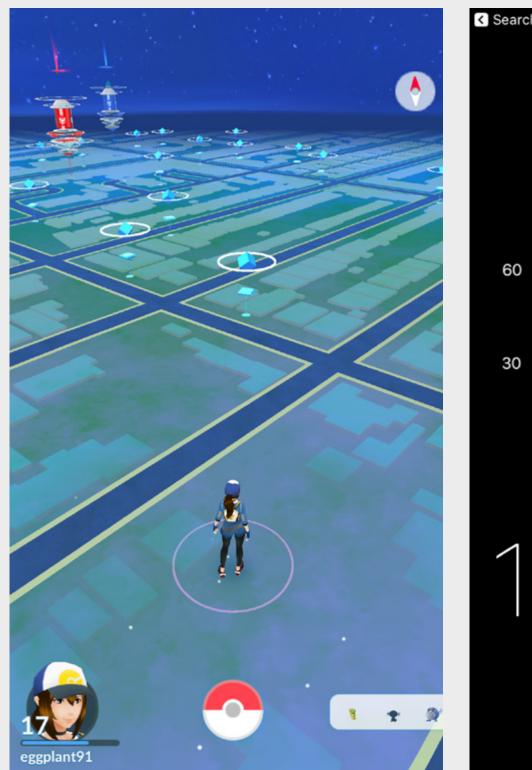
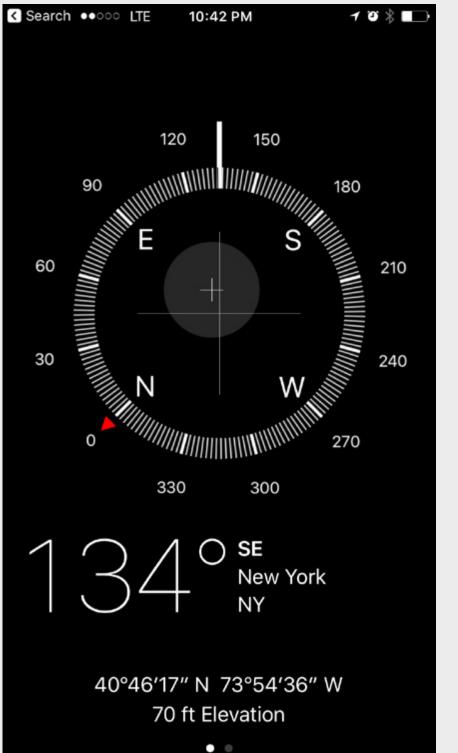
Mobile Considerations Recap



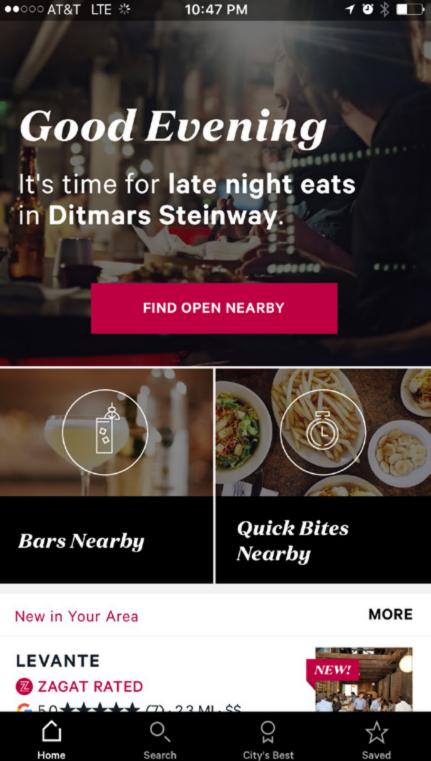
Pokemon Go



Compass



Zagat

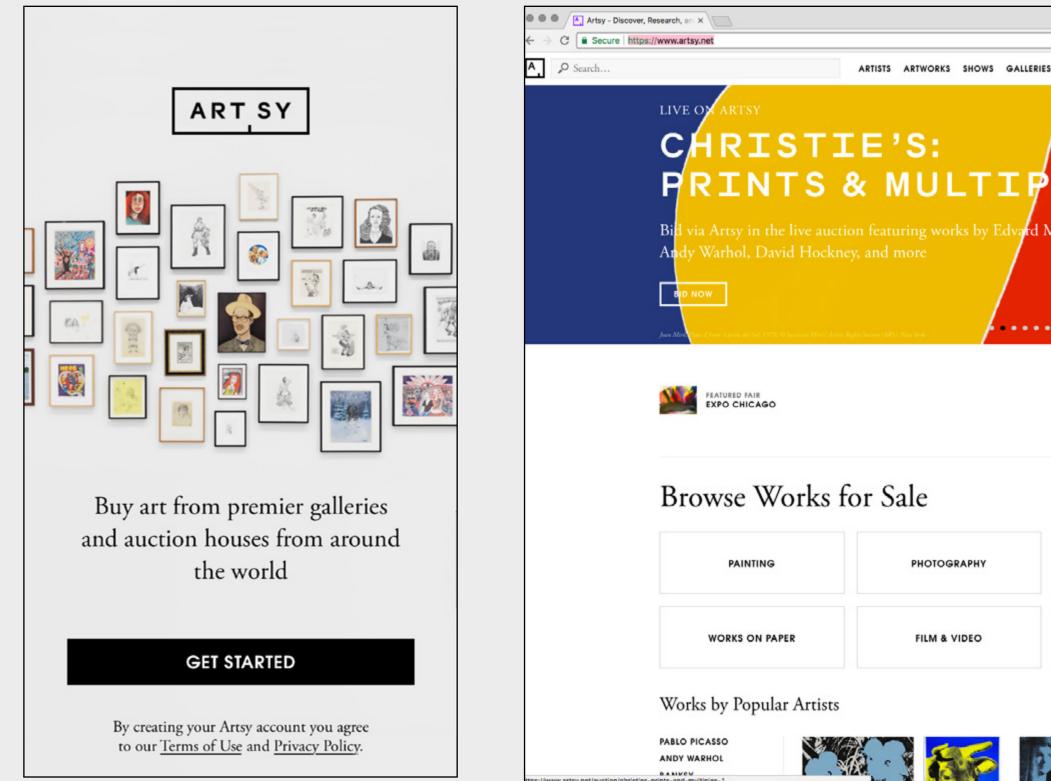


Variable Location

Mobile site/app can respond to location, because it can change and be accessed somewhere specific, while desktop is accessed from 1 spot.



Artsy App



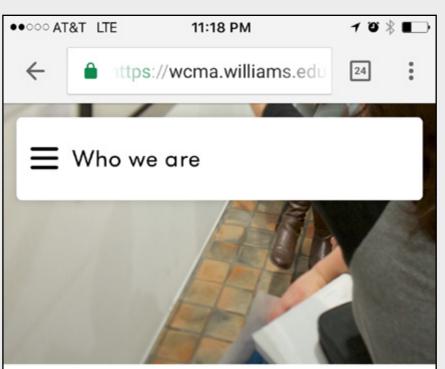
Less Real Estate

Viewport is smaller, so the experience is more streamlined allowing the user to focus on one thing at a time.

Artsy Site

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View All	View All SCULPTURE PRINTS & MULTIPLES	LES						
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	DESIGN ALL MEDIUMS	SCULPTURE	PRINTS & MULTIPLES					
DESIGN ALL MEDIUMS		SCULPTURE	PRINTS & MULTIPLES					

WCMA Mobile



WCMA is a vibrant hub for learning and participation.

We believe in taking risks and testing creative, future forms of scholarship and teaching. We leverage our intimate size, college setting, and interdisciplinary context to generate experimental, hands-on learning experiences.

WCMA Desktop



Legibility Key

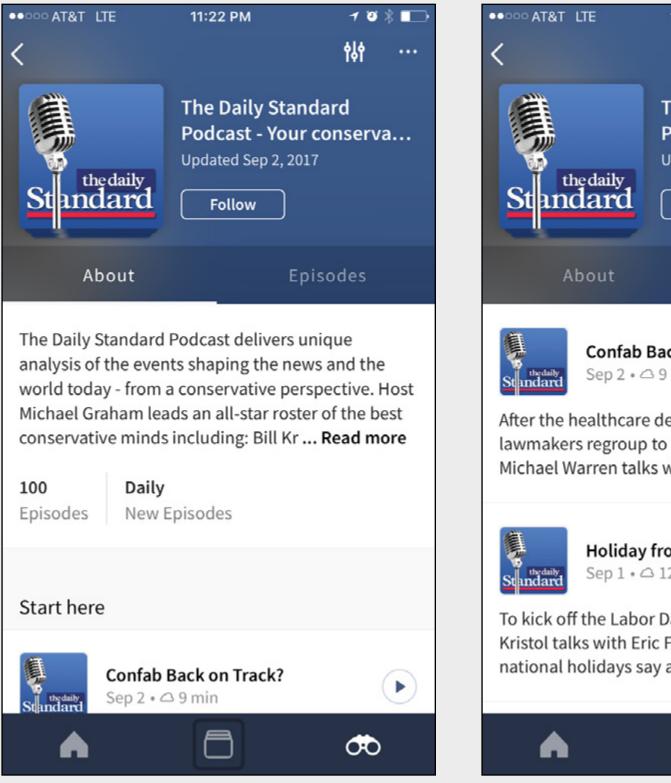
Due to the smaller screen size, legibility is key. Type sizes are generally larger, but use your best judgement. WCMA

Q

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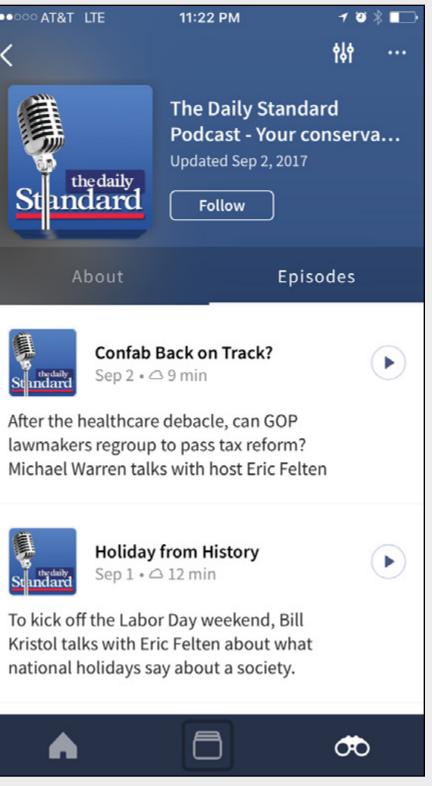
Radio Public

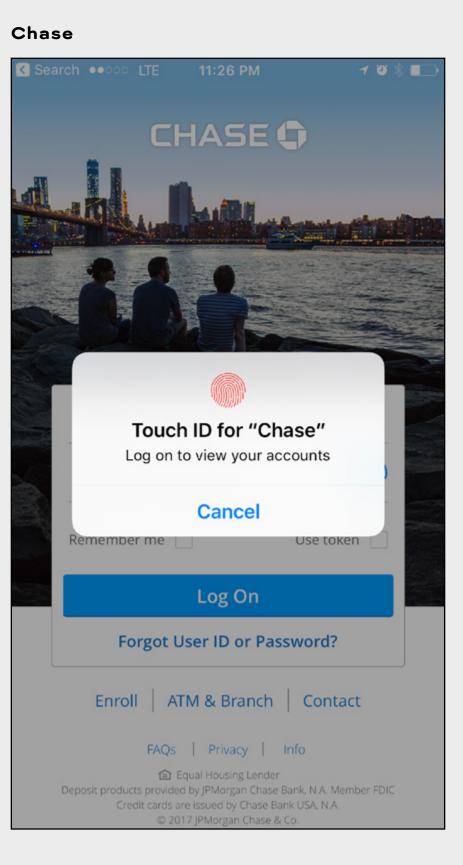


No Mouses. Simpler interactions.

Touching, not clicking. Buttons to be touchable. Certain parts of design hidden behind buttons and interactions.

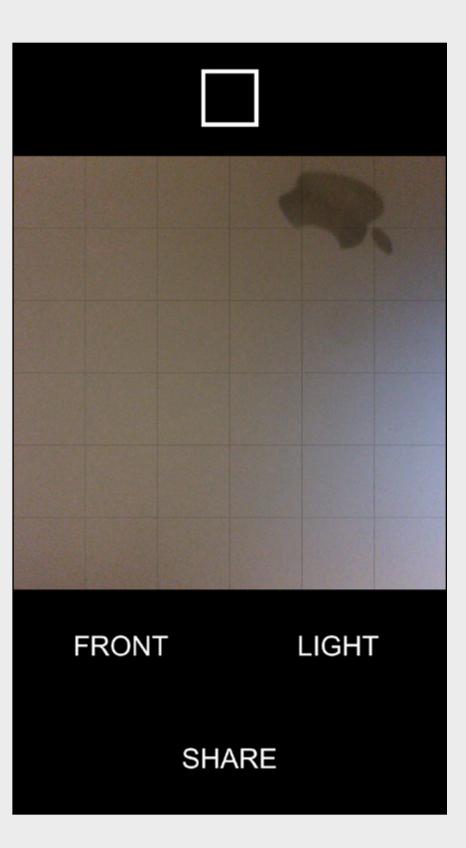
Radio Public

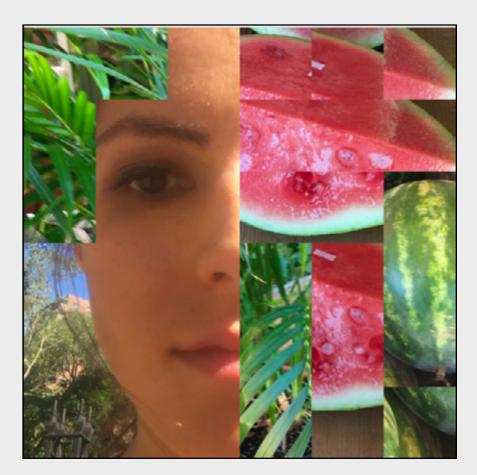




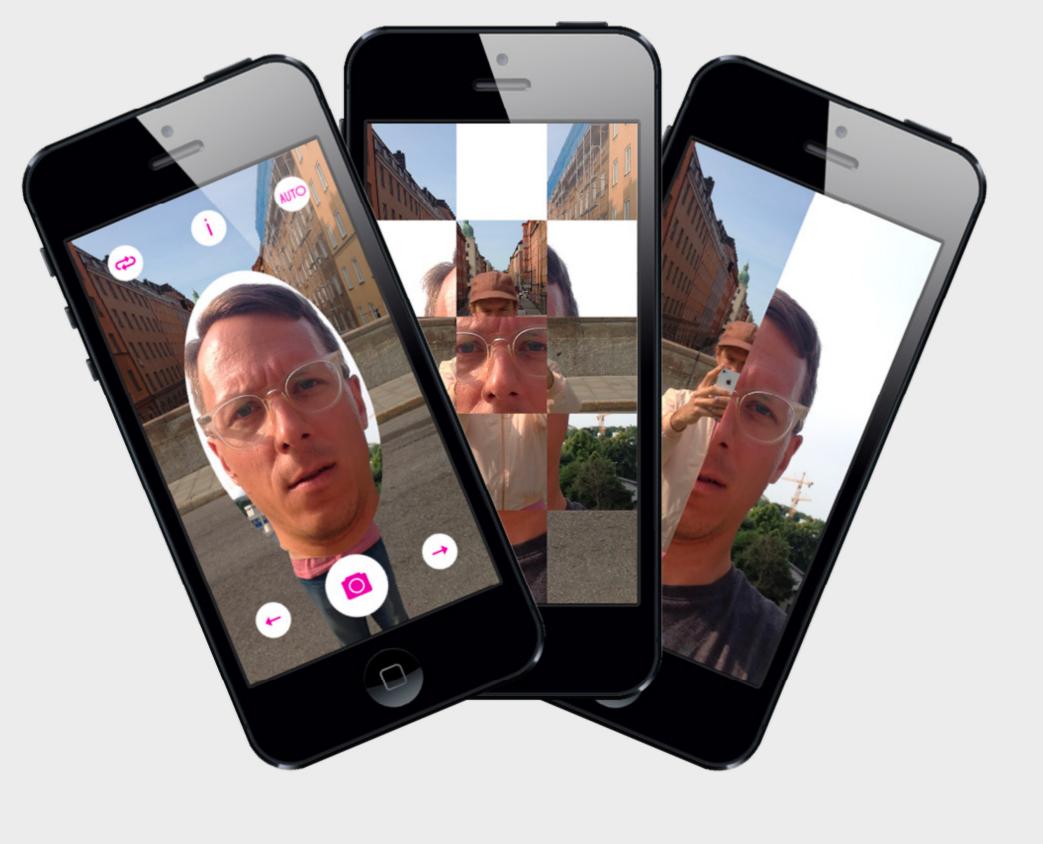
Mobile phones generally carry more personal info

Payments, contacts, logins, exact location. etc.

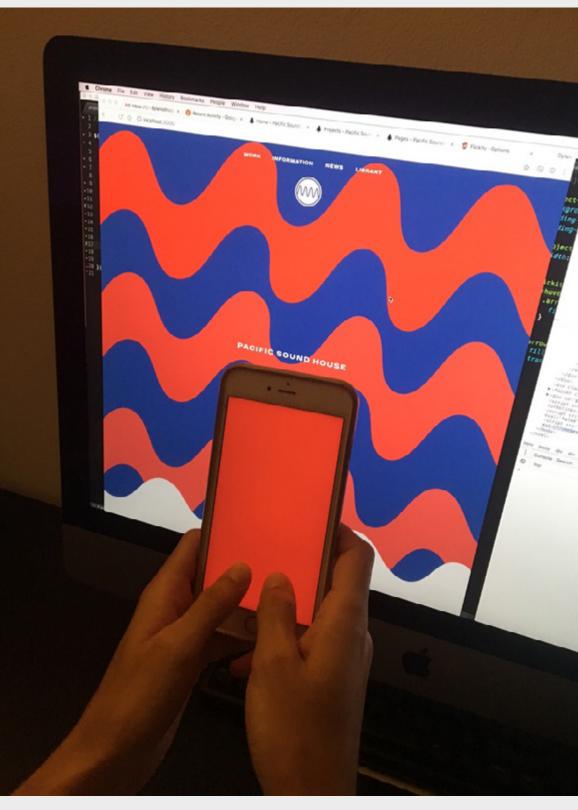




Phones have access to other senses: Sight & Touch Finger Quilt by Jeffrey Scudder uzes both sight and touch



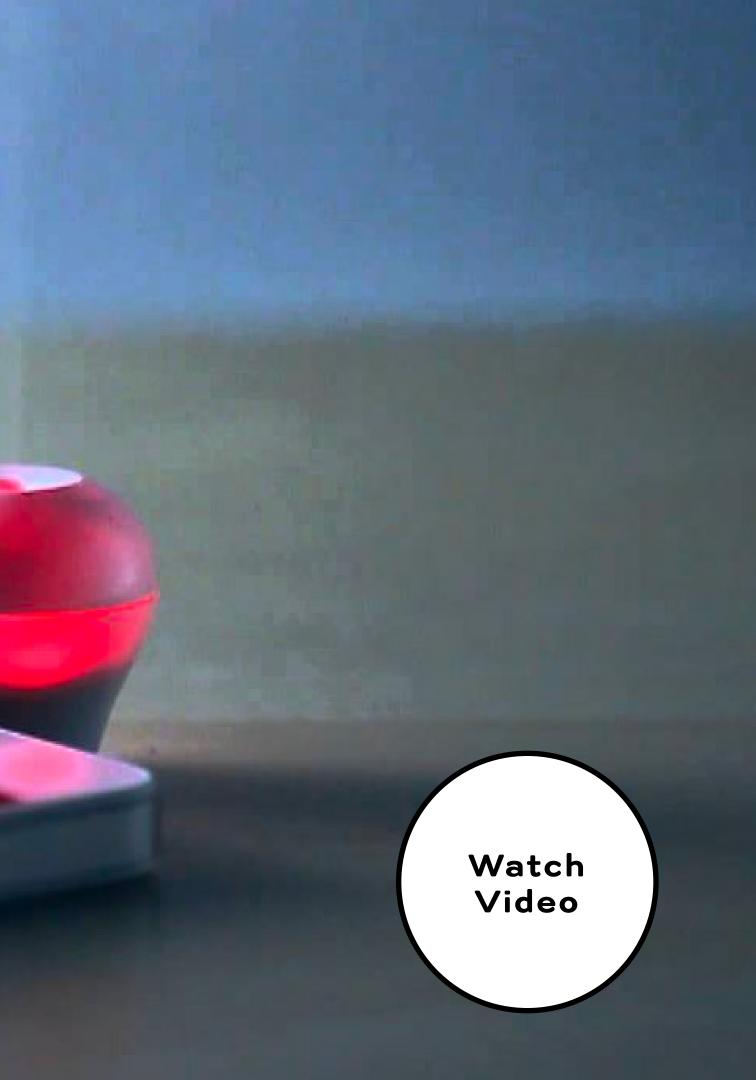
Phones have access to other senses: Sight & Touch Photobooth by Konst & Teknik & Martin Storm (Uses both cameras at once)



Phones have access to other senses: Sight & Hearing Bugg by Linked by Air



Phones have access to other senses: Smell Scentee add on w/ Nose Roast app



Teg