LOOKING AT BOTH PRESENT AND FUTURE:

MOBILE TRENDS OF 2015 & BEYOND

SPLAT PRODUCTIONS, INC.
SPLATWORLD.TV
(And check out this primary research guide, 'UXPin Mobile Book of Design Trends, 2015 - 1016')
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REVISITING RESPONSIVE

KNOWLEDGE = PRODUCTIVE PARTNERSHIPS

WHAT IS RESPONSIVE DESIGN?
(The practical definition)

Using the core techniques outlined in the worthless definition above, frameworks and standards have been developed which, if one accepts the default methods of resolving layouts at mobile resolutions, can offer the advantages of responsive design, for only an incremental markup over the cost of only a desktop website.

WHAT IS RESPONSIVE DESIGN?
(The technical, but worthless definition)

Responsive design is a constellation of techniques which were introduced into the language which governs the presentation of text and layout on the web, called CSS (Cascading Style Sheets.) The two most commonly leveraged techniques in responsive design include:

- The ability to use 'media queries' to offer layout alternatives for web pages or apps, based on the resolution (and a few other arcane factors) of the browsing device

- The ability to resize images dynamically, using either CSS techniques or JavaScript

There is a misunderstanding among some marketers that the flexibility of responsive techniques are 'automatic.' In fact, for custom work, all responsive design has to be thoughtfully layed out, which requires many times the layouts previously asked of the design firm.

RESPONSIVE BEHAVIOR

DESIGN/UX INNOVATIONS
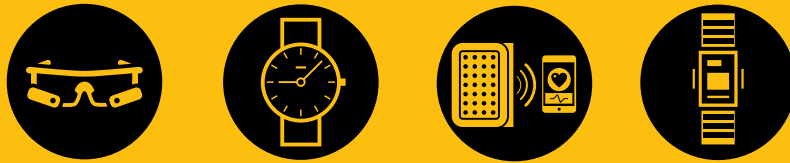
COMING SOON TO A DEVICE NEAR YOU

THE 2016 TRENDS

Design trends with increasing impact on mobile for 2016 include:

- Full Screen Video Backgrounds
- Gestures & Animation
- 3D Touch or 'Force Touch'
- Google's 'Material Design'

TECH INNOVATIONS

COMING SOON TO A DEVICE NEAR YOU

THE 2016 TRENDS

Tech trends with increasing impact on mobile for 2016 include:

- Google's algorithm change affecting mobile
- Mobile Currencies or Payment Options
- Wearables
- Augmented Reality

FULL BACKGROUND VIDEOS

A product of HTML 5's video support, home pages (especially) are showing up everywhere with full-motion, full-screen video.

HTTPS://REINHOLDRESIDENTIAL.COM/

GESTURES & ANIMATION

Gestures, as documented in guides like 'the Definitive Guide to Gestures,' are adding essential, sophisticated user behaviors to mobile apps & games.

The five primary functions of animation, from this book, include:

- Animated notifications
- Revealing information
- Highlighting content
- Collapsing forms and menus
- Scrolling

3D TOUCH OR 'FORCE TOUCH'

Featured in the latest batch of Apple mobile products, 3D touch allows for different levels of device interaction, depending on the force applied by a users' fingers.

GOOGLE'S 'MATERIAL DESIGN' INITIATIVE

Tech giant Google wants to dictate to its design base exactly how apps and mobile sites should be designed. In developing Material Design, they write, "We challenged ourselves to create a visual language for our users that synthesizes the classic principles of good design with the innovation and possibility of technology and science."

HTTPS://WWW.GOOGLE.COM/DESIGN/SPEC/MATERIAL-DESIGN/INTRODUCTION.HTML

MOBILE CURRENCIES/PAYMENTS

Mobile payment methods, notably Apple Pay, Google Pay and Samsung Pay, will continue to grow in 2016, but face many obstacles. Apple and Google both use NFC technology and many implementations of wireless pay use a transaction model which is actually more secure than non-wireless payment methods.

HTTPS://WWW.YOUTUBE.COM/WATCH?V=PNEPLTFZP7O

HTTPS://SUPPORT.GOOGLE.COM/ANDROIDPAY/MER-CHANT/ANSWER/6288970?HL=EN

WEARABLES

Wearables will continue to evolve, offering specialized functionality for all kinds of activities, including fitness, health monitoring and music. Wearables can function as either standalone devices or be integrated into existing phone or tablet..

GOOGLE'S 2015 MOBILE ALGORITHM

Google's 2015 algorithm change began evaluating a site's relative mobile friendliness. Sites deemed 'mean to mobile' suffer ranking penalties from within mobile search environments.

Google's algorithm looks, specifically, for the hallmarks of a site built using responsive techniques, including the Meta tag, 'Viewport.'