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Le designer de renom, ancien architecte du design de Yahoo!, Luke Wroblewski, nous fait partager dans ce petit guide stratégique toutes ses connaissances et son savoir-faire en matière d'expérience mobile.

Nul doute qu'il saura vous convaincre de la nécessité d'adopter l'approche mobile first, qui consiste à donner la priorité aux mobiles lors de la conception d'un site Web et ce, non seulement afin d'ouvrir de nouvelles perspectives de croissance, mais aussi afin d'améliorer l'expérience utilisateur globale du site.

Les stratégies orientées données et les techniques éprouvées décrites dans cet ouvrage essentiel feront de vous un maître des mobiles et vous aideront également à améliorer vos designs non mobiles.

Avec une préface de Jeffrey Zeldmann.

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