MOBILE DESIGN
FIRESTARTERS 2015

@lukew

LUKE WROBLEWSKI
THE MOBILE MOMENT

SMARTPHONES & TABLETS

PCS
MONTHLY ACTIVE USERS

Q111, Q211, Q311, Q411, Q112, Q212, Q312, Q412, Q113, Q213, Q313, Q413, Q114, Q214, Q314, Q414, Q115

MOBILE

MOBILE ONLY

NON-MOBILE

THE MOBILE MOMENT

THE MOBILE ONLY MOMENT

MOBILE

MOBILE ONLY

NON-MOBILE

THE MOBILE MOMENT

THE MOBILE ONLY MOMENT

MOBILE

MOBILE ONLY

NON-MOBILE
MOBILE EMAIL
OPENED ON MOBILE VS. DESKTOP

<table>
<thead>
<tr>
<th>Year</th>
<th>Mobile Email Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>20%</td>
</tr>
<tr>
<td>2012</td>
<td>36%</td>
</tr>
<tr>
<td>2013</td>
<td>50%</td>
</tr>
<tr>
<td>2014</td>
<td>66%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$750M</td>
</tr>
<tr>
<td>2011</td>
<td>$4B</td>
</tr>
<tr>
<td>2012</td>
<td>$14B</td>
</tr>
<tr>
<td>2013</td>
<td>$27B</td>
</tr>
<tr>
<td>2014</td>
<td>$46B</td>
</tr>
</tbody>
</table>

Most of us started and continue to work here...
KEYBOARD

MOUSE/CURSOR
WINDOWS

MENUS

ICONS

POINTERS
LOTS TO LEARN

LOTS TO UNLEARN
Stand-Alone App
LOTS TO LEARN

LOTS TO UNLEARN
from desktop to mobile
Obama speech sets measured goals
It’s not that scrolling is bad.

Source: http://j.mp/1bEXQJB
80% engage above the fold

20% engage below the fold

Source: http://j.mp/1k6jE9h
Many scroll before page fully loads

Most viewed area is just above the “fold”

Source: http://bit.ly/1mPyfTS
Engaged time peaks just above “the fold”

Pixels above fold are viewed for least amount of time

Source: http://bit.ly/1mPyfTS
The issue isn’t whether the call to action is visible. The issue is whether your call to action is visible at the point where someone has become convinced to take action.

Source: http://j.mp/1amzkSq
“Scrolling is a continuation; clicking is a decision.”

Josh Porter

in understood context, people will scroll

Source: http://j.mp/1bEXQJB
flat hierarchy

what’s down here?

heavy download
Get the new Google Search app for iPhone

- Restaurants
- Coffee
- Bars
- Fast Food
- Nearby

Unknown - Use precise location

Settings | Help

View Google in: Mobile | Classic
Chicago Bears
Forto: NFL's proposed rule change is 'absurd'
Chicago Bears running back Matt Forte called the NFL's proposed rule change that would penalize...

Chicago Bears
Giants sign LB Connor, Source says TE Myers
The New York Giants signed a new middle linebacker and according to a person familiar with...

Chicago Bears
Clayton: The $6 million free-agent threshold
Free agency in 2013 has been fast and furious, with many players receiving offers that were too...
For Bears on #MNF tonight: 348 Pass yds, career-high 4 TD, Rush TD in dominant 45-28 win over Cowboys.
Mr Liney
@MrLiney
I consider myself the most easily recognized icon on the web.

Mr Liney @MrLiney · 17 Dec 2012
I'm hanging out in iTunes now (but instead of a menu I figured I'd show some preview history instead). Via @cifip pic.twitter.com/DMuvzQbl
“Every site’s using it so people are familiar with it now.”

“Facebook trained a billion people on how to use it.”
“compared on: engagement, satisfaction, revenue, speed & perception of speed metrics.”
“Tested the hamburger with 15 users. 3 got it but thought it was an “Apple” thing.”

“Our usability [revealed] 9 out of 10 users had no idea what those were.”

Source: http://j.mp/1bBj6D3
+12.9%
+5.7%
-22.7%

Source: http://j.mp/1gCCZM2
240,000
unique mobile visitors

“MENU was selected by 20% more unique visitors than the icon.”

Source: http://bit.ly/1dpei7p
“no significant impact on the behavior of our users.”

“You are testing these things against a very specific user base in a very specific scenario. What works for us may not work for you...”
“hamburger menu shouldn’t be a crutch to automatically transfer a huge list from web to mobile.”

- @kateelspeth
Segmented Control
Staff Picks

- Art: 313
- Comics: 129
- Dance: 48
- Design: 255
- Fashion: 197
- Film & Video: 823

Popular

Starred

Search

Toggle Menu
toggle menu launch
Segmented Control
LOTS TO LEARN

LOTS TO UNLEARN
from desktop to mobile
Set Up Your Account

Your Information

*First Name

*Last Name

*Username

Your username must be in lowercase letters, between 4 and 16 characters in length. Numbers and periods can be included in your username.

*Password

Your password must contain at least 5 characters.

*Confirm Password

*Email

*Confirm Email

*Phone

Billing Name and Address

Enter exactly as it appears on your credit card statement

*Billing Name

*Billing Address
23 INPUTS
It can always be simpler.

- **11** less input fields
- **34%** increase in conversions
Get Online Now

Unlimited access for **24 hours is $6.95** for all boingo locations. No monthly fees apply.

<table>
<thead>
<tr>
<th>Credit or Debit Card</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234 5678 9012 3456</td>
</tr>
<tr>
<td>enter card number, expiration date, &amp; CVV code</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name on Credit Card</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email Address (optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>if you'd like us to send you a receipt</td>
</tr>
</tbody>
</table>

By selecting "Get Online" I agree to [terms of use](#).

<table>
<thead>
<tr>
<th>Get Online</th>
</tr>
</thead>
</table>

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**4 INPUTS**
“Creativity is people who care enough to keep thinking about something until they find the simplest way to do it.”
“Booking a hotel happens in 3 taps and a swipe. This is a competitive advantage.”
-Sam Shank, CEO

<table>
<thead>
<tr>
<th>Hotel Tonight</th>
<th>4 taps/swipe</th>
<th>8 seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>priceline</td>
<td>52 taps</td>
<td>+48</td>
</tr>
<tr>
<td></td>
<td>102 seconds</td>
<td>+94</td>
</tr>
<tr>
<td>Hotels.com</td>
<td>40 taps</td>
<td>+36</td>
</tr>
<tr>
<td></td>
<td>109 seconds</td>
<td>+101</td>
</tr>
</tbody>
</table>
It takes big changes to go small.
“Imagine if reviews were done in SMS shorthand: "OK so, IANAE, but AFAIC this place has THE best Cfood."
“Instead of typing out a review... just use photos.”

Source: http://bit.ly/18ZnD00
FIVE YEARS LATER...

65% of search traffic on mobile

58% local ads served on mobile
“To ensure these reviews are high-quality, we may post any reviews that are too short as a tip.”
ONE YEAR LATER...

58% of reviews & photos come from mobile
LOTS TO LEARN

LOTS TO UNLEARN
MOBILE DESIGN

1. Growth = Opportunity
   THE MOBILE MOMENT IS HERE
   FOR AUDIENCE, USAGE, REVENUE

2. Lots to Learn/Unlearn
   DON’T COPY “PATTERNS”
   TAKES BIG CHANGES TO GO SMALL
THANKS

@lukew