

Mobile Experiences

Design Once,
Sell Everywhere



Brendan Falkowski
Founder
GravityDept.com

imagine 2012
Magento Conference

Good afternoon!

**Brendan
Falkowski**

@Falkowski

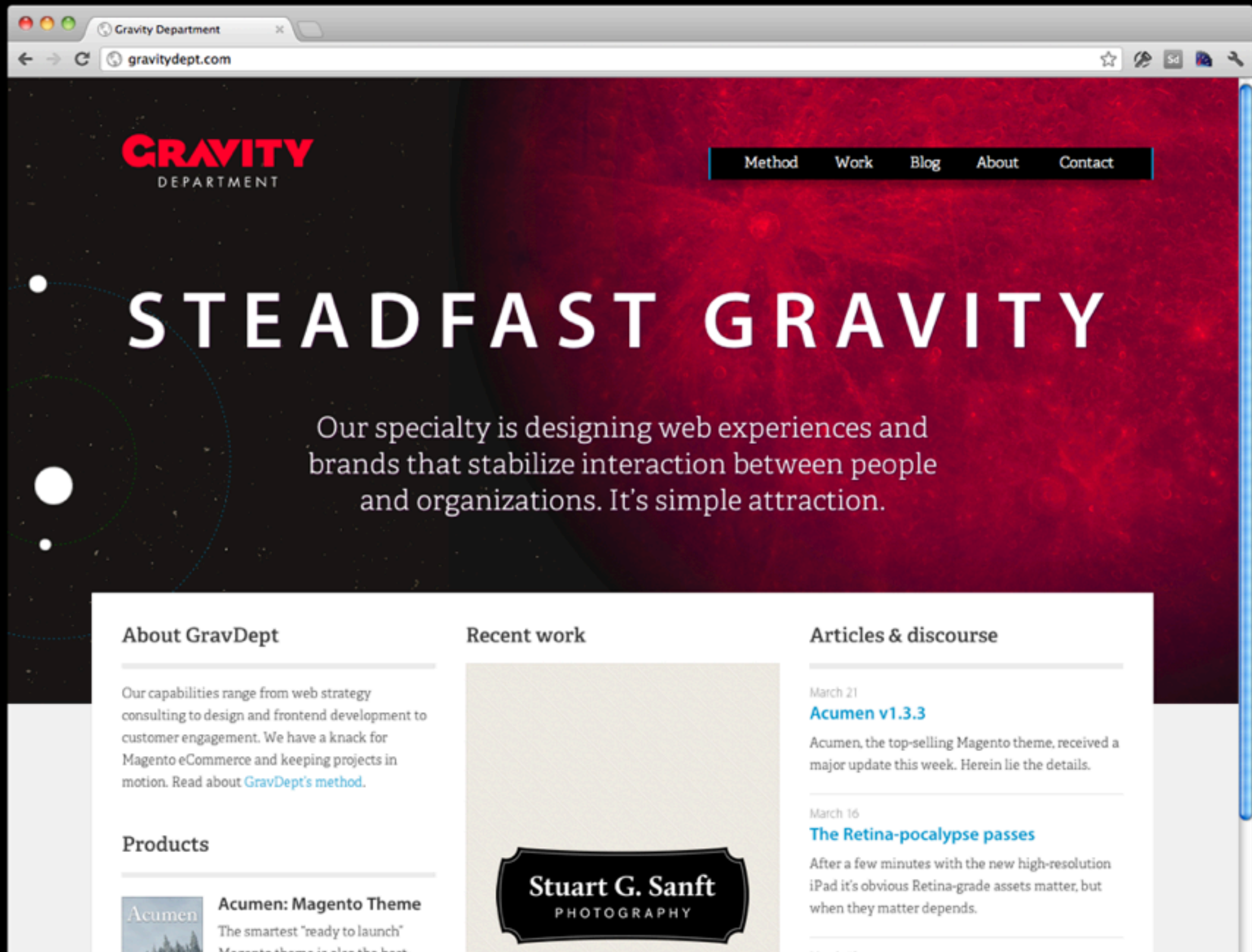




GRAVITY

DEPARTMENT

GravityDept.com



GRAVITY
DEPARTMENT

Method Work Blog About Contact

STEADFAST GRAVITY

Our specialty is designing web experiences and brands that stabilize interaction between people and organizations. It's simple attraction.

About GravDept

Our capabilities range from web strategy consulting to design and frontend development to customer engagement. We have a knack for Magento eCommerce and keeping projects in motion. Read about [GravDept's method](#).

Products



Acumen: Magento Theme

The smartest "ready to launch" Magento theme is also the best.

Recent work

Stuart G. Sanft
PHOTOGRAPHY

Articles & discourse

March 21

[Acumen v1.3.3](#)

Acumen, the top-selling Magento theme, received a major update this week. Herein lie the details.

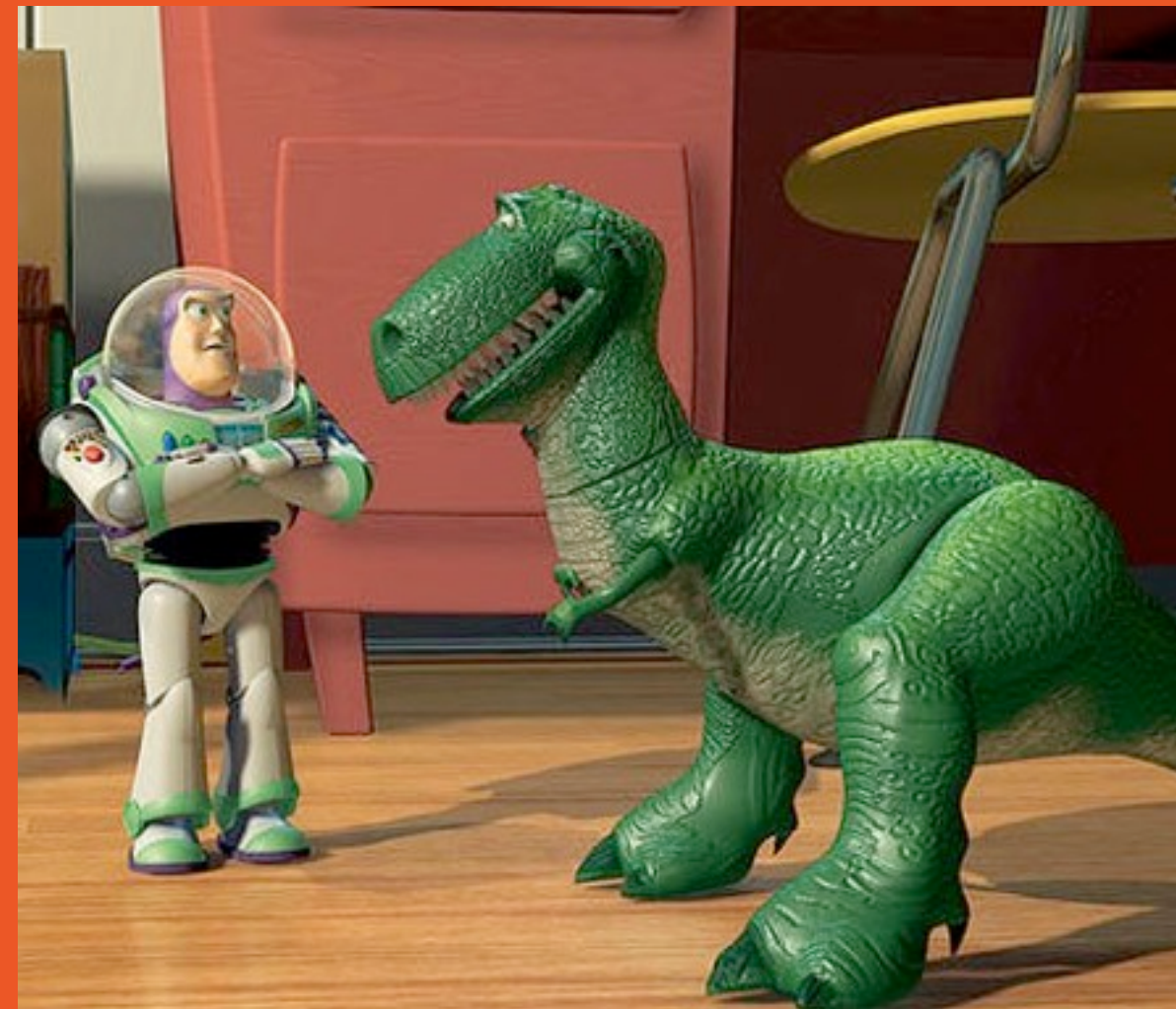
March 16

[The Retina-pocalypse passes](#)

After a few minutes with the new high-resolution iPad it's obvious Retina-grade assets matter, but when they matter depends.

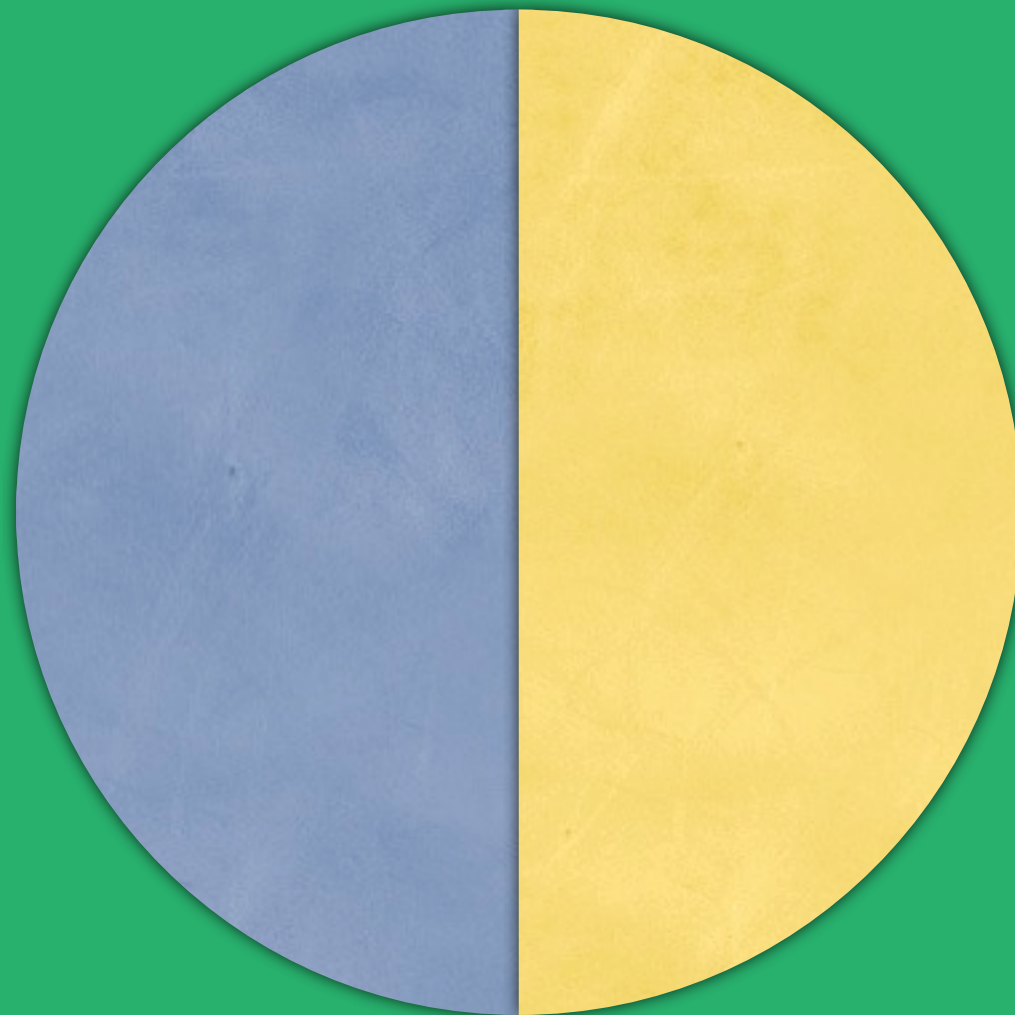
“ REX

~~Mr. Lightyear~~
Brendan, now I'm
curious...what does a
~~Space Ranger~~
Gravity Department
actually do?



GravDept's projects

Client Work
50%



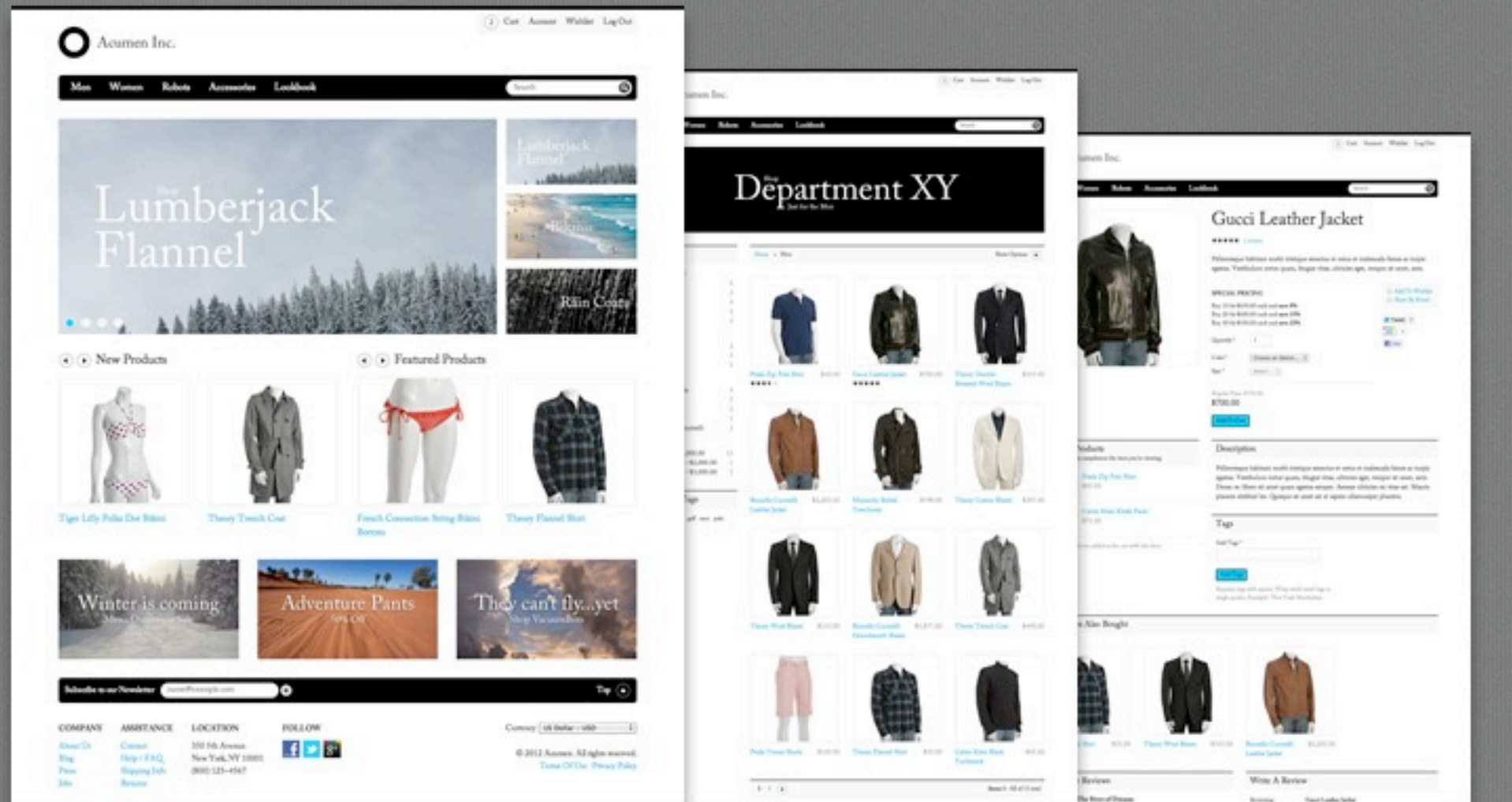
Products
50%

acumen-magento.gravdept.com

Acumen

Sharp design with disciplined character, and made for your customizations.

Acumen is a flexible, grid-based Magento theme. The sparse coloration and ornaments draw maximum attention to products, while keeping a clean and modern aesthetic throughout.



740+ stores rely on Acumen
24 months of steady development
Updated for every stable Magento release

Many hats:

User Experience
Interaction Design
Graphic Design
Identity / Branding
Usability
Accessibility
Front-End Dev
Back-End Dev

Business Advisory
Technology Advisory
Web Strategy
Marketing
Analytics
Data Modeling
Social Media
Search Optimization

Trifecta:

User Experience

Interaction Design

Graphic Design

Identity / Branding

Usability

Accessibility

Front-End Dev

Back-End Dev

Business Advisory

Technology Advisory

Web Strategy

Marketing

Analytics

Data Modeling

Social Media

Search Optimization

Mobile Matters

\$194 BILLION

**United States online sales
estimate for 2011**





Quick Poll

**Mobile isn't
emerging.**

It's invading.

**iOS devices
sold in:**

2011

>

Macs sold in:

1976	1986	1996
1977	1987	1997
1978	1988	1998
1979	1989	1999
1980	1990	2000
1981	1991	2001
1982	1992	2002
1983	1993	2003
1984	1994	
1985	1995	

**A normal day near
the end of 2011**

371 THOUSAND

**Children
born per day**

378 THOUSAND

**iPhones
sold per day**

184 THOUSAND

**Other iOS devices (iPod + iPad)
sold per day**

700 THOUSAND

**Android devices
activated per day**

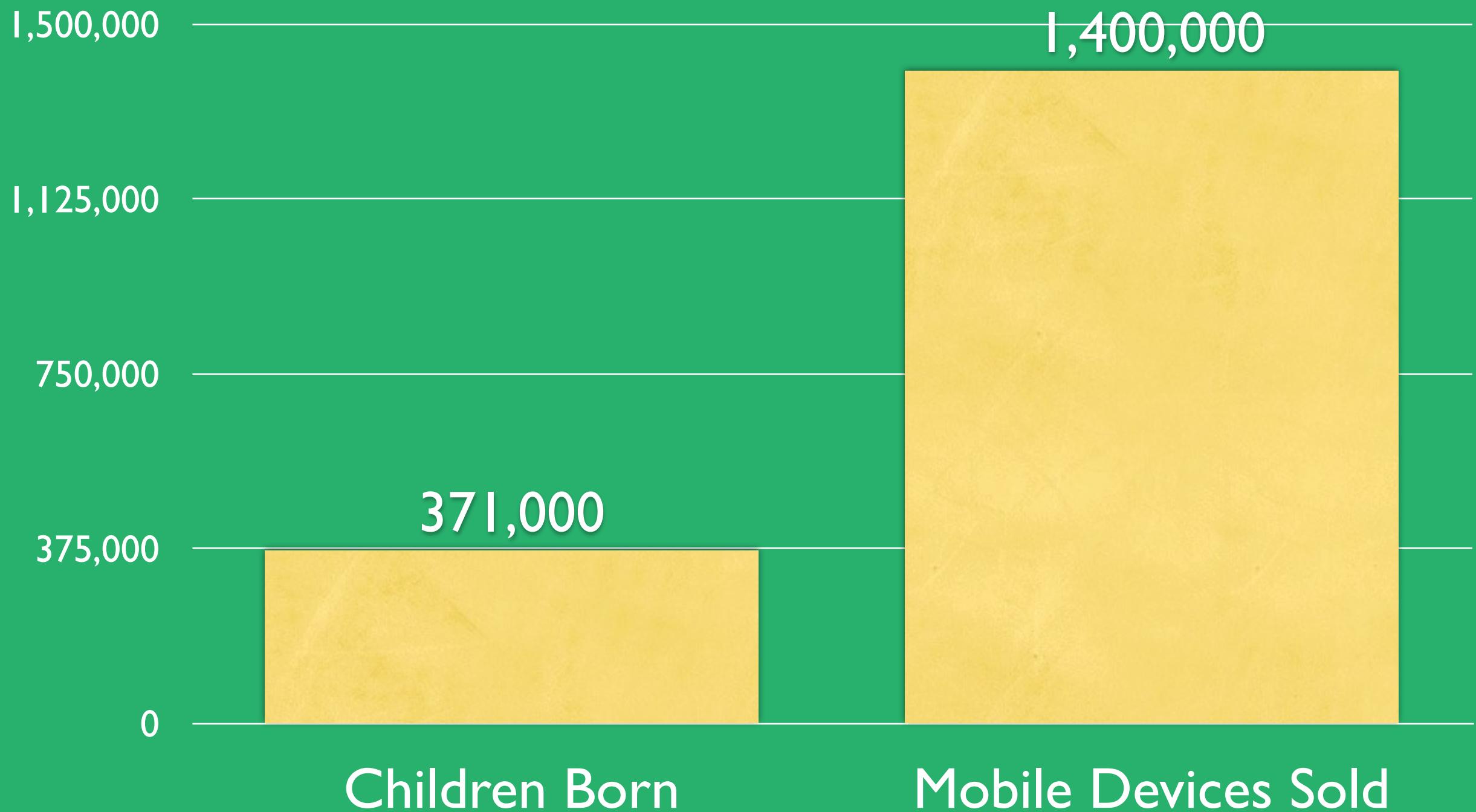
200 THOUSAND

**Nokia smartphones
sold per day**

143 THOUSAND

**Blackberries
sold per day**

On Earth per day



90%

**of people on Earth live within
mobile network access today**

**Web access by
mobile phones will
overtake PCs in
2013.**

BY 2016

ONE
BILLION

**will own
smartphones**

BY 2016

ONE
BILLION

**will own
smartphones**

350
MILLION

**will use
smartphones
at work**

BY 2016

ONE
BILLION

**will own
smartphones**

350
MILLION

**will use
smartphones
at work**

200
MILLION

**will take
their device
to work**

Mobile commerce growth

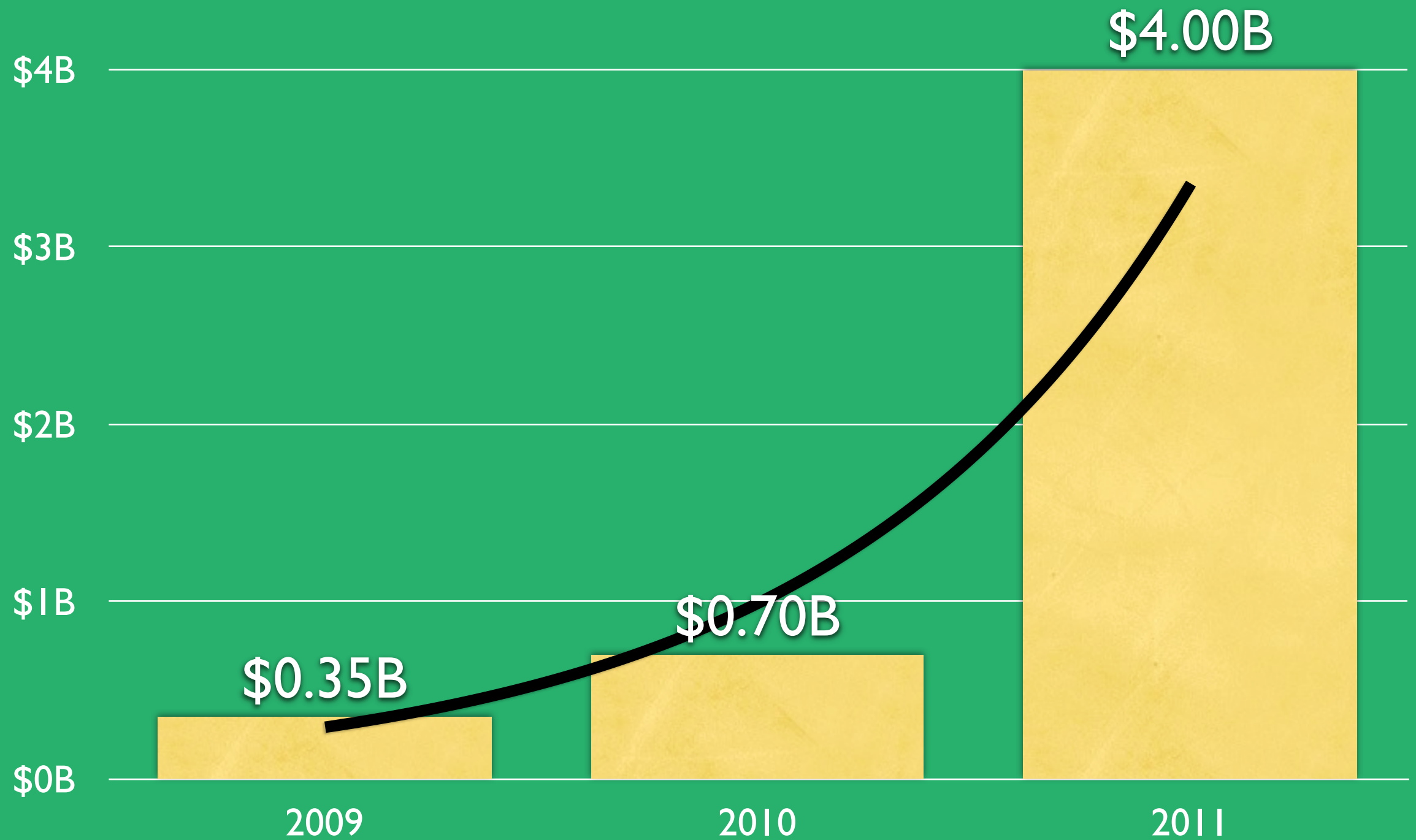
37%

**of U.S. smartphone owners have
purchased a product on their device
in last 6 months**

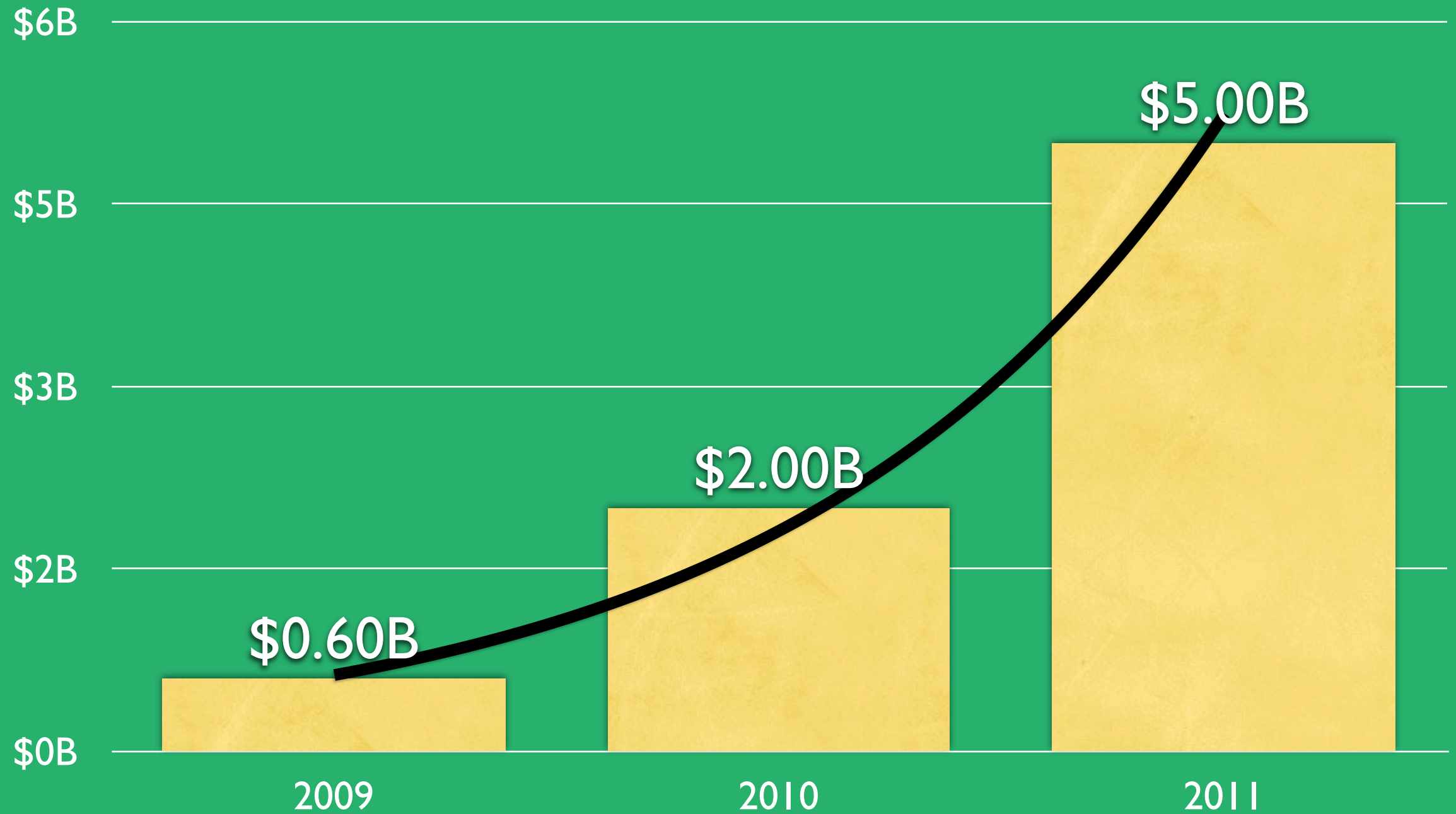
\$1 BILLION

**Amazon sales from
mobile devices in 2010**

PayPal mobile payments



eBay GMV from mobile



40%

**of eBay transactions
came from its mobile app**

**(Too) many form
factors**

Feature Phones



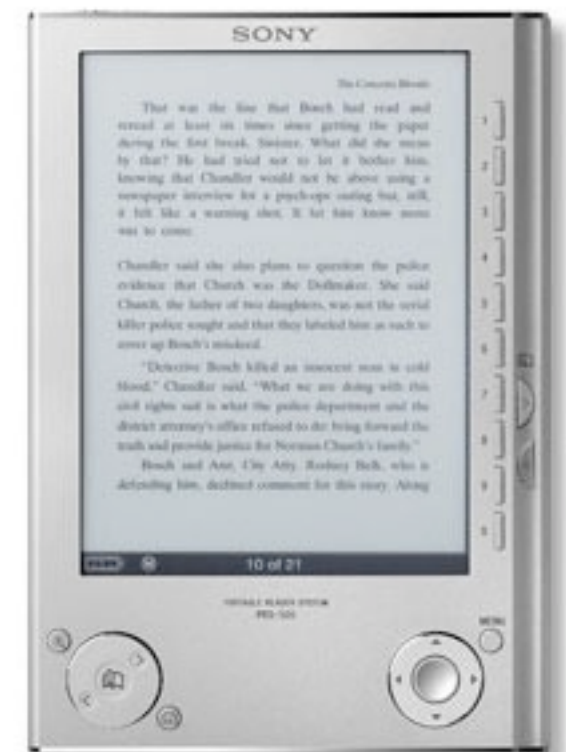
Smartphones



Portable Media Players



eReaders



Tablets



Computers

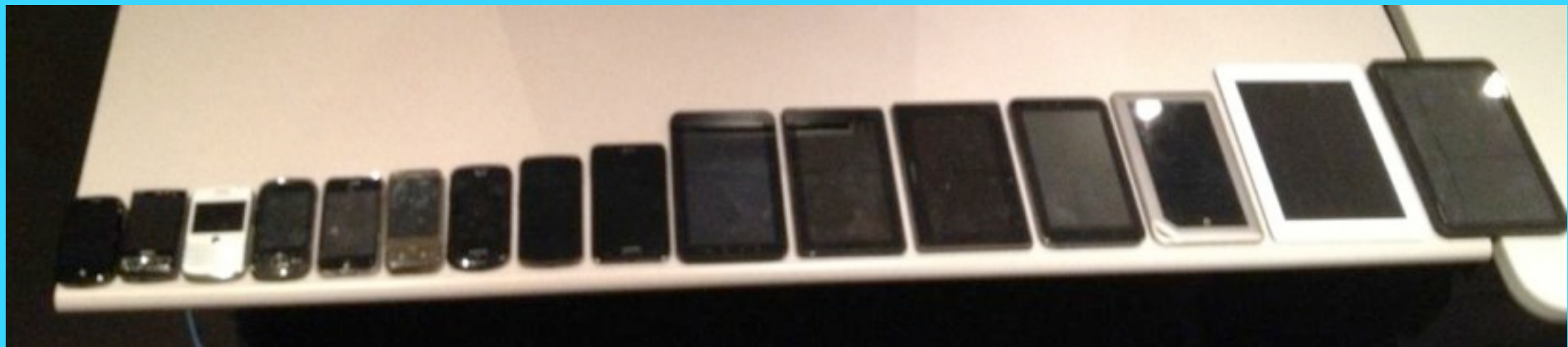


Other Screens



“ @BRAD_FROST

**Why you should never rely on
device dimensions:**



https://twitter.com/#!/brad_frost/status/172081637021065216

“ @SAMWE11ER:

Our app has been exposed to more than 500 different resolutions in the past 30 days.



<https://twitter.com/#!/samwe11er/status/171744811915821056>

One does not simply support mobile.



It is folly.

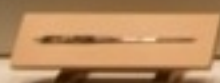
Small Screen vs. Mobile Strategy

daishō

The pairing of long and short swords.

Literally: big and small.

daishō



tachi (long sword)



tantō (short sword)



**Different sizes.
Same objective.**

daishō for websites



tachi



tantō

**Different sizes.
Same objective.**

Don't assume user goals are identical on mobile devices.

“ TED SCHADLER @ FORRESTER

Businesses should stop thinking about [mobile] as a small Web site on a tiny computer, and start thinking about mobile as being deeply embedded systems of engagement. That turns out to have huge implications.

Mobile Strategy

is determined by user goals in a mobile context, and not solely the device's size.

Hypothetical Example

**Enhance the shopping
experience with behaviors
available on mobile devices.**

“ @ROYRUBIN05
MAGENTO, GENERAL MANAGER

**#macys doesn't
get it. Clicked a
link on an email
from my phone
#mcommerce**



<https://twitter.com/royrubin05/status/178512565876428800>

Mobile devices are
not always used in
a mobile context.

60%

**of iPad sessions use
cellular networks**

94%

use WiFi

**Small Screen &
Mobile Strategy are
good partners.**

**Building
applications for
many devices**

Desktop Website

Threadless.com


Threadless graphic t-shirt design


www.threadless.com


Threadless Atrium No Sales Tax in Pennsylvania English Help Login Join Us!

0 items view cart


threadless Tees Shop Participate Community Info Search Tees



Group Hug
Made by Mellin Paulo Bernardo



Maths
Made by Sarinya Withaya-arekul


FRI

NEW TEES EVERY DAY!





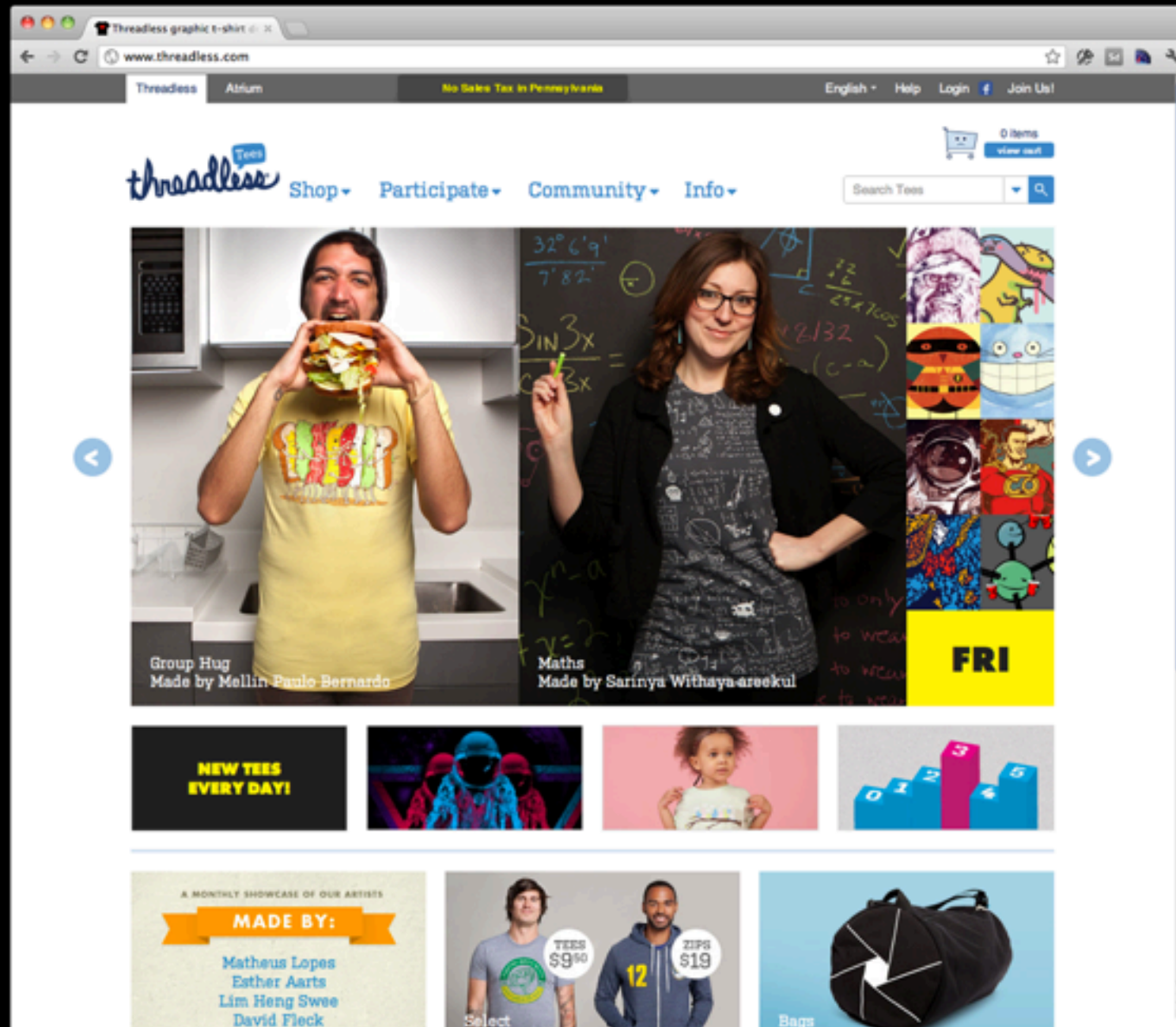


New York Times on iPhone

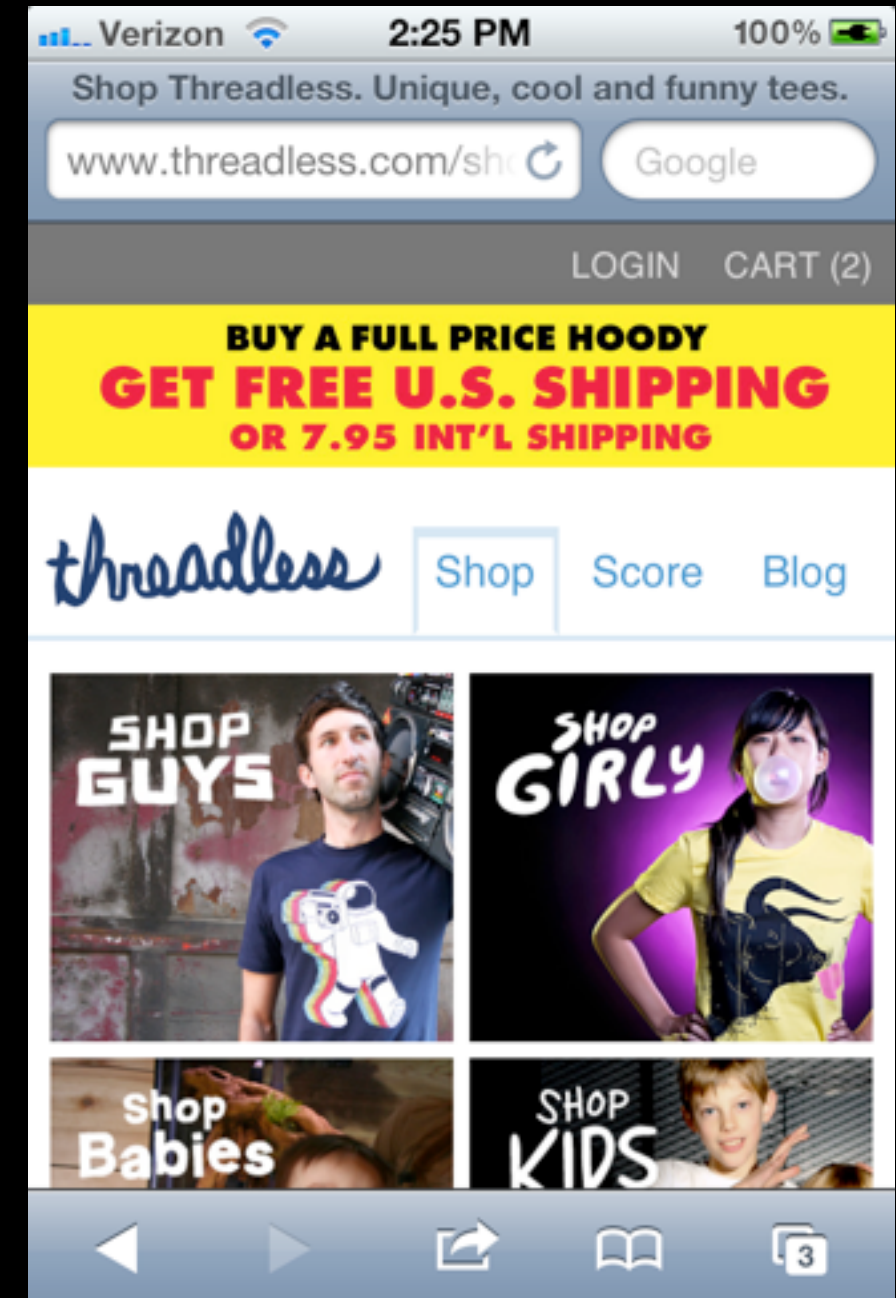


Mobile Website

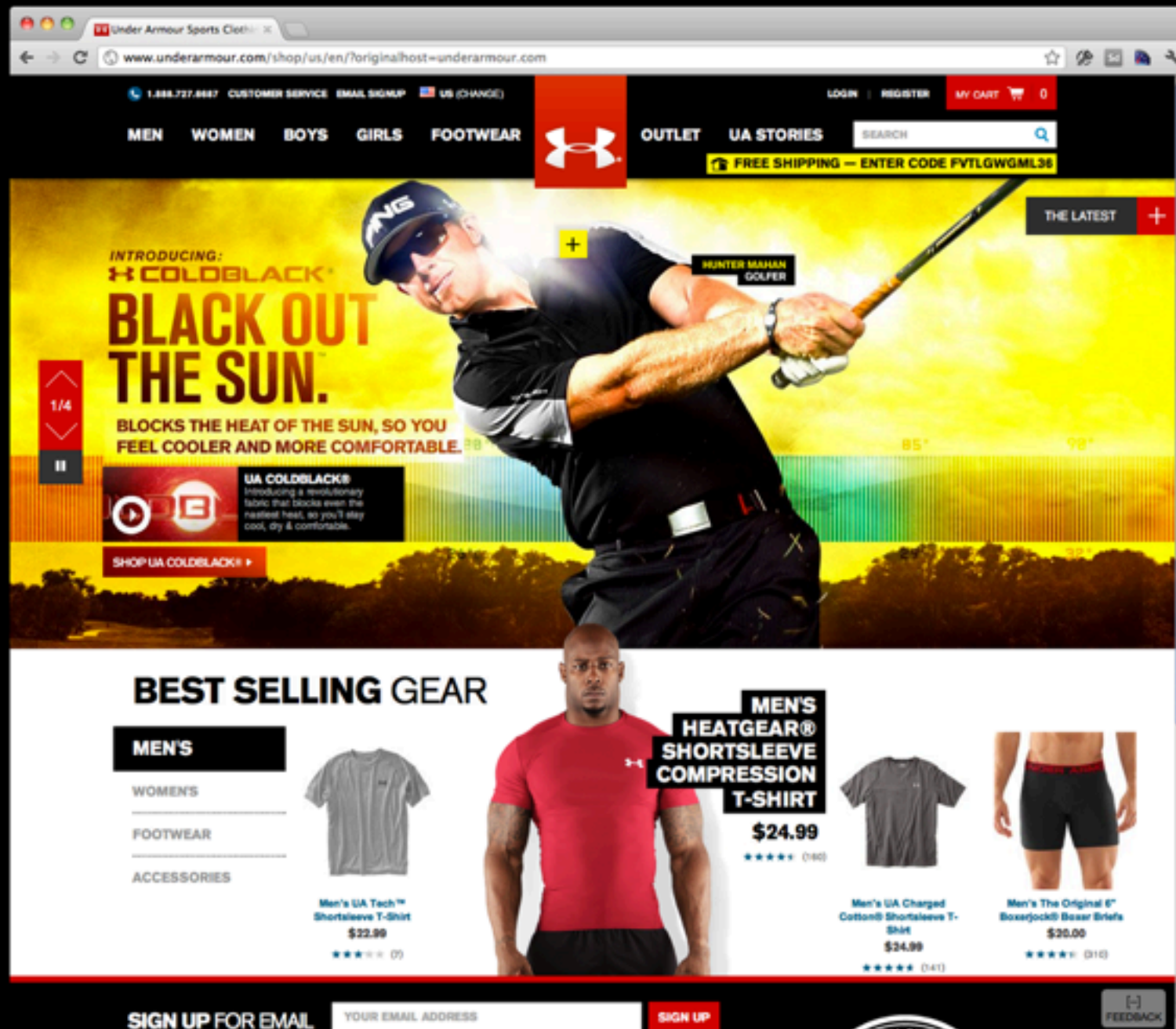
Desktop Site



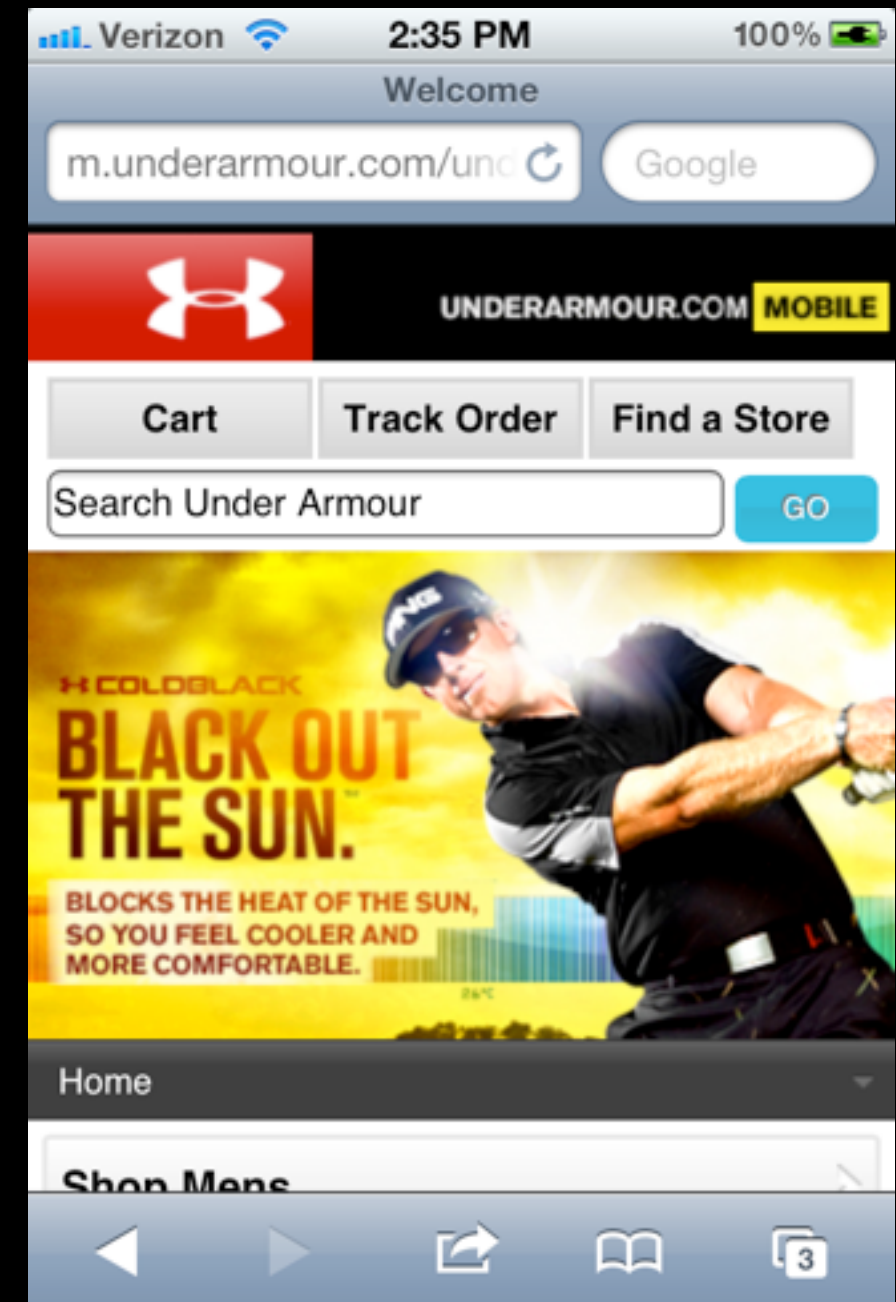
Mobile Site



Desktop Site



Mobile Site



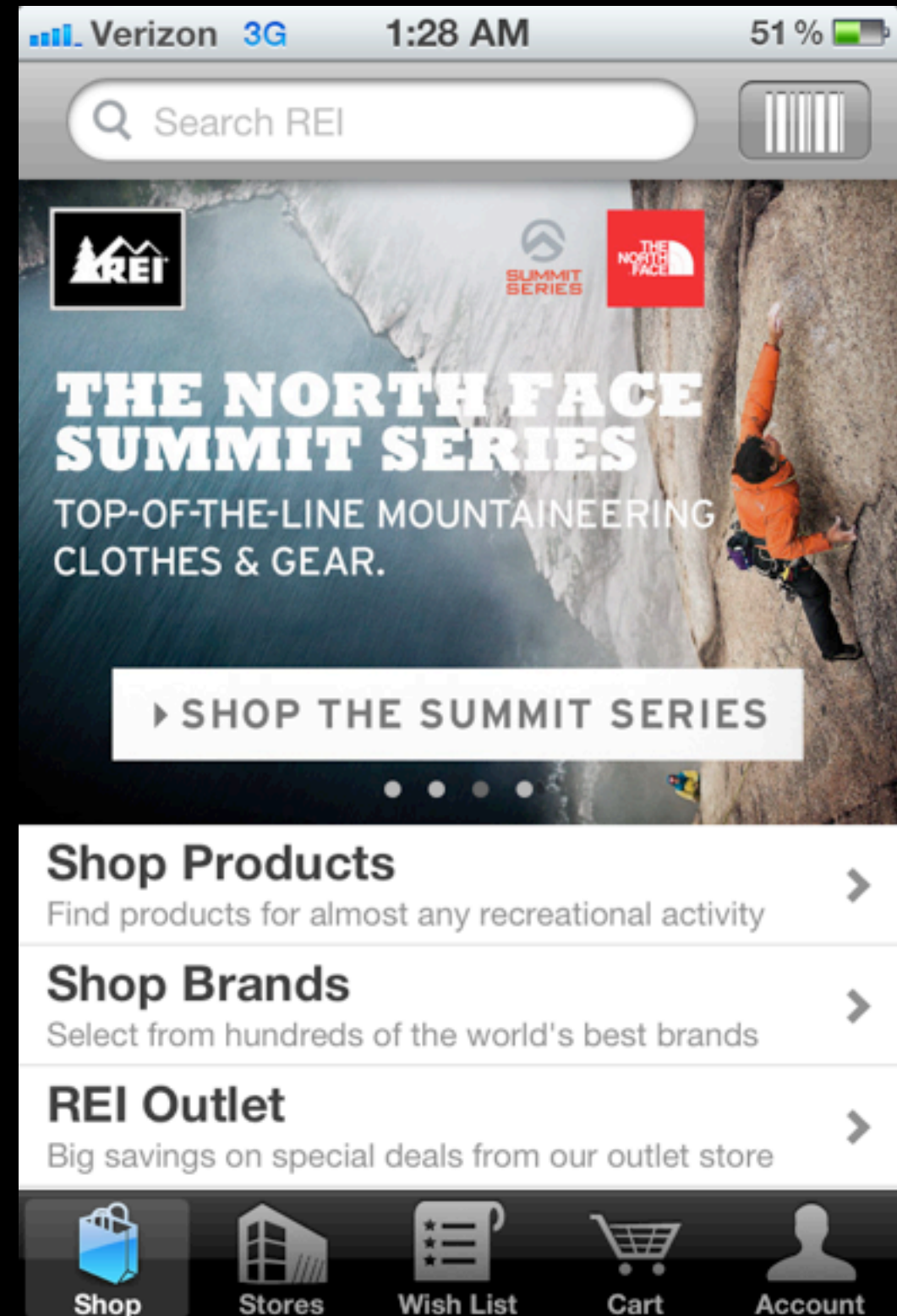
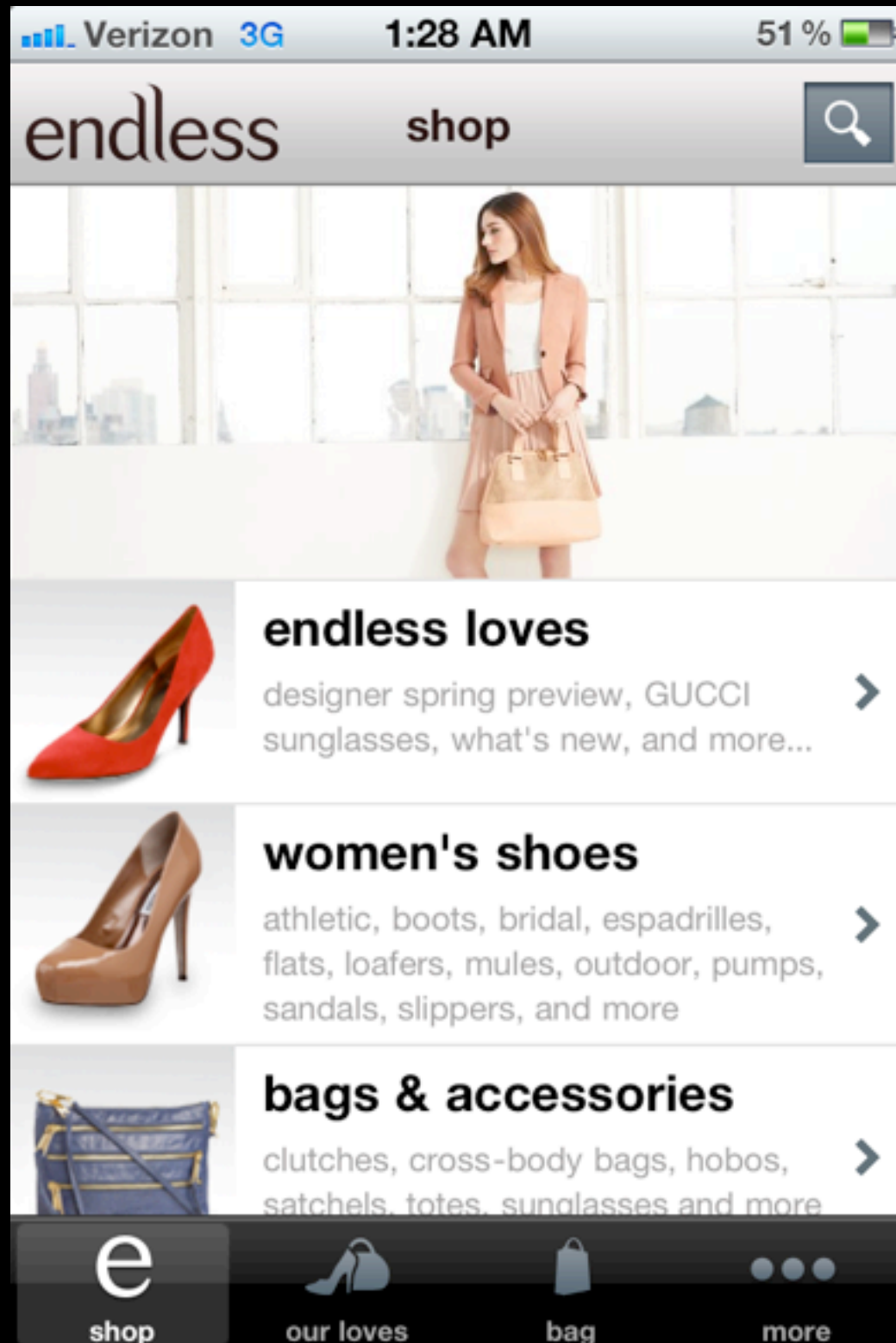
Mobile Web App

Common for large scale apps



Native apps

Good user experiences



...and the bad



Native Apps with Web UI

Native app is a wrapper for the web



All fall short.

“ BRIAN FLING

The mobile web is the only long-term commercially viable content platform for mobile devices.

Responsive Web Design



“ JOHN ALLSOP

We should embrace the fact that the web doesn't have [print's] constraints, and design for this flexibility. But first, we must “accept the ebb and flow of things”.

Ethan Marcotte

=

**Responsive
Web Design**



A BOOK APART

Brief books for people who make websites

No. 4

Ethan Marcotte

RESPONSIVE WEB DESIGN

FOREWORD BY Jeremy Keith

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THE FLEXIBLE GRID

WHEN I WAS IN COLLEGE, a professor once told me that every artistic movement—whether musical, literary, or from the fine arts—could be seen as a response to the one that preceded it. Filmmakers of the studios produced *Bonnie and Clyde* and *The Graduate* to counter such old Hollywood pictures as *The Sound of Music*. In *Paradise Lost*, John Milton actually writes his literary predecessors into the backdrop of hell—a not-so-subtle dig at their poetic street cred. And if it wasn't for the tight arrangements of Duke Ellington and Benny Goodman, Charlie Parker might never have produced the wild-eyed experimentation of bebop.

One artist establishes a point; another sets the counterpoint. And this was especially true for the artists of the Modernist period in the mid-20th century. The Modernists were looking at the creative output of their predecessors, the Romantic period of the late 19th century, with, well, a little disdain. To them, Romantic art was just laden down with all this stuff—needless, embellished ornamentation that

THE FLEXIBLE GRID 33

NAME	DEFINITION	HAS MEDIA QUERY
	Accepts portrait or landscape values.	
	Ratio of the display area's width over its height. For example, on a desktop, you'd be able to query if the browser window is at a 16:9 aspect ratio.	
	Ratio of the device's rendering surface width over its height. For example, on a desktop, you'd be able to query if the screen is at a 16:9 aspect ratio.	✓
	The number of bits per color component of the device. For example, an 8-bit color device would successfully pass a query of <code>(color: 8)</code> . Non-color devices should return a value of 0.	✓
	The number of entries in the color lookup table of the output device. For example, <code>(media-screen and (min-color-index: 256))</code> .	✓

MEDIA QUERIES 77



FIG 4-14 Our responsive design is shaping up beautifully, scaling out—and beyond—the desktop.

"narrower than 768px" requirement. In other words, rules from both queries are applied at the smallest end of the resolution spectrum. As a result, our second query only needs to concern itself with the design problems unique to viewports no wider than 520px.

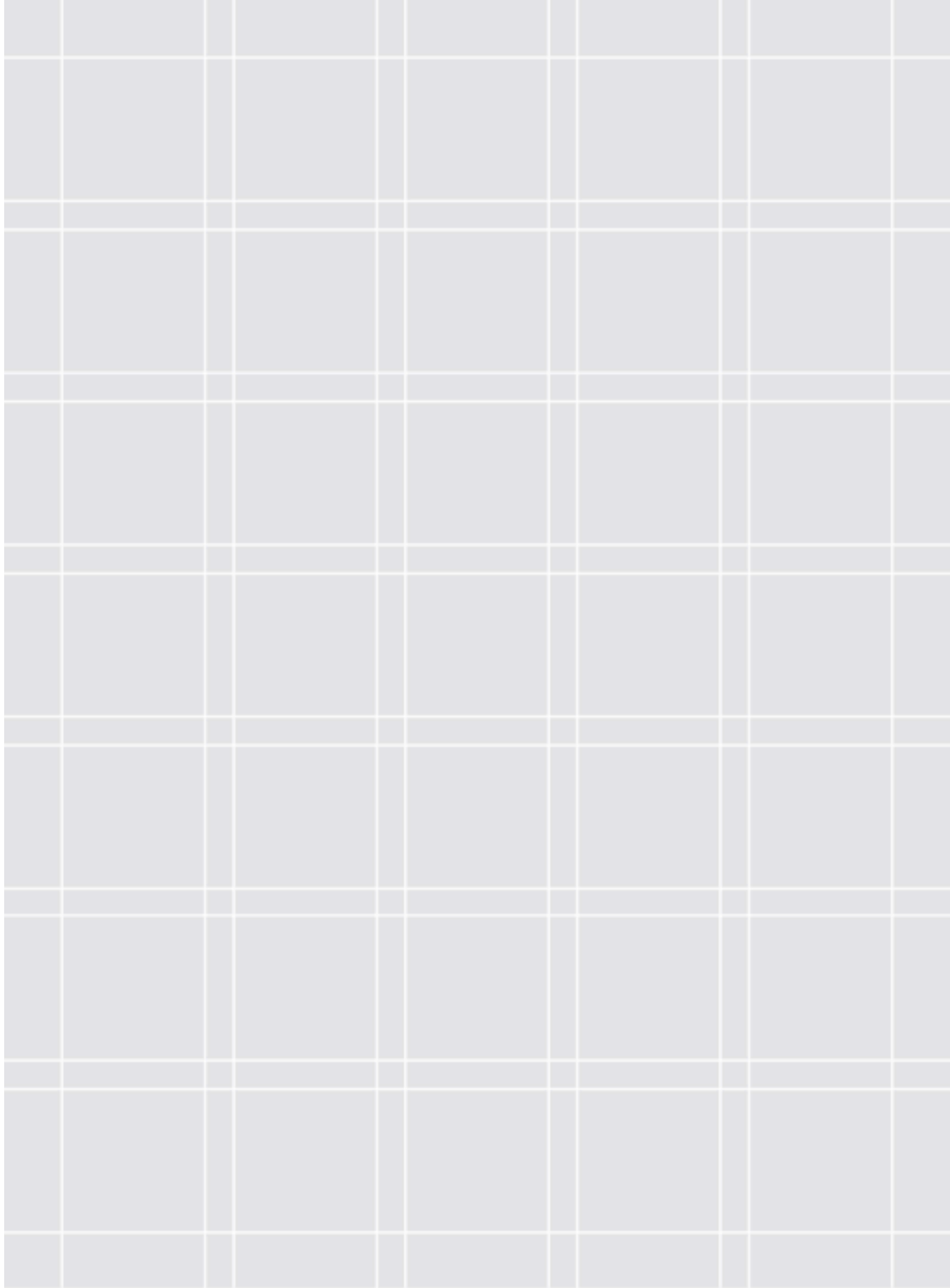
And there we are (FIG 4-10). With some additional tweaking to the internals of our page, we've finally got a design that responds to the context it's viewed in. We're no longer locked in to the grid, layout, or type we originally designed for one

MEDIA QUERIES 95

Responsive Components

- ◎ **Fluid Grids**
- ◎ **Flexible Images**
- ◎ **Media Queries**

Fluid Grids



Vermont Symphony Orchestra

Winter
2007
Season

Aaron Copland
The Tender Land
January 2007

Eric Satie
Gymnopedie 1, 2
February 2007

01/12/07
**Middlebury College
Center for the Arts**
8:00 pm

02/03/07
**Johnson State College
Dibden Center for the Arts**
8:00 pm

01/19/07
**Johnson State College
Dibden Center for the Arts**
8:00 pm

02/10/07
**Castleton State College
Fine Arts Center**
8:00 pm

01/26/07
**Lyndon State College
Alexander Twilight Theater**
8:00 pm

02/17/07
**Middlebury College
Center for the Arts**
8:00 pm



```
<div class="blog">

  <div class="main">
    Main content
  </div>

  <div class="sidebar">
    Sidebar content
  </div>

</div>
```

```
.blog { overflow:hidden; width:960px; margin:0 auto; }  
.blog > div { float:left; margin:0 10px; }  
  
.blog .main { width:620px; }  
.blog .sidebar { width:300px; }
```


$$\text{target} \div \text{context} \\ = \text{result}$$

```
.blog { overflow:hidden; width:960px; margin:0 auto; }  
.blog > div { float:left; margin:0 10px; }  
  
.blog .main { width:620px; }  
.blog .sidebar { width:300px; }
```

$$620 \text{ px} \div 960 \text{ px} \\ = 0.6458333333$$

$$0.6458333333 \times 100$$
$$= 64.58333333 \%$$

BEFORE:

```
.blog { overflow:hidden; width:960px; margin:0 auto; }  
.blog > div { float:left; margin:0 10px; }  
  
.blog .main { width:620px; }  
.blog .sidebar { width:300px; }
```

AFTER:

```
.blog { overflow:hidden; max-width:960px; margin:0 auto; }  
.blog > div { float:left; margin:0 1.041666667%; /* 10/960 */ }  
  
.blog .main { width:64.58333333%; /* 620/960 */ }  
.blog .sidebar { width:31.25%; /* 300/960 */ }
```

Flexible Images


```
img { max-width:100%; }
```

**Wait, that's just
liquid layout.**

W Charlie Chaplin filmography x

en.wikipedia.org/wiki/Charlie_Cha... ☆ Sd

Log in / create account

 WIKIPEDIA
The Free Encyclopedia

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Toolbox

Print/export

Languages
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Article **Talk** Search

Charlie Chaplin

filmography

From Wikipedia, the free encyclopedia

Charlie Chaplin (1889–1977) was a British film actor, comedian, director, producer, writer, musician and music composer whose work in motion pictures spanned from 1914 until 1967. During his early years in film he became established as a worldwide cinematic idol renowned for his **tramp** persona. During the 1910s and 1920s he was considered the most famous person on the planet.^[1]

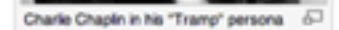
Chaplin was born in London and began acting on stage at the age of nine.^[2] In 1913, while on tour in the United States with **Fred Karno**'s comedy group, he accepted a contract to work for **Mack Sennett**'s



Charlie Chaplin in his "Tramp" persona

From Wikipedia, the free encyclopedia

As of 2011, six of the films Chaplin starred in have been added to the [National Film Registry](#): *The Immigrant* (1917), *The Kid* (1921), *The Gold Rush* (1925), *City Lights* (1931), *Modern Times* (1936), and *The Great Dictator* (1940). Also selected was *Show People* (1926), which features Chaplin in an unbilled cameo appearance.^[6] For his work in motion pictures, Chaplin has a star on the [Hollywood Walk of Fame](#).^[7]



- 1 Official films
 - 1.1 Keystone
 - 1.2 Essanay
 - 1.3 Mutual
 - 1.4 First National
 - 1.5 United Artists
 - 1.6 British productions
- 2 Other film appearances
 - 2.1 Uncompleted and unreleased films
 - 2.2 Compilations
 - 2.3 Cameos
- 3 References
- 4 External links

[edit]

All of Chaplin's films up to and including *The Circus* (1928) were **silent**, although many were re-issued with soundtracks. *City Lights* (1931) and *Modern Times* (1936) were essentially silent films, although they were made with soundtracks consisting of music and sound effects, with talking sequences in the latter film. Chaplin's last five films were all talking pictures. Aside from *A Countess From Hong Kong*, all of Chaplin's films were photographed in 35mm **black and white**.

Except where otherwise referenced, the release dates, character names, and annotations presented here are derived from Chaplin's autobiography, Robinson's book, and *The Films of Charlie Chaplin* (1965) by Gerald D. McDonald, Michael Conway, and Mark Ricci.

[edit]

Chaplin appeared in 36 films for [Keystone Studios](#), all produced by [Mack Sennett](#). Except where noted all films were one [reel](#) in length.

Release date	Title	Credited as	Notes
--------------	-------	-------------	-------

Media Queries

width
height
device-width
device-height
orientation
aspect-ratio
device-aspect-ratio

device-pixel-ratio
color
color-index
monochrome
resolution
scan
grid


```
<link  
  href="style.css"  
  rel="stylesheet"  
  media="screen and (min-width:480px)"  
>
```

```
@media screen {  
    body { font-size:14px; }  
}
```

```
@media screen and (min-width:480px) {  
    body { font-size:16px; }  
}
```

```
@media screen and (min-width:1024px) {  
    body { font-size:18px; }  
}
```

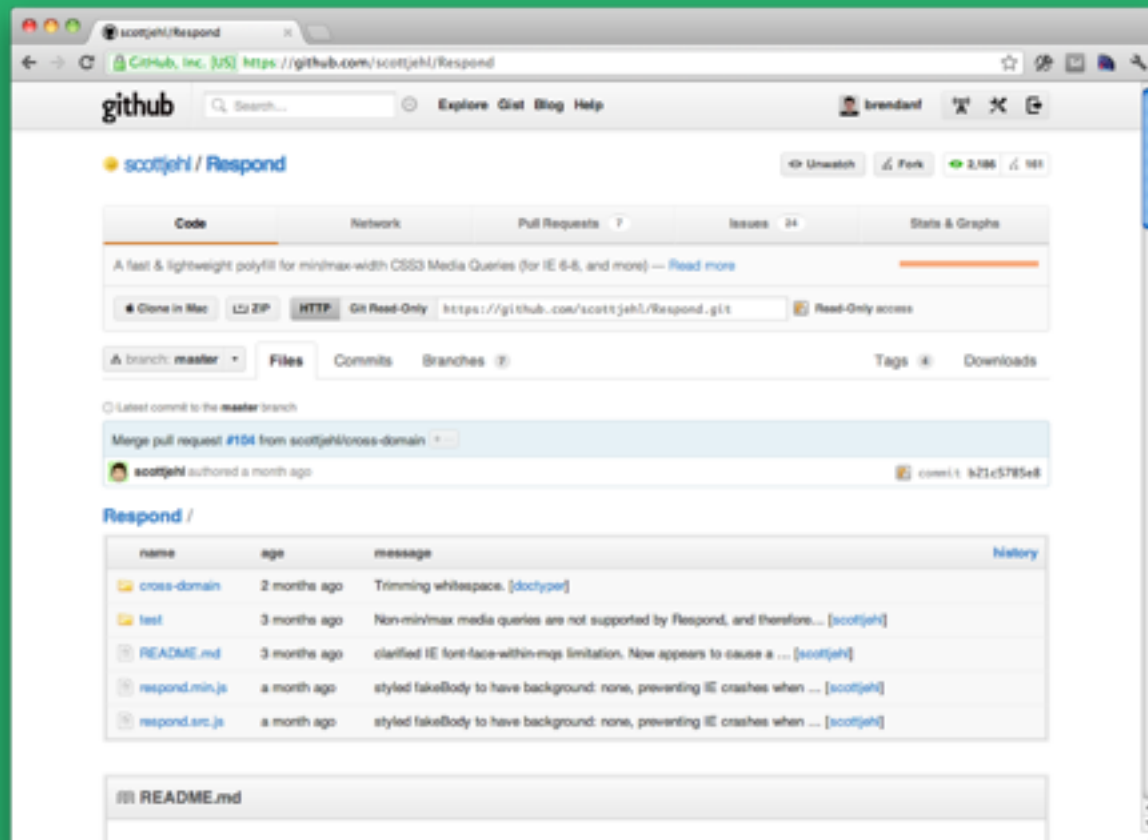
Viewport Scaling

```
<meta  
  name="viewport"  
  content="initial-scale=1.0, width=device-width"  
>
```

Browser Support

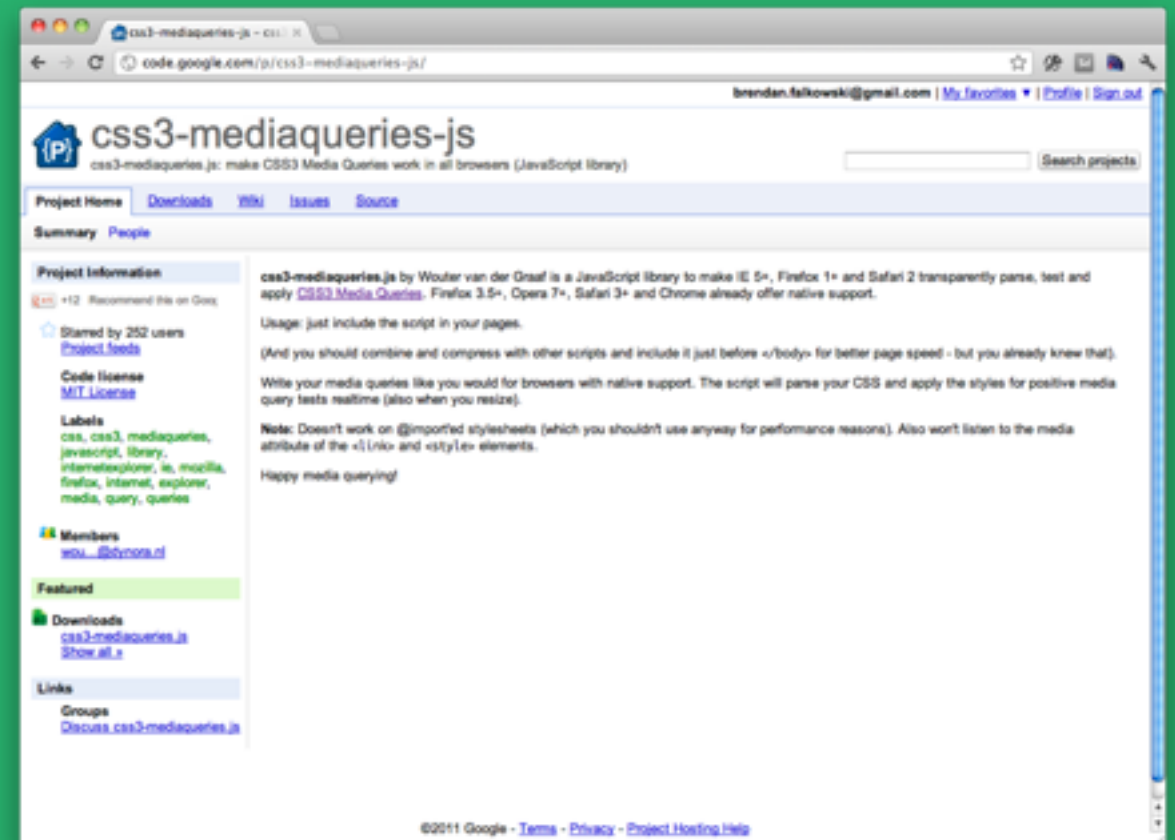
- ◎ **Internet Explorer 9+**
- ◎ **Chrome 4+**
- ◎ **Firefox 3.5+**
- ◎ **Opera 9.5+**
- ◎ **iOS 3.2+**
- ◎ **Android 2.1+**

Polyfills



Respond.js

<https://github.com/scottjehl/Respond>



css3-mediaqueries-js

<http://code.google.com/p/css3-mediaqueries-js/>

Mobile First

Luke Wroblewski = Mobile First



Luke Wroblewski

MOBILE FIRST

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3 CAPABILITIES

THE NATURAL CONSTRAINTS of mobile devices, networks, and usage patterns help focus and simplify mobile experiences. But designing for mobile isn't just about embracing limitations—it's also about extending what you can do.

People can (and do) use their mobile devices anywhere and everywhere. That opens up new ways for us to meet customer needs and business goals. When these opportunities come together with the technical capabilities now present in many mobile devices, lots of innovative experiences can emerge.

Since that sounds like something a corporate PowerPoint presentation would say, let me illustrate the idea with a story.

FINDING THE TUBE

When I was lost in London, I wanted to take in a few sights. Having been there before, I knew the London Underground (or Tube) was the best way to move around, but I didn't know where to find the stations closest to me. Solving this problem



How in mobile data traffic can be seen in more data. (Source: AT&T, Morgan Stanley Research.)

is actually quite significant. In fact, it is responsible for as much mobile traffic as homes (<http://bookapart.com/mf/1/>)—no doubt a data plan available with the device, growing just because devices are getting cheaper as well. People who could not use a laptop computer can now get online on mobile devices and increasingly affordable

from faster networks has also been added. In 2010 alone, mobile network speeds became twice as fast, the average used per smartphone doubled as well. It isn't going to stop anytime soon; it is projected to increase 26-fold by 2015 (<http://bookapart.com/mf/1/>). Opportunity coming your way.



FIG 4.5 Facebook's recent redesign cut down on the number of navigation options in their mobile web experience.

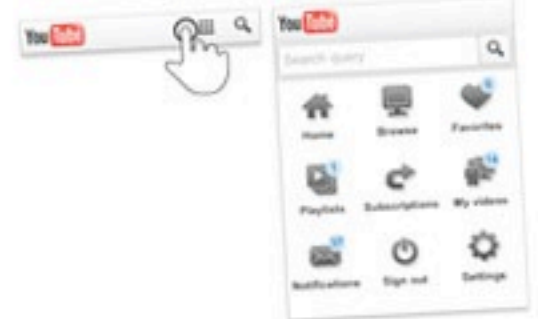


FIG 4.6 YouTube's mobile web experience includes a full page of navigation options accessible from the header.

**Mobile is the
frontier**

**Small form factor
= priorities**



**6 square
inches**

**Narrow your focus.
Prioritize user needs.**

Ripe for innovation

Methodology for responsive design



KATE ARONOWITZ

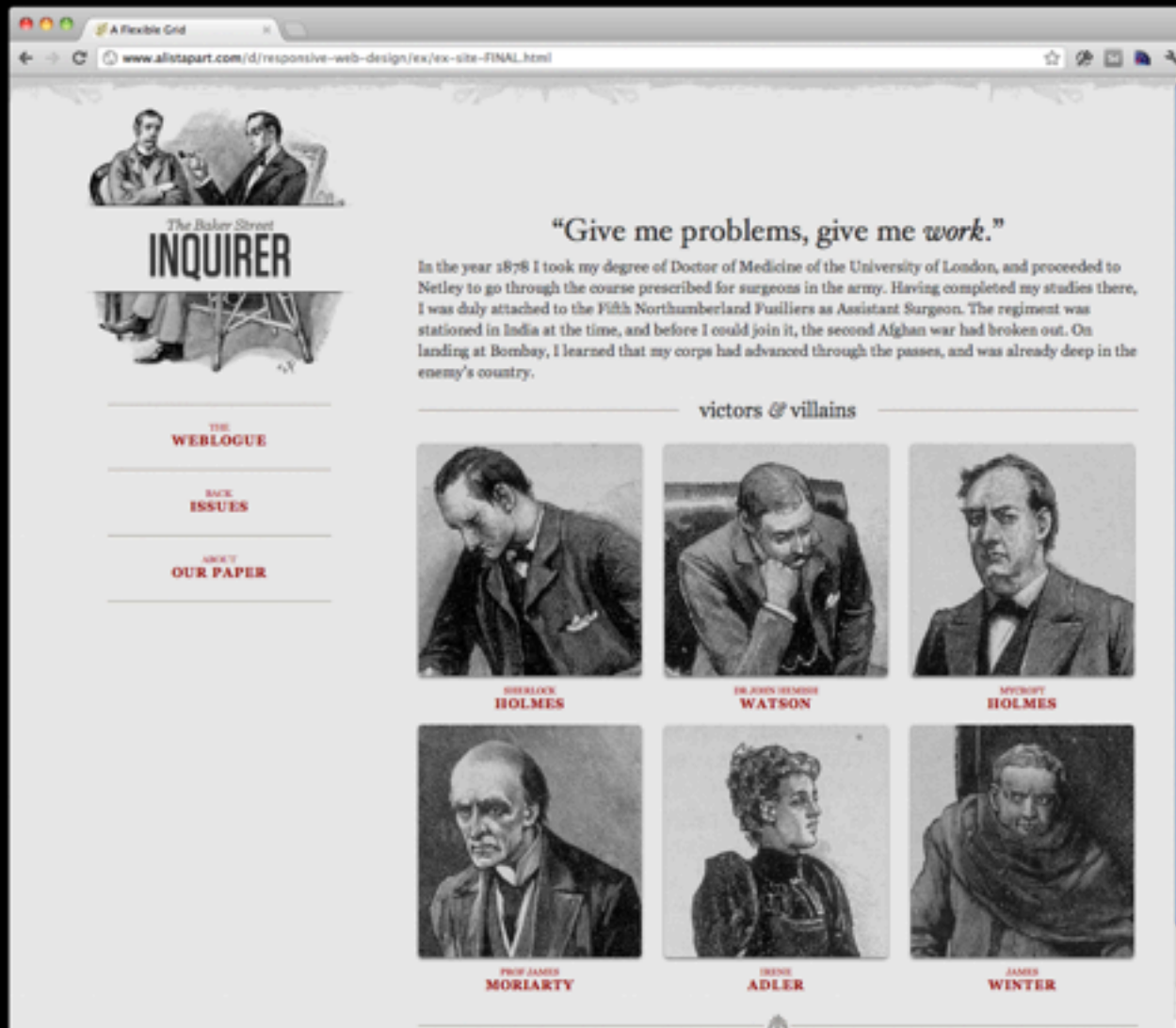
FACEBOOK, DIRECTOR OF DESIGN

We're just now starting to get into mobile first and web second for a lot of our products . . . it's actually teaching us a lot about how to design back to the desktop.

RWD Examples

Responsive

alistapart.com/articles/responsive-web-design/



BostonGlobe.com

The Boston Globe

SUNDAY, APRIL 22, 2012

46

NEWS METRO ARTS BUSINESS SPORTS OPINION LIFESTYLE MAGAZINE TODAY'S PAPER MY SAVED

MIT exhibit highlights climate change science

The new exhibit at the MIT Museum, "Rivers of Ice: Vanishing Glaciers of the Greater Himalaya," contributes to the sometimes perplexing study of climate change.

- Photos: Climate science with a complicated view

US, Afghanistan finalize strategic pact

The agreement sets forth guidelines for US involvement in Afghanistan as forces draw down, the two governments said. 12:02 pm

Rubio leaves the door open to VP role

The comments by Florida GOP Senator Marco Rubio were softer than his remarks last week, when he said he would not want to be Mitt Romney's running mate.

Ambitious Mass. emissions plan called lagging

The state is falling behind in its efforts to reduce emissions of gases that trap heat in the atmosphere, according to a review of the Patrick administration's climate goals.

- PDF: Assessing the Mass. response to climate change

Boston area poised to ride the mobile tech wave

Facebook's purchase of Instagram removes any doubt that mobile technology is the wave of the future, and the Boston area could benefit in a big way.

- Graphic: Mobile investments

Independent Film Festival Boston celebrates 10 years

The Independent Film Festival Boston both hits an important milestone and stands alone as the local film lover's event that matters.

- Local filmmakers showcased at film festival

SUNDAY HOCKEY NOTES

NHL being ruined by violence and silence

Time for the nitwits to go, leaders to lead, refs to get it right, for fans to stop being treated as, and acting like, the sports world's lowest common denominators.

- Underdog Capitals have stepped up their game

DAN SHAUGHNESSY

So far, nothing but bad times for Red Sox

It is only April and the Red Sox have unraveled completely. They blew a 9-0 lead in the seventh inning and were thrashed by the Yankees, 15-9. On national television. Mercy.

- Red Sox game could be rained out

GLOBE MAGAZINE

Casino czar Steve Crosby's impossible mission

Steve Crosby had a comfortable post at the University of Massachusetts and was nearing retirement. So why is he

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Boston Globe ePaper

What is an ePaper?

The complete print edition, in its exact layout. Browse the print edition page by page, including stories and ads.

- Check out the ePaper format
- Download the app now

Globe Insiders

Boston Globe night at Alvin Alley

Globe Insiders are invited to attend the must-see performance and enjoy a Q&A after with the artistic director and several of the dancers.

From the Archives: The Great Chelsea Fire of 1908

By Rick Sunday-Singer & More

The Boston Globe

APRIL 22, 2012

WEATHER | TRAFFIC

SECTIONS TODAY'S PAPER MY SAVED

MIT exhibit highlights climate change science

The new exhibit at the MIT Museum, "Rivers of Ice: Vanishing Glaciers of the Greater Himalaya," contributes to the sometimes perplexing study of climate change.

- Photos: Climate science with a complicated view

US, Afghanistan finalize strategic pact

The agreement sets forth guidelines for US involvement in Afghanistan as forces draw down, the two governments said. 12:02 pm

Rubio leaves the door open to VP role

The comments by Florida GOP Senator Marco Rubio were softer than his remarks last week, when he said he would not want to be Mitt Romney's running mate.

Ambitious Mass. emissions plan called lagging

The state is falling behind in its efforts to reduce emissions of gases that trap heat in the atmosphere, according to a review of the Patrick administration's climate goals.

- PDF: Assessing the Mass. response to climate change

Boston area poised to ride the mobile tech wave

Facebook's purchase of Instagram removes any doubt that mobile technology is the wave of the future, and the Boston area could benefit in a big way.

- Graphic: Mobile investments

Independent Film Festival Boston celebrates 10 years

The Independent Film Festival Boston both hits an important milestone and stands alone as the local film lover's event that matters.

- Local filmmakers showcased at film festival

SUNDAY HOCKEY NOTES

NHL being ruined by violence and silence

Time for the nitwits to go, leaders to lead, refs to get it right, for fans to stop being treated as, and acting like, the sports world's lowest common denominators.

- Underdog Capitals have stepped up their game

DAN SHAUGHNESSY

So far, nothing but bad times for Red Sox

It is only April and the Red Sox have unraveled completely. They blew a 9-0 lead in the seventh inning and were thrashed by the Yankees, 15-9. On national television. Mercy.

- Red Sox game could be rained out

GLOBE MAGAZINE

Casino czar Steve Crosby's impossible mission

Steve Crosby had a comfortable post at the University of Massachusetts and was nearing retirement. So

The Boston Globe

APRIL 22, 2012

WEATHER | TRAFFIC

SECTIONS MY SAVED

MIT exhibit highlights climate change science

The new exhibit at the MIT Museum, "Rivers of Ice: Vanishing Glaciers of the Greater Himalaya," contributes to the sometimes perplexing study of climate change.

- Photos: Climate science with a complicated view

US, Afghanistan finalize strategic pact

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- Graphic: Mobile investments

BarackObama.com



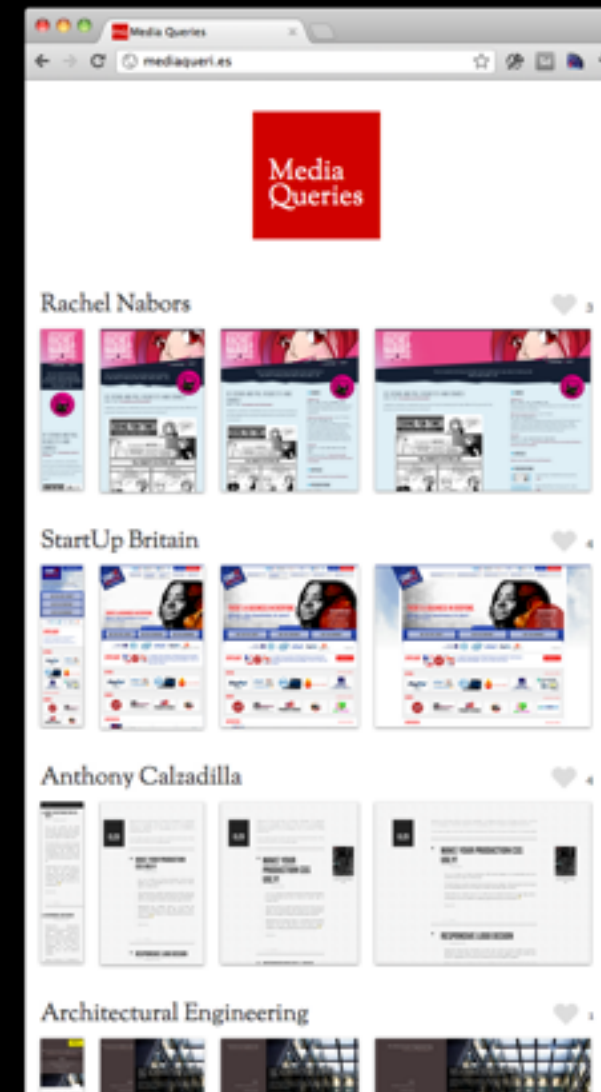
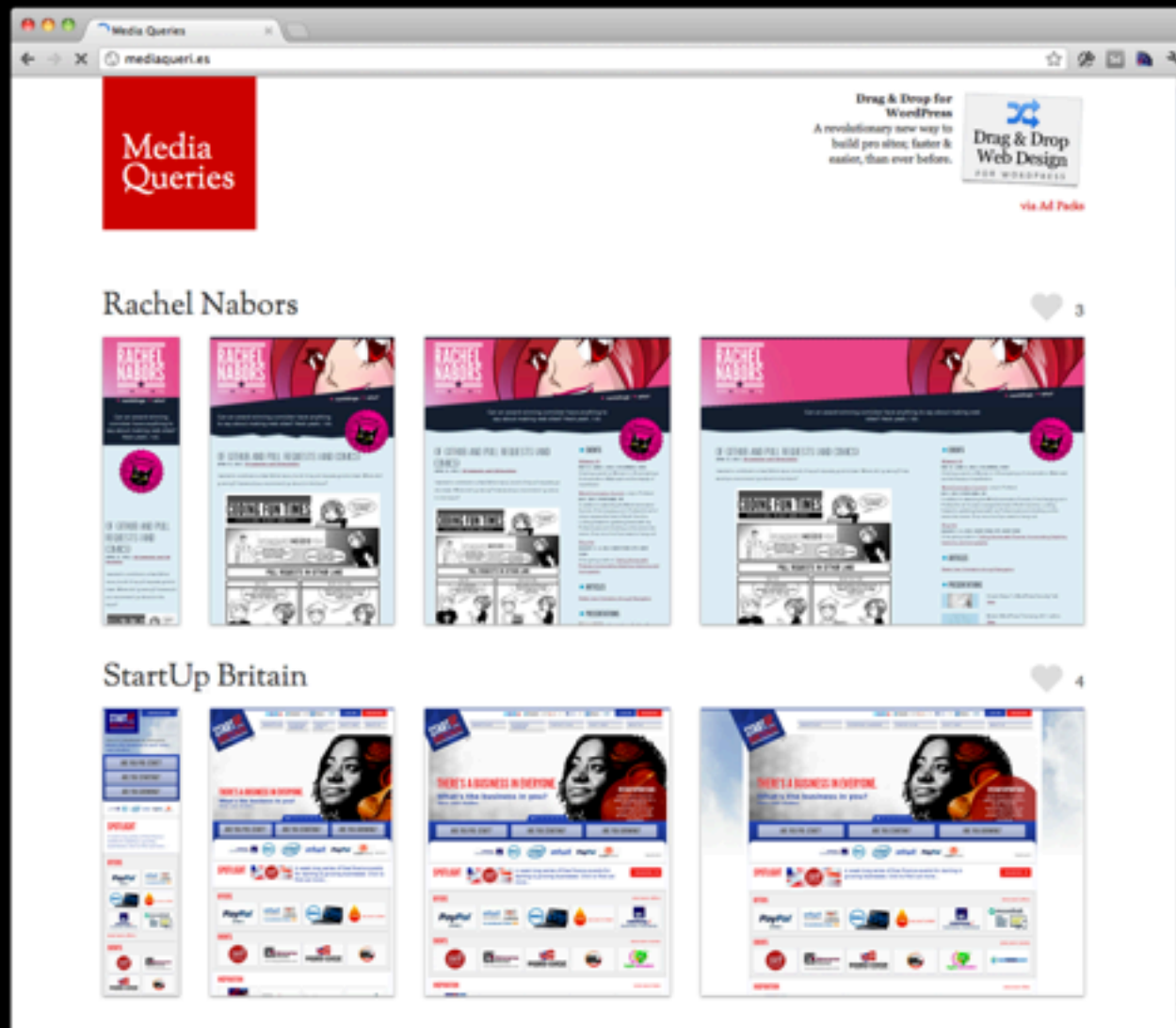
SmashingMagazine.com

The screenshot shows the full Smashing Magazine homepage. At the top is the navigation bar with links for Network, eBooks, Shop, and Job Board. Below this is a search bar and a category filter. The main article, 'Decoupling HTML From CSS' by Jonathan Snook, is featured. It includes a date of April 20th, 2012, and a 'Comments' link. The article text discusses the separation of concerns in web development. A code snippet is shown, illustrating CSS Zen Garden's approach to altering design through CSS. The right sidebar contains several advertisements, including 'You DESIGN We HTML', 'DESIGN TO HTML5/CSS3', 'AMAZING WEB TEMPLATES', 'JotForm', 'CREATE FREE websites', 'Incredible Websites Made Easy', 'WE MAKE BANNERS AND LANDING PAGES', 'ONLINE FORMS IN MINUTES', 'Formstack', 'CREATE YOUR OWN ONLINE STORE', and 'Shopify'.

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MediaQuerries



Adaptive

8faces.com

8 Faces magazine and prints

8faces.com

PRINTS MAGAZINE BLOG CONTACT

Our third limited edition artwork print is now available

PRINT 3 BY ERIK MARLOVICH
LEARN MORE AND BUY NOW

Prints

Print 3 by Erik Marlovich

Over the course of a year, we're releasing eight A3 (297mm x 420mm) artwork prints, each one limited to 100 individually-numbered editions. Our third print has been designed by Erik Marlovich from *Friends of Type* and as the print itself states, it's a thing of beauty. Based on Erik's hand lettering and then vectorised for a final polish, it's printed using a combination of metallic gold ink that is then overlaid with white ink. The result -- as you might expect -- is stunning and finished off with our hand-embossed 8 Faces stamp. All orders will be shipped in April.

£19 each **SOLD OUT**

More prints to be revealed soon!

8 Faces magazine and prints

8faces.com

PRINTS MAGAZINE BLOG CONTACT

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PRINTS MAGAZINE BLOG CONTACT

Prints

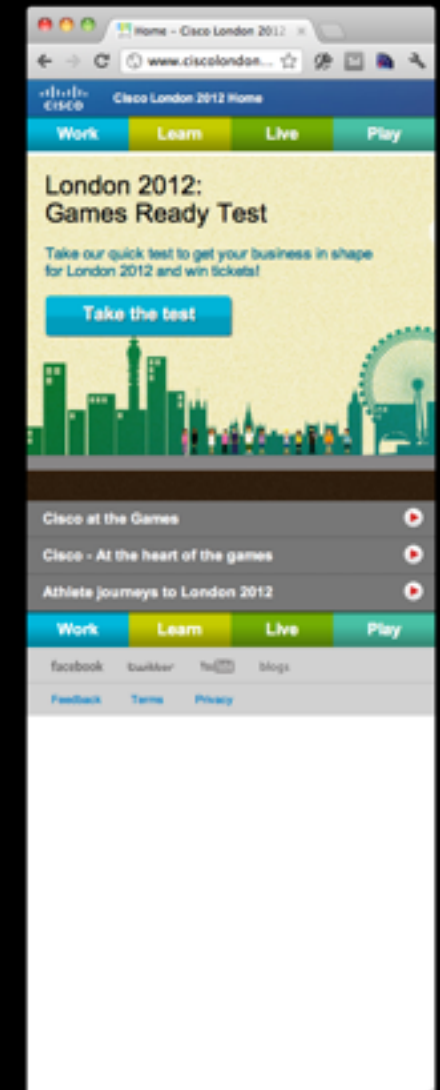
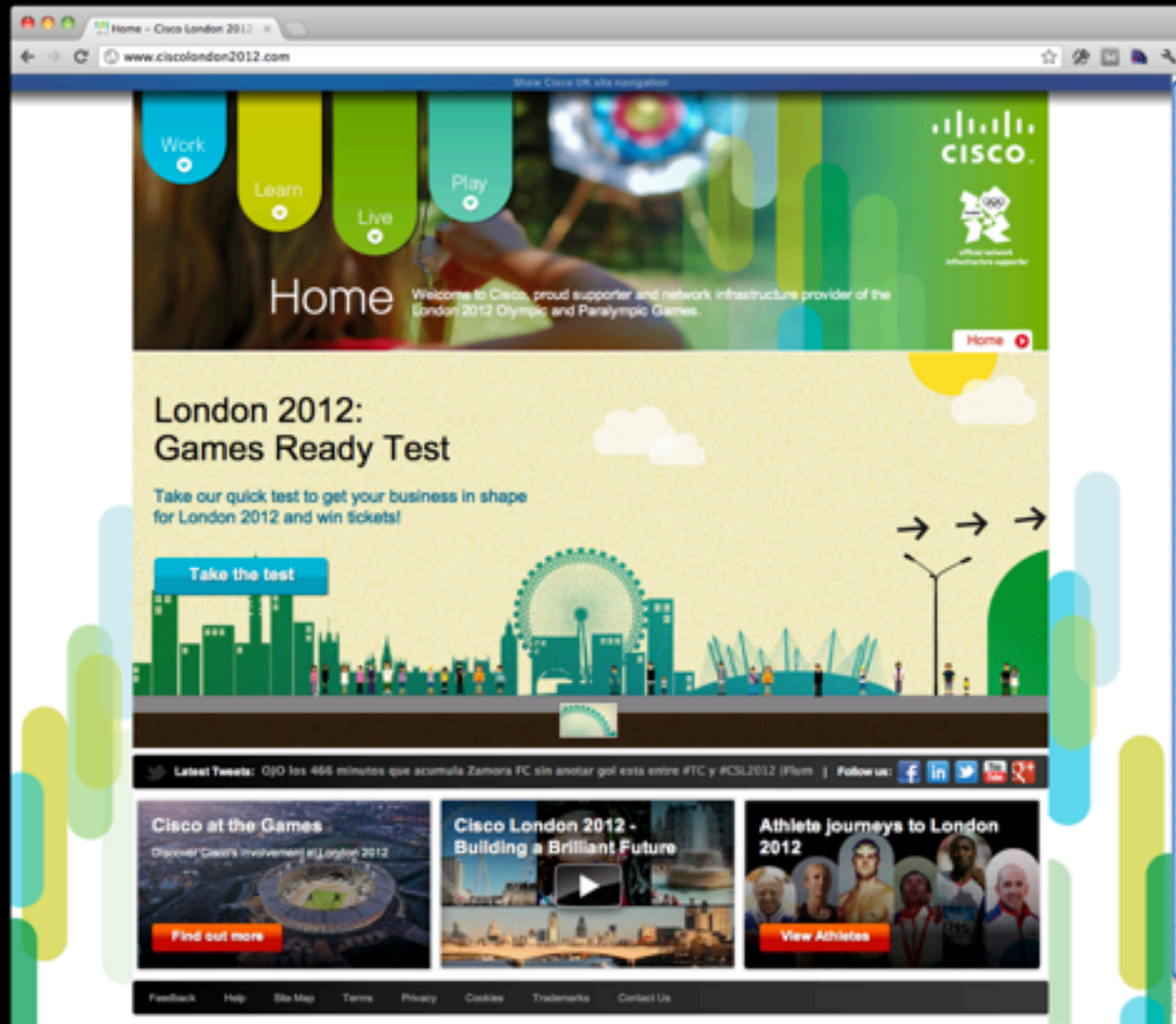
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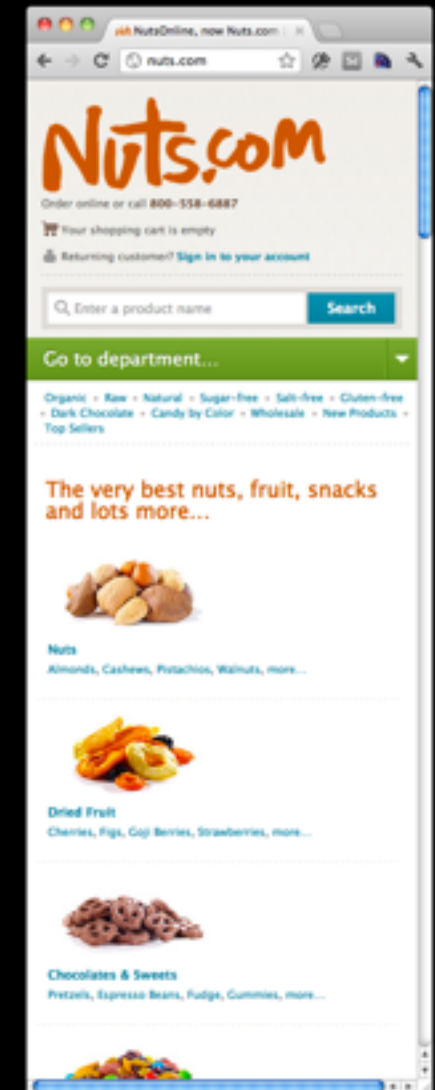
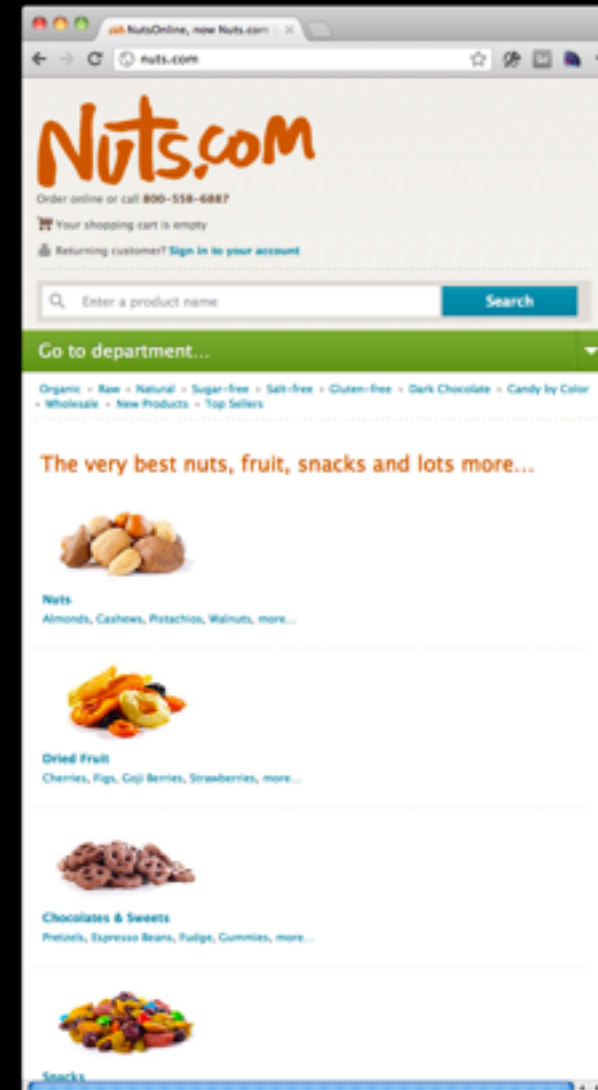
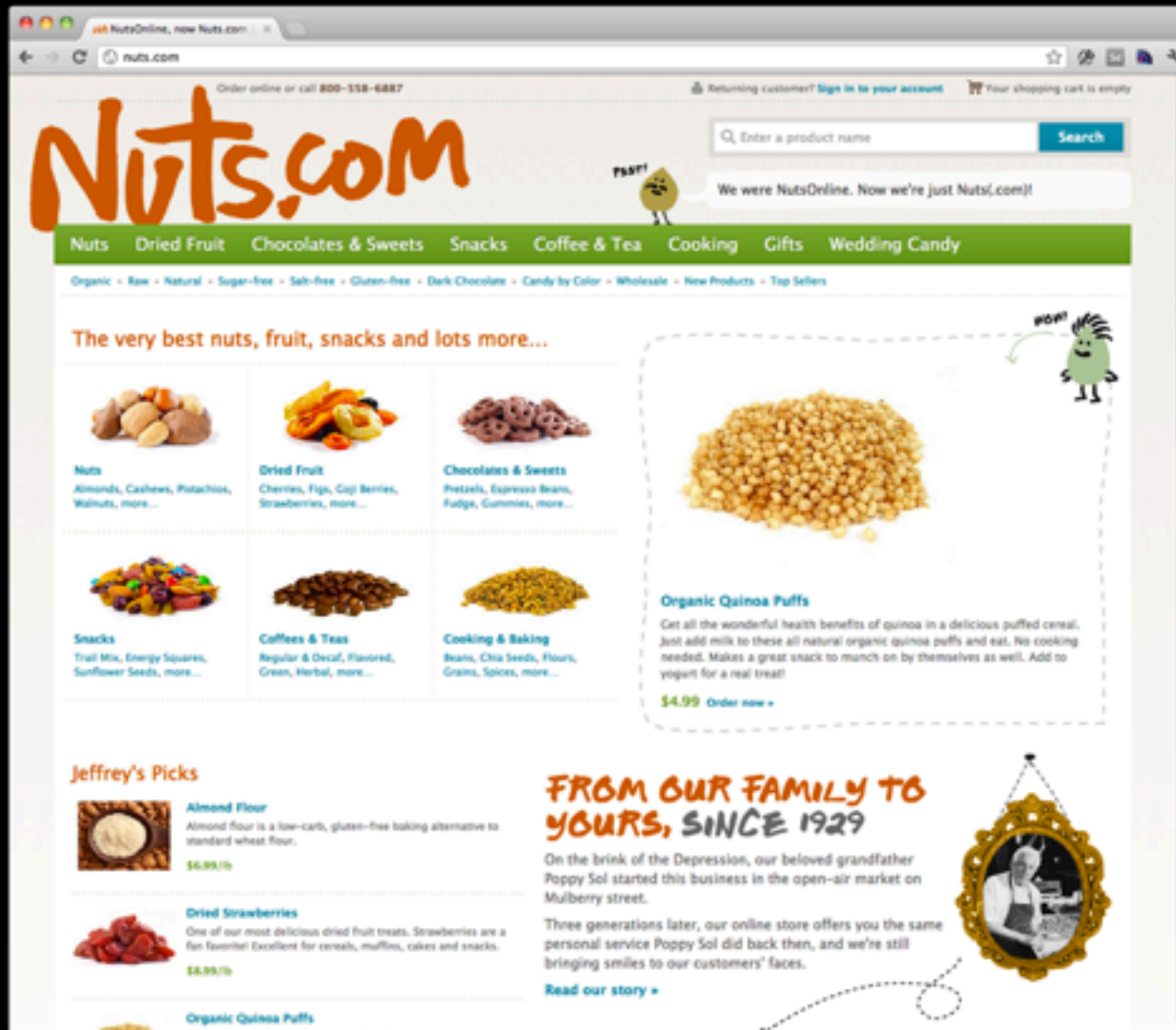
More prints to be revealed soon!

CiscoLondon2012.com



Responsive eCommerce

Nuts.com



Nuts.com product view

Raw Brazil Nuts (No Shell)

Order online or call 800-558-6887

Returning customer? [Sign in to your account](#) Four shopping cart is empty

Nuts.com


Enter a product name Search

Nuts Dried Fruit Chocolates & Sweets Snacks Coffee & Tea Cooking Gifts Wedding Candy

Organic Raw Natural Sugar-free Salt-free Gluten-free Dark Chocolate Candy by Color Wholesale New Products Top Sellers

Home Nuts Brazil Nuts Raw Brazil Nuts (No Shell)

Raw Brazil Nuts (No Shell)



Enlarge image

Order now, we'll ship tomorrow

- 1lb bag — \$10.99 \$10.99/lb
- 5lb bag — \$53.30 \$10.66/lb
- 25lb case — \$194.75 \$7.79/lb

Quantity: 1 \$10.99 Add to cart

See our bulk discounts

Certified: Gluten-Free Kosher

Another naturally healthy nut, Brazil Nuts are high in protein, calcium, iron, zinc, and are one of the best natural dietary sources of selenium.

Health Tips

1. Brazil nuts have about 2,500 times as much selenium as any other nut. Selenium is a powerful antioxidant which has been proven to protect against heart disease and cancers like prostate cancer.
2. Brazil nuts' high selenium content also discourages the ageing process and stimulates the immune system. In a study of patients with early Alzheimer's disease, antioxidants — including selenium — boosted mood and mental performance. Like all nuts, brazil nuts are an excellent source of protein and fiber.
3. Brazil nuts are high in minerals including zinc and magnesium, and contain useful amounts of phosphorous, copper and iron.

Customer Reviews

Leave online feedback and share your thoughts with other customers!

Leurke, Calgary, Canada
December 16th, 2015

See 52 more customer reviews

Nutrition Facts

Serving Size 28g (1-2 oz)
(Approx. 16.2 Servings/Pound)

Amount Per Serving

Calories 190

FROM OUR FAMILY TO YOURS, SINCE 1929

Our beloved grandfather, Poppy Sol, started this business in an open-air market. Three generations later, we're still bringing smiles to our customers' faces.

Have you tried...?

- Raw Almonds (No Shell) \$6.99/lb
- English Walnuts (Raw, No Shell) \$8.69/lb
- Georgia Pecans (Raw, No Shell) \$13.99/lb
- Raw Hazelnuts / Filberts (No Shell) \$8.69/lb

Related Products

gluten-free 734 baking 507 salt-free 159 sprouting 79 birds 44

You might also like

Raw Almonds (No Shell)

Raw Brazil Nuts (No Shell)

Order online or call 800-558-6887

Your shopping cart is empty

Returning customer? [Sign in to your account](#)

Nuts.com


Enter a product name Search

Go to department...

Organic Raw Natural Sugar-free Salt-free Gluten-free Dark Chocolate Candy by Color Wholesale New Products Top Sellers

Home Nuts Brazil Nuts Raw Brazil Nuts (No Shell)

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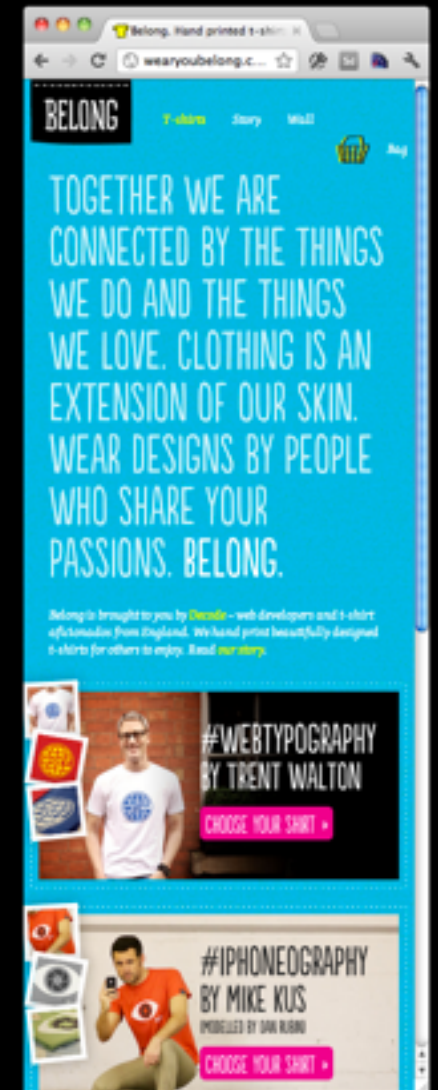
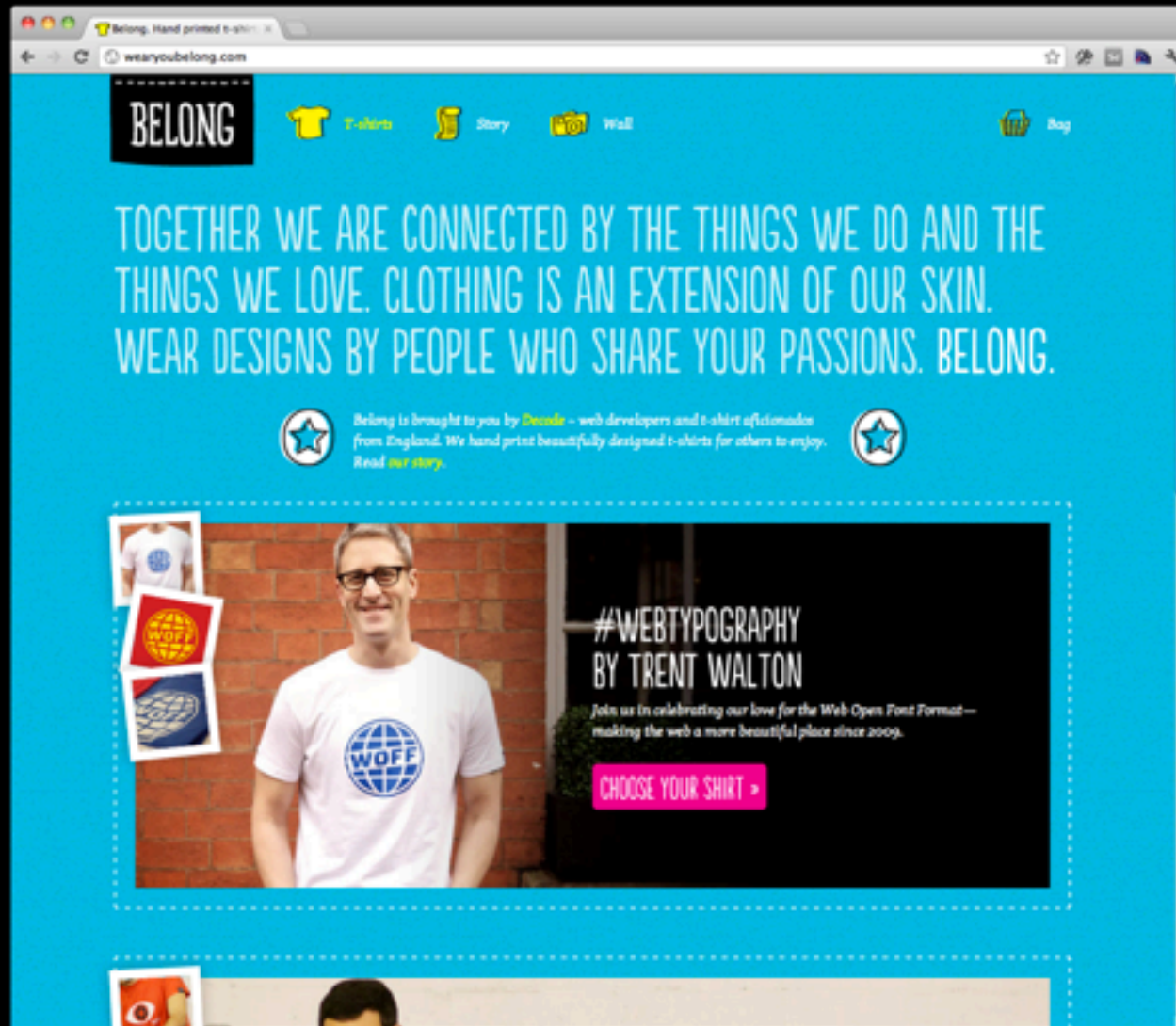
Enlarge image

Order now, we'll ship tomorrow

- 1lb bag — \$10.99 \$10.99/lb
- 5lb bag — \$53.30 \$10.66/lb
- 25lb case — \$194.75 \$7.79/lb

Quantity: 1 \$10.99 Add to cart

WearYouBelong.com



**What's holding
eCommerce back?**

**Mobile disrupts
selling**

**It's a major
investment**

**You need
stakeholder buy-in**

**Partner processes
need to change**

**Small teams will
get there first**

Demo:
SkinnyTies.com

Techniques

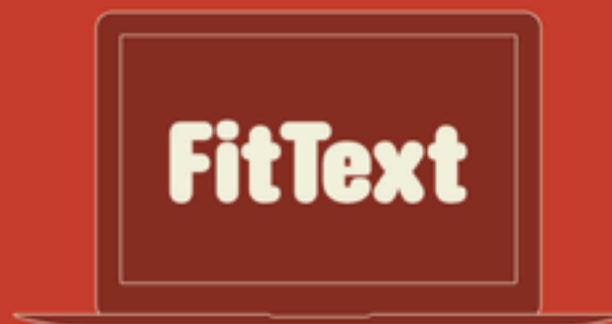
Responsive Content

FitText

A jQuery plugin for inflating web type

[Download on Github](#)

FitText makes font-sizes flexible. Use this plugin on your fluid or responsive layout to achieve scalable headlines that fill the width of a parent element.



FITVIDS.JS



A lightweight, easy-to-use jQuery
plugin for fluid width video embeds.

danmillar/jquery-anystretch

GitHub, Inc. [US] https://github.com/danmillar/jquery-anystretch

github

Search...

Explore Gist Blog Help

brendanf

Watch Fork 336 96

danmillar / jquery-anystretch

forked from srobbin/jquery-backstretch

Code

Network

Pull Requests 2

Stats & Graphs

Anystretch is a jQuery plugin that allows you to add a dynamically-resized background image to any page or block level element. The image will stretch to fit the page/element, and will automatically resize as the window size changes. — [Read more](#)

<http://static.elliottjystocks.com/responsive-background-images/examples/solution.html>

Clone in Mac

ZIP

HTTP

Git Read-Only

https://github.com/danmillar/jquery-anystretch.

Read-Only access

branch: master

Files

Commits

Branches 1

Tags 10

Downloads

Latest commit to the master branch

Changed options from centeredX/centeredY to positionX/positionY to al... + ...

danmillar

 authored 2 months ago

commit 29d1a89796

jquery-anystretch /

name	age	message	history
examples	2 months ago	Updated Demo [danmillar]	
lib	2 months ago	Update to name, examples and jQuery version. [danmillar]	
GPL-LICENSE.txt	2 years ago	Initial commit [srobbin]	
MIT-LICENSE.txt	2 years ago	Initial commit [srobbin]	
README.textile	2 months ago	Changed options from centeredX/centeredY to positionX/positionY to al... [danmillar]	
jquery.anystretch.js	2 months ago	Changed options from centeredX/centeredY to positionX/positionY to al... [danmillar]	
jquery.anystretch.min.js	2 months ago	Changed options from centeredX/centeredY to positionX/positionY to al... [danmillar]	

README.textile

jQuery Anystretch

High-res displays & image assets

retina.js

HOW IT WORKS

HOW TO USE

DOWNLOAD

Retina graphics for your website

retina.js is an open source script that makes it easy to serve
high-resolution images to devices with retina displays

How it works ▼

How it works

When your users load a page, retina.js checks each image on the page to see if there is a high-resolution version of that image on your server. If a high-resolution variant exists, the script will swap in that image in-place.

The script assumes you use **Apple's prescribed high-resolution modifier (@2x)** to denote high-resolution image variants on your server.

For example, if you have an image on your page that looks like this:

```

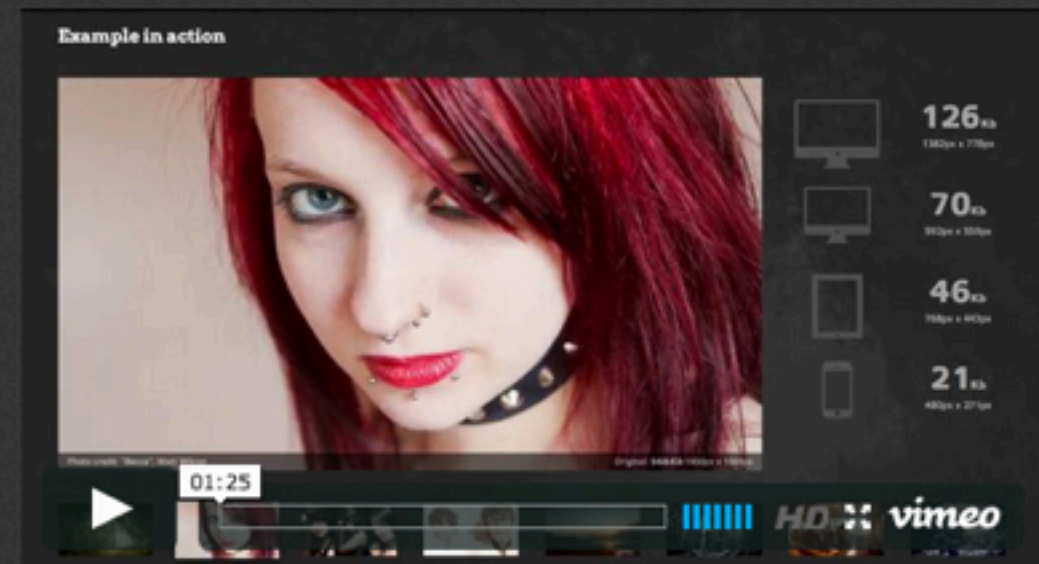
```


Adaptive Images

Deliver small images to small devices

Adaptive Images detects your visitor's screen size and automatically creates, caches, and delivers device appropriate re-scaled versions of your web page's embeded 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 unnecessary 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 `.htaccess` and `adaptive-images.php` to your document-root folder.
- 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

- Apache 2
 - PHP 5.x
 - GD lib *
- * Normally a default with PHP

Responsive Testing



[Tastemakers](#) [Blog](#) [The A-List](#) [Contribute](#) [About](#)



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* photo by Clare Barboza



Sign up for our newsletter to receive a handpicked selection of the best stories, recipes, and news, delivered weekly to your inbox.

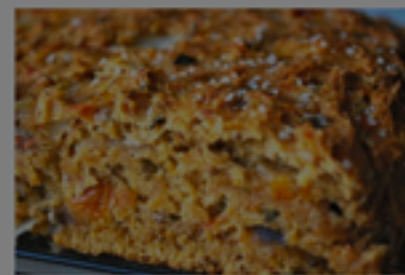
Email

Subscribe



Bruschetta With Arugula Pesto

Just in time for a lovely spring



Tomato Onion Herb Bread

A friend invited me for dinner a week ago, and started us off with a

Test your own site... type the url and hit enter

☒ Width only
☐ Device sizes

240

320

480

7



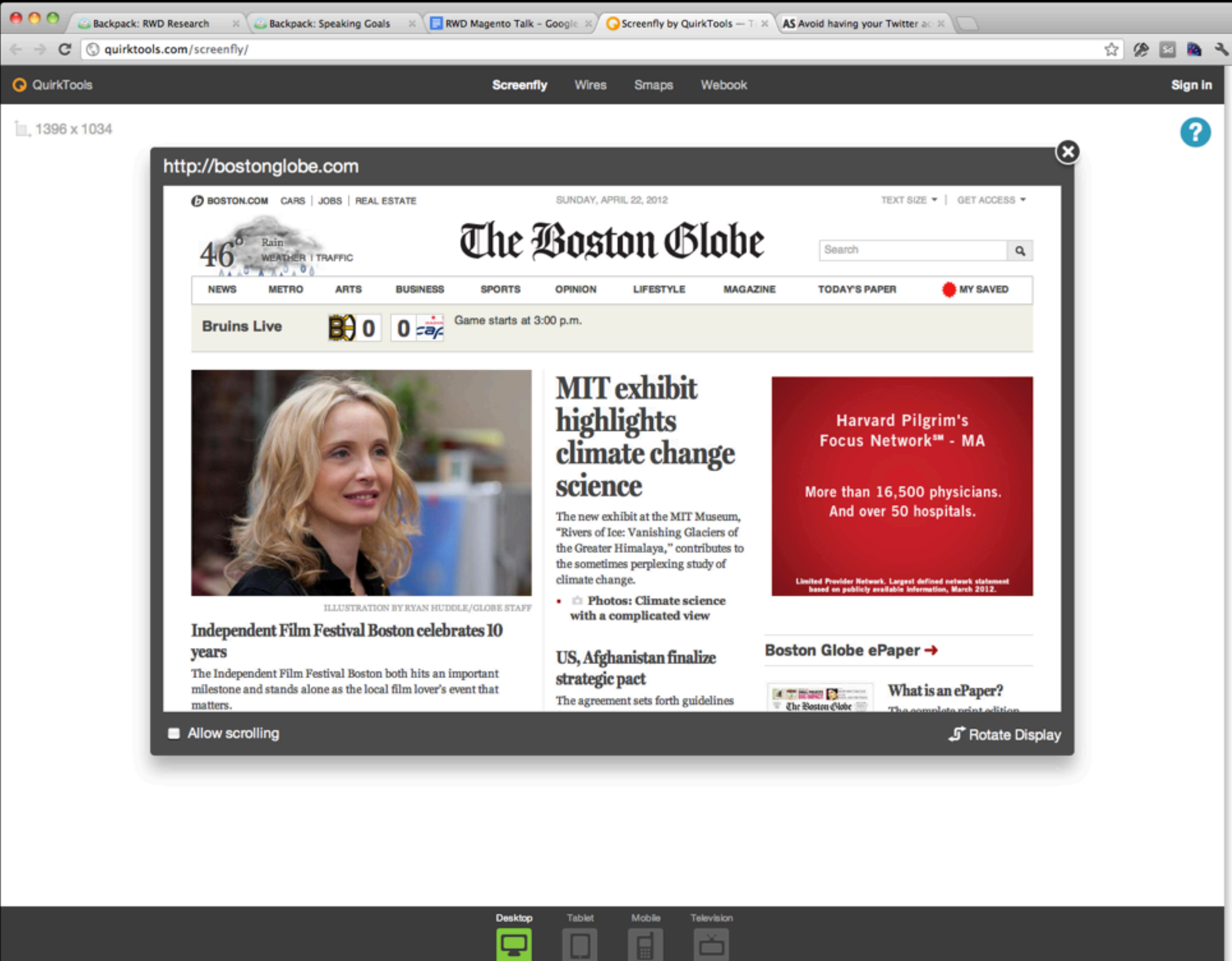
Responsive Web Design Testing Tool

Ads by Google Web Design Software Designer Wallpaper Software Testing Download Wallpaper

This tool has been built to help with testing your responsive websites while you design and build them.

You can enter your website's URL into the address bar at the top of this page (not your browser's address bar) to test a specific page.

Unfortunately, with the way browser security works, you are unable to navigate your site through the frames that your website appears in. The only way this is possible is if you host the testing tool on your website's own hosting.



Mac App Store Preview

Aptus

By Moople

Open Mac App Store to buy and download apps.



[View in Mac App Store](#)

\$2.99

Category: [Developer Tools](#)

Released: Mar 27, 2012

Version: 1.0

Size: 0.7 MB

Language: English

Seller: moople apps

© Moople

[Rated 4+](#)

Requirements: Mac OS X 10.6 or later, [64-bit processor](#)

Customer Ratings

Current Version:

★★★ 16 Ratings

More by Moople



[CSS3 Toolkit](#)

[View in Mac App Store](#)

Description

Aptus is a dedicated browser that lets you preview, edit and screenshot your responsive site at any size from mobile through to large desktop.

[Aptus Support](#)

[...More](#)

Screenshots



Customer Reviews

Very Nice... ★★★★★
by Steven Wright

CSS

Pre-Processors

Fork me on GitHub



The dynamic stylesheet language.

LESS extends CSS with dynamic behavior such as **variables**, **mixins**, **operations** and **functions**. LESS runs on both the **client-side** (Chrome, Safari, Firefox) and server-side, with **Node.js** and **Rhino**.



Download less.js

version 1.3.0

Write some LESS:

```
@base: #f938ab;

.box-shadow(@style, @c) when (iscolor(@c)) {
  box-shadow: @style @c;
  -webkit-box-shadow: @style @c;
  -moz-box-shadow: @style @c;
}

.box-shadow(@style, @alpha: 50%) when (isnumber(@alpha)) {
  .box-shadow(@style, rgba(0, 0, 0, @alpha));
}

.box {
  color: saturate(@base, 5%);
  border-color: lighten(@base, 30%);
  div { .box-shadow(0 0 5px, 30%) }
}
```

Include less.js with your styles:

```
<link rel="stylesheet/less" type="text/css" href="styles.less">
<script src="less.js" type="text/javascript"></script>
```

[overview](#)

[usage](#)

[language](#)

[source](#)

[about](#)

[Follow](#)

Variables

Variables allow you to specify widely used values in a single place, and then re-use them throughout the style sheet, making global changes as easy as changing one line of code.

```
// LESS

@color: #4D926F;

#header {
  color: @color;
}

h2 {
  color: @color;
}
```

```
/* Compiled CSS */

#header {
  color: #4D926F;
}

h2 {
  color: #4D926F;
}
```



(style with attitude)

```
$ gem install sass
$ mv style.css style.scss
$ sass --watch style.scss:style.css
```

[About](#)[Tutorial](#)[Documentation](#)[Blog](#)[Try Online](#)

Latest Release: Brainy Betty (3.1.16)

[What's New?](#)

Sass makes CSS fun again. Sass is an extension of CSS3, adding [nested rules](#), [variables](#), [mixins](#), [selector inheritance](#), and [more](#). It's translated to well-formatted, standard CSS using the command line tool or a web-framework plugin.

Sass has two syntaxes. The new main syntax ([as of Sass 3](#)) is known as "SCSS" (for "Sassy CSS"), and is a superset of CSS3's syntax. This means that every valid CSS3 stylesheet is valid SCSS as well. SCSS files use the extension `.scss`.

The second, older syntax is known as [the indented syntax](#) (or just "Sass"). Inspired by [Haml](#)'s terseness, it's intended for people who prefer conciseness over similarity to CSS. Instead of brackets and semicolons, it uses the indentation of lines to specify blocks. Although no longer the primary syntax, the indented syntax will continue to be supported. Files in the indented syntax use the extension `.sass`.



[Download](#)

◆ [Editor Support](#)

◆ [Development](#)

Variables

Use the same color all over the place? Need to do some math with height and width and text size? Sass supports variables as well as basic math operations and [many useful functions](#).

```
.scss .sass
$blue: #3bbfce;
$margin: 16px;

.content-navigation {
  border-color: $blue;
  color:
    darken($blue, 9%);
}
```

```
/* CSS */

.content-navigation {
  border-color: #3bbfce;
  color: #2b9eab;
}
```

Nesting

Sass avoids repetition by nesting selectors within one another. The same thing works with properties.

```
.scss .sass
table.hl {
  margin: 2em 0;
  td.in {
    text-align: right;
  }
}
```

```
/* CSS */

table.hl {
  margin: 2em 0;
}
table.hl td.in {
  text-align: right;
}
```



Compass is an open-source *CSS Authoring Framework*.

Why designers love Compass.

1. Experience cleaner markup without presentational classes.
2. It's chock full of the web's best [reusable patterns](#).
3. It makes creating [sprites](#) a breeze.
4. Compass mixins make [CSS3](#) easy.
5. Create beautiful [typographic rhythms](#).
6. Download and create extensions with ease.

Compass uses Sass.

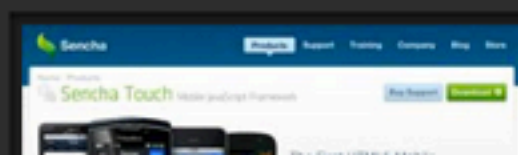
[Sass](#) is an extension of CSS3 which adds nested rules, variables, mixins, selector inheritance, and more. Sass generates well formatted CSS and makes your stylesheets easier to organize and maintain.



Valio Con: The FUN Conference. On the beach in San Diego, June 7-10. Register Now!

[Powered by Fusion](#)

Brilliant people use Compass, including these *wildly talented* folks:



Frameworks

MOBILE ★ BOILERPLATE

A best practice baseline for your mobile web app.

► I'm new here: plz explain why it's so awesome, first.

DOWNLOAD V3.0

DOWNLOAD
BOILERPLATE

KEEP THE HINTS AND LINKS

OR

DOWNLOAD
BOILERPLATE "STRIPPED"

NO COMMENTS, JUST THE BIZNISS.

[READ THE DOCS](#) ★ [CONTRIBUTE ON GITHUB](#) ★ [FOLLOW ON TWITTER](#)

V3.0 CHANGELOG

INDEX.HTML

- ★ Removed `initial-scale=1.0` from meta
- ★ Excluded `scalefix` by default
- ★ Updated startup tablet landscape dimensions
- ★ Added lang attr to be consistent with h5bp
- ★ Removed meta author to be consistent with h5bp

JAVASCRIPT

- ★ Added `MBP.enableActive`
- ★ Fixes `MBP.hideUrlBar()` when `addEventListener` is undefined
- ★ Added preventing iOS from zooming onfocus
- ★ Worked around a tricky bug in Android 2.3 to `MBP.fastButton`

[Read more about the new '320 and Up' on Andy's blog](#)

320 and Up

The 'tiny screen first' responsive boilerplate

[320 and Up on Github](#)

[Download](#)



This is the new '320 and Up'

A lot's changed since I wrote [the original '320 and Up'](#), my 'tiny screen first' responsive web design boilerplate. Back then we were just getting started with responsive web design and many sites, including mine, and frameworks and boilerplates like [HTML5 Boilerplate](#), structured their CSS3 Media Queries from the desktop down, rather than for small screens up.

(Oh how we laughed when we realised our mistake.)

To put things right, I wrote '320 and Up'. It worked as an extension to [HTML5 Boilerplate](#) or a set of standalone files. '320 and Up' has been used by designers and developers all over the web and I've used versions of it on every website I've worked on since I wrote it.

What's in the new '320 and Up'?

Five CSS3 Media Query increments: 480, 600, 768, 992 and 1382px

Design 'atmosphere' (colour, texture and typography) separated from layout

[Bootstrap](#) styles for buttons, forms and tables

Font-based icons from [Font Awesome](#)

[Modernizr](#), [Selectivizr](#), responsive [type tester](#) and [design tester](#)

LESS mixins and variables

[Reference page](#)

Upstarts for the things we build every day

Bootstrap, from Twitter

Simple and flexible HTML, CSS, and Javascript for popular user interface components and interactions.

[View project on GitHub](#)

[Download Bootstrap \(v2.0.2\)](#)

[Upgrading from 1.4](#) [Download with docs](#) [Submit issues](#) [Roadmap and changelog](#)

[Watch](#) 27,030

[Fork](#) 5,216

[Follow @twbootstrap](#) 21K followers

[Tweet](#) 43.9K

Designed for everyone, everywhere.

Need reasons to love Bootstrap? Look no further.

Built for and by nerds

Like you, we love building awesome products on the web. We love it so much, we decided to help people just like us do it easier, better, and faster. Bootstrap is built for you.

For all skill levels

Bootstrap is designed to help people of all skill levels — designer or developer, huge nerd or early beginner. Use it as a complete kit or use to start something more complex.

Cross-everything

Originally built with only modern browsers in mind, Bootstrap has evolved to include support for all major browsers (even IE7!) and, with Bootstrap 2, tablets and smartphones, too.

12-column grid

Grid systems aren't everything, but having a durable and flexible one at the core of your work can make development much simpler. Use our built-in grid classes or roll your own.

Responsive design

With Bootstrap 2, we've gone fully responsive. Our components are scaled according to a range of resolutions and devices to provide a consistent experience, no matter

Styleguide docs

Unlike other front-end toolkits, Bootstrap was designed first and foremost as a styleguide to document not only our features, but best practices and living, coded examples.

Skeleton

What & Why
Grid
Typography
Buttons
Tabs
Forms
Media Queries
Support
Examples
Download



RocketDocs -
Dramatically Increase
your productivity! A
Google Docs Client for
your Mac.
ads via Carbon

A Beautiful Boilerplate for Responsive, Mobile-Friendly Development

 Tweet 3,433

What Is It?

Skeleton is a small collection of CSS & JS files that can help you rapidly develop sites that look beautiful at any size, be it a 17" laptop screen or an iPhone. Skeleton is built on three core principles:



Responsive Grid Down To Mobile

Skeleton has a familiar, lightweight 960 grid as its base, but elegantly scales down to downsized browser windows, tablets, mobile phones (in landscape and portrait). **Go ahead, resize this page!**



Fast to Start

Skeleton is a tool for rapid development. Get started fast with CSS best practices, a well-structured grid that makes mobile consideration easy, an organized file structure and super basic UI elements like lightly styled forms, buttons, tabs and more.

Style Agnostic

Responsive Grid Systems

Less Framework 4

An adaptive CSS grid system.

[What It Is](#)[How It Works](#)[Getting Started](#)

What It Is

Less Framework is a CSS grid system for designing adaptive websites. It contains 4 layouts and 3 sets of typography presets, all based on a single grid.

Check out **Frameless!**

Frameless is a new fixed-width adaptive grid and the successor to Less Framework.



Default Layout

10 columns at 992 px. For desk-



Tablet Layout

8 columns at 768 px. For iPads and

1140 CSS GRID

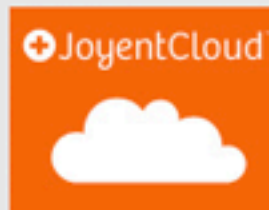
12 COLUMNS
FLUID TO MOBILE



DOWNLOAD
VERSION 2.0

Tweet 15.1K

Like 2k



We built our cloud to run
dynamic apps fast.

Powered by InfluAds

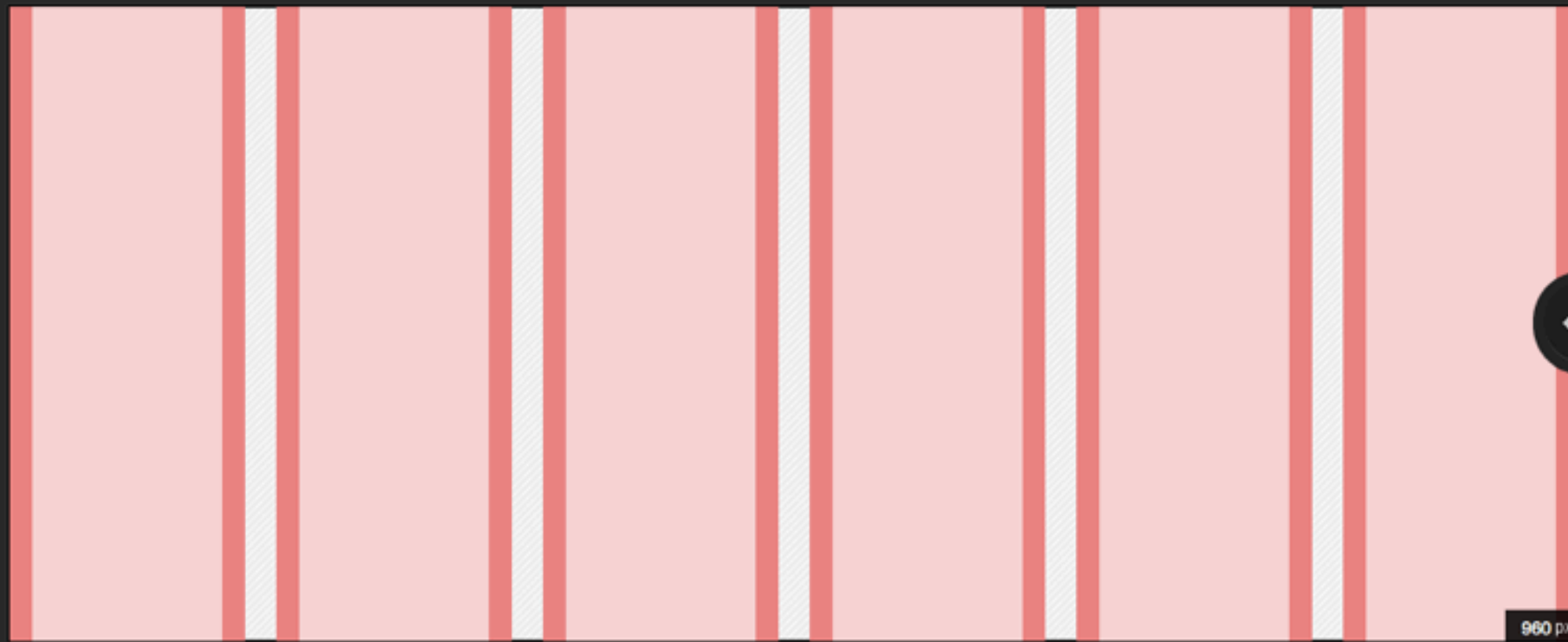
DONATE \$5

The 1140 grid fits perfectly into a 1280 monitor.
On smaller monitors it becomes fluid and
adapts to the width of the browser.

Beyond a certain point it uses media queries to
serve up a mobile version, which essentially
stacks all the columns on top of each other so
the flow of information still makes sense.

Scrap 1024! Design once at 1140 for 1280, and
with very little extra work, it will adapt itself to
work on just about any monitor, even mobile.

Follow @andytlr



960 px

No. of columns

6

Column padding

1.5 % px

Gutter width

2 % px

+ Add break point



Gridset

Create advanced grid systems on the web.

The problem

Grids are difficult in CSS and getting more difficult: twelve or sixteen columns are not cutting it anymore. And we don't need another framework.

The solution

Gridset is a tool for making grids. It lets you create whatever type of grid you want: columnar, asymmetrical, ratio, compound, fixed, fluid, responsive and more. It serves multiple grids to your site based on breakpoints for different devices. Using it is as simple as embedding a link.

Four layouts, built in Gridset, inspired by history's most influential grids.

Coming Summer 2012

Enter your email for updates

Subscribe

@gridsetapp on Twitter

The Gerstner

6 column + 4 column over

A compound grid based on Gertsner's Capital Magazine

This layout is designed using a recreation of Karl Gertsner's Capital Magazine in the 1960's. It's a compound - meaning columns. This allows for very flexible layout combinations, asymmetric column configuration which is the basis for this

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The Marber

The Marber

A layout derived from grid for Penguin books

4 columns derived

This specimen sheet is derived from Marber's grid for Penguin books

THE FONMON

A five column layout using columns of different widths

HE CARSON
RIIIT

Assumptions / Pitfalls

**Content for
multiple contexts is
the same.**

~~Content for
multiple contexts is
the same.~~

**Cost per KB to the
user is minimal or
non-existent.**

~~Cost per KB to the
user is minimal or
non-existent.~~

**Persistent and
high-speed
network access is
available.**

~~Persistent and
high-speed
network access is
available.~~

**Mobile browsers
are smart and will
support the same
standards
consistently.**

**Mobile browsers
are smart and will
support the same
standards
consistently.**

**Technology comes
before user needs.**

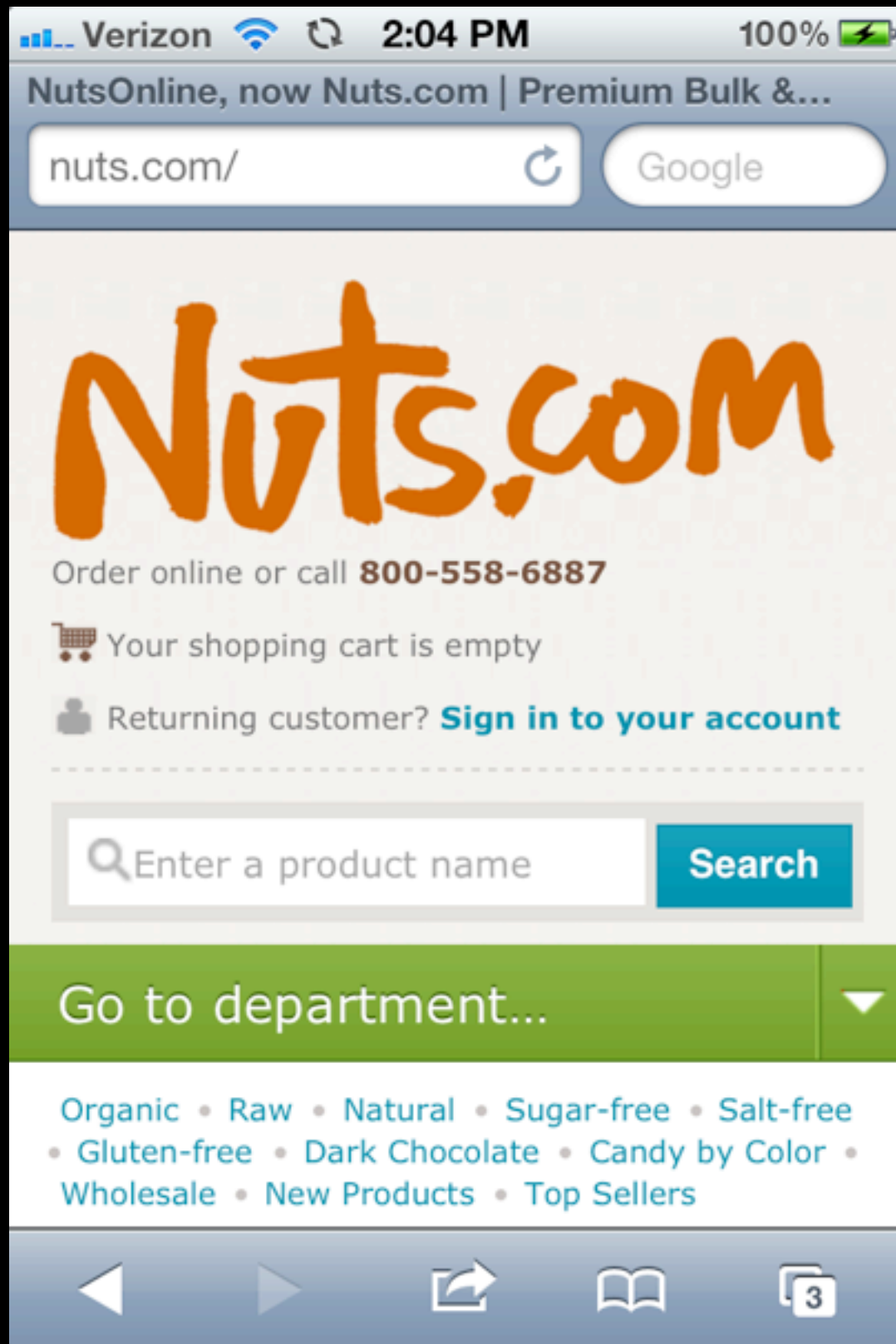
**Technology comes
before user needs.**

A thick, solid orange line runs diagonally from the bottom-left towards the top-right, crossing through the text. The line is approximately 20 pixels thick and has a slight shadow or gradient, giving it a 3D appearance. It intersects the text 'Technology' and 'before user'.

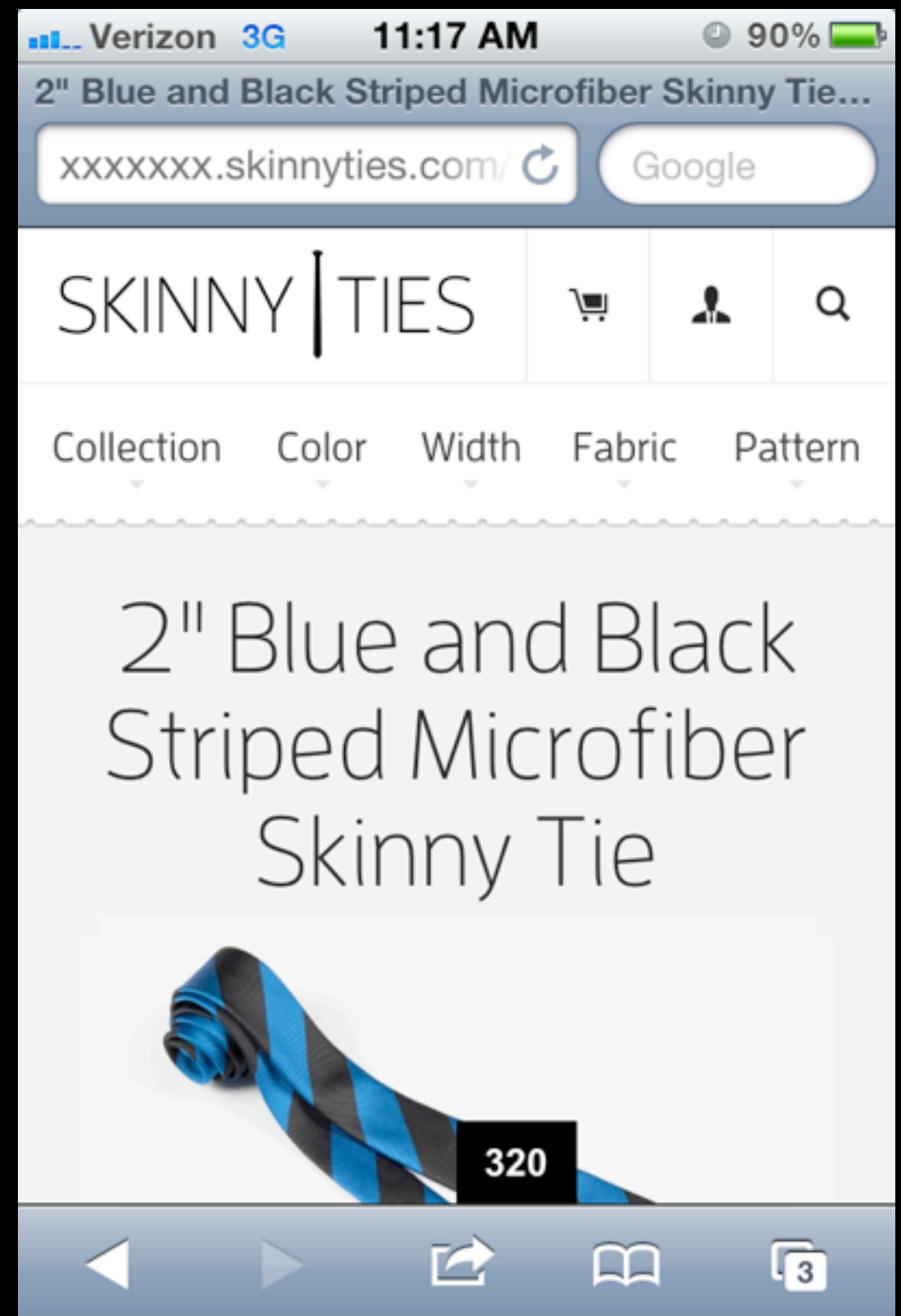
Best practices

Lead with content

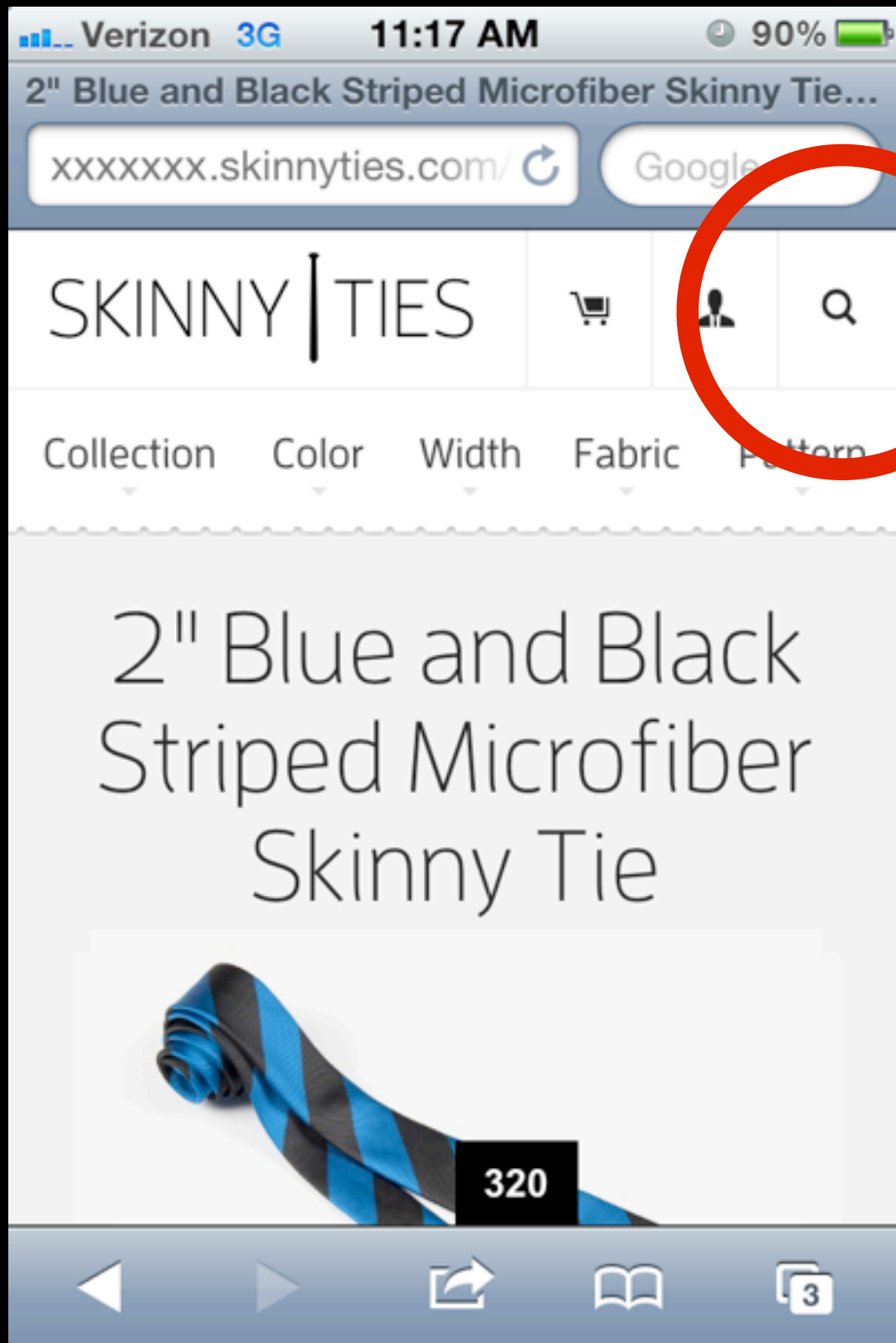
Nav first



Content first



**Super-sized touch
targets**



44 px width
56 px height

Practical minimum:
44 x 30

Tablets

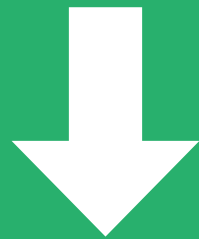




**Be
user-centered**

**Never limit user's
capabilities based
on their device.**

Context



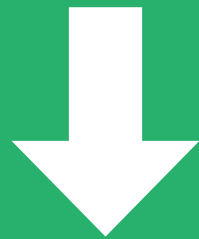
Action

Action



Goals

Goals



Needs

**Needs are the root
of context.**



One Web means making, as far as is reasonable, the same information and services available to users irrespective of the device they are using.



However, it does not mean that exactly the same information is available in exactly the same representation across all devices.

**Think about what
users need and expect.**

**Why offer guest
checkout?**

**An account isn't
necessary to buy.**

What's your TPS?

Not Lumbergh's TPS.



TPS =

Time Pre-Shopping

APP

1. Visit the app store
2. Search for the app
3. Authenticate
4. Download
5. Downloading...
6. Downloading...
7. Downloading...
8. Downloading...
9. Install
10. Browse

3 MINUTES

APP

1. Visit the app store
2. Search for the app
3. Authenticate
4. Download
5. Downloading...
6. Downloading...
7. Downloading...
8. Downloading...
9. Install
10. Browse

3 MINUTES

WEBSITE

1. Click link
2. Browse

3 SECONDS

**Mobile Commerce
has expectations
rooted in
eCommerce.**

Don't add friction.

**Be future
friendly**

Jakob Nielsen
=
Usability Expert



“ JAKOB NIELSEN

Mobile apps currently have better usability than mobile sites...

“ JAKOB NIELSEN

Mobile sites will win over mobile apps in the long term.

Why?

Raise your hand if you...

- ◎ **Send email to customers**
- ◎ **Participate in social media**
- ◎ **Optimize for search engines**
- ◎ **Advertise online**

**Links don't
open apps.**

“ BRIAN FLING

The only native application that matters is the browser.

“ DANIEL APPLEQUIST
CO-CHAIR W3C MOBILE WEB INITIATIVE

**Anyone who's betting against the
Web right now is an idiot.**

Your Strategy

**Start with your
business goals**

**Study users and
talk to them**

Define **your** target
device classes

**Study and leverage
best practices**

**Simplify tasks.
Don't limit features.**

**Don't assume you
know the user's
context.**

**Test on real
devices.**

**Engage designers
and engineers in
strategic discussions.**

**Think future
friendly.**

Thank you.

Questions

Get in touch.

- ◎ **Web: GravityDept.com**
- ◎ **Email: hello@gravitydept.com**
- ◎ **Twitter: @GravityDept (propaganda)**
- ◎ **Twitter: @Falkowski (intelligence)**