its fantastic. You should own it. Really.
Christopher Butler The standard, the reference book for Mobile. I worked for a mobile web publishing company for 18 months and the depth of knowledge provided by the experts in this book is extraordinary. It blew me away. This book provides a diplomatic, comprehensive guide to understanding Mobile, delivered by people who have a real passion for the Mobile endeavours in our community.
Ben Howdle Ill cut to the chase for those deliberating a purchase: its well worth the cover price. The eBook edition is a steal! This book establishes a mindset of understanding and exploring the medium. It embraces the breadth of its domain and will set you on an exciting path. David Bushell As somebody who spends a lot of time tinkering and tweaking websites to make them work better, I thought this book was bloody brilliant. There is so much depth and information packed into its 336 pages that I think it will become the book for the mobile Web. Ian Nuttall Every chapter is full of golden nuggets of information and the standard of writing is, as you would expect from a Smashing Magazine book, impeccable. Craig

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