Mobile WordPress Theme Development with Media Queries

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http://tucsonlabs.com

Spoke 6 November 17, 2010

Why is mobile important?

- Mobile web use is growing strong
- 148% worldwide increase in mobile web traffic in 2009
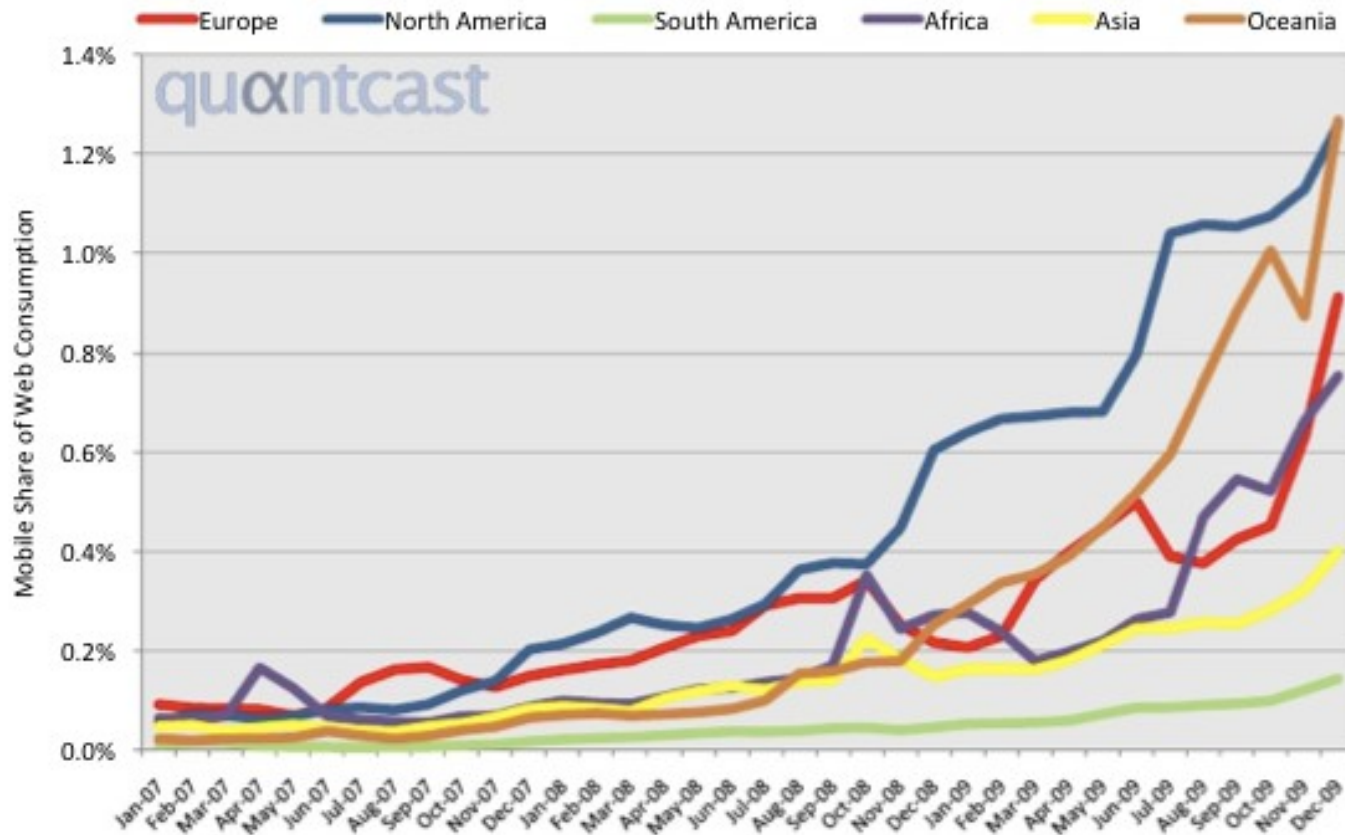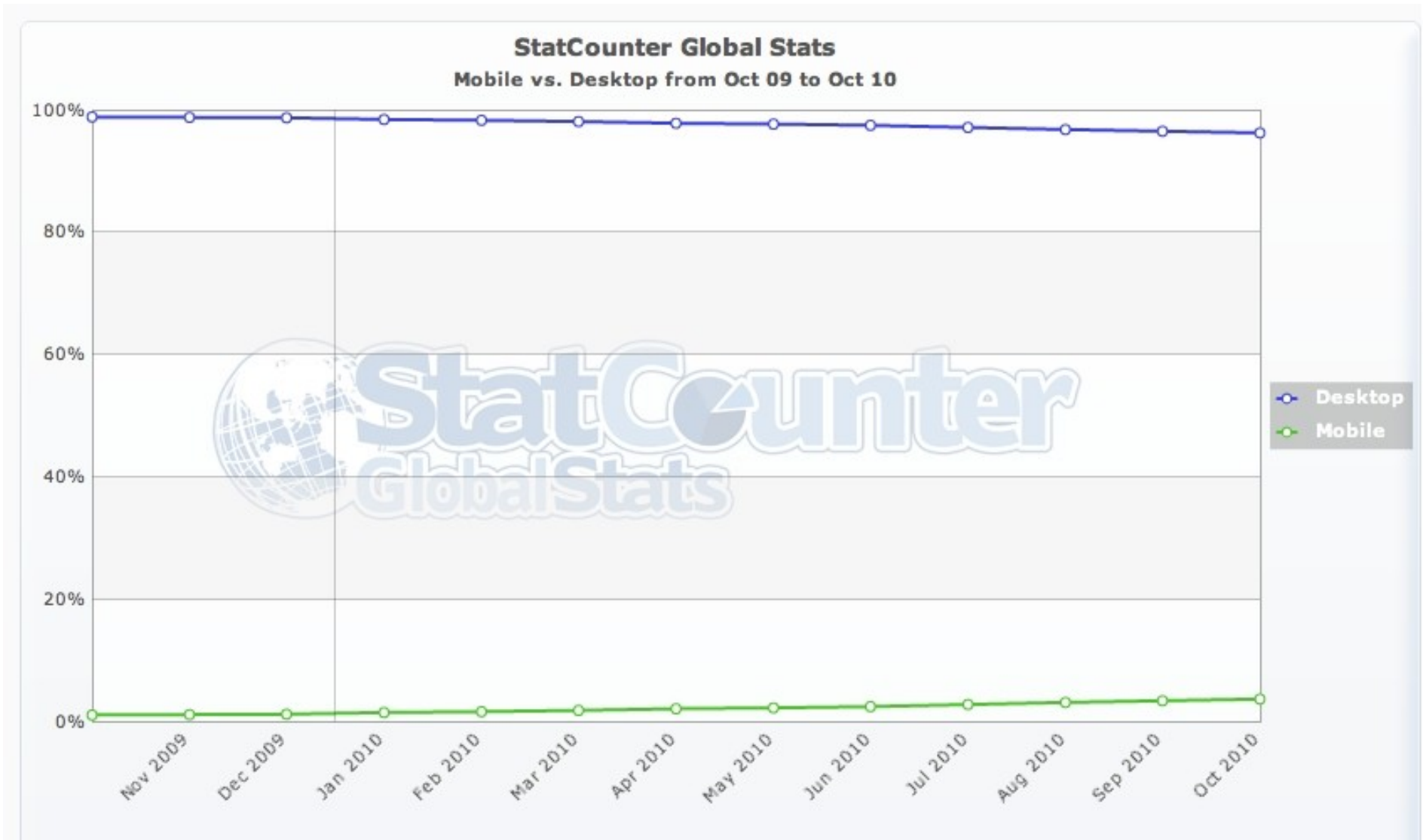

Figure 3: Mobile Share of Pageviews by Continent

StatCounter Global Stats

Mobile vs. Desktop from Oct 09 to Oct 10

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Mobile Design + WordPress

Options

• Plugins

• Mobile specific URLs

• Media Queries

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Plugins
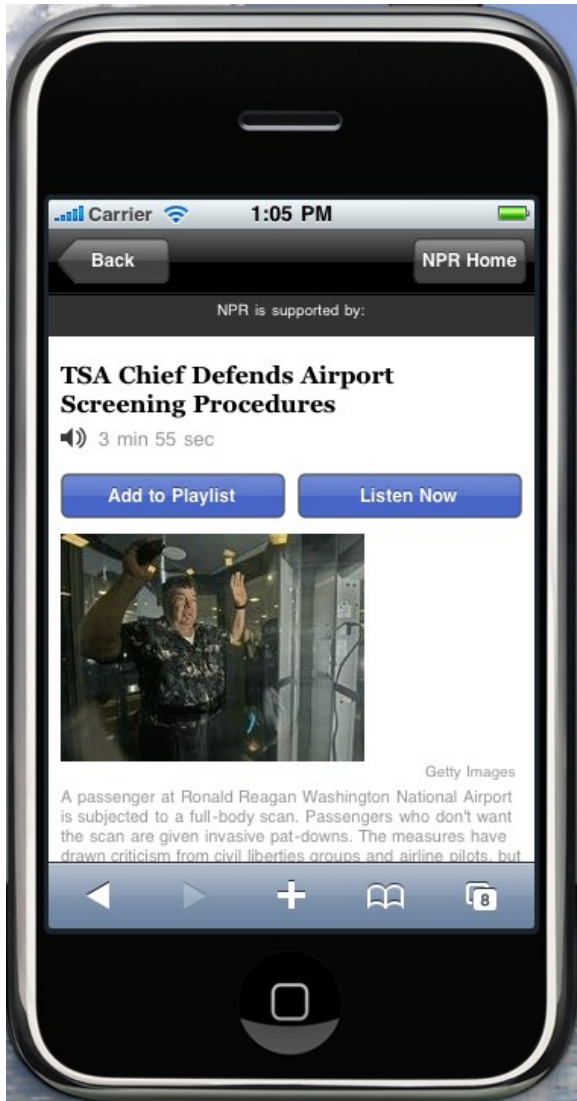
- Easy to use and install

- Look nice

- Harder to customize

- More resource intensive

- Might not work on feature phones
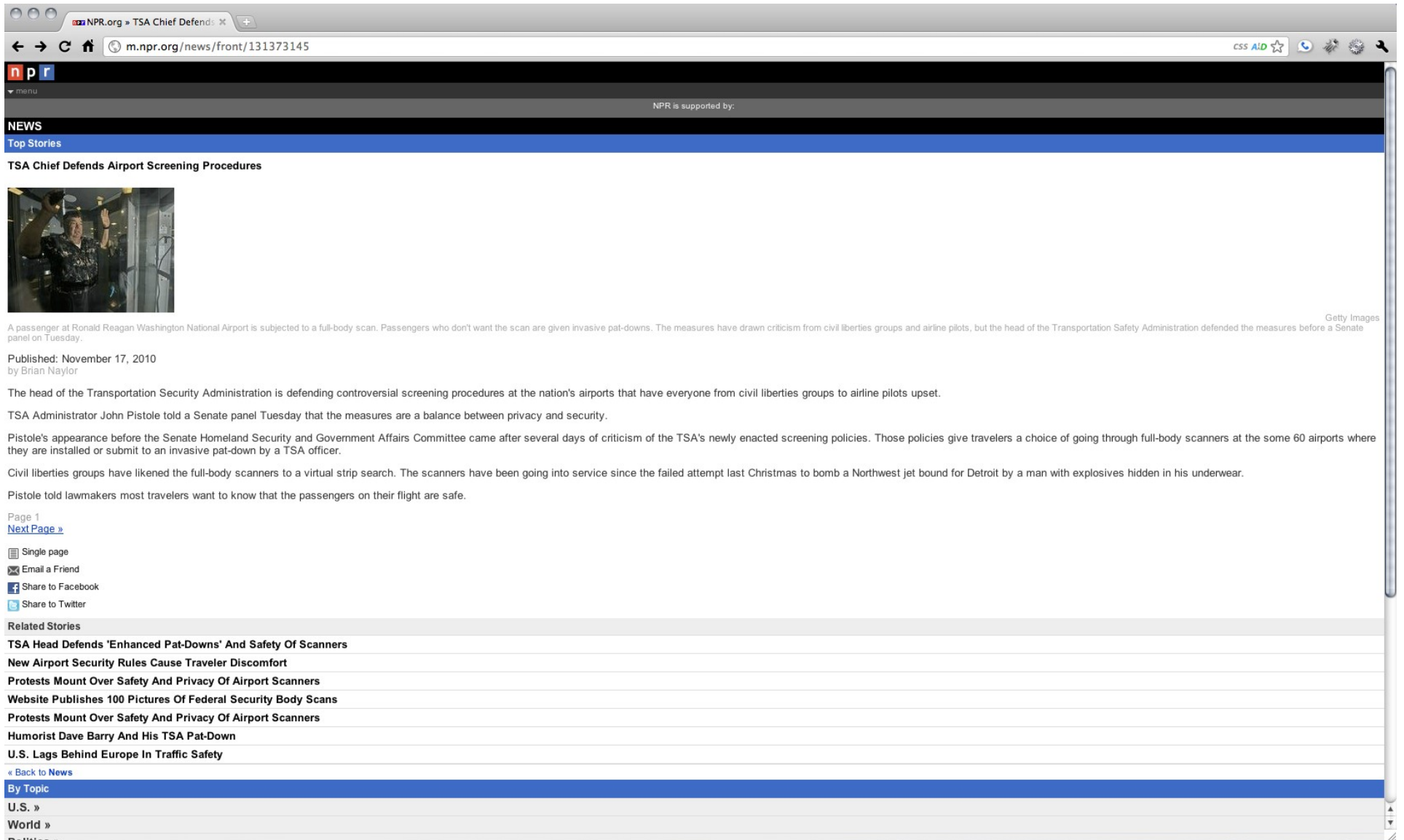
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Mobile specific websites

http://m.npr.org

• Look nice

• Easy to move elements without affecting the desktop version

Mobile specific URLs

Media Queries

- Ability to target individual devices

- Wide browser support

- Less resource intensive (mobile devices don't *need* to download a desktop stylesheet).

- No problems sharing links from mobile devices

- Accessible to most all devices
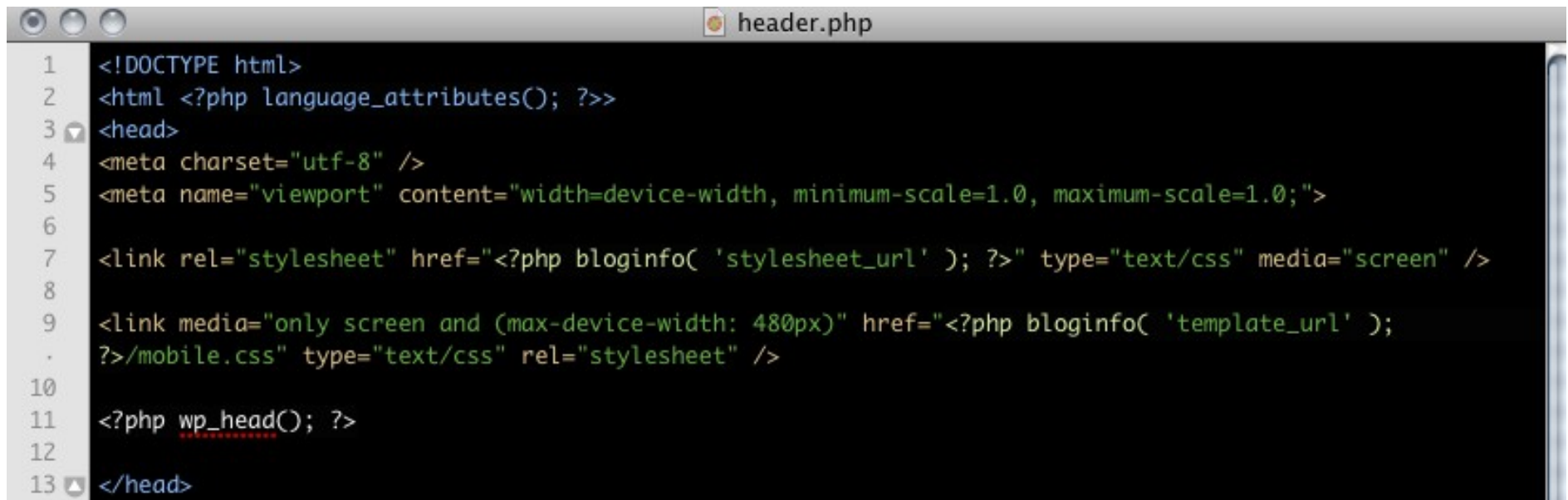
Media Query Basics

- Standard screen stylesheet for desktop browsers
- Separate mobile stylesheet for smart phones and feature phones
- Control page scaling for Webkit-based browsers

```php
<!DOCTYPE html>
<html <?php language_attributes(); ?>>
<head>
<meta charset="utf-8" />
<meta name="viewport" content="width=device-width, minimum-scale=1.0, maximum-scale=1.0;">

<link rel="stylesheet" href="<?php bloginfo( 'stylesheet_url' ); ?>" type="text/css" media="screen" />

<link media="only screen and (max-device-width: 480px)" href="<?php bloginfo( 'template_url' );
?>/mobile.css" type="text/css" rel="stylesheet" />

<?php wp_head(); ?>

</head>
```

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Media Query Basics

```php
1  <!DOCTYPE html>
2  <html <?php language_attributes(); ?>>
3  <head>
4  <meta charset="utf-8" />
5  <meta name="viewport" content="width=device-width, minimum-scale=1.0, maximum-scale=1.0;">
6
7  <link media="only screen and (min-width: 481px)" href="<?php bloginfo( 'stylesheet_url' ); ?>" type="text/css"
   rel="stylesheet" />
8
9  <link media="only screen and (max-width: 480px)" href="<?php bloginfo( 'template_url' ); ?>/mobile.css" type="text/css"
   rel="stylesheet" />
10
11 <!--[if IE]>
12 <link rel="stylesheet" type="text/css" href="<?php bloginfo( 'template_url' ); ?>/exploder.css" media="all" />
13 <![endif]-->
14
15 <link rel="stylesheet" href="<?php bloginfo( 'template_url' ); ?>/mobile.css" type="text/css" media="handheld" />
16
17 <?php wp_head(); ?>
18
19 </head>
```

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Examples

Desktop version

Skyline COUNTRY CLUB

Home | About Us » | Membership » | Activities » | Dining & Events » | Fitness » | Golf » | Tennis »

Fitness
- Fitness Classes
- Pool
- Spa

Fitness Director

Rebecca Crawley is Skyline's Fitness Director. She is certified by the National Academy of Sports Medicine as a Personal Trainer, Sports Fitness Specialist, and Corrective Exercise Specialist.

Fitness

Skyline's fitness facility, "The K Center" strives to provide the ultimate fitness experience. Our mission is to ensure that all members obtain the feeling of relaxation and awakening of the senses and a renewed enthusiasm for life that comes with a regular exercise program. The facility features multiple treadmills, elliptical trainers, exercise bikes and other aerobic machines as well as a complete line of strength training equipment and free weights.

In addition to equipment for fitness, our Fitness Director Rebecca Crawley schedules a full complement of exercise classes taught by trainers including spin, Zumba and stretch pilates as well as many others.

The fitness center is a mixed facility providing you with workout equipment and services including personal trainers, dry sauna, Jacuzzi, cold dip and massage therapists.

Appointments may be made for any of the services offered in the Fitness Center by calling 299-0600

Personal Trainers

We offer one on one personalized training. Please contact the Fitness Center to set up an appointment.

Fitness Staff: Joe Worden is certified by the American Council on Exercise.

Contact Information

520-299-0600

Home
History
Videos
Contact Us

About Us
Membership
Membership
Information

Membership
Special
Interest
Clubs
Community
Events
Family
Events
Special
Classes

Activities
Dining &
Events
Holiday
Events
Offsite
Catering
Banquets and
Private
Functions
Weddings

Fitness
Fitness
Classes
Pool
Spa

Golf
Golf Shop
Course
Description
Golf Groups

Tennis
Events
Lessons &
Clinics

Mobile version

Carrier 2:55 PM

Fitness

skyline.tucsonlabs.co...   Google

Skyline COUNTRY CLUB

Menu →

Fitness

Skyline's fitness facility, "The K Center" strives to provide the ultimate fitness experience. Our mission is to ensure that all members obtain the feeling of relaxation and awakening of the senses and a renewed enthusiasm for life that comes with a regular

Guidelines for mobile style sheets

- Don't create pixel-based layouts
- Use ems or percentages for sizing text
- Consider the size of peoples fingers for touch interaction
- Don't use :hover

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Thanks!

Resources

Media Queries- *http://www.quirksmode.org/m/table.html*

Mobile compatibility tables - *http://www.quirksmode.org/m/table.html*

Responsive Web Design - *http://www.alistapart.com/articles/responsive-web-design/*

Iphone Simulator- *http://developer.apple.com/devcenter/ios/index.action*

Android Simulator - *http://developer.android.com/guide/developing/tools/emulator.html*

Mobi Ready (feature phone simulator) - *http://ready.mobi/*

Quantcasts 2009 Mobile Stats - *http://www.scribd.com/doc/24826531/Quantcast-Mobile-Report1*

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