

## Mobile design

### Mobile website through responsive design

In 2018 the preferred mobile web design strategy is called responsive design. This means creating a web layout that fluidly adapts to different resolutions so that a single document can adjust according to the size of the device. This minimizes scrolling by shifting elements so they are always the right size and in the right order on any size or shape screen, from wristwatches to tablets or televisions.

'Responsive design' is often approached by starting with a mobile site and then scaling up to a full desktop browser, rather than the opposite. Every site and organization is different, but properly discussing and identifying mobile requirements and target devices should be part of the process.

### Native web apps vs dedicated mobile apps

Developing an app is an appealing idea, and Tangle Media can help you with this process. Often, an app built for a mobile operating system makes the most sense as a second step, to accompany an existing web platform. Indeed, in many cases, a mobile app isn't a feasible product until a central management system is already in place. When thinking about an app consider these points.

- Most native applications will still need to communicate with data on a web server.
- Most native applications will benefit from some web-based alternative, either to publish and push data, or offer an alternate login point for users
- Prototyping and developing web-based applications is often far less expensive and less time consuming than developing a native app.
- Many mobile apps don't need to take advantage of hardware capabilities of the device, meaning camera, bluetooth, or GPS.
- It is far simpler to revise a web-based app than a native application, where each user needs to update their software.

**If you're thinking about an app or a mobile friendly web application, contact us using the links below and we will be glad to discuss your project.**