



**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 laid out, which requires many times the layouts previously asked of the design firm.

RESPONSIVE BEHAVIOR

Boston Toll Free | 800.291.6888
Philadelphia Toll Free | 800.291.6888
New York Toll Free | 800.291.6888




OUR TEAM HOW WE WIN PRACTICE AREAS SUCCESS STORIES FELA FAQ BLOG GIVING BACK CONTACT US



Relentless. Resourceful. Respected.

Serious injuries call for serious attorneys. Attorneys with mental toughness, technological savvy and courtroom experience. Bill Myers and Steve Lafferty are relentless advocates who've built a law firm that combines an old-school work ethic with modern technology. Their tenacity and trial successes have won them the gratitude of their clients and the respect of their opponents.

DO YOU NEED A LAWYER?



Have you been injured on the job, at home or on the road?

Learn more about how we help our clients get the compensation they deserve.

SUCCESS STORIES

CATASTROPHIC ACCIDENTS
\$150,000 VERDICT IN FIRE INJURY CASE IN DELAWARE

Mr. Myers represented a farmer who was burned when the propane in his chicken house ignited. Mr. Myers secured a large settlement from the propane distributor that went to trial against the propane production company that contracted with the farmer, and secured a \$15 million verdict after two weeks of trial.

RAILROADS/FELA
\$50,000 FOR SEPTA CONDUCTOR

Mr. Myers recently obtained this large settlement for a SEPTA yard conductor injured when an MC Locomotive trap door fell on him. The case was settled just before it went to binding arbitration.

[Read the case study here.](#)

RAILROADS/FELA
\$1.6 MILLION IN DERAILMENT CASE

After two weeks of trial, Mr. Lafferty won this jury award for a Norfolk Southern engine whose main was severed to death by a landslide. Norfolk Southern refused to settle, took the case to trial and lost. Norfolk Southern appealed the verdict to the Pennsylvania Superior Court and the Pennsylvania Supreme Court, and lost at both levels.

RAILROADS/FELA
\$1.5 MILLION RAILROAD SETTLEMENT DURING TRIAL

CONTACT US

Your Name:

Last Name:

Client Address:

Please fill in a little about your case and how we can help you:

BY EMAIL

MYERS LAFFERTY LAW FIRM
WWW.MYERSLAFFERTY.COM

Boston Toll Free | 800.291.6888
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Bill Myers and Steve Lafferty won a \$1.5 million settlement from Amtrak during the first day of trial for an Electric Traction Locomotive who suffered shoulder injuries while operating a train.

CONTACT US

Your Name:

Last Name:

Client Address:

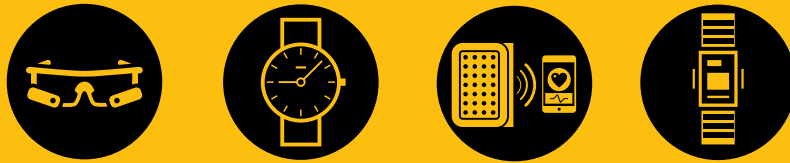
Please fill in a little about your case and how we can help you:

BY EMAIL



DESIGN/UX INNOVATIONS

COMING SOON TO A DEVICE NEAR YOU



TECH 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'

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/](https://reinholdresidential.com/)

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.



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

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](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=PNEPLTFZP70](https://www.youtube.com/watch?v=PNEPLTFZP70)

[HTTPS://SUPPORT.GOOGLE.COM/ANDROIDPAY/MER-
CHANT/ANSWER/6288970?HL=EN](https://support.google.com/androidpay/merchant/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.'