

Responsive design et ergonomie mobile



MR-32 2 Days (14 Hours)

Description

Smartphones and tablets offer 'mobile users' another, more intuitive and more human way of navigating. However, many sites are not optimized for mobile devices and do not use 'responsive design' resources. Today, the vast majority of connections to the Web are made from mobile devices; for businesses, mobile ergonomics has become a major issue for improving the user experience.

Who is this training for ?

For whom

Responsible for mobile websites working with internal or external service providers. Web manager, web marketer, web master, web designer. Manager, marketing and/or communications executive in charge of managing a website or mobile application. Graphic designer, model maker.

Prerequisites

Aucune

Training objectives

- Define the criteria for mobile ergonomics
- Improve the user experience
- Design a mobile interface
- Integrate the gestures of touch interfaces
- Become familiar with responsive emailing

Training program

Définir les critères de l'ergonomie mobile La valeur ajoutée du responsive web design (RWD).

- The key figures to know.
- The different approaches: Mobile first, Responsive, mobile site.
- Responsive design and SEO.

Améliorer l'expérience-utilisateur

- Anticipate and hold the visitor's attention.
- Guarantee a coherent identity.
- Optimize the graphics.

Concevoir une interface mobile

- Identify the types of resolution.
- The characteristics of the different devices.
- Design the templates.
- The principle of fluid grids.
- Blocks and contents.
- Technical specifications.

Élaborer un contenu adaptatif Organisation et hiérarchie des contenus.

- Hidden content.
- Adaptive image management.

Les étapes et les outils de conception

- Paper models and sketching.
- The use of Photoshop for the model (principle).
- Digital design tools (mockup, axure..).

Intégrer la gestuelle des interfaces tactiles

- Basic gestures for touch interfaces.
- Support user actions.
- Multi-touch touch interfaces.

Se familiariser avec l'

- Responsive emailing The technical basics of e-mailing.
- HTML tables and integrated styles.
- The principle of media queries.
- The specificities of responsive e-mailing.