Tools of the MOBILE web
Native
Hybrid
Mobile Web
Frameworks
All-in-one frameworks

Sencha Touch too
Frameworks allow for quick development of mobile apps.

No Sencha Touch example could fit in a slide.
Frameworks are great for quick development, but...
...framework apps just never feel right.
If an app looks native, it should perform natively.
Framework experiences tend to be choppy...
...and their scrolling sucks.
If you’re going with the web, embrace the web.

The good & bad parts.

Dear iPhone/iPad web designers: the browser already has a back button, so your site doesn't need one. don't copy apps just to imitate.

http://cri.st/EUli
It’s possible to use a framework while embracing the web.

http://bagcheck.com
Hybrid Mobile Web Frameworks à la carte
50% of mobile users abandon after 6-10 seconds.
Server Response

Processing

Page time
Every library adds processing time.
Client side MVC...

Backbone.js
Sammy.js
Spine.js
Javascript MVC
Agility.js
Knockout.js
Angular.js
Ember.js
Eyeballs.js
... can be overkill.
Handle with care.
Micro libraries can ensure you only use what you need.

jQuery > Zepto > Zest

Ender.js helps too...

“Build only what you need, when you need it.”
http://microjs.com/
~92% of mobile is webkit...
...build if it were 0%
Replace JavaScript animations with CSS3...
...fall back to Javascript if you have to.
CSS3’s translate3d utilizes hardware acceleration.

.selector {transform: translate3d(0,0,0)}
Use local storage to cache to maximize performance.

window.localStorage.set('something', variable);
Cache manifest in HTML5 can reduce calls to the server.

puppy.html

```html
<html manifest="puppy.appcache">
...
</div>
```

puppy.appcache

```
CACHE MANIFEST
puppy.html
puppy.css
jquery.min.js
puppy.js
```
Mobile Web Frameworks à la carte
Responsive Design
Great for content sites and some apps.
 Doesn’t solve 100% of the problem.
Use responsive principals for device targeted sites.
Frameworks à la carte
Responsive Design
Fin.