MOBILE FIRST
As difficult as doing things right
Hello there!

We are Swwweet.

We are a small web design studio based in Barcelona, Spain, and we are rebranding ourselves. In the meantime, you can check our old portfolio or see some of our latest projects below. You can contact us on hola@swweet.com.

@HTMLBOY
Swwweet.com
Opera Mini
200 MILLION USERS WORLDWIDE
HATES MY WEBSITES
Faster, cheaper internet for all.

Download Opera Mini, one of the world’s most popular mobile web browsers.

Visit m.opera.com on your phone to download.
1. AN OVERWEIGHT PROBLEM
“We've remade the Internet in our image... Obese.”

– Jason Grigsby –
The average webpage is 1.617MB. Mostly images.

httparchive.org
MPD SEEKING ROBBERY SUSPECTS
MPD SEEKING ROBBERY SUSPECTS
It’s Back.

**OKTOBERFEST BÜRGER**

Because the craving never left.

A fire-grilled burger topped with Black Forest ham, Swiss cheese, tangy beer-mustard sautéed onions and crisp lettuce on a perfectly toasted pretzel bun.

Limited time only. Available at participating locations.
It's Back.
OKTOBERFEST BURGER
Because there’s nothing left.

A fire-grilled burger topped with Black Forest ham, Swiss cheese, tangy beer-mustard sautéd onions and crisp lettuce on a perfectly toasted pretzel bun.

Limited time only. Available at participating locations.
NO ONE’S EVER CHANGED THE WORLD BY BEING BORING

This isn't just a story about beer
This is our story of interesting choices

SCROLL DOWN
NO ONE’S EVER CHANGED THE WORLD BY BEING BORING

Think it just makes you look dead
Is your story interesting enough?

GROLSEH. DON’T!
I AM INVINCIBLE

INTRODUCING THE NEW AIRBRAKE MX GOGGLE

BUY ONLINE  FIND IN STORES

moto.oakley.com
Just because we can, it doesn’t mean we should.
LOADING 220ML
BASIC 1.1

Ready tape
Ready run
Press PLAY then any key:
Loading DRAGON NINJA block 1
74% of mobile users won’t wait longer than 5 seconds for a page to load

bit.ly/5secondsmobile
20€/month for 1GB
20€/month for 1GB

85MB = 1.70€
US roaming: 10€/MB
US roaming: 10€/MB

85MB = 850€
Elige un acabado:

Seleciona un modelo

<table>
<thead>
<tr>
<th></th>
<th>16 GB</th>
<th>32 GB</th>
<th>64 GB</th>
</tr>
</thead>
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<tr>
<td></td>
<td>699,00 €</td>
<td>799,00 €</td>
<td>899,00 €</td>
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<tr>
<td></td>
<td>Disponible para envío 2-3 semanas</td>
<td>Disponible para envío 2-3 semanas</td>
<td>Disponible para envío 2-3 semanas</td>
</tr>
</tbody>
</table>

Incluye IVA por valor de aprox. 122,00 €.* Incluye IVA por valor de aprox. 135,00 €.* Incluye IVA por valor de aprox. 157,00 €.*
El nuevo Nexus 5
Disponible en dos versiones de memoria y en dos colores:

16 GB
€349
Comprar ahora

32 GB
€399
Comprar ahora
2. THE IMPORTANCE OF BEING MOBILE FIRST
Content First?
User First?
Everything First!

Marta Armada
@martuishere

Again... chocolate ice cream first.

4:35 PM - 6 Nov 2013
Reduced Browser Window In Developer's Computer First
Worry about the less capable first
Design around real content
1 column of content + basic styles
body{max-width: 30em;}

Consider layout as an enhancement: inside @media queries
@media screen and (min-width: 1px) {
  body {
    max-width: inherit;
  }
}
<!--[if lt IE 9]>
<link href="ie8.css" rel="stylesheet" />
<![endif]-->
Respond.js

A fast & lightweight polyfill for min/max-width CSS3 Media Queries (for IE 6-8, and more)

- Copyright 2011: Scott Jehl, scottjehl.com
- Dual licensed under the MIT or GPL Version 2 licenses.

The goal of this script is to provide a fast and lightweight (3kb minified / 1kb gzipped) script to enable responsive web designs in browsers that don't support CSS3 Media Queries - in particular, Internet Explorer 8 and under. It's written in such a way that it will probably patch support for other non-supporting browsers as well (more information on that soon).

If you're unfamiliar with the concepts surrounding Responsive Web Design, you can read up here and also here

Demo page (the colors change to show media queries working)

Usage Instructions

1. Craft your CSS with min/max-width media queries to adapt your layout from mobile (first) all the way up to desktop

```css
@media screen and (min-width: 480px){
  ...
}
```

1. For more information on the other media queries.

[github.com/scottjehl/Respond](http://github.com/scottjehl/Respond)
Enhance with JavaScript
if('querySelector' in document && 'localStorage' in window && 'addEventListener' in window)
Cutting the mustard
London Heathrow Airport

<table>
<thead>
<tr>
<th>Today</th>
<th>Min. Night</th>
<th>18:00</th>
<th>21:00</th>
<th>00:00</th>
<th>03:00</th>
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<td>Cloudy</td>
<td>6 °C</td>
<td>10</td>
<td>9</td>
<td>8</td>
<td>6</td>
</tr>
</tbody>
</table>

Detailed forecast
Conditionally load:
secondary assets
third-party content
transitions, effects
AJAX stuff
Design agnostically
Design for every input
Design for every context
Design for every connection
3. OPTIMIZE ALL THE THINGS!
The average webpage is 1.617MB. Mostly images.

httparchive.org
Can we afford another image?
Try to serve the **right** image size
Adaptive Images detects your visitor’s screen size and automatically creates, caches, and delivers device appropriate re-scaled versions of your web page’s embedded HTML images. No mark-up changes needed. It is intended for use with Responsive Designs and to be combined with Fluid Image techniques.

Why? Because your site is being increasingly viewed on smaller, slower, low bandwidth devices. On those devices your desktop-centric images load slowly, cause UI lag, and cost you and your visitors un-necessary bandwidth and money. Adaptive Images fixes that.

**Features**
- Works on your existing site
- Requires no mark-up changes
- Device agnostic
- Mobile-first philosophy
- Easy & powerful customisations
- Up and running within minutes

See more features

**Set-up**
- Add one line of JavaScript into the `<head>` of your site.
- Add your CSS Media Query values into $resolutions in the PHP file.

You’re done. Seriously.

**Requirements**
- Apache2 / nginx
- PHP 5.x
- GD lib *

* Normally a default with PHP

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**Example in action**

adaptive-images.com
Picturefill

A Responsive Images approach that you can use today that mimics the proposed picture element using `img` s. for safety sake.

- Author: Scott Jehl (c) 2012
- License: MIT/GPLv2

Demo URL: http://scottjehl.github.com/picturefill/

Note: Picturefill works best in browsers that support CSS3 media queries. The demo page references (externally) the matchMedia polyfill which makes matchMedia work in media-query-supporting browsers that don't support matchmedia. matchmedia and the matchmedia polyfill are not required for picturefill to work, but they are required to support the media attributes on picture source elements. In non-media query-supporting browsers, the matchmedia polyfill will allow for querying native media types, such as `screen`, `print`, etc.

Size and delivery

Currently, picturefill.js compresses to around 498bytes (~0.5kb), after minify and gzip. To minify, you might try these online tools: Uglify, Yahoo Compressor, or Closure Compiler. Serve with gzip compression.

Markup pattern and explanation

Mark up your responsive images like this.
Do retina devices need retina images?
Base resolution
(300 x 200 px)

Retina resolution
(600 x 400 px)

Jpg compression 80 / 21 kb

Jpg compression 31 / 16 kb (75% of base)

Jpg compression 80 / 21 kb

Jpg compression 42 / 21 kb (same size as base)
Optimize images:

ImageOptim

JpegMini

SVGO
Optimize everything:
reduce requests
combine & minify
gzip
JS files belong on the footer
Do we need a JS framework?
Avoid or **conditionally** load:

- iframes
- social plugins
- third-party assets
Consider plain links for social stuff
Twitter:

Facebook:

Google+:
What is your sound? http://bit.ly/ancientMistery via @htmlboy
There’s **so much** we can optimize
4. PERFORMANCE BUDGET
“We’ll do it later” is a lie
Performance as a design principle
“Make the page usable in less than 10 seconds on a GPRS connection.”

– BBC News –
First load: somewhere between 65KB and 100KB
“Don't make more than 20 http requests”
“Make the page weigh less than 300KB”
“1. Optimize an existing feature or asset.  
2. Remove an existing feature or asset.  
3. Don’t add the new feature or asset.”

– Steve Souders –
5. PERCEIVED PERFORMANCE
Avoid JS redrawings
Twitter shares jump on market debut
7 November 2013
Shares in the micro-blogging site Twitter open at $45.10 each in the first minutes of trading on the New York Stock Exchange.
From the section: Business

Pakistan Taliban name new leader
7 November 2013
Pakistan’s Taliban name Mullah Fazlullah, whose men shot schoolgirl Malala Yousafzai, as their new leader, after a drone killed Hakimullah Mehsud.
From the section: Asia

We defend freedom - UK spy chiefs
7 November 2013
Britain’s security services defend “freedom and democracy”, the head of MI5 tells MPs and peers in the first public grilling of the UK’s top spies.
From the section: UK Politics

US moves to ban trans fats in foods
7 November 2013
US food safety officials have taken steps to ban the use of trans fats, saying they are a threat to Americans’ health.
Twitter shares jump on market debut

Shares in the micro-blogging site Twitter open at $45.10 each in the first minutes of trading on the New York Stock Exchange.

Pakistan Taliban name new leader

Pakistan's Taliban name Mullah Fazlullah, whose men shot schoolgirl Malala Yousafzai, as their new leader, after a drone killed Hakimullah Mehsud.
Show content as soon as possible
FOUT: Flash Of Unstyled Text
Web Font Loader

Web Font Loader gives you added control when using linked fonts via `@font-face`. It provides a common interface to loading fonts regardless of the source, then adds a standard set of events you may use to control the loading experience. The Web Font Loader is able to load fonts from Google Fonts, Typekit, Fonts.com, and Fontdeck, as well as self-hosted web fonts. It is co-developed by Google and Typekit.

Contents

- Get started
- Configuration
  - Events
  - Timeout
  - Iframes
- Modules
  - Custom
  - Fontdeck
  - Fonts.com
  - Google
  - Typekit
- Browser support
- License

[github.com/typekit/webfontloader](https://github.com/typekit/webfontloader)
300ms delay on touch devices
FastClick

FastClick is a simple, easy-to-use library for eliminating the 300ms delay between a physical tap and the firing of a click event on mobile browsers. The aim is to make your application feel less laggy and more responsive while avoiding any interference with your current logic.

FastClick is developed by FT Labs, part of the Financial Times.

Explanation en français.

日本語で説明。

Краткое пояснение на русском языке.

Why does the delay exist?

According to Google:

...mobile browsers will wait approximately 300ms from the time that you tap the button to fire the click event. The reason for this is that the browser is waiting to see if you are actually performing a double tap.

Compatibility

The library has been deployed as part of the FT Web App and is tried and tested on the following mobile browsers:

- Mobile Safari 10.3 and above
- Chrome 65 and above
- Chrome on Android
- Opera on Android
- Android Browser 7.0 and above
WRAPPING UP
Web design is not about pretty pictures
### Jury Members

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<tr>
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<th>COUNTRY</th>
<th>VOTES</th>
<th>FINAL</th>
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<td>is-real.net</td>
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**Description:**
This is the web version of the quarterly magazine “Beyond By Lexus”, published by automobile brand, Lexus. It is made up of the TOP PAGE and 14 sections of contents. We are incorporating...

**Tags:**
Free, jQuery, CSS, Animation, HTML5, Promotional, Black, Brown, Silver

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#### Site of the Day

**Beyond By Lexus Magazine by Sastchi & Sastchi**

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### Sites of the Day

- **#ZOOM PROJECT**
  - Nokia - The Zoom Project
    - By Bacon de Czer
- **Enjoy Your Privacy**
  - By Jem3
- **Westin Finds from Afer**
  - By DOMANI
- **Jonathan Da Costa**
  - By Jonathan Da Costa
- **Good Morning Breakfast**
  - By Good Morning AS
- **Oregon Gridiron**
  - By Super Top Secret
I AM INVINCIBLE

INTRODUCING THE NEW AIRBRAKE MX GOGGLE

BUY ONLINE > FIND IN STORES >
wow
such design
very icons
wow dribbble
nice font
so flats
such parallax
Set a performance budget in the design workflow
“What a fast website, that on top of that, is beautiful.”
LET PEOPLE COMMUNICATE
THANKS!
@htmlboy · javier@swwweet.com