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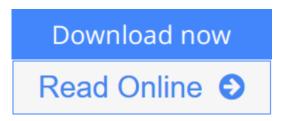
By Brian Fling

Mobile Design and Development: Practical concepts and techniques for creating mobile sites and web apps (Animal Guide) By Brian Fling

Mobile Design and Development by Brian Fling is a start to finish guide for designing and building mobile apps regardless of experience, device or platform. Brian took on the daunting challenge to write the mobile guide missing from bookshelves. As Brian describes it "this is a book that teaches people how to cook, not a collection of recipes." Since its release the book has been incredibly well received. It has being described as a "must have" by many experts in the mobile community. The 16 chapters, and 85,000 words within the book have helped thousands understand and dive into mobile.

The first half is a crash course in the mobile ecosystem: how to develop a strategy, address the mobile context--even how to decide which of the multiple mobile application types is best for you, and finally, how to create a user experience for it. The second half is focused on using these principles to make a mobile website or web app.

Mobile Design and Development is a comprehensive resource covering all aspects of the mobile ecosystem. The book covers a great number of topics, however each are described in practical and common sense way—making easy for anyone at any technical level to understand the inner working of the mobile medium.

- A Brief History of Mobile
- The Mobile Ecosystem
- Why Mobile?
- Designing for Context
- Developing a Mobile Strategy
- Types of Mobile Applications
- Mobile Application Medium Types
- Mobile Application Media Matrix
- Mobile Information Architecture
- Mobile Design
- The Elements of Mobile Design
- Mobile Design Tools

- Mobile Web Apps Versus Native Applications
- When to Make a Native Application
- When to Make a Mobile Web Application
- Mobile 2.0
- Mobile Web Development
- Mobile Markup
- Mobile CSS: Cascading Style Sheets
- Mobile JavaScript
- iPhone Web Apps
- iPhone Markup
- iPhone CSS
- iPhone Javascript
- Creating a Mobile Web App
- Web Apps as Native Apps
- Tools and Libraries
- Adapting to Devices
- Device Targeting
- Full Adaptation
- What Domain Do I Use?
- Making Money in Mobile
- Working with an App Store
- Mobile Advertising
- Supporting Devices
- Device Testing
- Desktop Testing
- Usability Testing
- The Future of Mobile

If you're a web designer, web developer, information architect, product manager, usability professional, content publisher, or an entrepreneur new to the mobile, *Mobile Design and Development* provides you with the knowledge you need to work with this rapidly developing technology.

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Editorial Review

About the Author

Brian Fling is the founder and Creative Director of pinch/zoom (pinchzoom.com)--a mobile design firm based in Seattle. Brian author of O'Reilly Media's *Mobile Design and Development* and has been an authority in the field of in mobile user experience for over ten years.

He has worked with some of the biggest companies in the world--like The New York Times, HSBC, ADP, BBC, Best Buy, PayPal, Delta and eHarmony--to design and build amazing mobile experiences.

Brian writes about mobile on his blog pinchzoom.com/fling

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