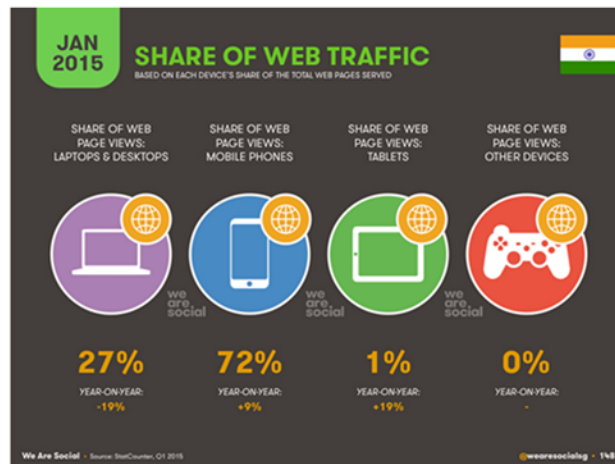## MOBILE FIRST
DESIGNING BY DEVICE

written by: Kristen Bandola, Sales & Marketing Administrator at Trinet Internet Solutions, Inc. | posted on August 31, 2015
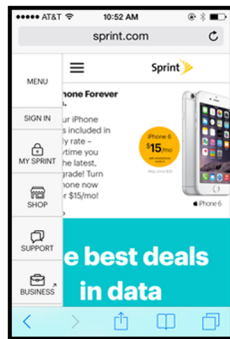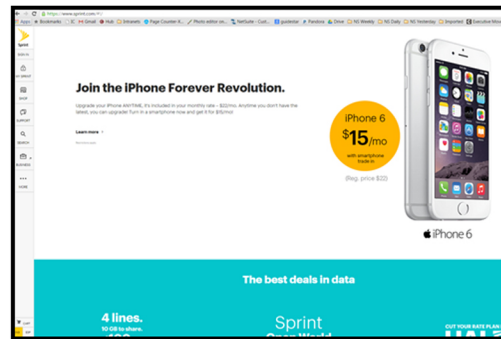
Mobile First Design

New trends continue to ignite creativity and innovation in the digital world. In 2017 it is projected that there will be over 5.3 billion mobile phone users in the world . This is a clear indication that users will care more about the mobile experience than how the website works on a desktop. Users want to be able to access information and content wherever, and whenever they need it. Most likely that will be done on a mobile device.


Is your website designed with mobile in mind? The internet has transformed so dramatically over the last few years that new websites are requiring mobile first, desktop second in their design specifications. A mobile first design is an approach

where focus is placed on the smaller mobile screens before any other considerations. Then, additional features may be added for larger screens (i.e. tablet, desktop, etc). Designing for mobile first not only prepares your website for the rapid growth that is happening with mobile, but it forces you to focus on the user experience. Since a mobile user has less than 20% the screen space of a desktop, you will have to know the audience you want to target, and the calls to action you want them to take. Here are some great examples of Mobile first design:

Sprint Mobile first design   Desktop

Sprint uses the large font for the hamburger menu, which is easy to see and use on a mobile phone. The desktops version uses the same menu and design keeping the theme across all technologies. Another website that has created with mobile first design in mind is Subzero-Wolf:
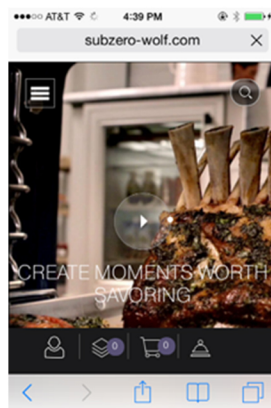
Mobile Homepage   Mobile Menu
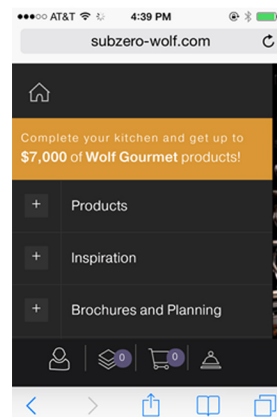
Desktop
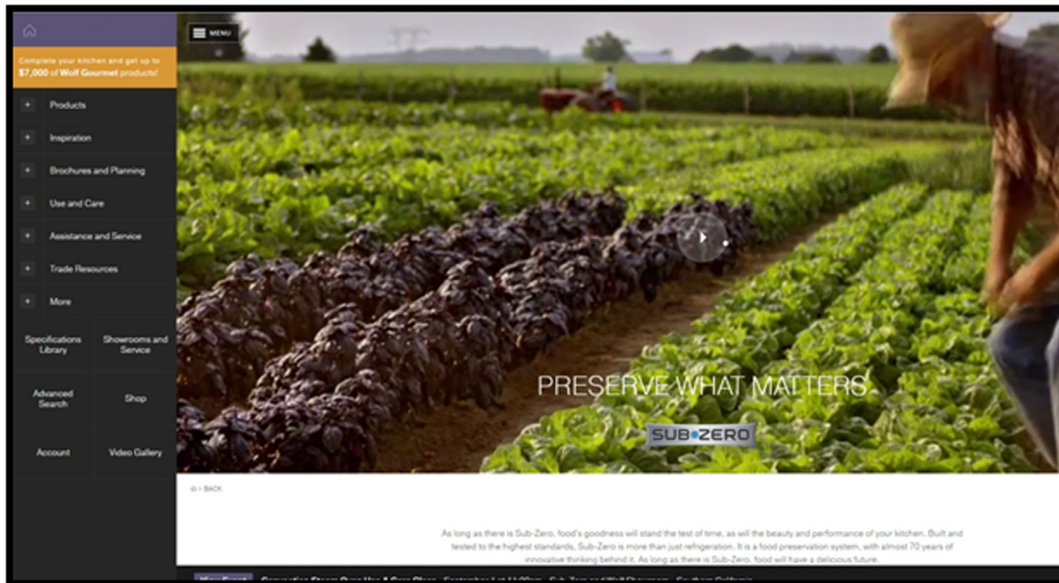
When you design for mobile first, you agree first on what matters most in your communication with users. You can then apply the same foundation to the desktop version. Of course there will be differences based on the mobile and desktop contexts; however, the core offer in the site remains the same across both formats. Designing for mobile first, the end result is an experience focused on the key actions you want users to complete, without the unnecessary clutter of many websites today. It's time to prioritize!

Are you ready to be mobile first?

Contact Trinet Today!

Trinet's innovative team can help with your social media initiatives and provide you with the expertise to create an integrated campaign. Implement a cohesive experience for your target audience! Call us today at (949) 442-8900 or visit **www.trinetsolutions.com.**

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