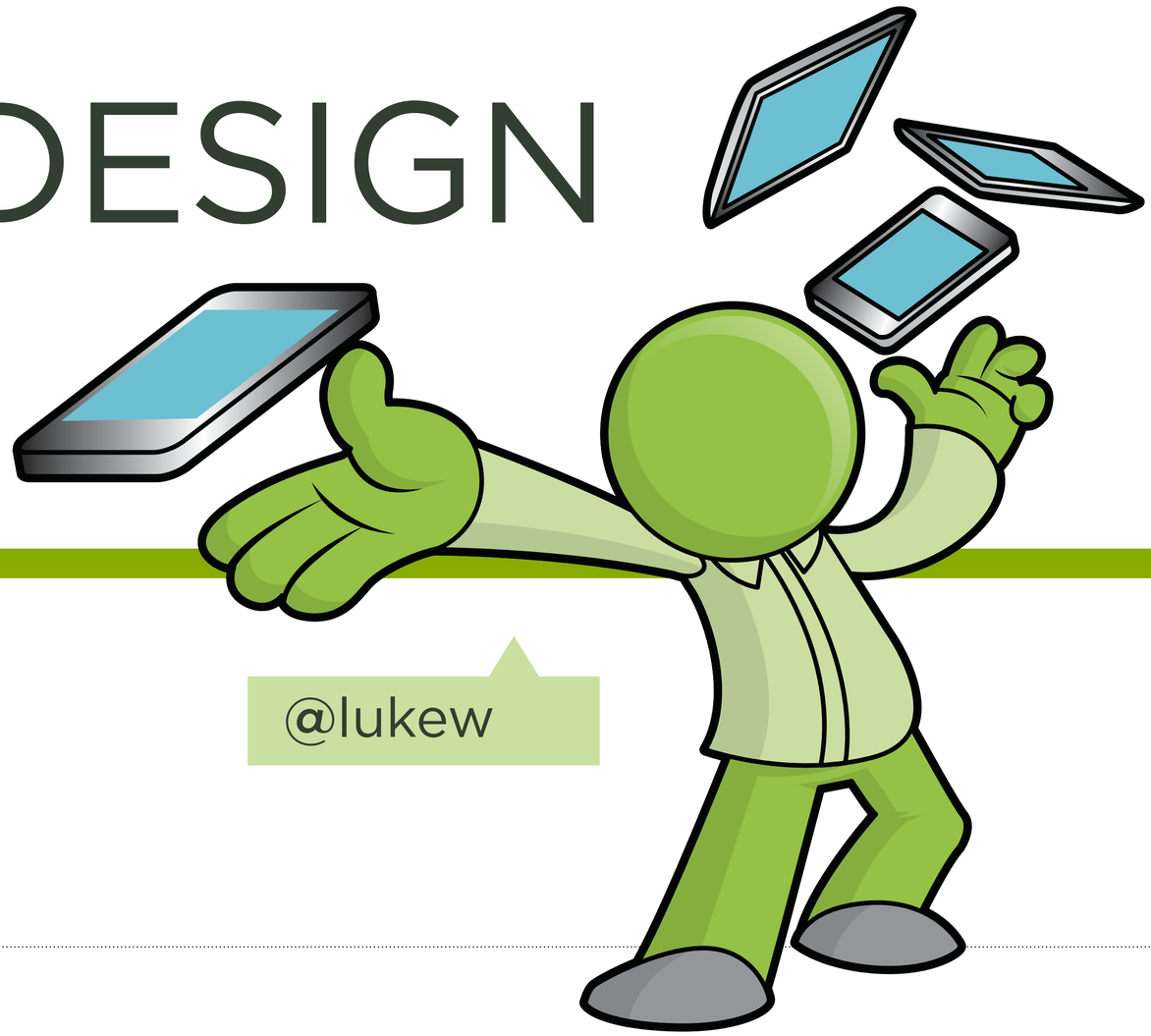
MOBILE DESIGN

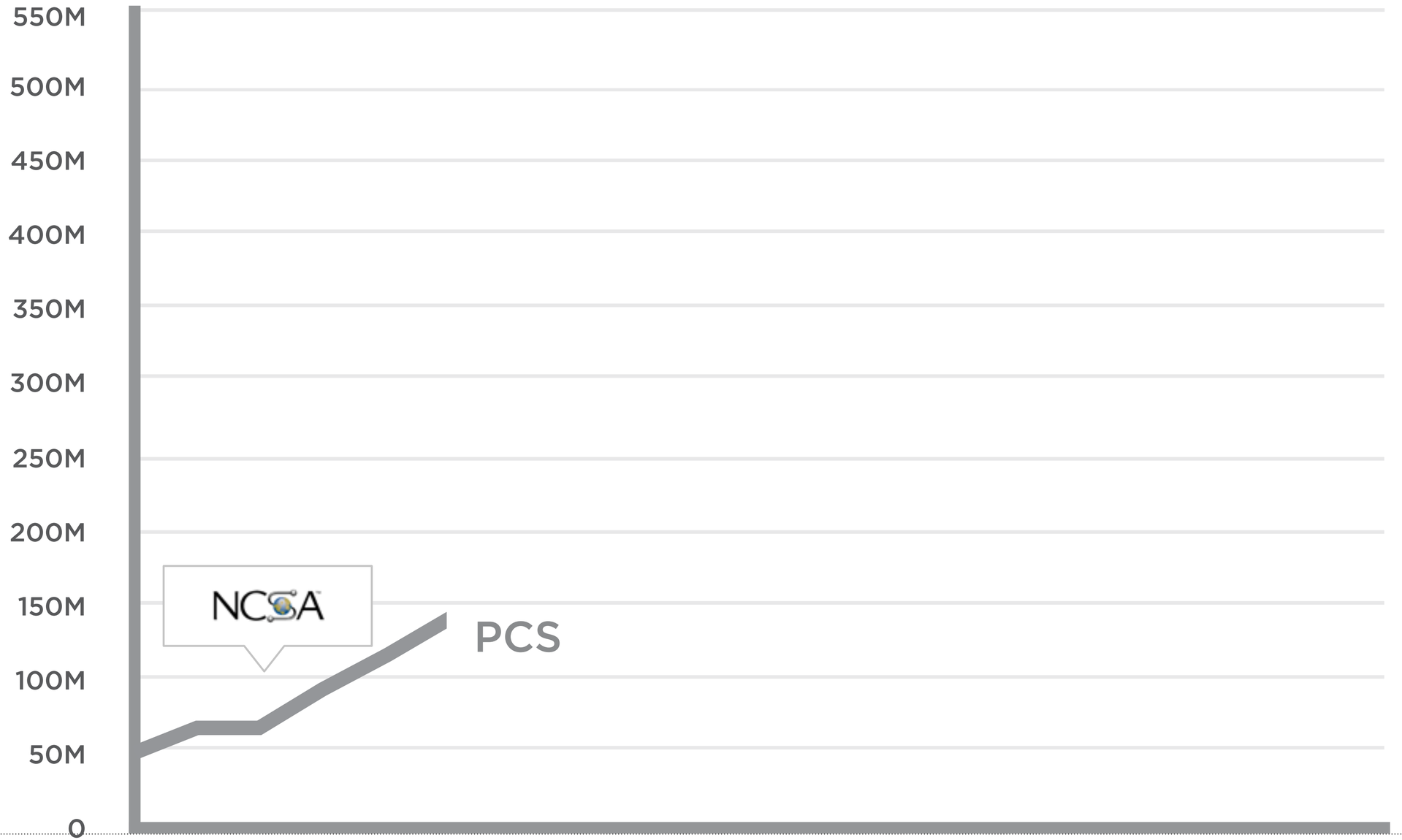
FIRESTARTERS 2015



LUKE WROBLEWSKI

LUKEW
IDEATION + DESIGN

GLOBAL SALES



LUKEW IDEATION + DESIGN

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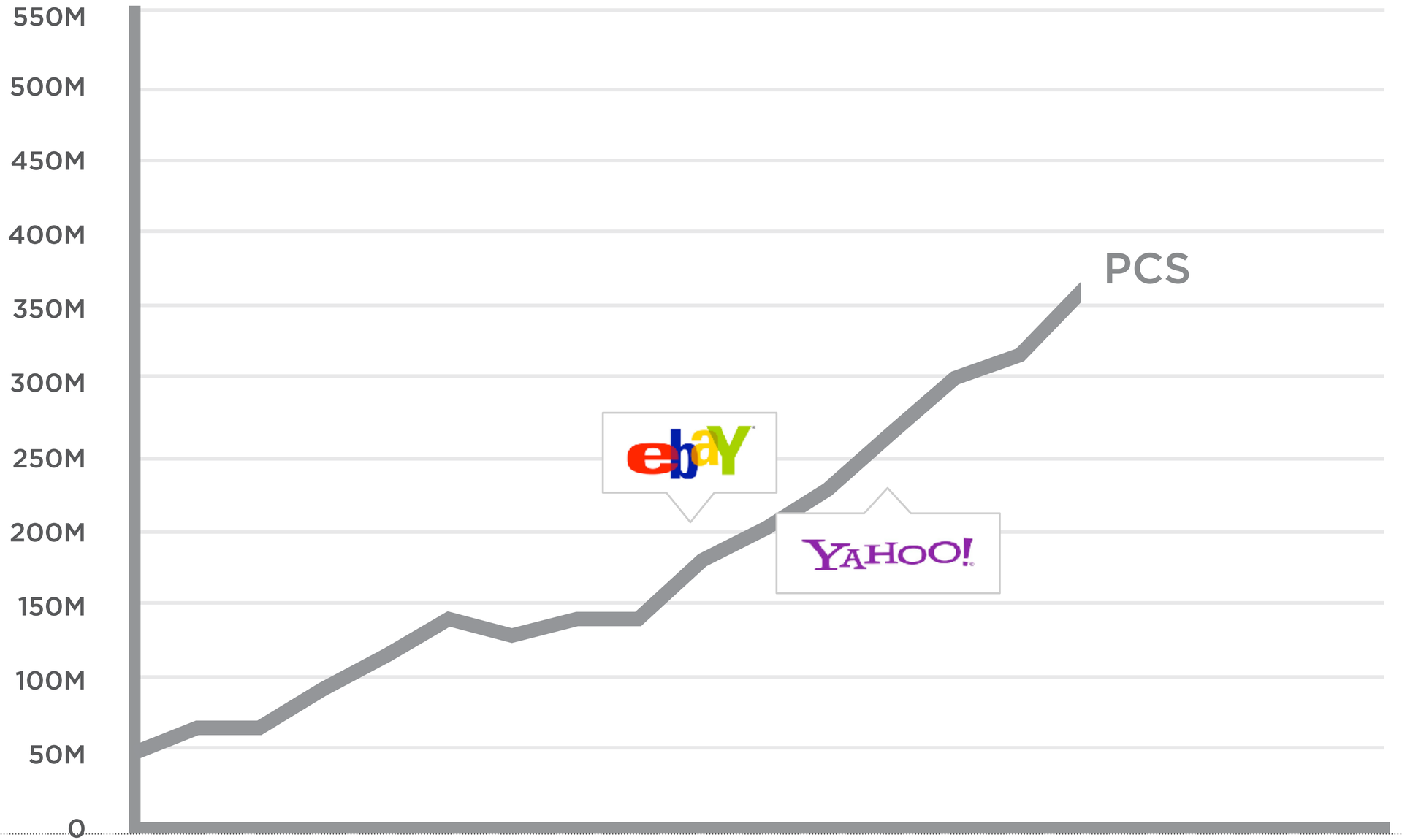
GLOBAL SALES



MY YAHOO! NEWS REAL ESTATE MORE

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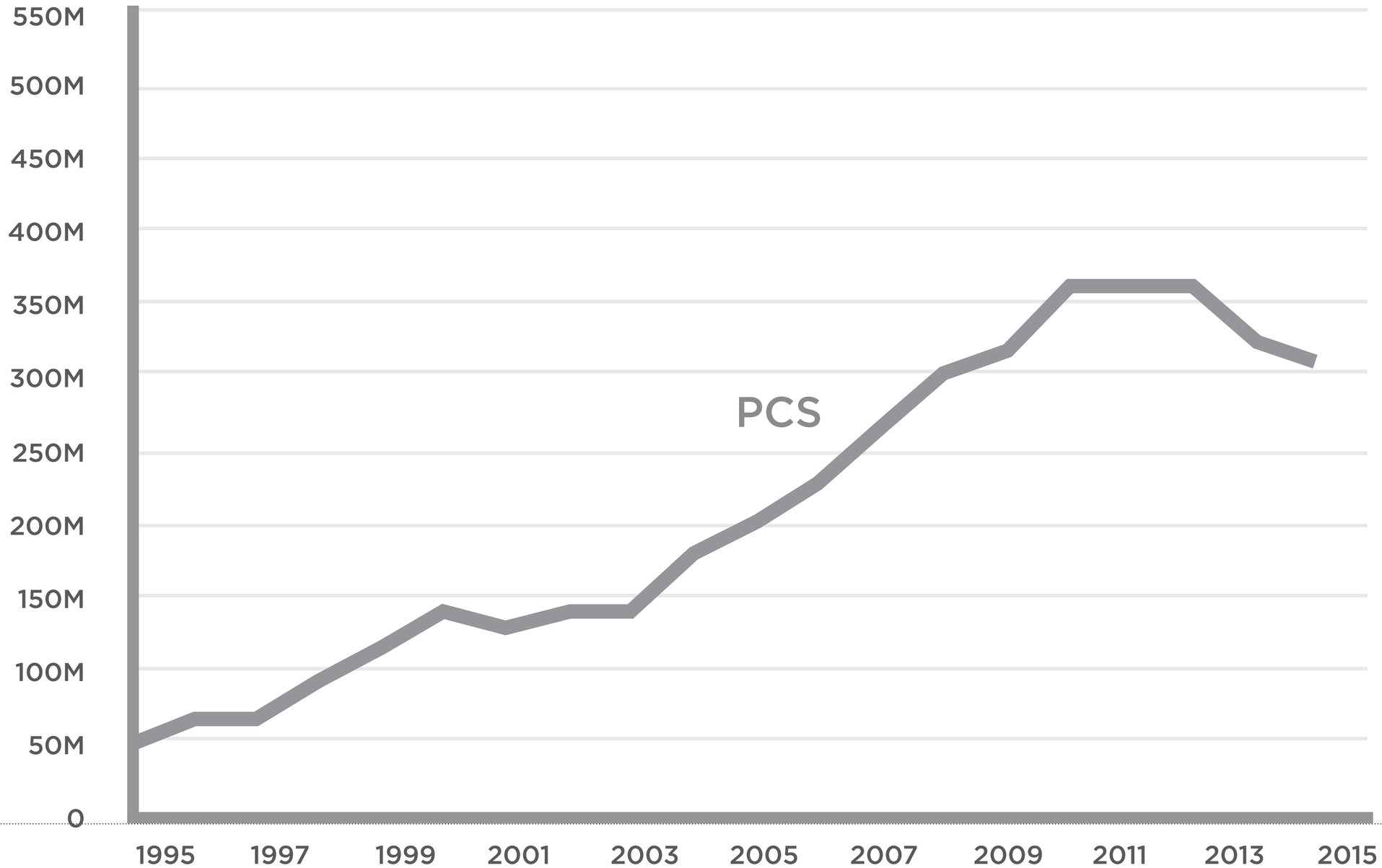
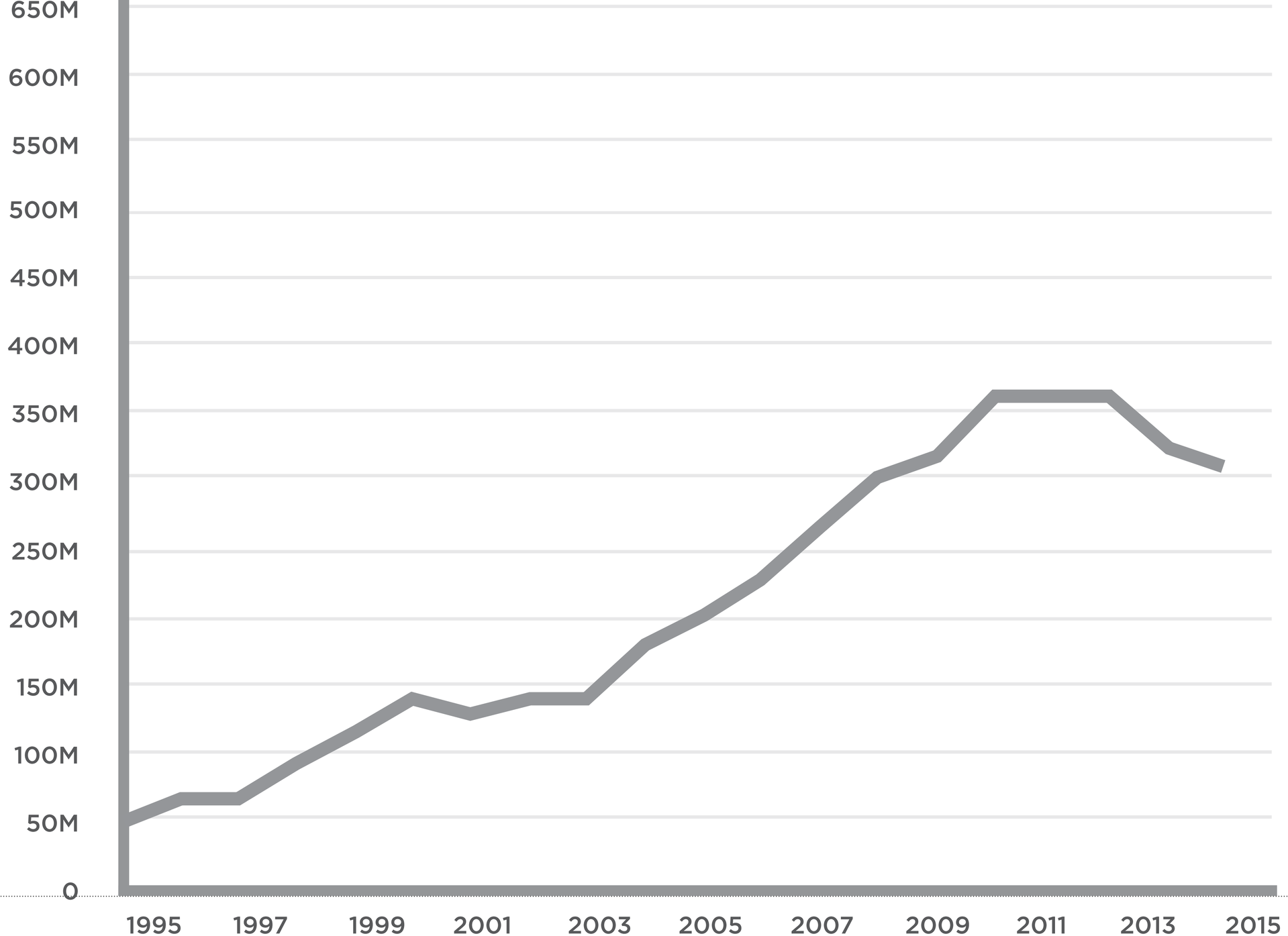
GLOBAL SALES

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2009
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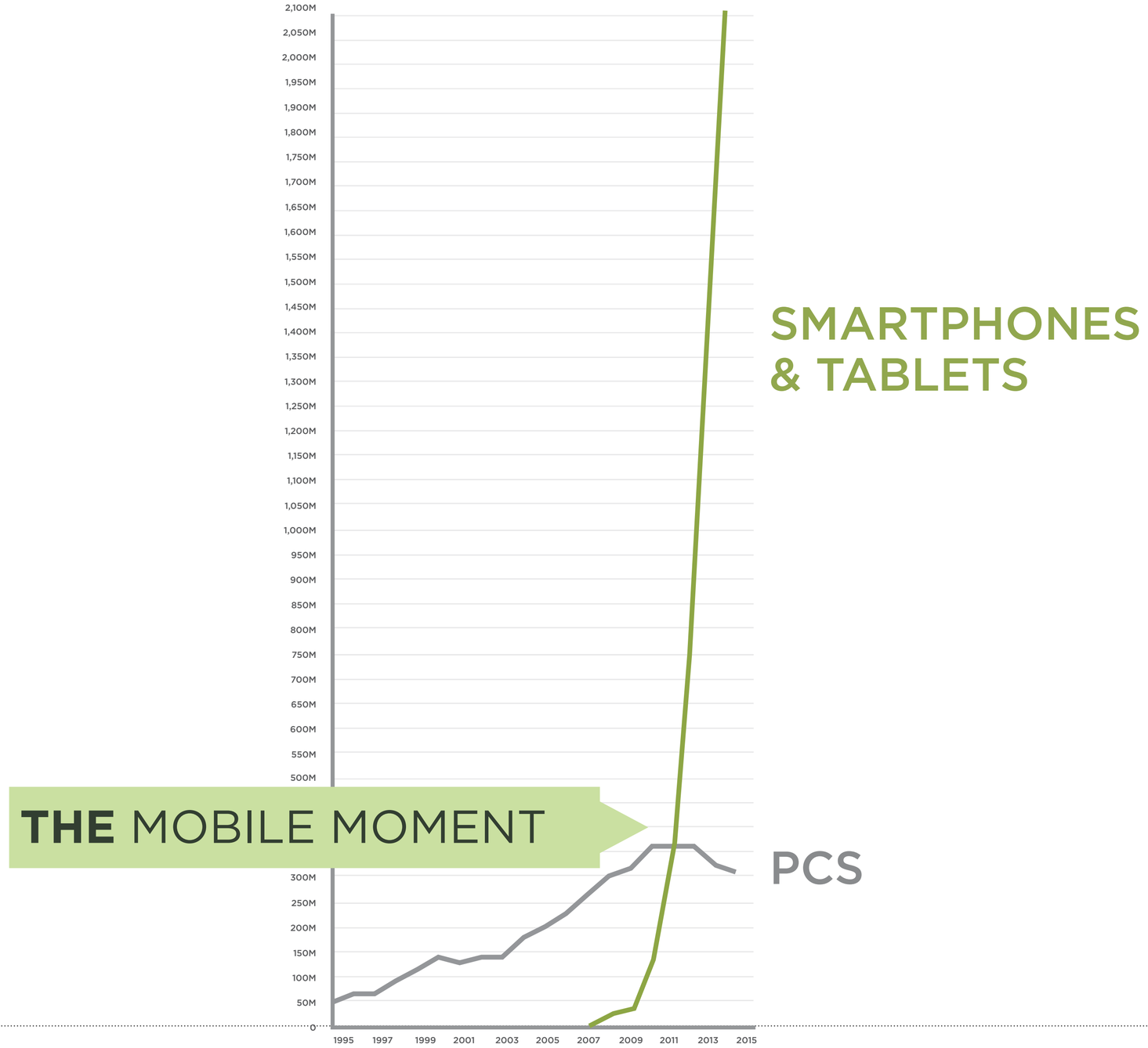
2013
2015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1995
1997
1999
2001
2003
2005
2007
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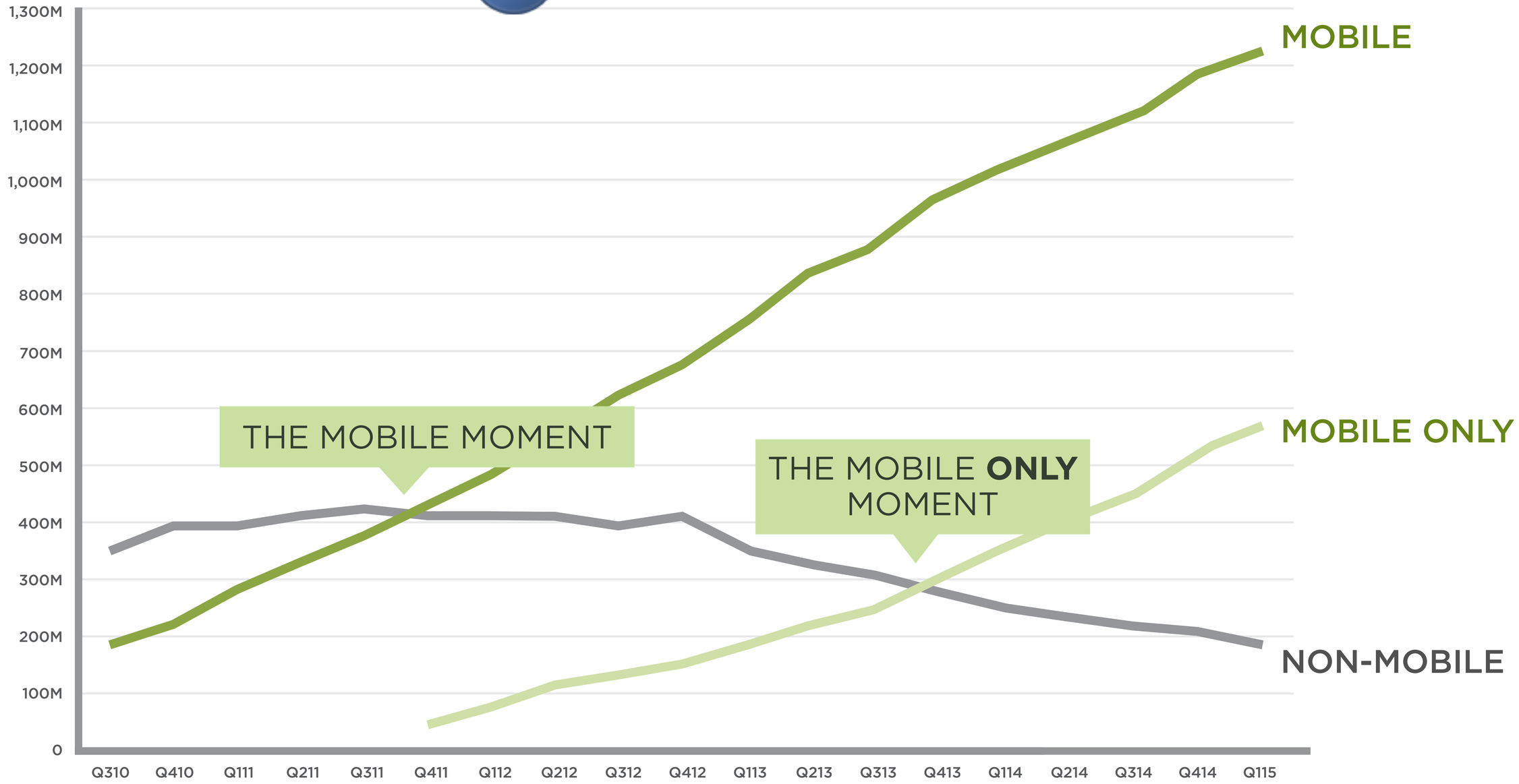
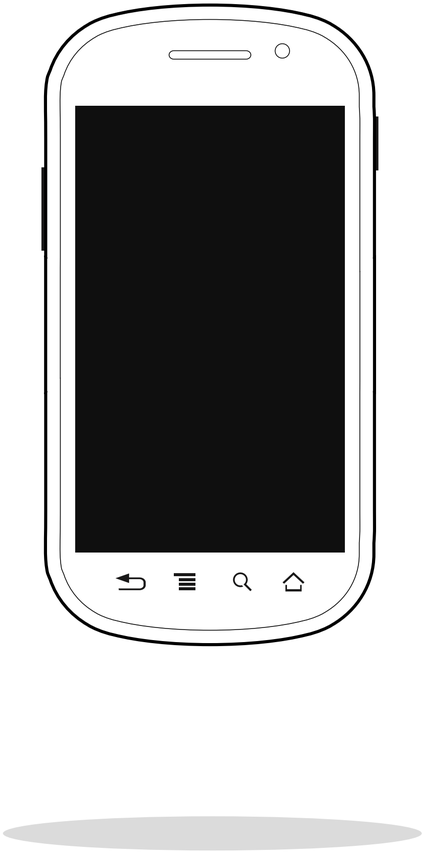
2011
2013
2015
SMARTPHONES & TABLETS
PCS
THE MOBILE MOMENT

MONTHY ACTIVE USERS





MOBILE EMAIL

OPENS ON MOBILE VS. DESKTOP

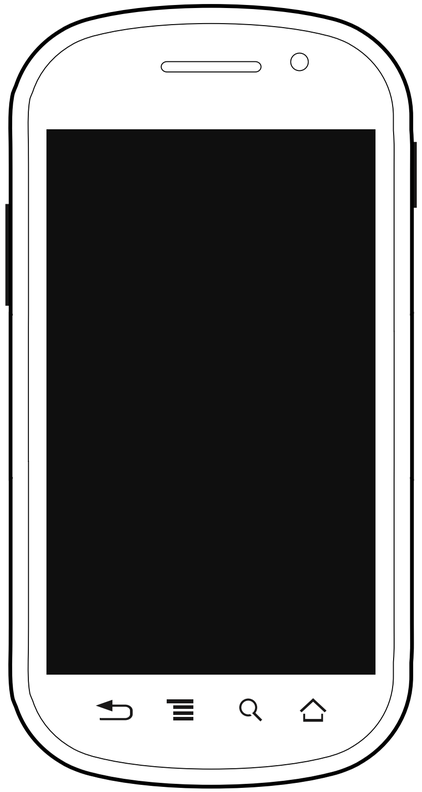
2011	20%
2012	36%
2013	50%
2014	66%

Source: http://www.lukew.com/ff/entry.asp?1744

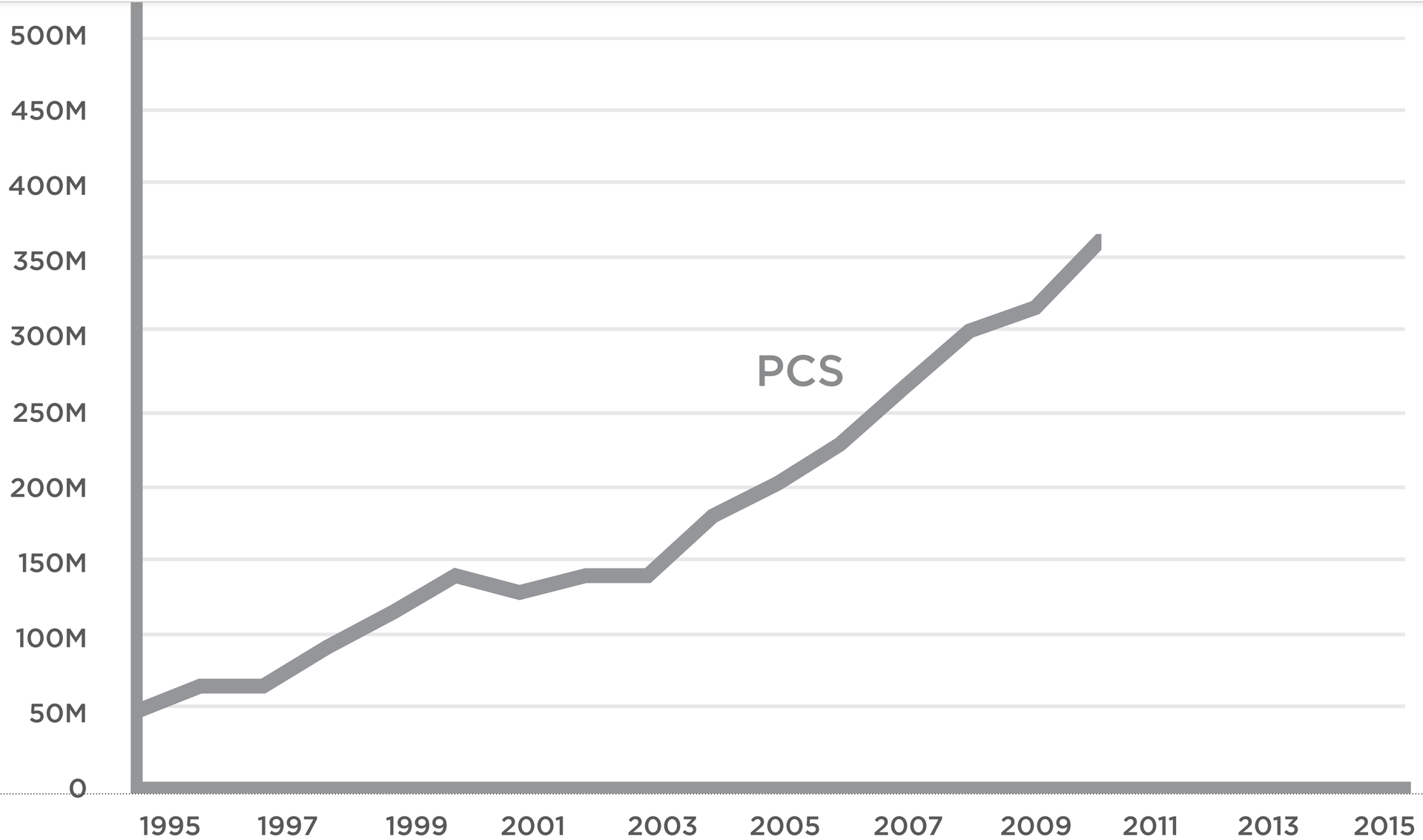
PayPal™
MOBILE PAYMENTS

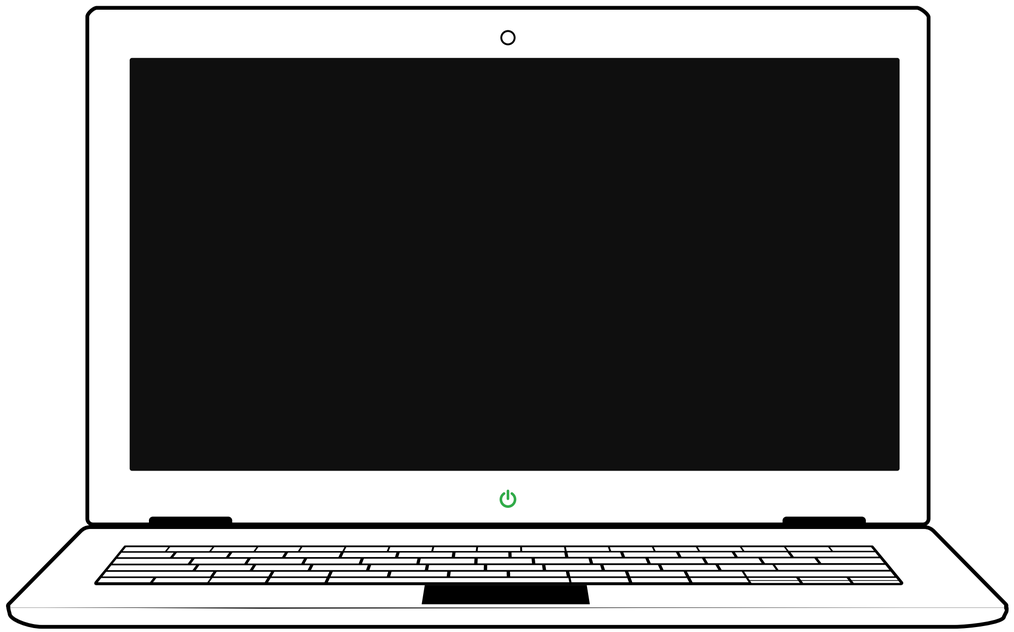
2010	$750M
2011	$4B
2012	$14B
2013	$27B
2014	$46B

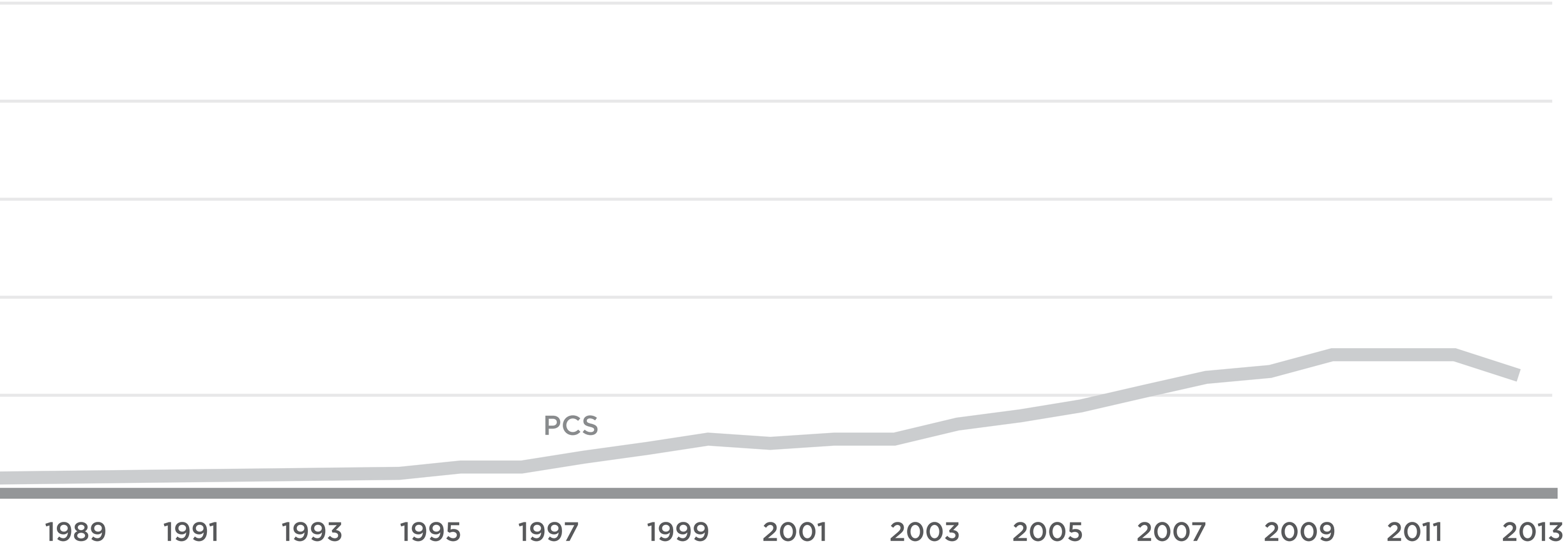
Source: http://www.lukew.com/ff/entry.asp?1837



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







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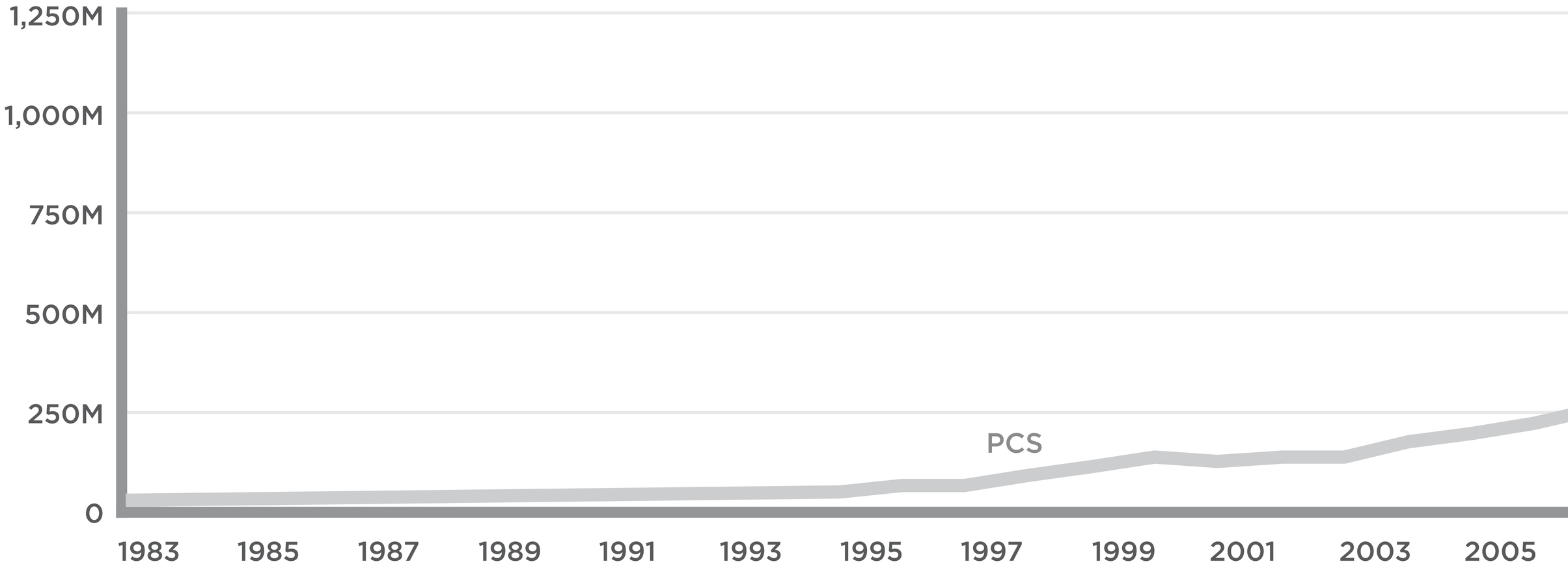
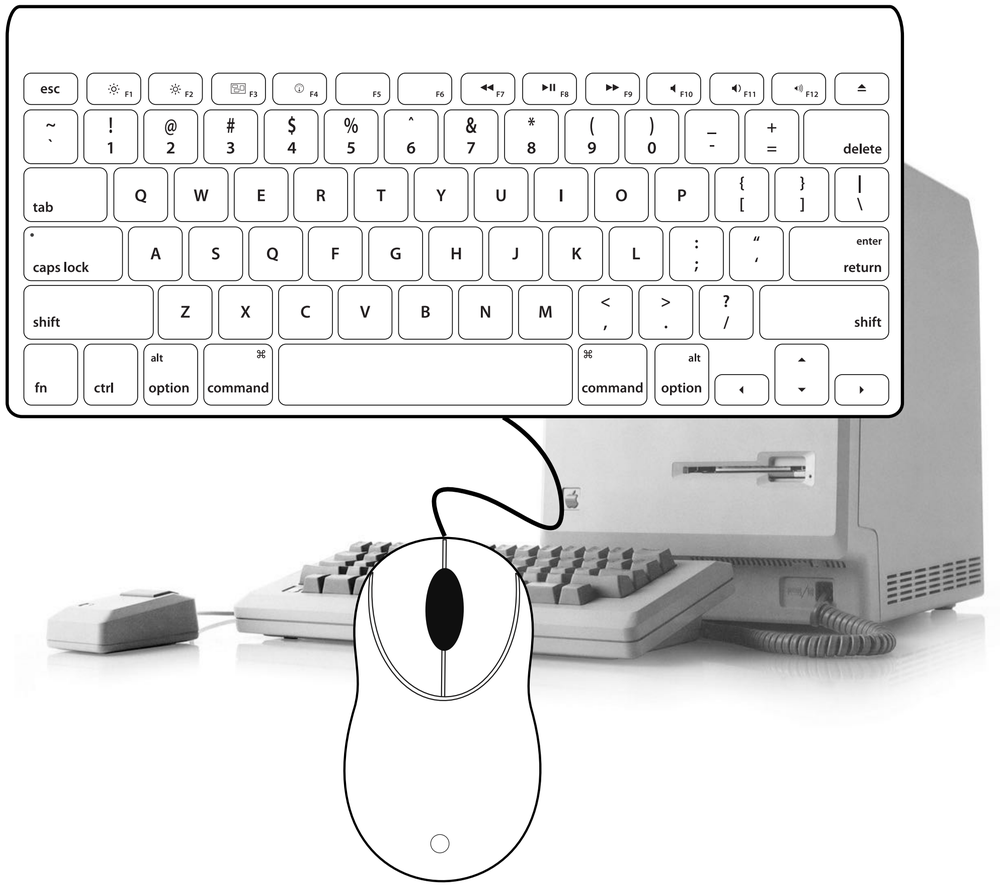
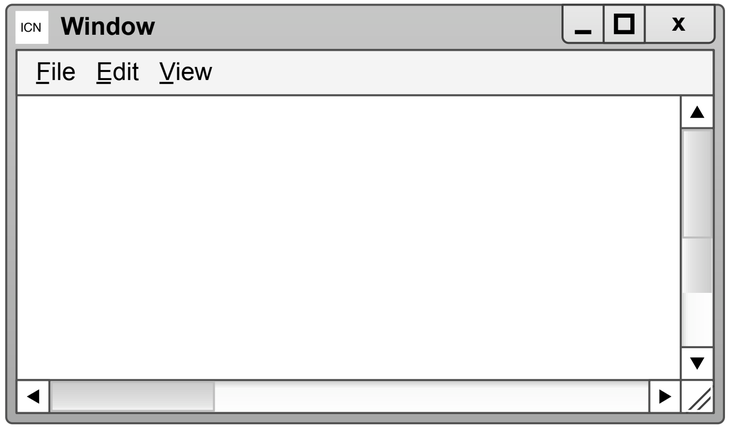


Source: http://j.mp/lbq3zt

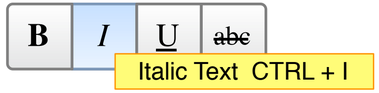
hello.

KEYBOARD
MOUSE/CURSOR



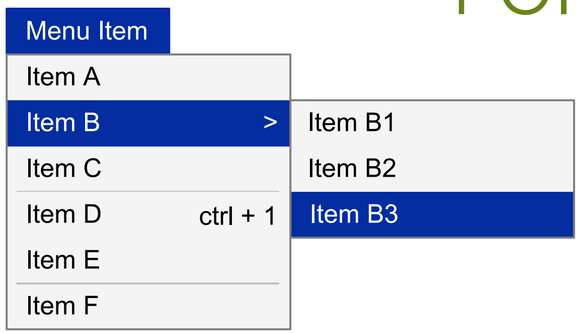


WINDOWS

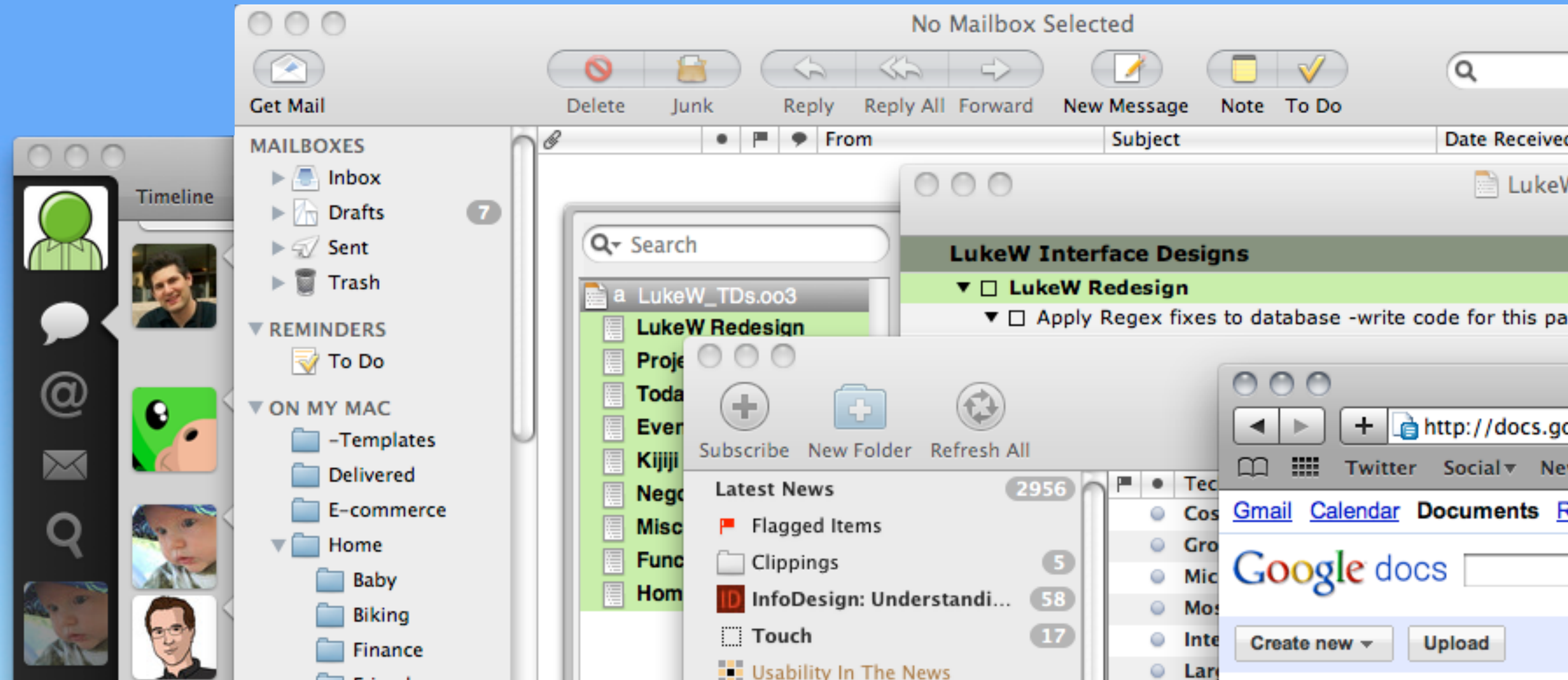


ICONS

POINTERS



MENUS


No Mailbox Selected
Get Mail
Delete
Junk
Reply
Reply All
Forward
New Message
Note
To Do
MAILBOXES
Inbox
Drafts
7
Sent
Trash
REMINDERS
To Do
ON MY MAC
-Templates
Delivered
E-commerce
Home
Baby
Biking
Finance
Timeline
From
Subject
Date Received
Search
LukeW_TDs.oo3
LukeW Redesign
LukeW Interface Designs
LukeW Redesign
Apply Regex fixes to database -write code for this pa
Subscribe
New Folder
Refresh All
Latest News
2956
Flagged Items
Clippings
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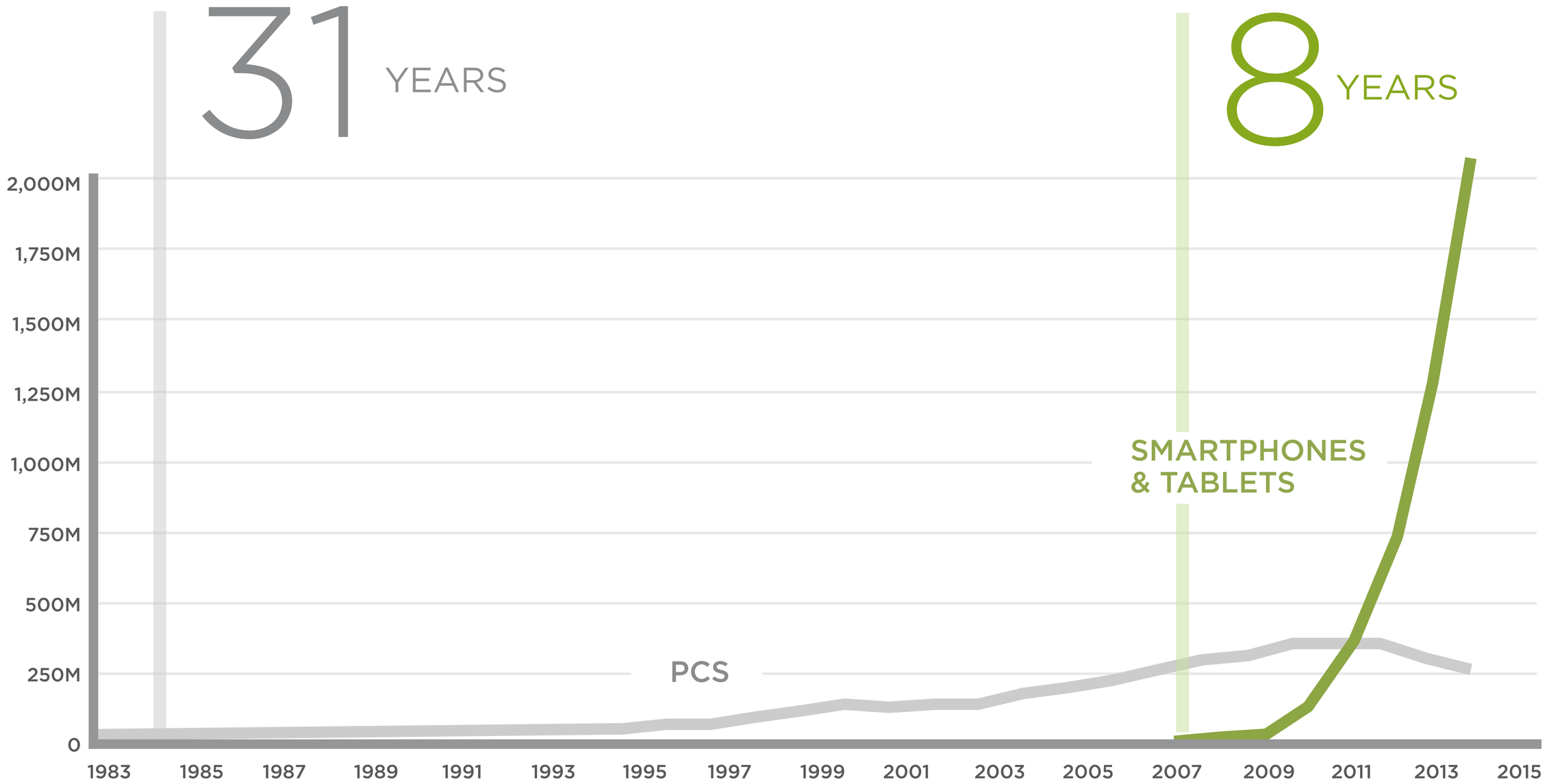
InfoDesign: Understandi...
58
Touch
17
Usability In The News
Twitter
Social
Gmail
Calendar
Documents
Google docs
Create new
Upload


31 YEARS
8 YEARS
2,000M
1,750M
1,500M
1,250M
1,000M
750M
500M
250M
0
SMARTPHONES
& TABLETS
PCS
1983
1985
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1989
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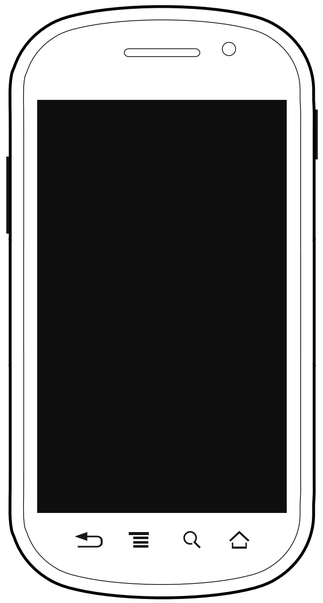
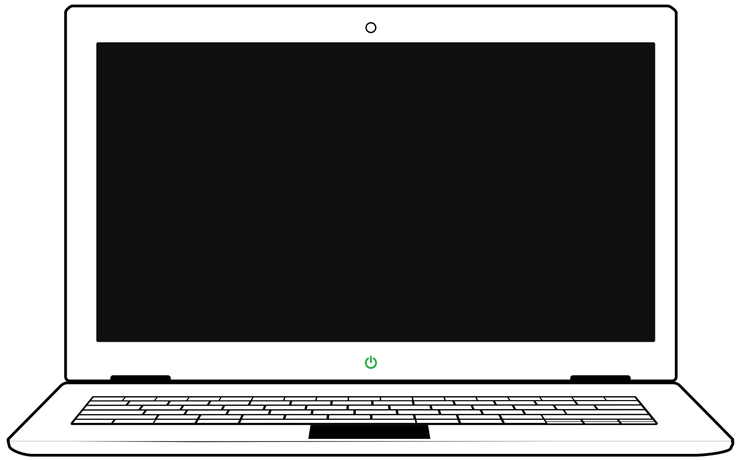
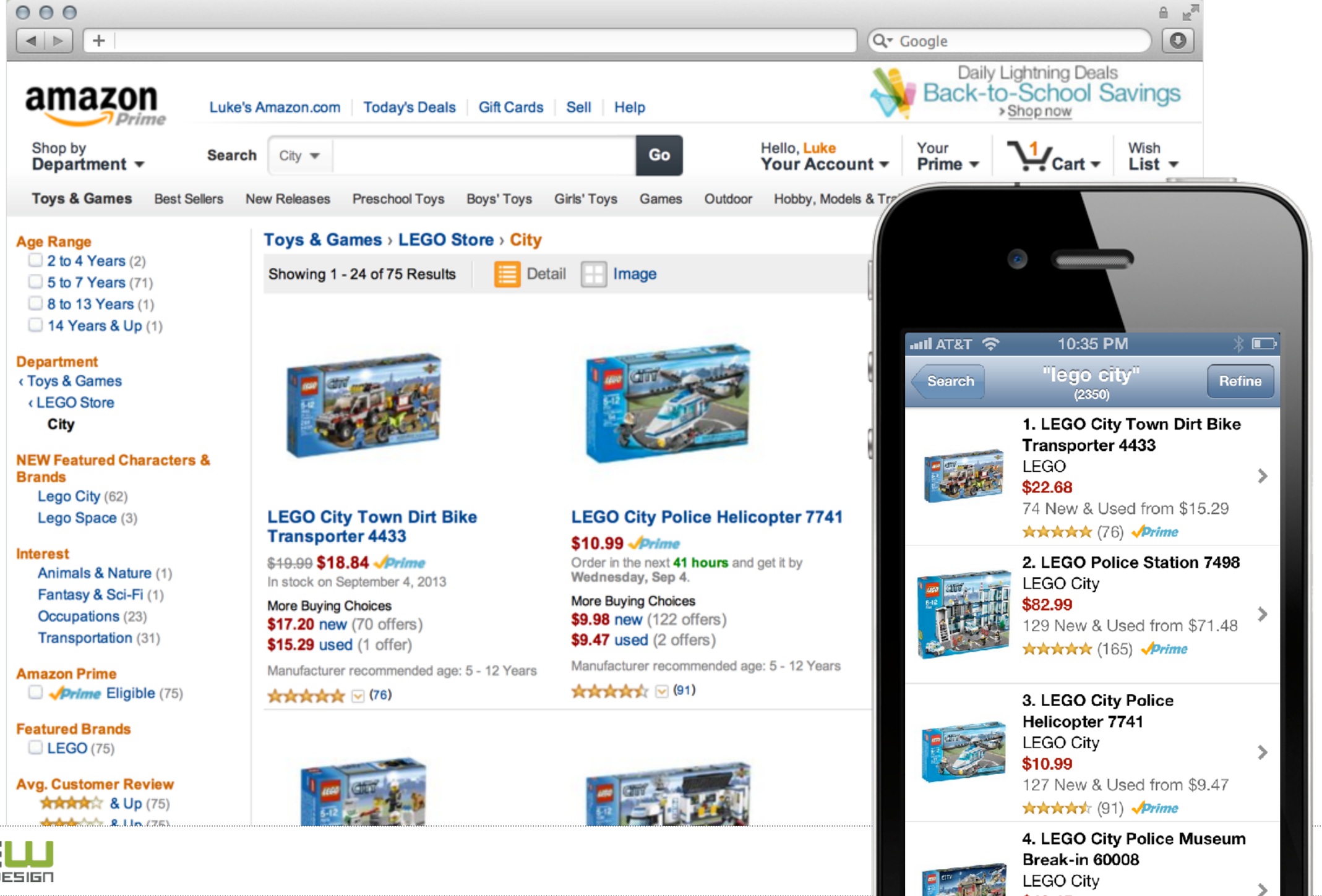
2013
2015

LOTS TO LEARN



LOTS TO UNLEARN




Google
amazon Prime
Luke's Amazon.com | Today's Deals | Gift Cards | Sell | Help
Daily Lightning Deals
Back-to-School Savings
› Shop now
Shop by Department
Search
City
Go
Hello, Luke
Your Account
Your Prime
1 Cart
Wish List
Toys & Games
Best Sellers
New Releases
Preschool Toys
Boys' Toys
Girls' Toys
Games
Outdoor
Age Range
2 to 4 Years (2)
5 to 7 Years (71)
8 to 13 Years (1)
14 Years & Up (1)
Department
‹ Toys & Games
‹ LEGO Store
City
NEW Featured Characters & Brands
Lego City (62)
Lego Space (3)
Interest
Animals & Nature (1)
Fantasy & Sci-Fi (1)
Occupations (23)
Transportation (31)
Amazon Prime
Prime Eligible (75)
Featured Brands
LEGO (75)
Avg. Customer Review
& Up (75)
Toys & Games › LEGO Store › City
Showing 1 - 24 of 75 Results
Detail
Image
LEGO City Town Dirt Bike Transporter 4433
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LEGO City Police Helicopter 7741
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More Buying Choices
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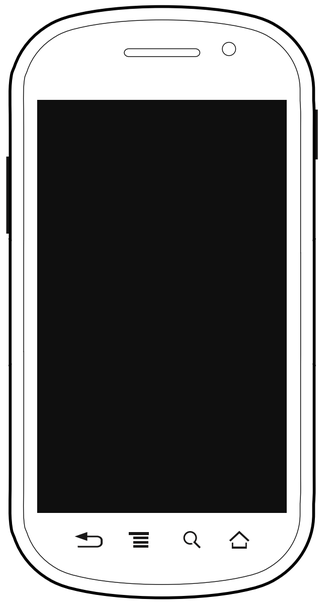
4. LEGO City Police Museum Break-in 60008
LEGO City

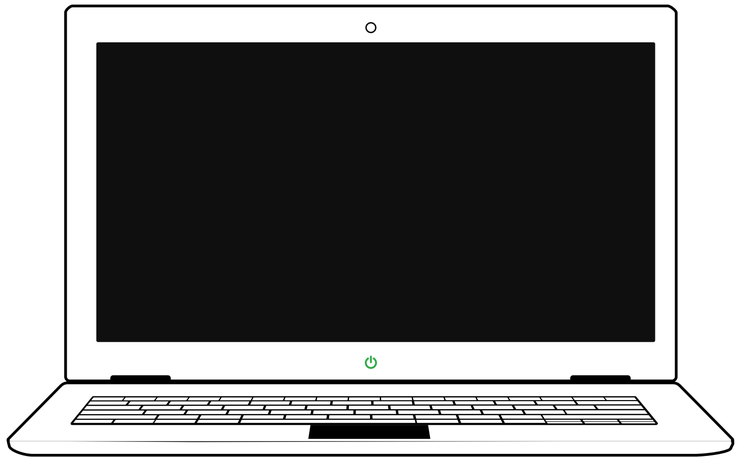
flow
powered by amazon
A9

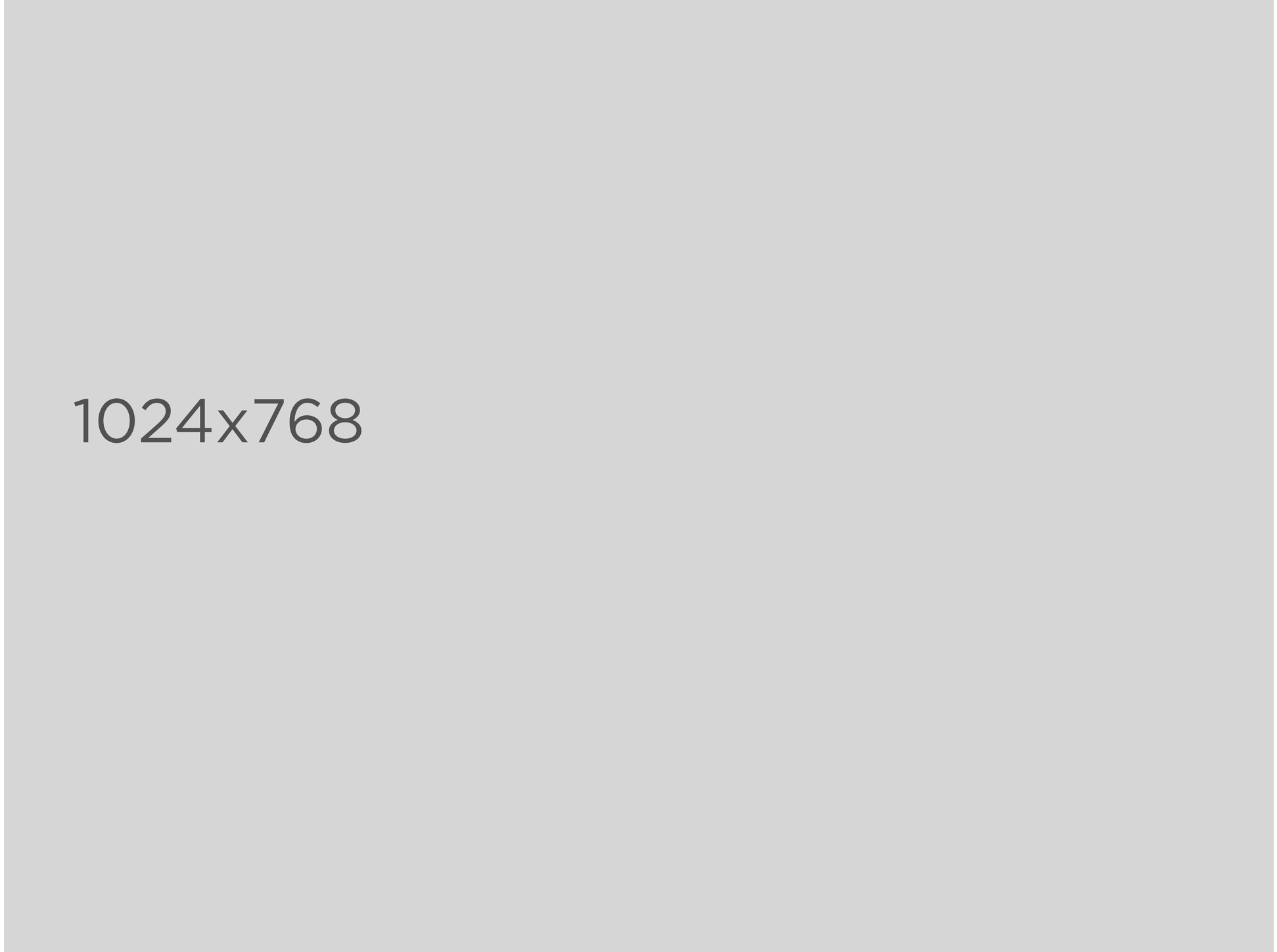
Stand-Alone App
flow
powered by amazon

LOTS TO LEARN



LOTS TO UNLEARN

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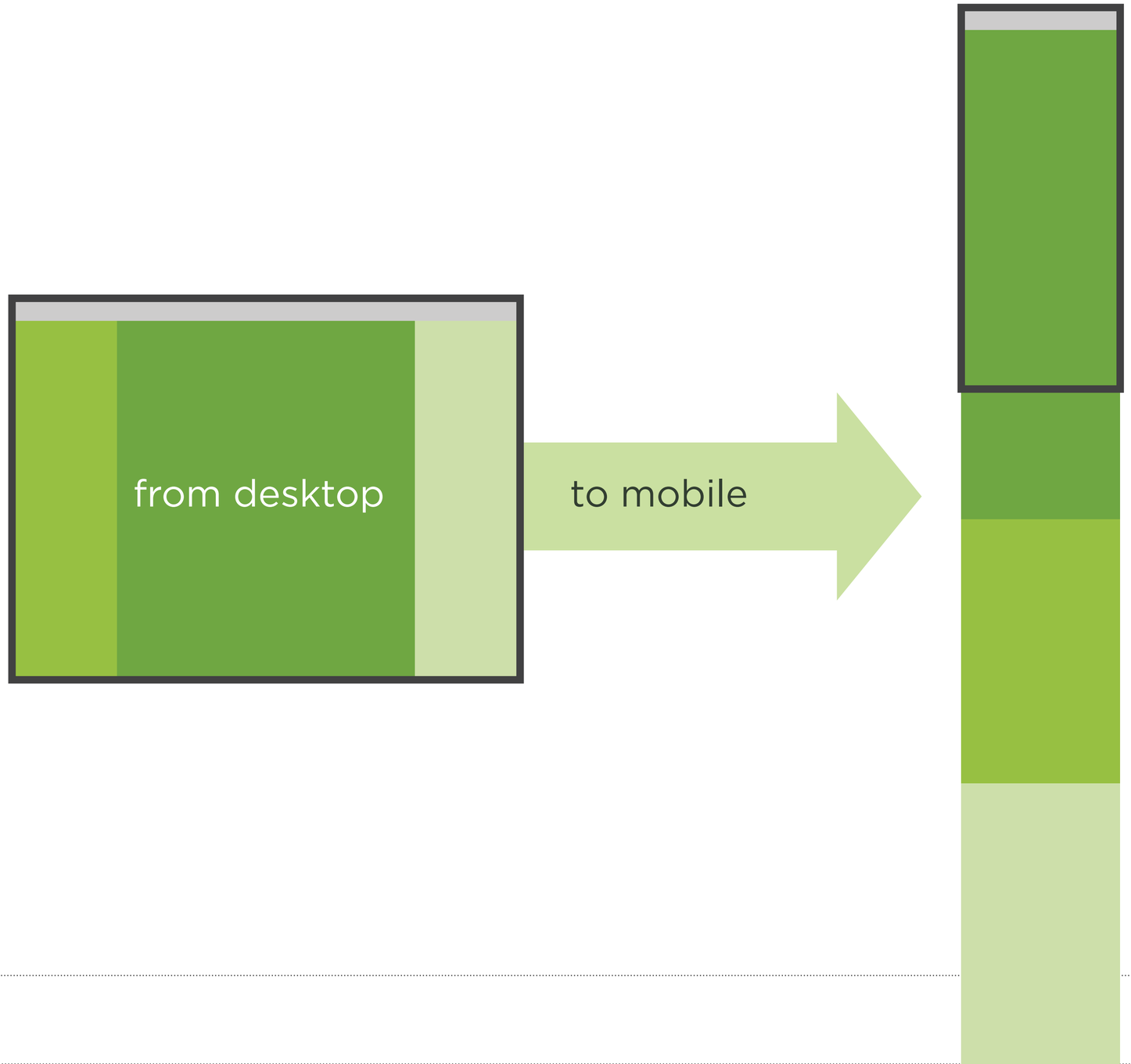
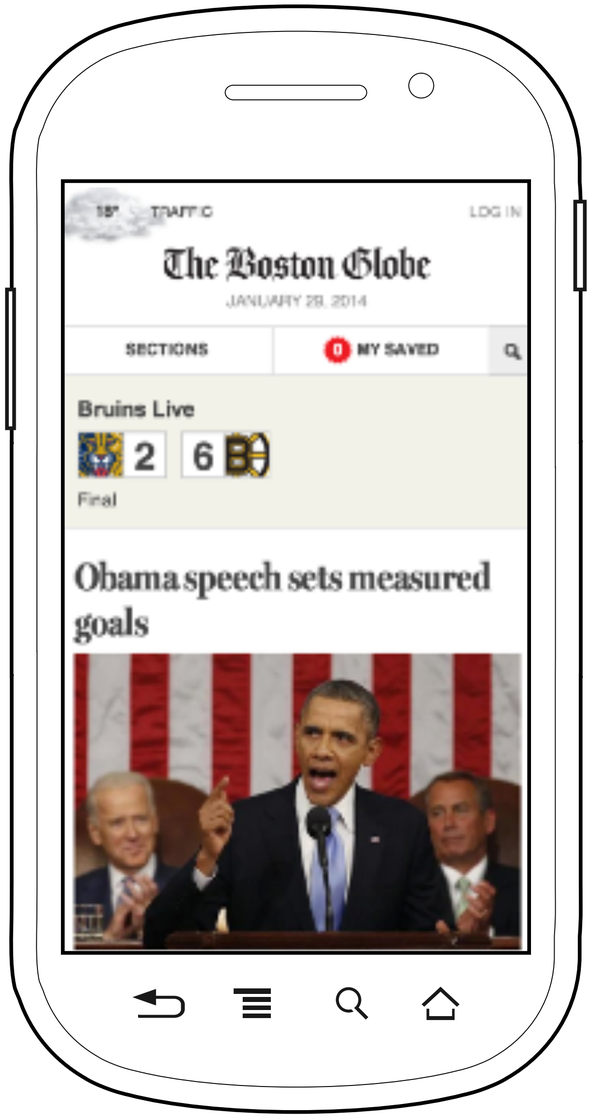

from desktop
to mobile


TRAFFIC
LOG IN
The Boston Globe
JANUARY 29, 2014
SECTIONS
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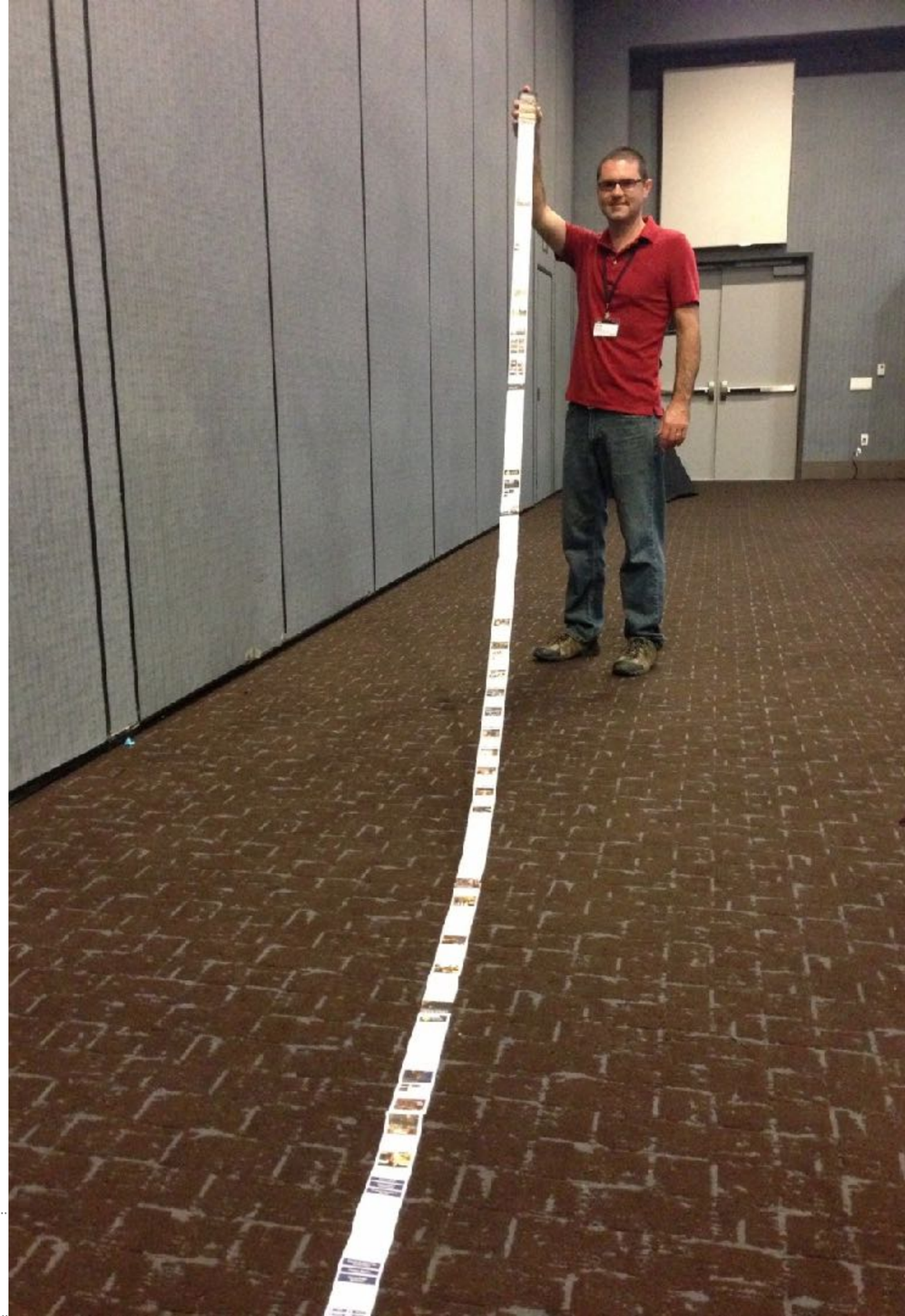
Bruins Live
2
6
Final
Obama speech sets measured goals

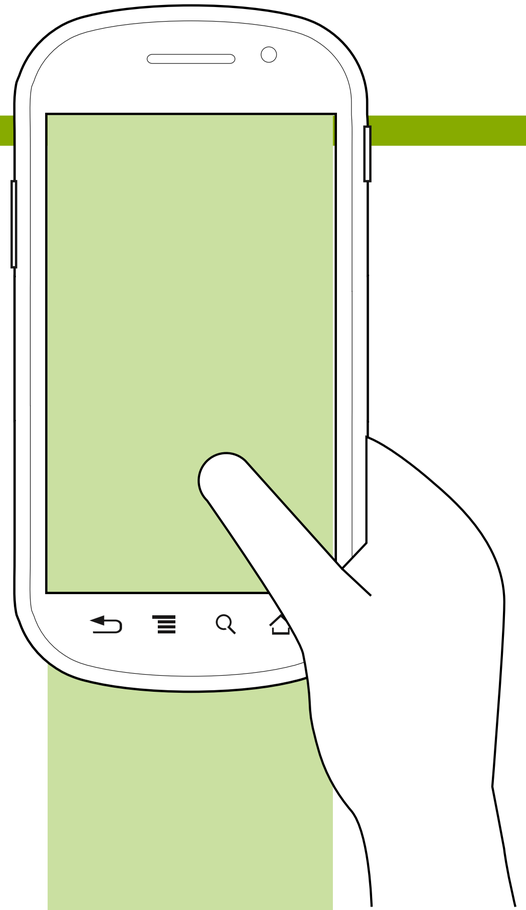
320px

26,115px



LUKEW
IDEATION + DESIGN

It’s not that scrolling is bad.



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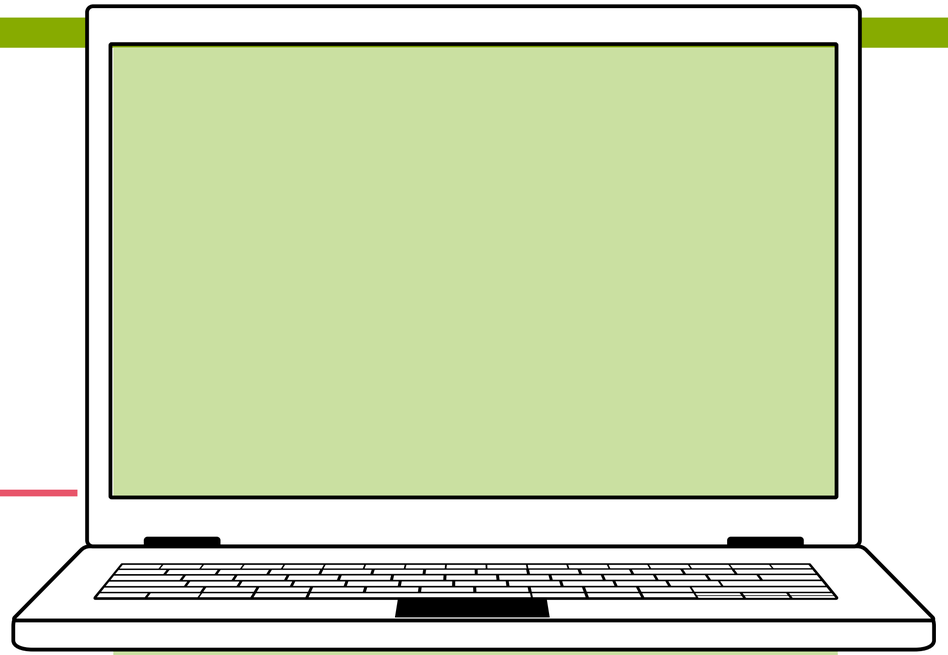
80%

engage above the fold



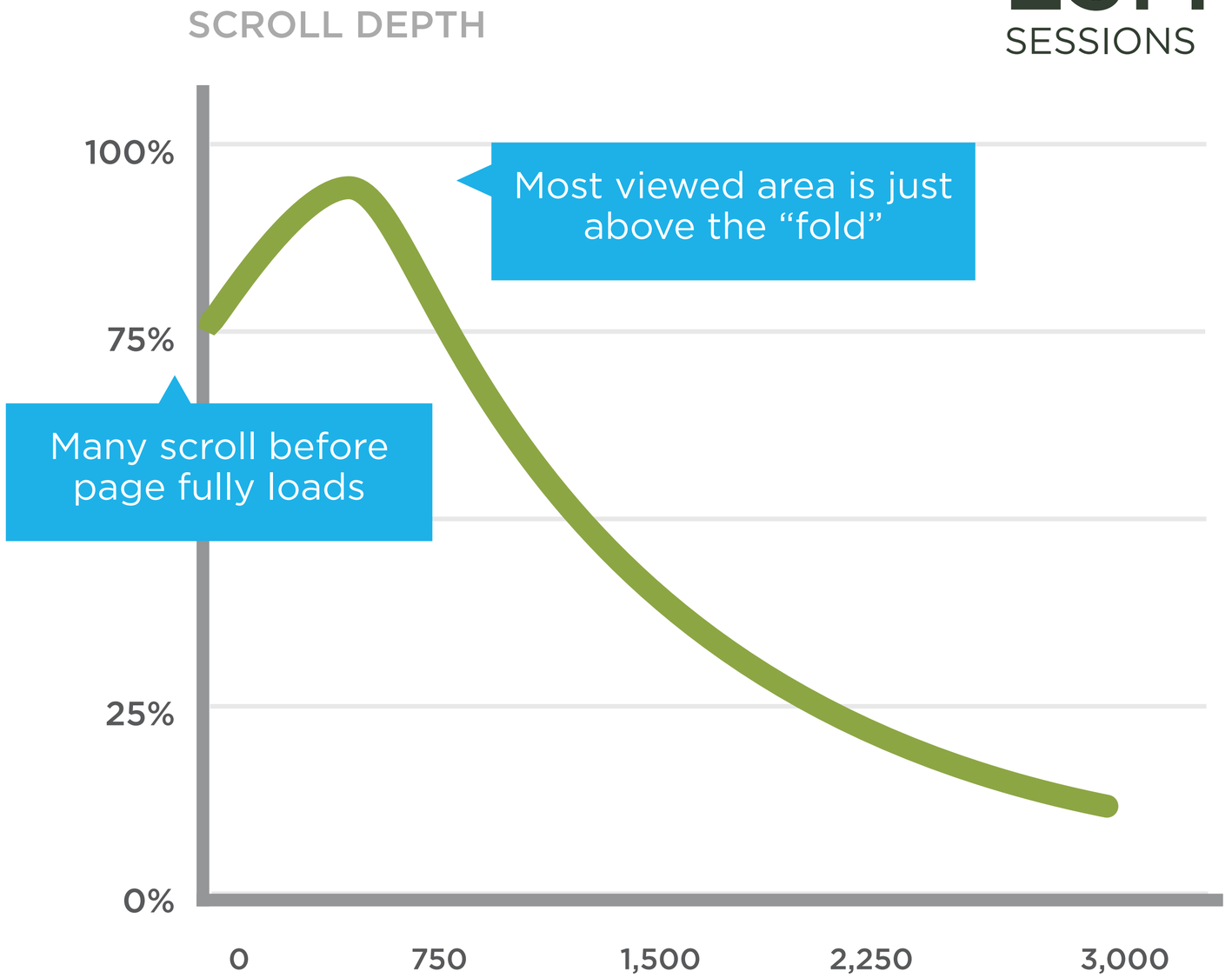
20%

engage below the fold

LUKEW IDEATION + DESIGN

Source: http://j.mp/1k6jE9h

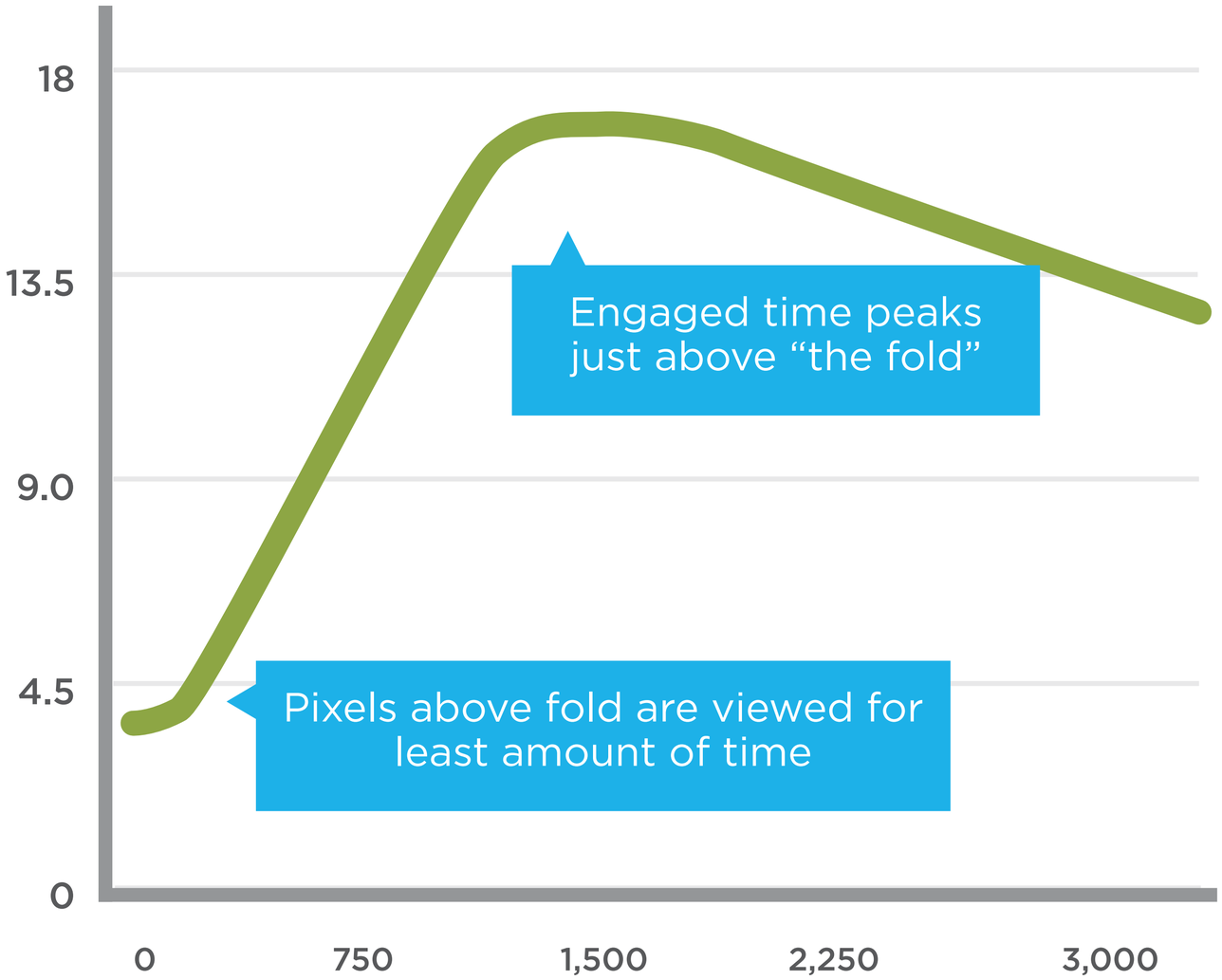
25M
SESSIONS



Source: http://bit.ly/1mPyfTS

25M
SESSIONS

PAGE ENGAGEMENT



Source: http://bit.ly/1mPyfTS

Control

Challenger

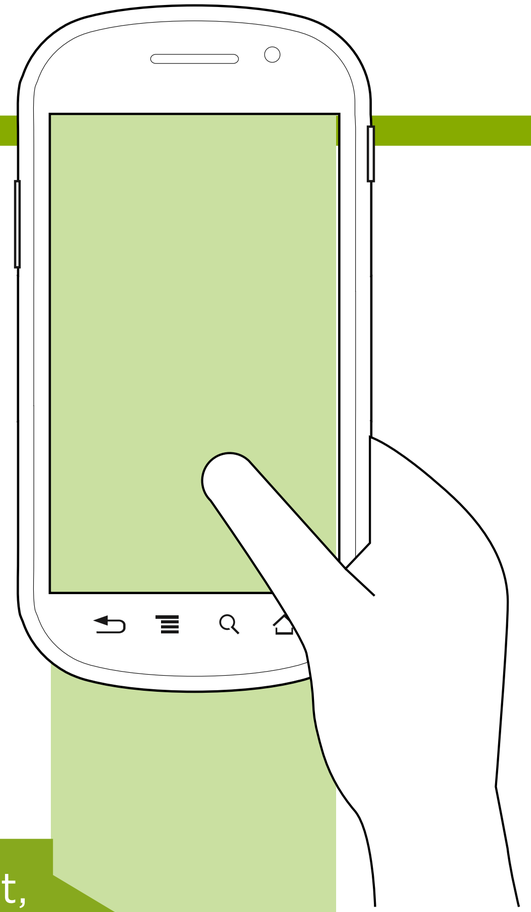
20x

as long as control

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.

LUKEW IDEATION + DESIGN

Source: http://j.mp/1amzkSq

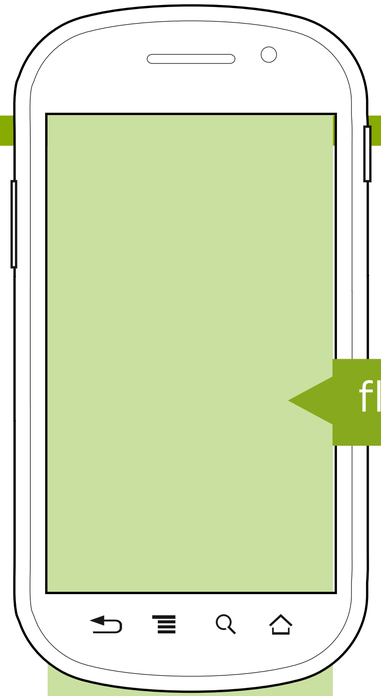


“Scrolling is a continuation; clicking is a decision.”

Josh Porter

in understood context, people will scroll

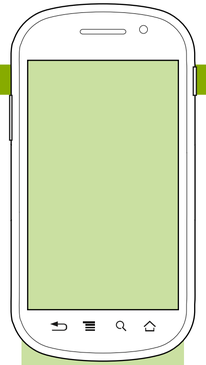
Source: http://j.mp/1bEXQJB

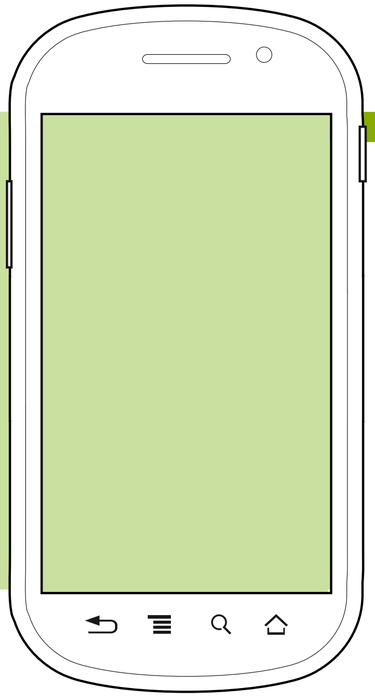


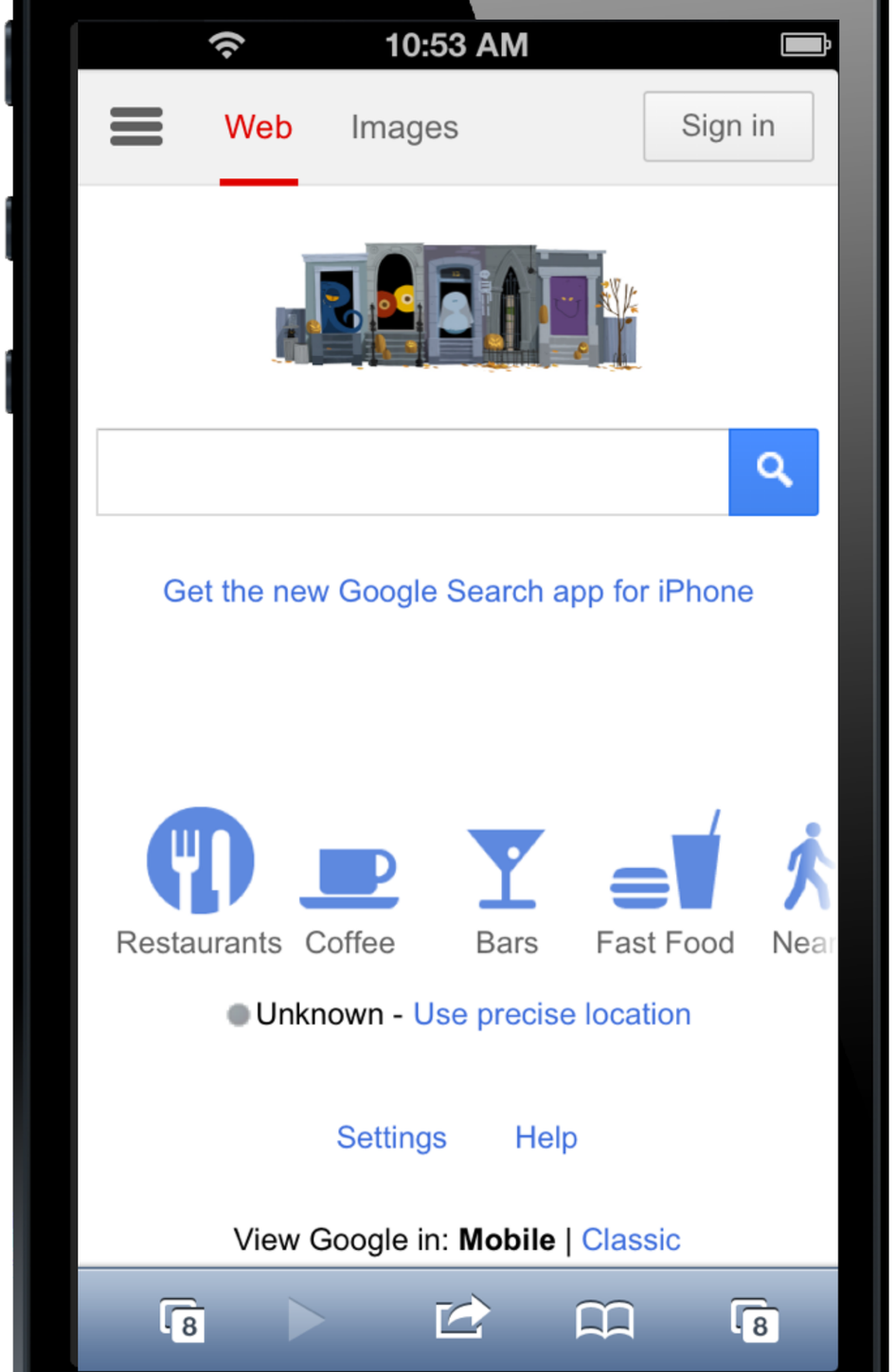
1 flat hierarchy

2 what's down here?

3 heavy download






10:53 AM
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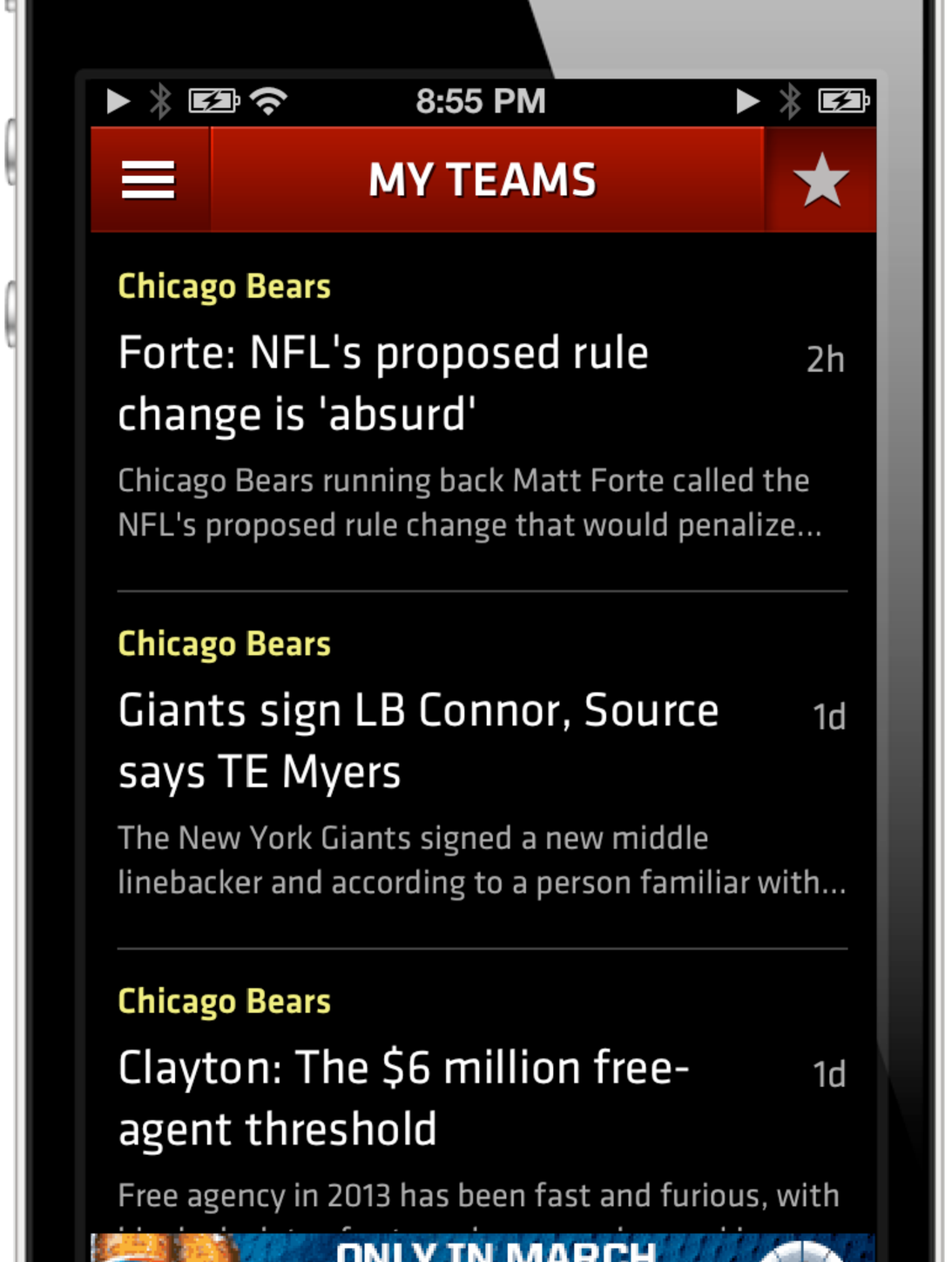
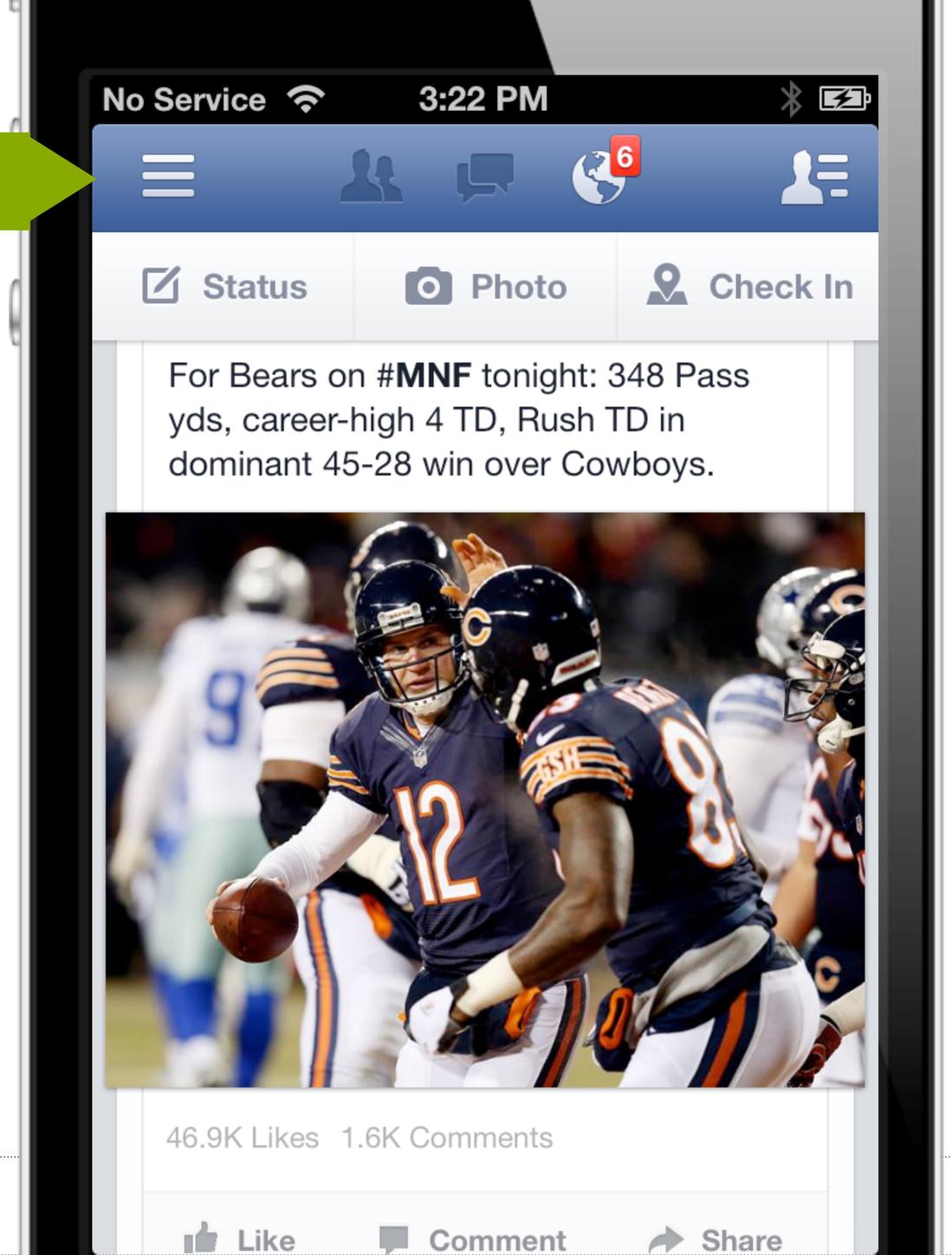
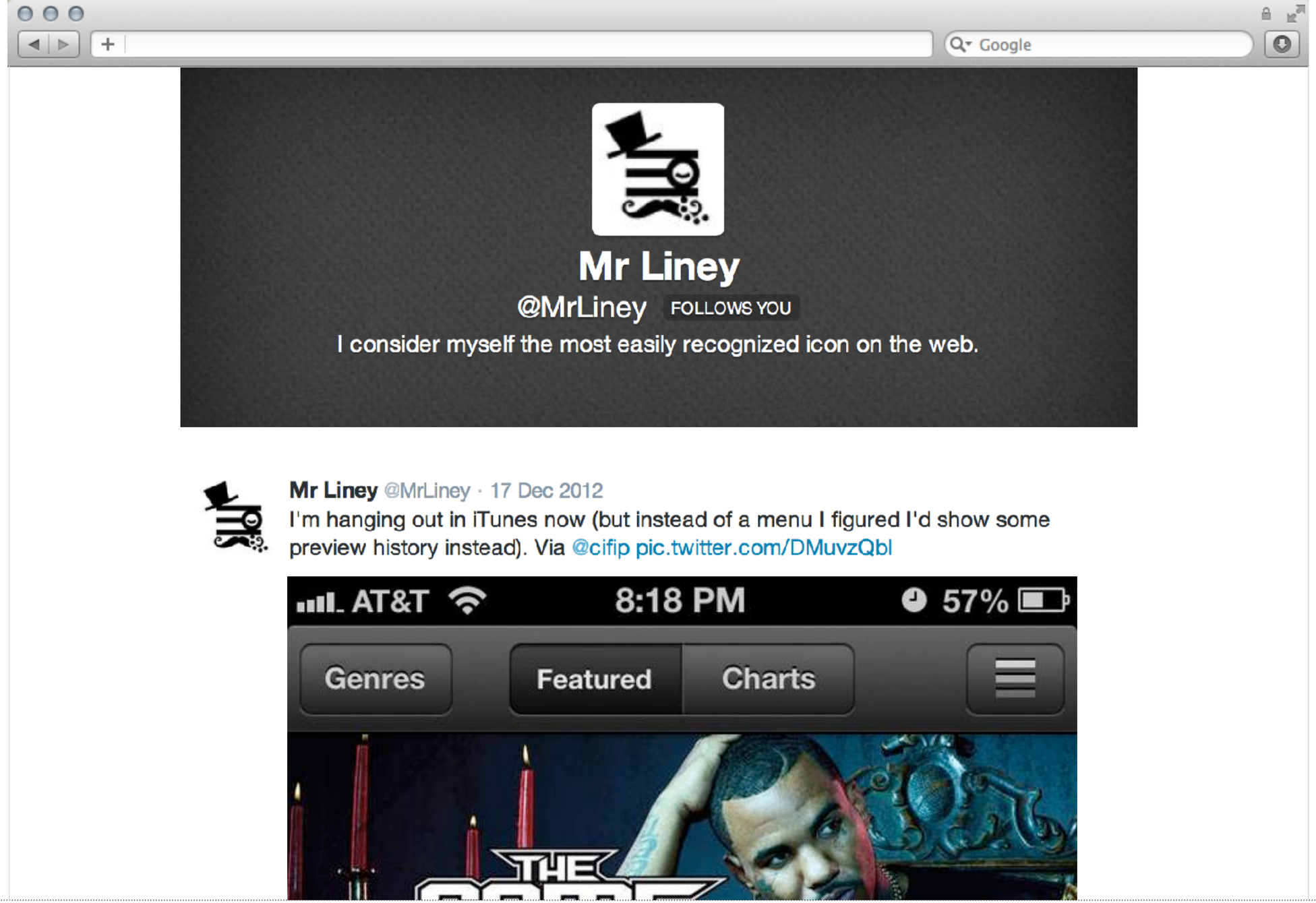
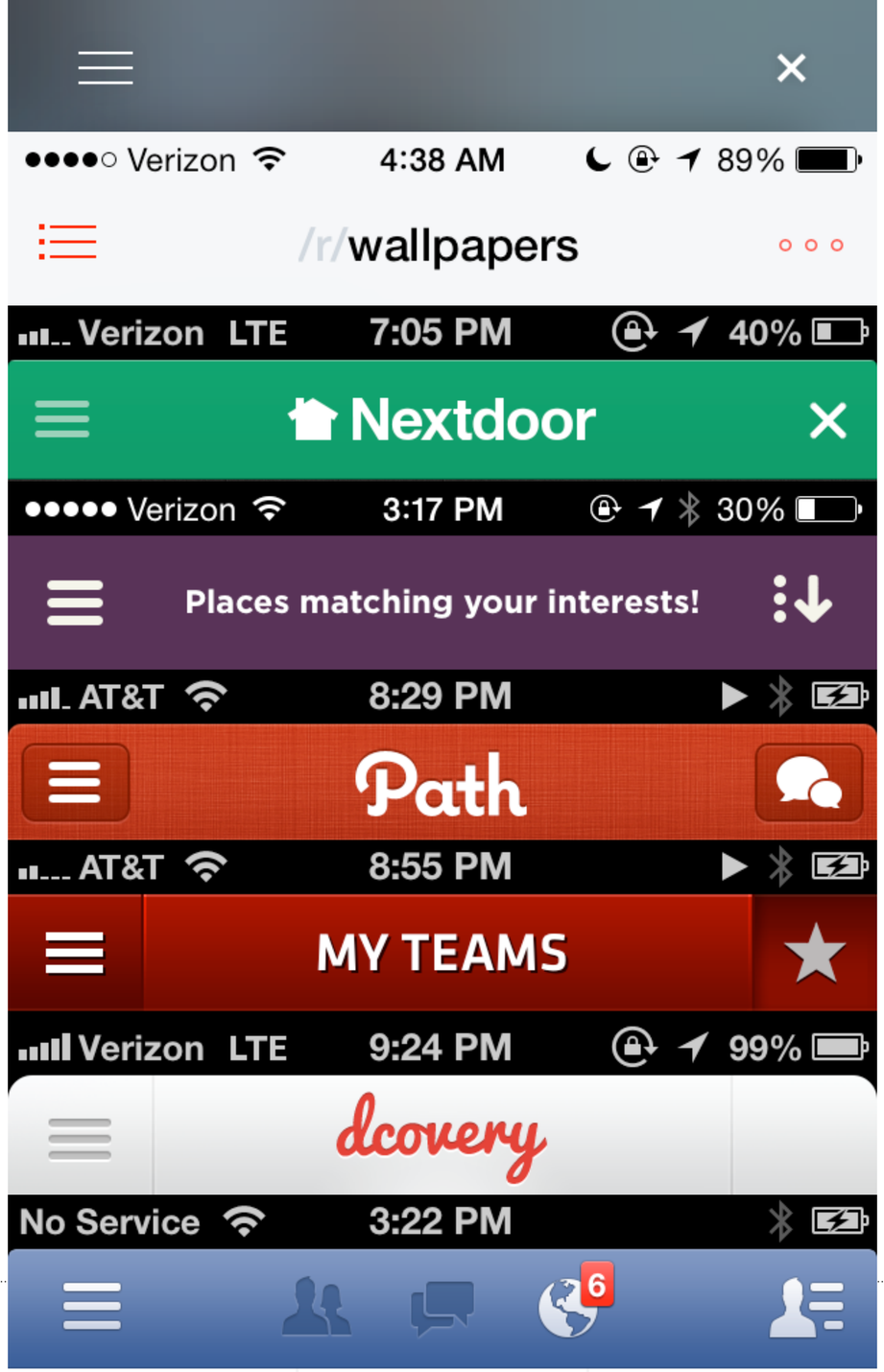
Restaurants
Coffee
Bars
Fast Food
Unknown - Use precise location
Settings
Help
View Google in: Mobile | Classic

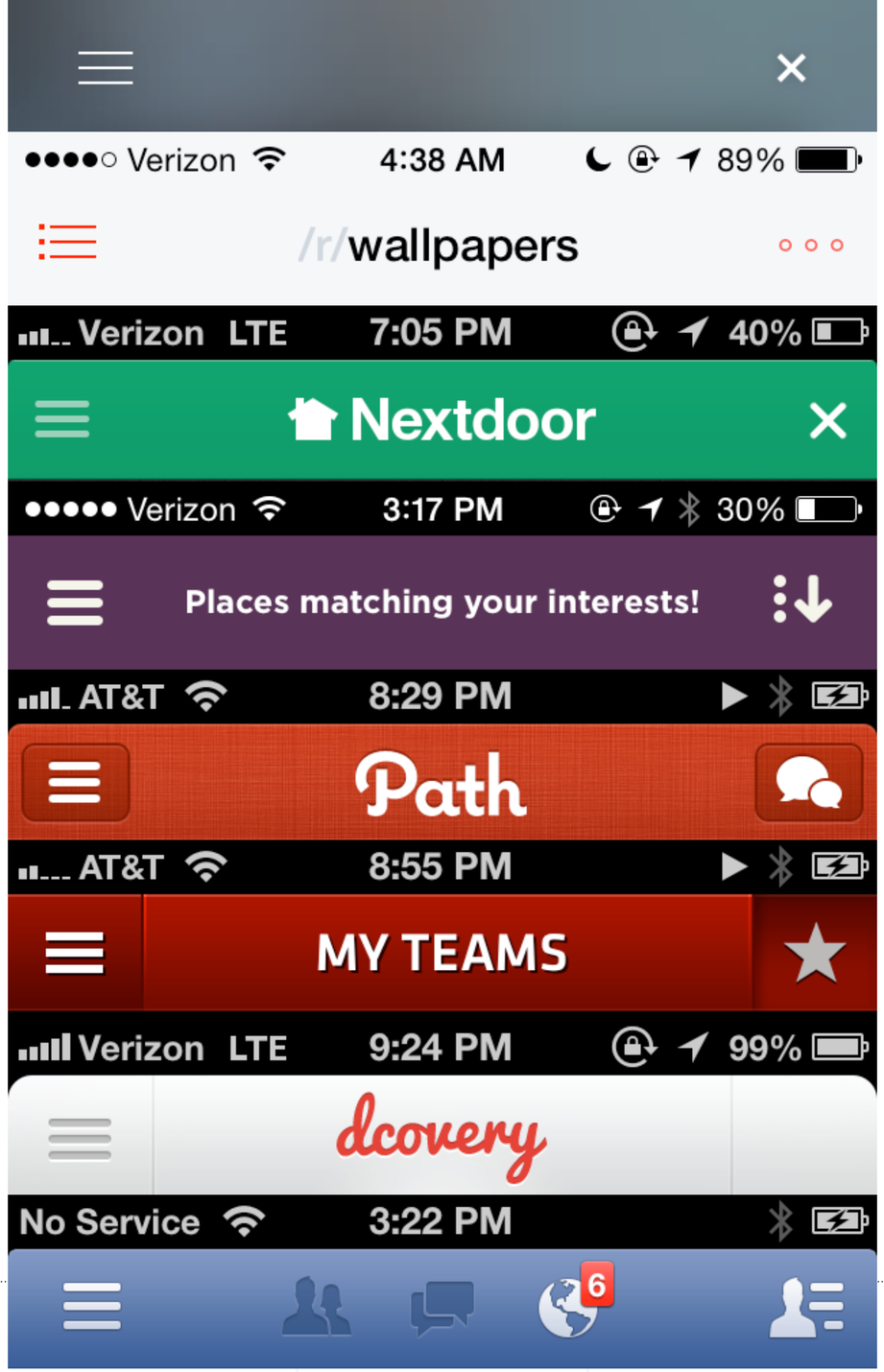

8:55 PM
MY TEAMS
Chicago Bears
Forte: NFL's proposed rule change is 'absurd'
2h
Chicago Bears running back Matt Forte called the NFL's proposed rule change that would penalize...
Chicago Bears
Giants sign LB Connor, Source says TE Myers
1d
The New York Giants signed a new middle linebacker and according to a person familiar with...
Chicago Bears
Clayton: The $6 million free-agent threshold
1d
Free agency in 2013 has been fast and furious, with

“Hamburger” Icon



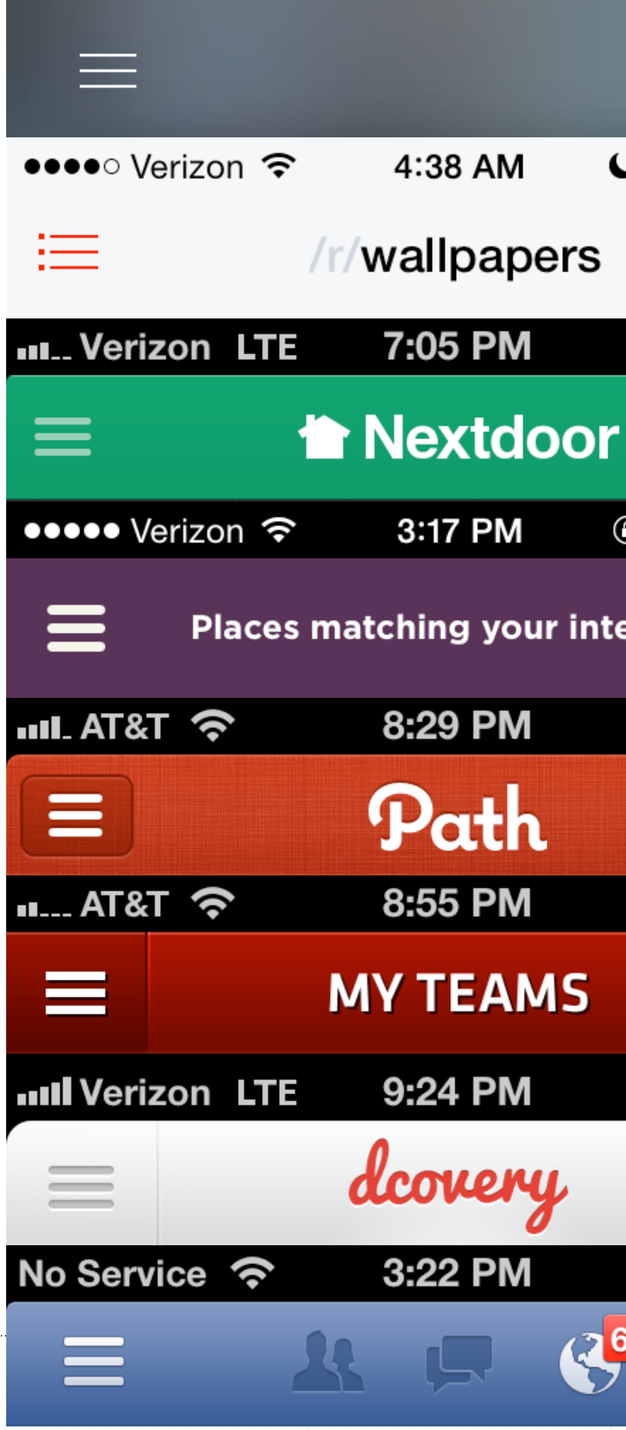

Google
Mr Liney
@MrLiney FOLLOWS YOU
I consider myself the most easily recognized icon on the web.
Mr Liney @MrLiney · 17 Dec 2012
I'm hanging out in iTunes now (but instead of a menu I figured I'd show some preview history instead). Via @cifip pic.twitter.com/DMuvzQbl
AT&T
8:18 PM
57%
Genres
Featured
Charts
THE

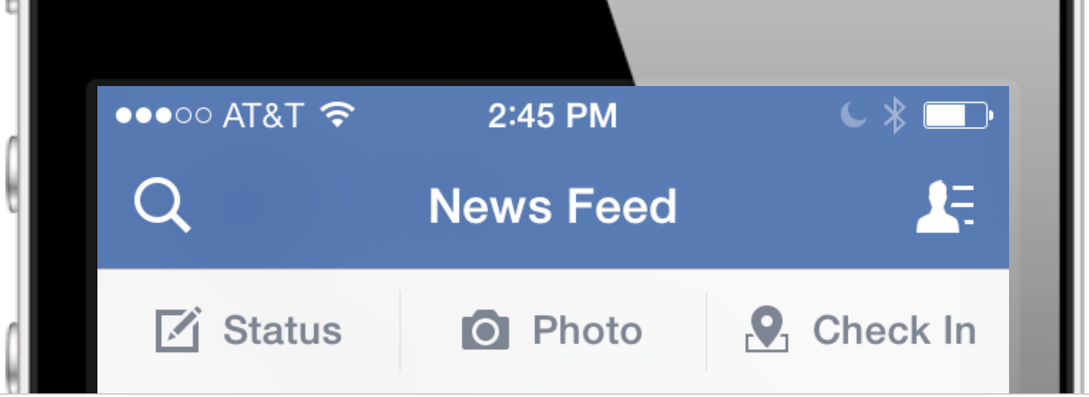

Verizon 4:38 AM 89%
/r/wallpapers
Verizon LTE 7:05 PM 40%
Nextdoor
Verizon 3:17 PM 30%
Places matching your interests!
AT&T 8:29 PM
Path
AT&T 8:55 PM
MY TEAMS
Verizon LTE 9:24 PM 99%
dcovery
No Service 3:22 PM
6


Verizon 4:38 AM 89%
/r/wallpapers
Verizon LTE 7:05 PM 40%
Nextdoor
Verizon 3:17 PM 30%
Places matching your interests!
AT&T 8:29 PM
Path
AT&T 8:55 PM
MY TEAMS
Verizon LTE 9:24 PM 99%
dcovery
No Service 3:22 PM
6

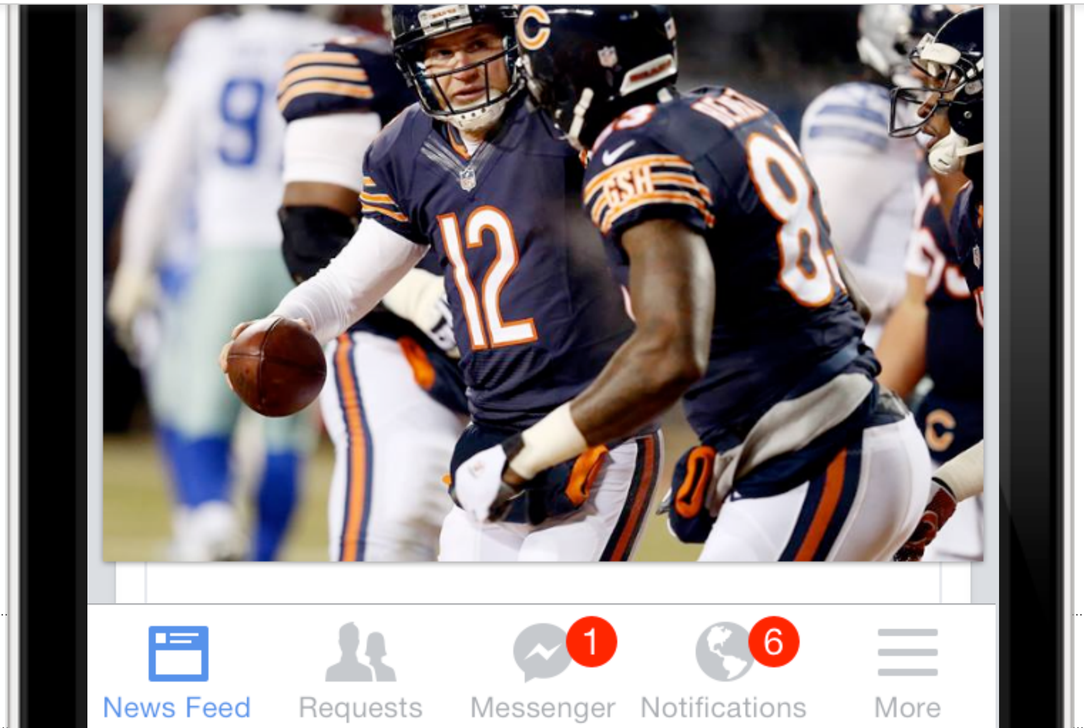
“Every site’s using it so people are familiar with it now.”

“Facebook trained a billion people on how to use it.”





"compared on: engagement, satisfaction, revenue, speed & perception of speed metrics."



Source: http://j.mp/1bBj6D3

“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.”

LUKEW IDEATION + DESIGN

Source: http://j.mp/1bBj6D3

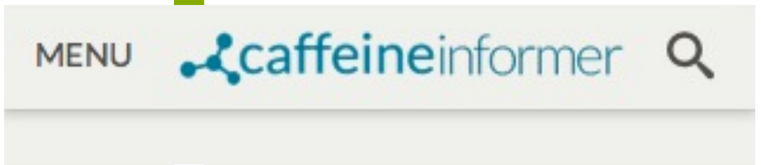
+7.2%

+22.4%

Source: http://j.mp/1gCCZM2

+12.9%

+5.7%



-22.7%

Source: http://j.mp/1gCCZM2

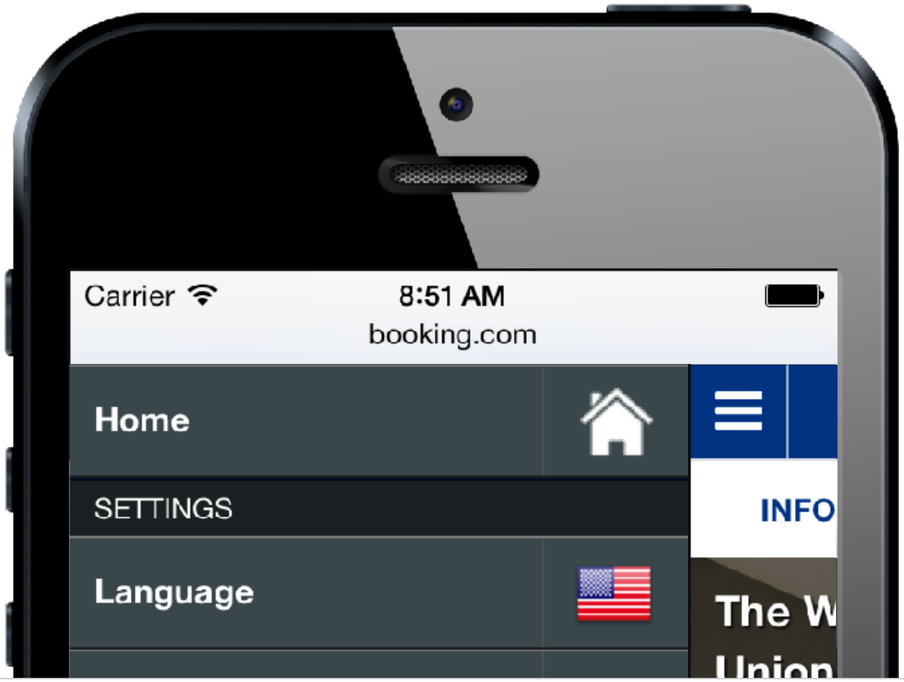
240,000
unique mobile visitors

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

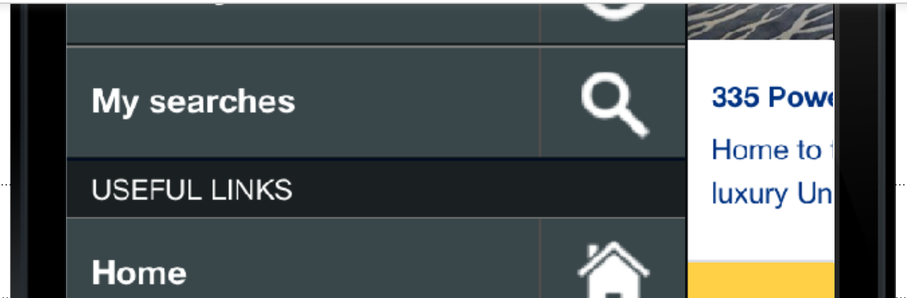
Source: http://bit.ly/1dpei7p

"no significant impact on the behavior of our users."

Source: http://bit.ly/Z5xkJ7



"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..."



Source: http://bit.ly/Z5xkJ7

Google

MENU

TIME

Sign In | Subscribe

THE MINDFUL REVOLUTION
READ THE STORY NOW

New Navigation, New TIME.com
Click the menu icon to find all your favorite sections.

OKAY

Learn more about the new TIME.com GO

Libyan Prime Minister Ousted by Parliament

THE **BRIEF**

INTERACTIVE

Yankees' Tanaka Throws in Simulated Game 11:50 AM ET

Senate Passes Childhood Cancer Research Bill 11:37 AM ET

Libyan Prime Minister Ousted by

signaled that fears of terrorism were probably off the mark

Putin's Pal in Crimea

Little is known about Sergei Aksyonov, the pro-Russia Crimean leader, who rose from obscurity in a month and who is driving the region toward secession

Army Halts Sex Assault Case

The prosecution of one of the highest-ranking officers ever charged with the crime hits the brakes as a judge looks into political influences on the trial

Zach Galifianakis Grills Obama on *Between Two Ferns*

And he doesn't hold back. President Obama stops by the set, in an episode posted online Tuesday, to encourage American youth to sign up for health insurance. Keeping with the show's aesthetic, they trade barbs on topics including movies and foreign policy

Review: Obama on *Two Ferns*—The First Cringe-Humor President

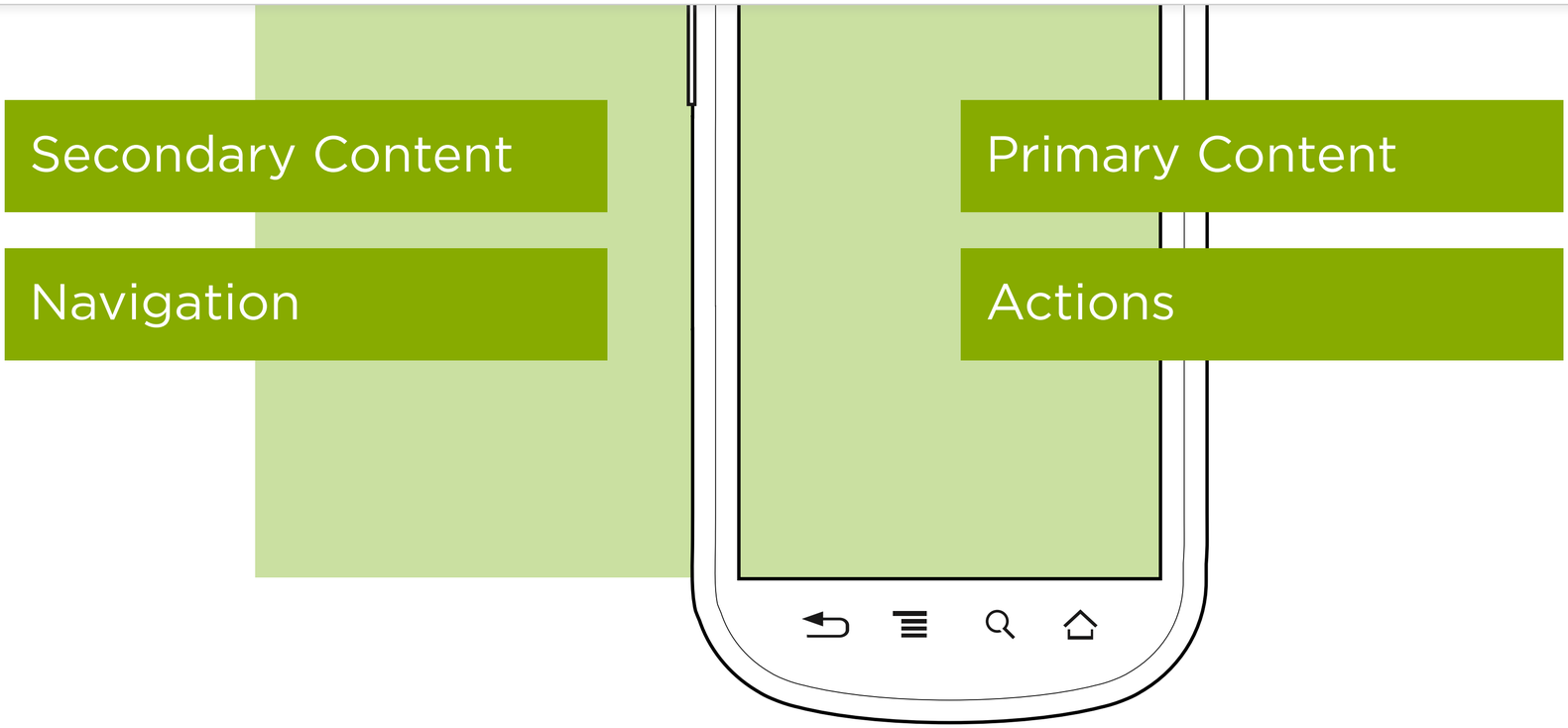
BRYAN WALSH
Climate Change Helped Build an Empire

RICHARD CORLISS
Review: *The Grand Budapest Hotel*

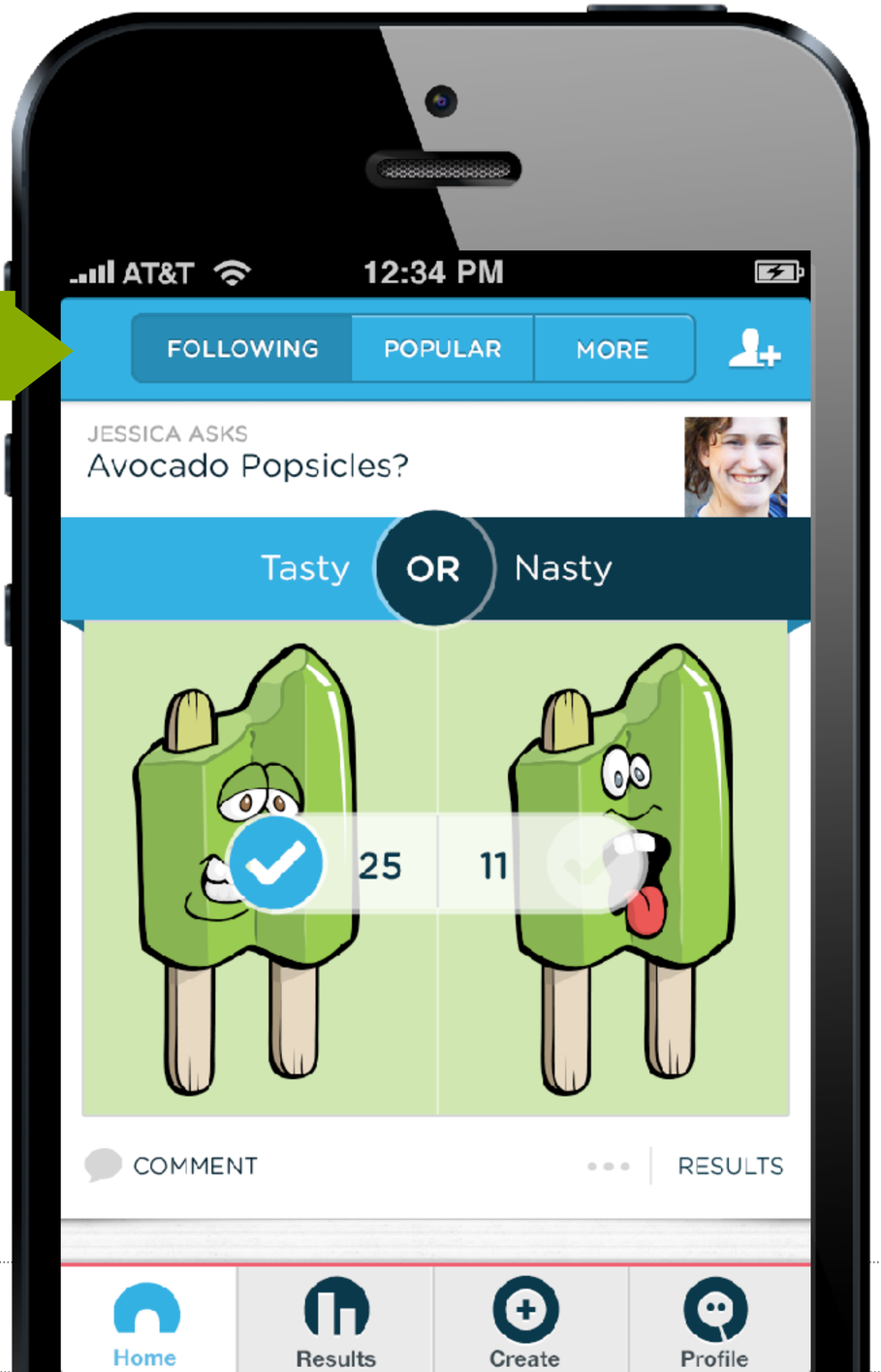
JEFFREY KLUGER
Cheating is a Good Thing (Sometimes)

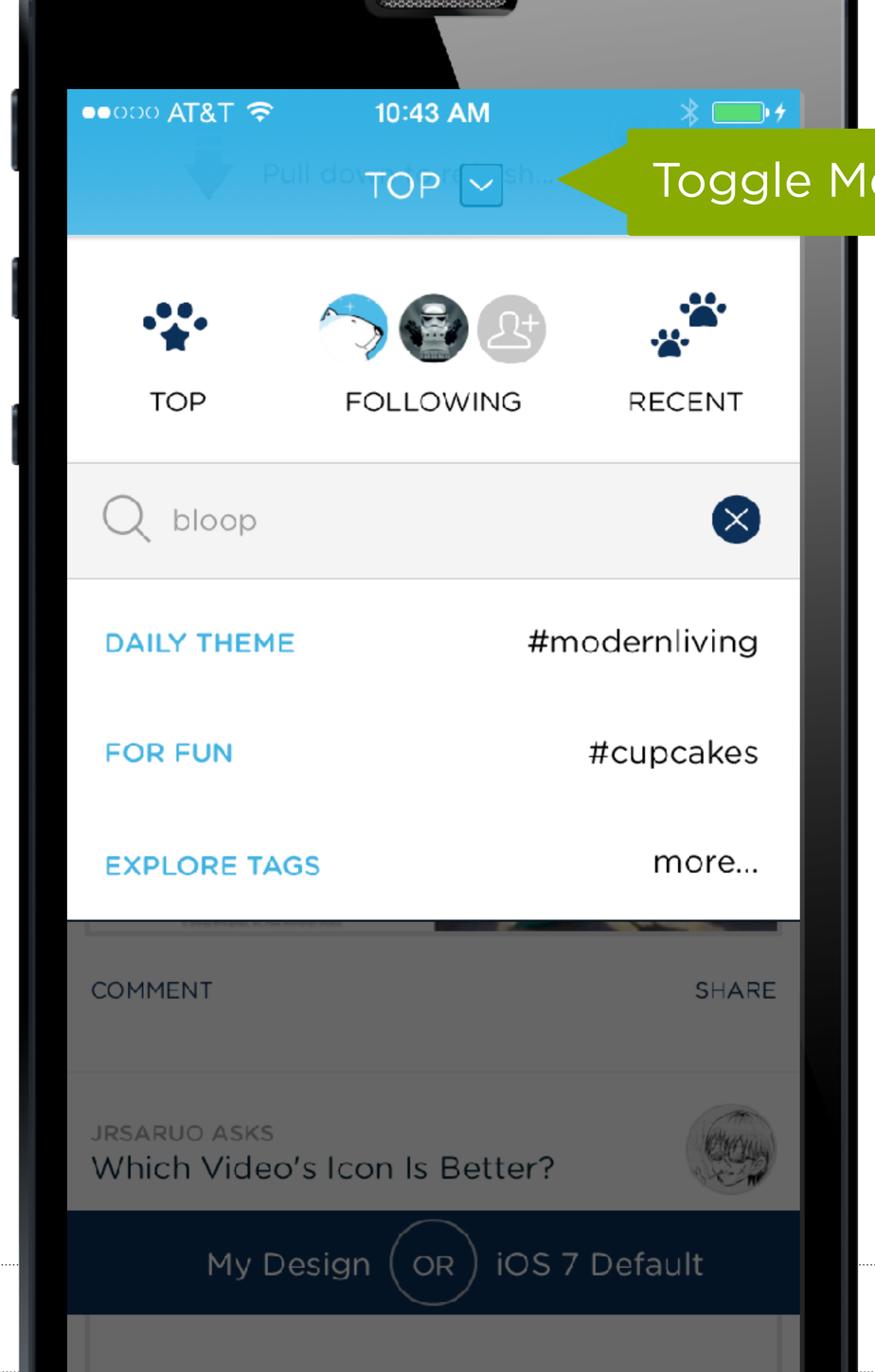
ISHAAN THAROOR
Zack Snyder and the West Should

“hamburger menu shouldn’t be a crutch to automatically transfer a huge list from web to mobile.”
-@kateelspeth

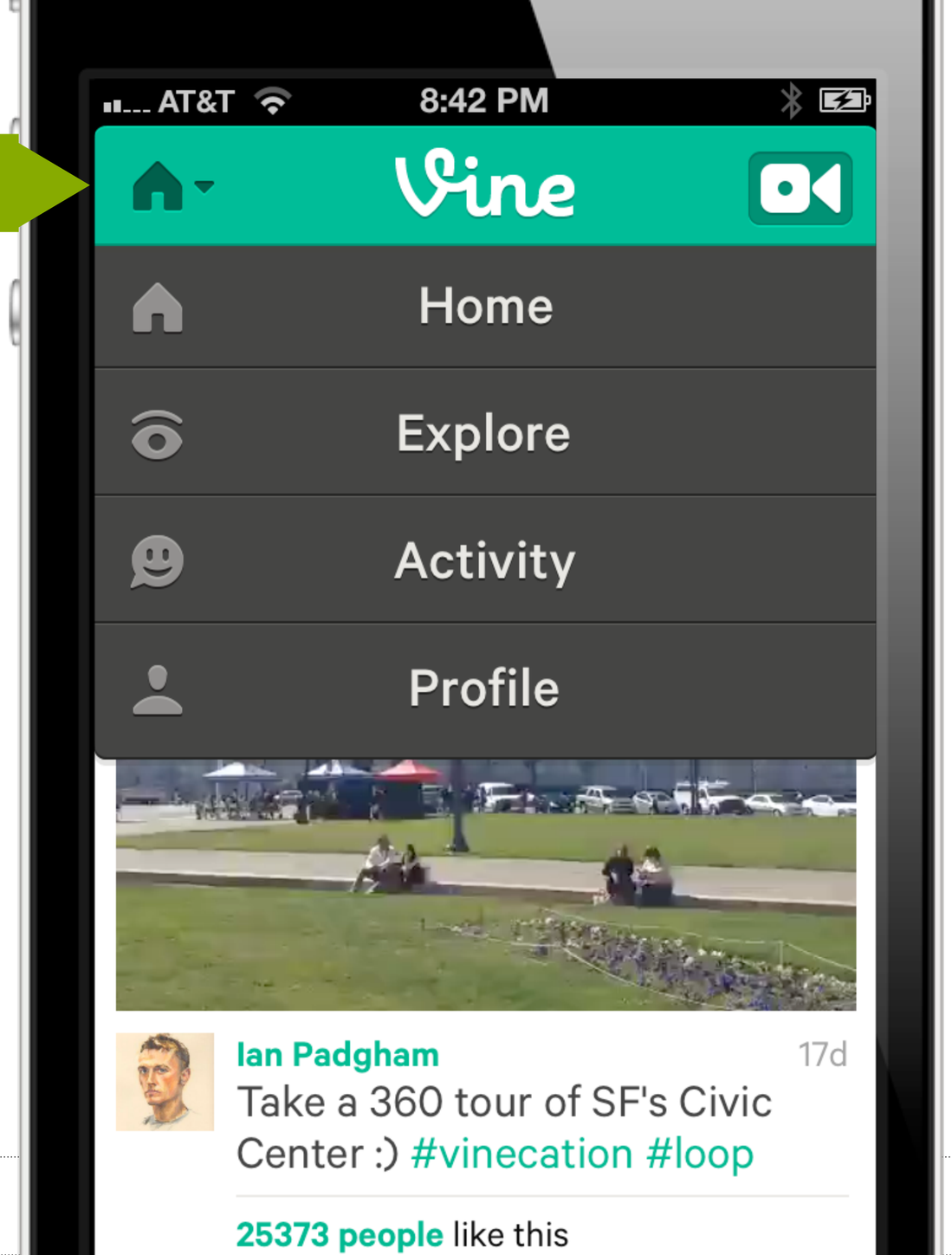


Segmented Control

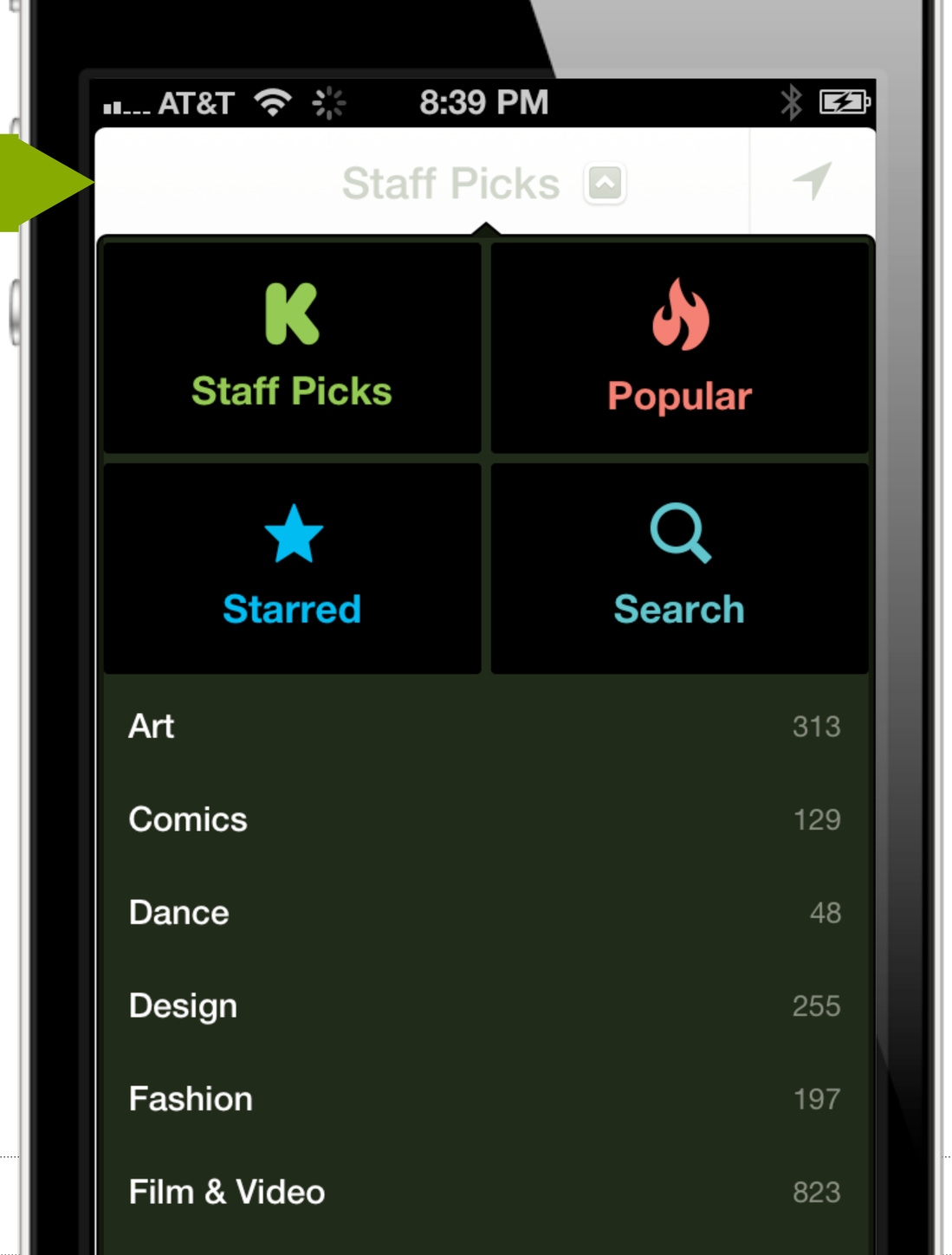


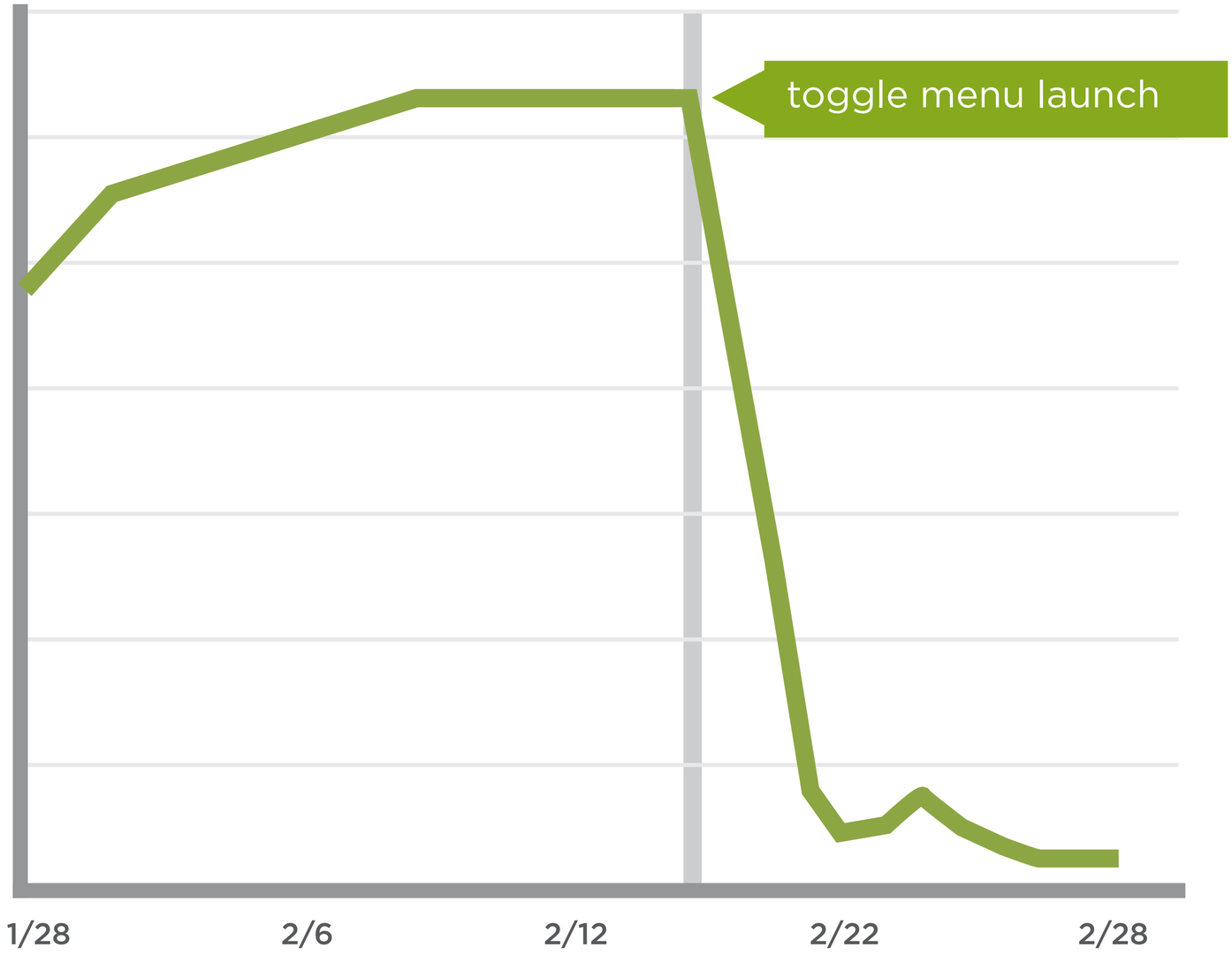

AT&T
10:43 AM
TOP
Toggle Menu
TOP
FOLLOWING
RECENT
bloop
DAILY THEME
#modernliving
FOR FUN
#cupcakes
EXPLORE TAGS
more...
COMMENT
SHARE
JRSARUO ASKS
Which Video's Icon Is Better?
My Design
OR
iOS 7 Default

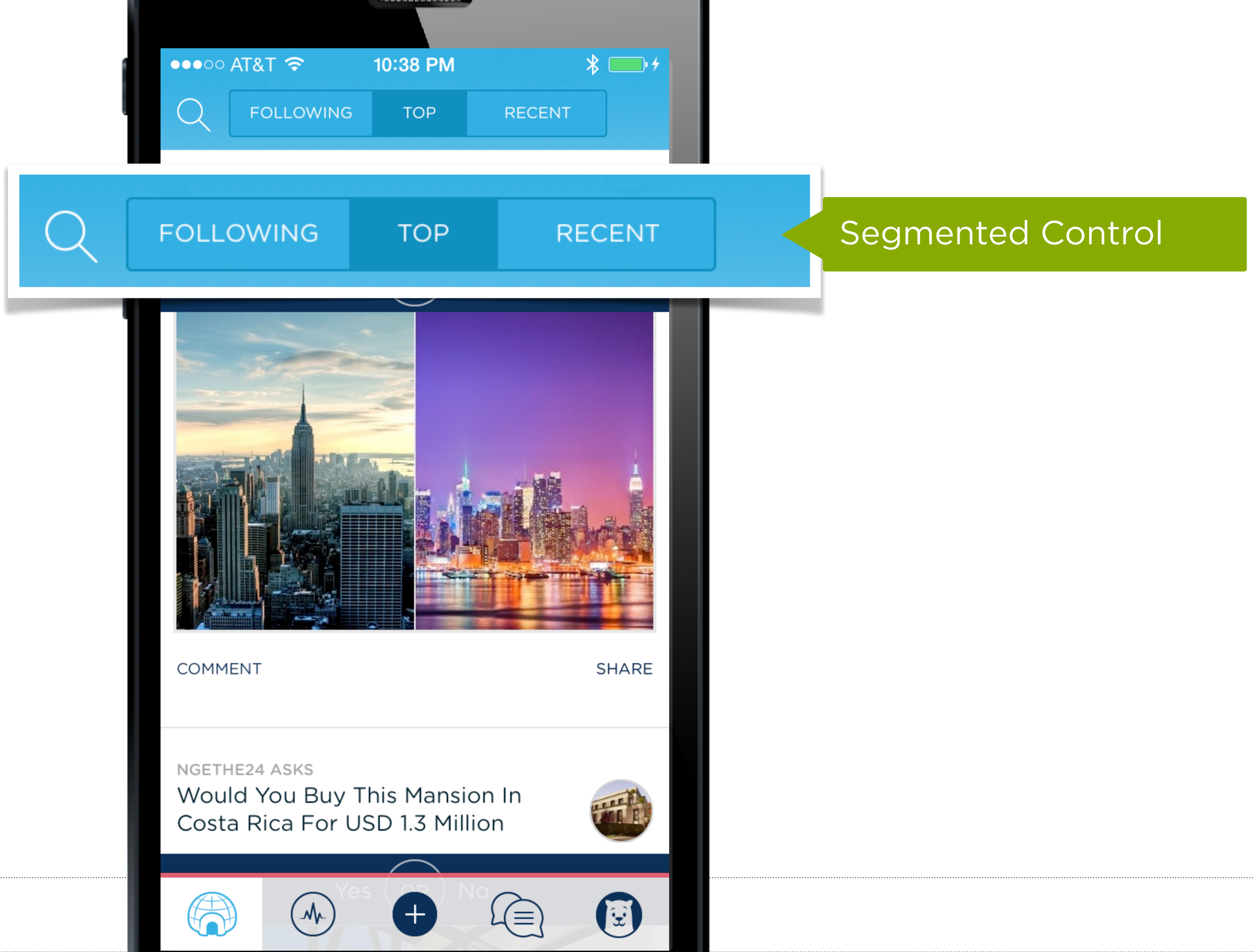
Toggle Menu


AT&T
8:42 PM
Vine
Home
Explore
Activity
Profile
Ian Padgham
17d
Take a 360 tour of SF's Civic Center :) #vinecation #loop
25373 people like this

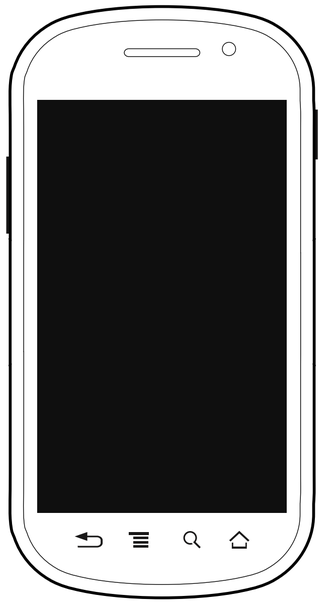
Toggle Menu


AT&T
8:39 PM
Staff Picks
Staff Picks
Popular
Starred
Search
Art 313
Comics 129
Dance 48
Design 255
Fashion 197
Film & Video 823

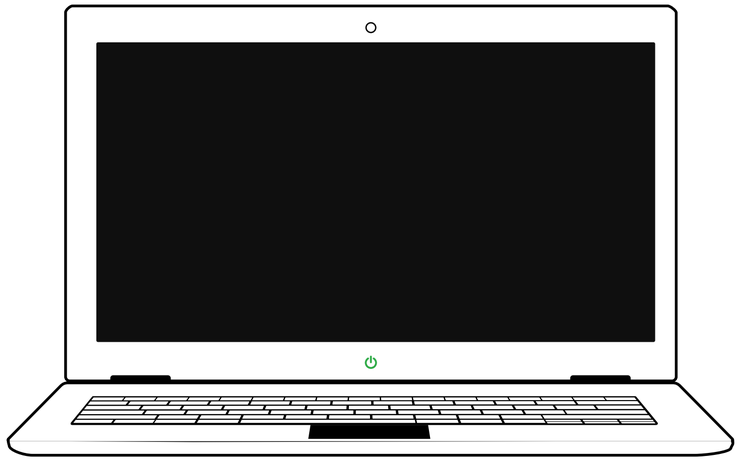

toggle menu launch
1/28
2/6
2/12
2/22
2/28

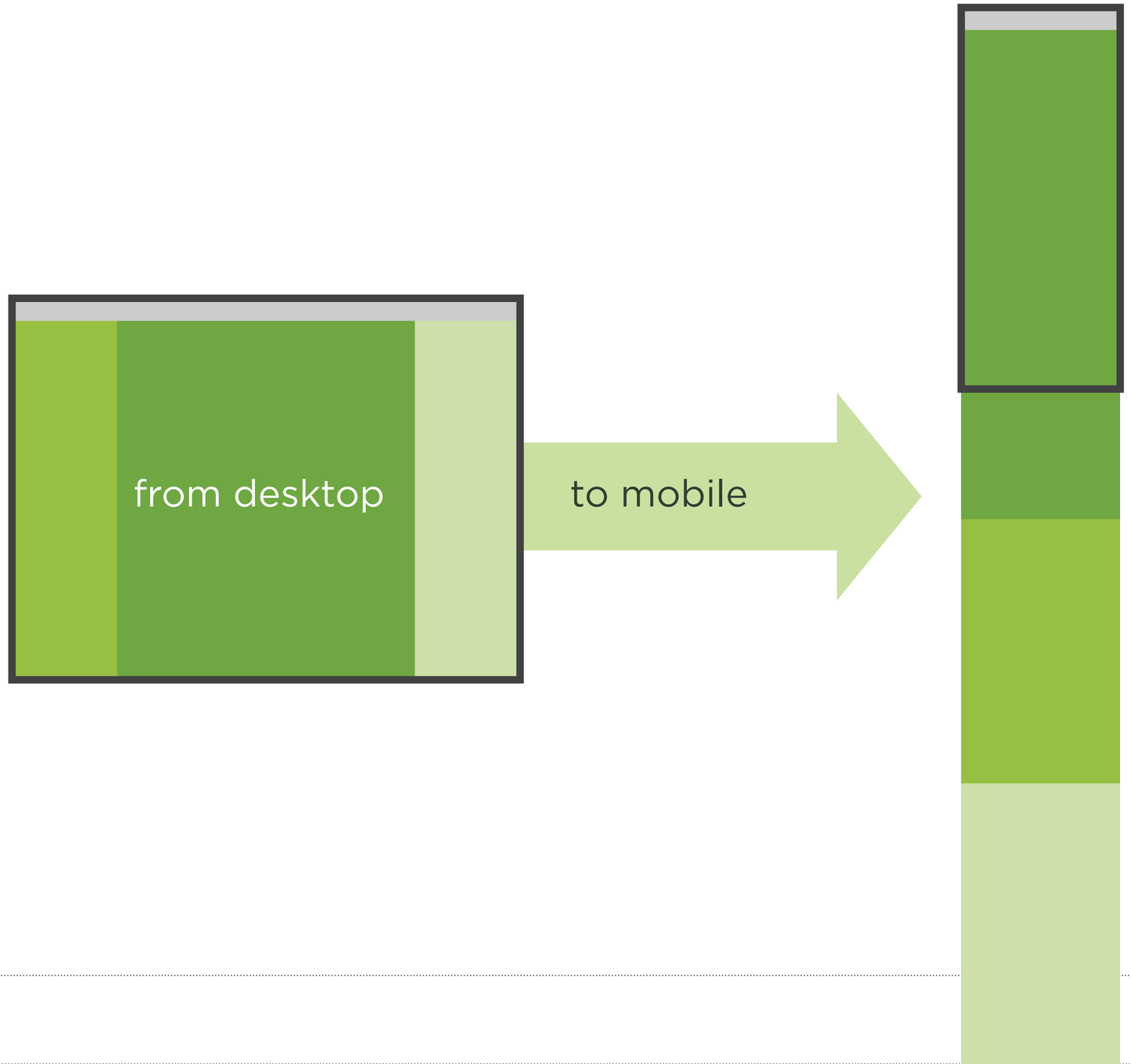

AT&T
10:38 PM
FOLLOWING
TOP
RECENT
FOLLOWING
TOP
RECENT
Segmented Control
COMMENT
SHARE
NGETHE24 ASKS
Would You Buy This Mansion In Costa Rica For USD 1.3 Million

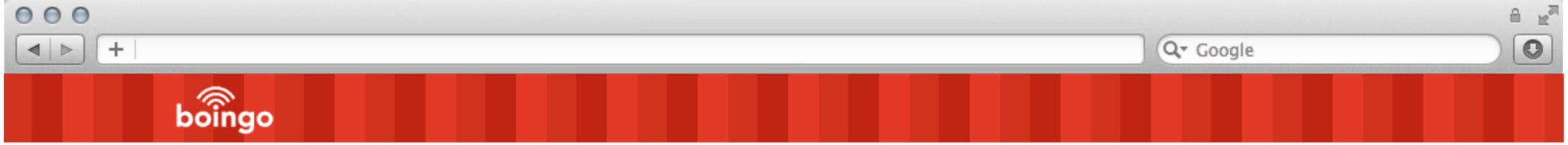
LOTS TO LEARN



LOTS TO UNLEARN




from desktop
to mobile



Sign Up

STEP 1 - SELECT YOUR PLAN

STEP 2 - SET UP YOUR ACCOUNT

STEP 3 - CONFIRM & DOWNLOAD

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 6 characters.

***Confirm Password**

***Email**

***Confirm Email**

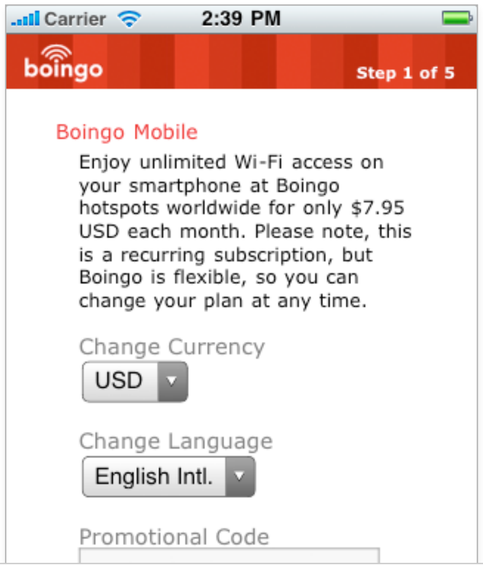
***Phone**

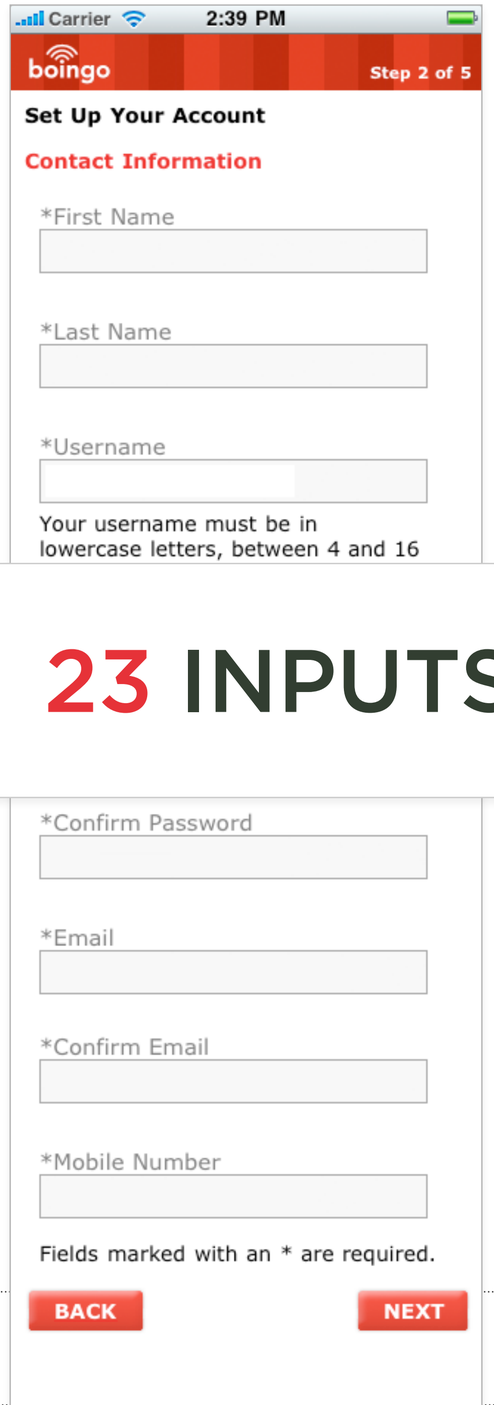
Billing Name and Address

Enter exactly as it appears on your credit card statement

***Billing Name**

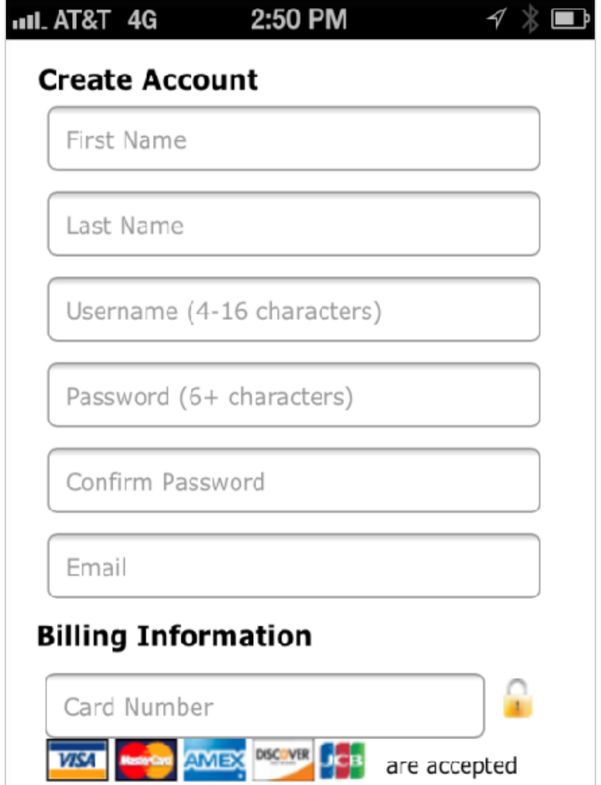
***Address**


Carrier
2:39 PM
boingo
Step 1 of 5
Boingo Mobile
Enjoy unlimited Wi-Fi access on your smartphone at Boingo hotspots worldwide for only $7.95 USD each month. Please note, this is a recurring subscription, but Boingo is flexible, so you can change your plan at any time.
Change Currency
USD
Change Language
English Intl.
Promotional Code


Carrier
2:39 PM
boingo
Step 2 of 5
Set Up Your Account
Contact Information
*First Name
*Last Name
*Username
Your username must be in lowercase letters, between 4 and 16
*Confirm Password
*Email
*Confirm Email
*Mobile Number
Fields marked with an * are required.
BACK
NEXT

Carrier
2:41 PM
boingo
Step 3 of 5
Set Up Your Account
Credit Card Information
We accept
*Number
*Expiration
Month
09
Year
2010
*Country
United States of America
Fields marked with an * are required.
BACK
NEXT

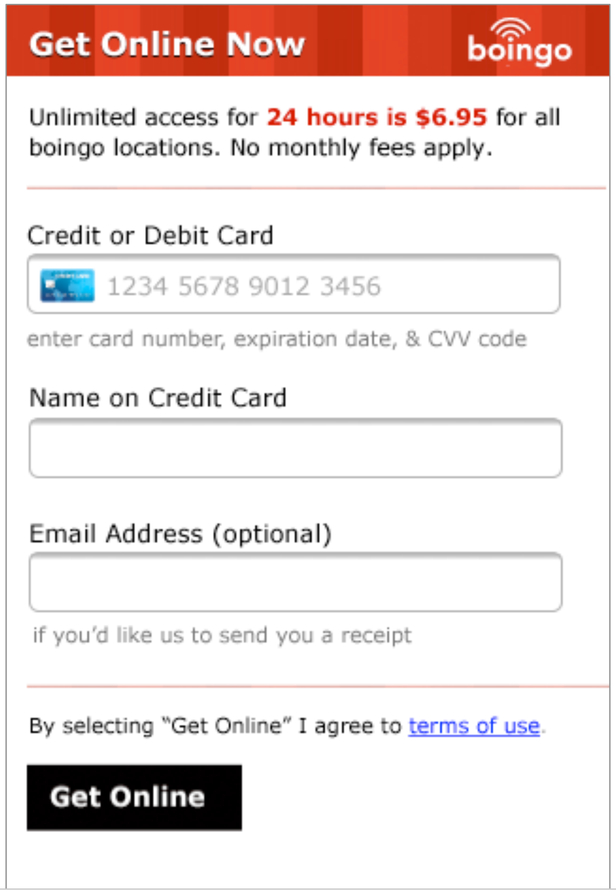
23 INPUTS



11 less input fields

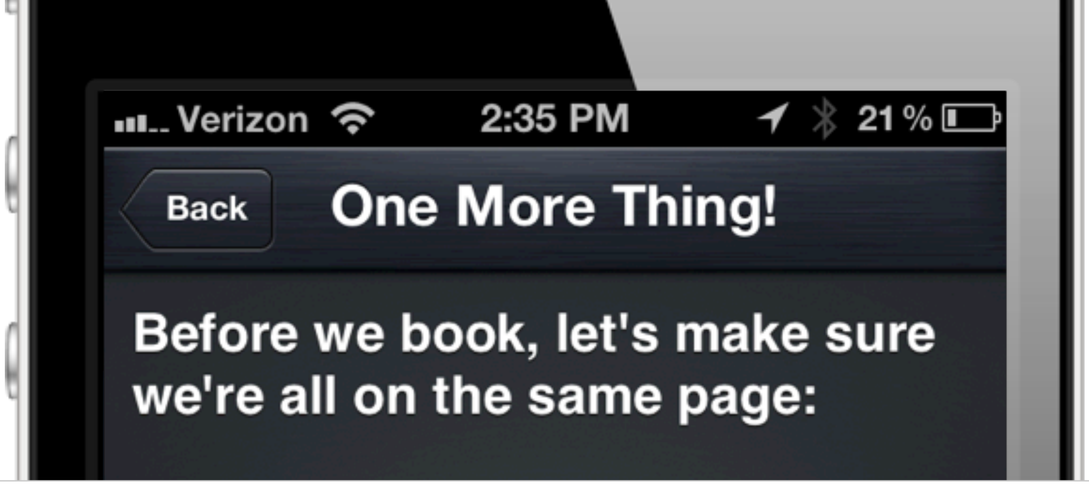
34% increase in conversions

It can always be simpler.

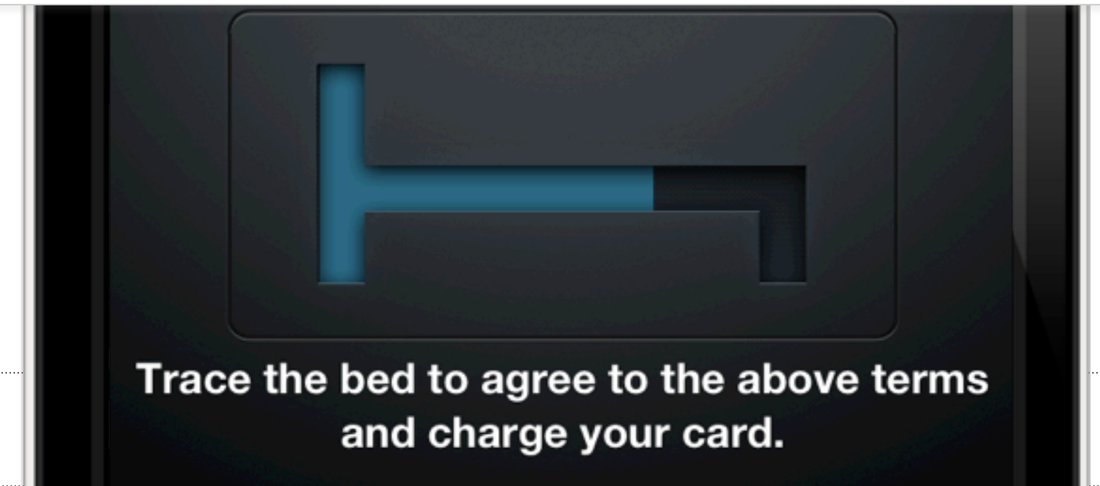

Get Online Now
boingo
Unlimited access for 24 hours is $6.95 for all boingo locations. No monthly fees apply.
Credit or Debit Card
1234 5678 9012 3456
enter card number, expiration date, & CVV code
Name on Credit Card
Email Address (optional)
if you'd like us to send you a receipt
By selecting "Get Online" I agree to terms of use.
Get Online

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



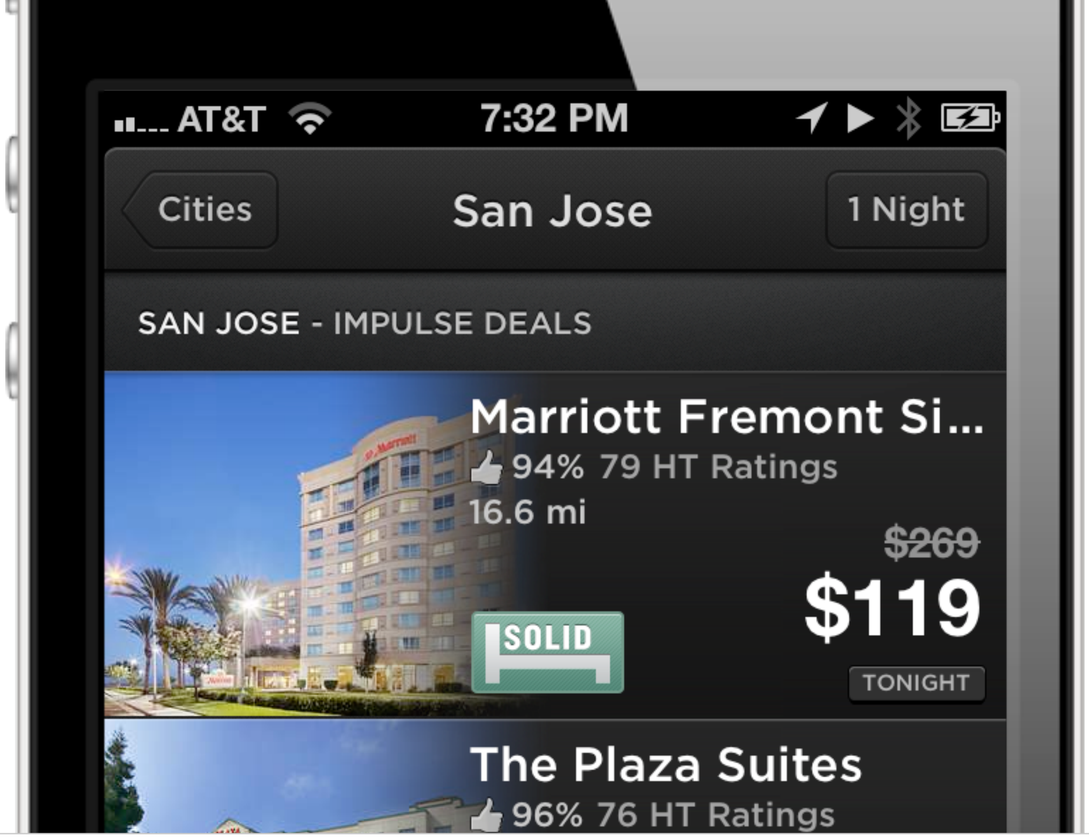
Source: http://bit.ly/18cYpKf

Hotel Tonight	4	taps/swipe	
	8	seconds	
priceline®	52	taps	+48
	102	seconds	+94
Hotels.com	40	taps	+36
	109	seconds	+101

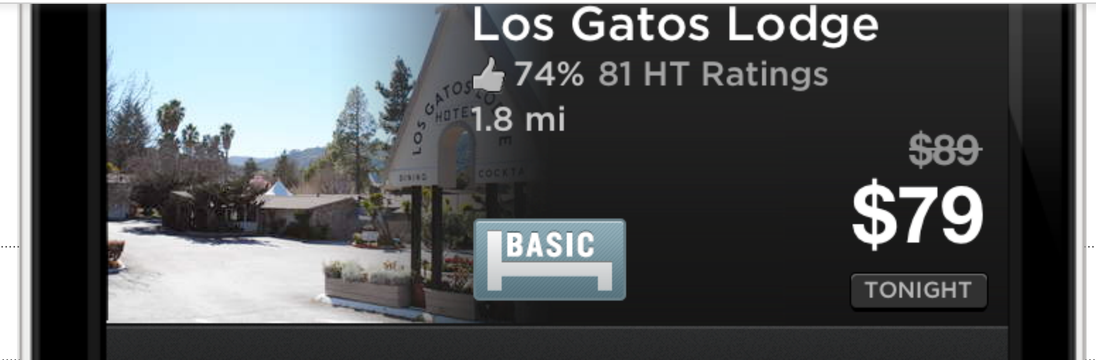
Hotels.com

AT&T
7:22 PM
Back
Search
San Jose, California, United States
Check in
Tonight
Nights
1
Check out 2/11/2013
Rooms
1
Room 1
1 adult
Search

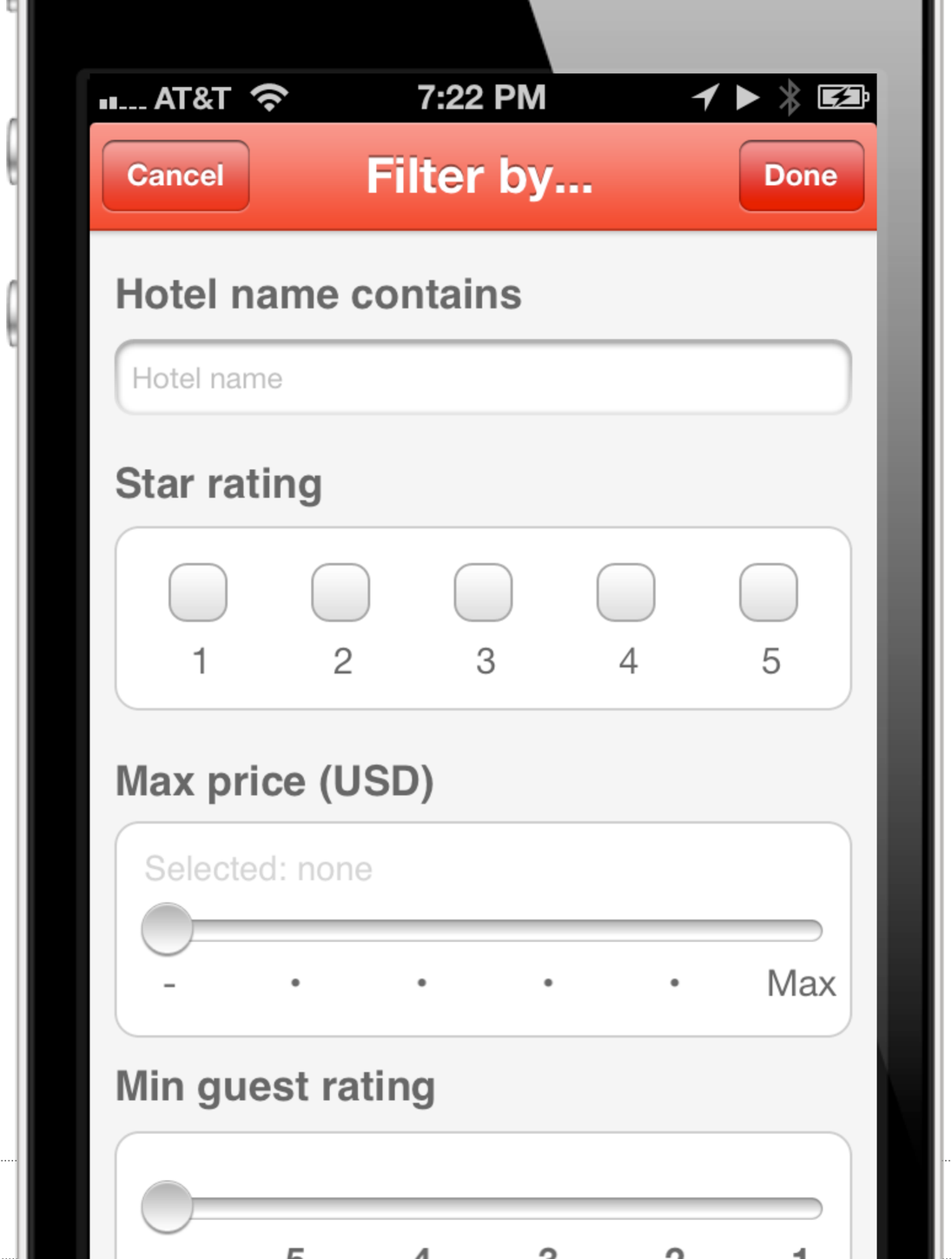
Hotel Tonight

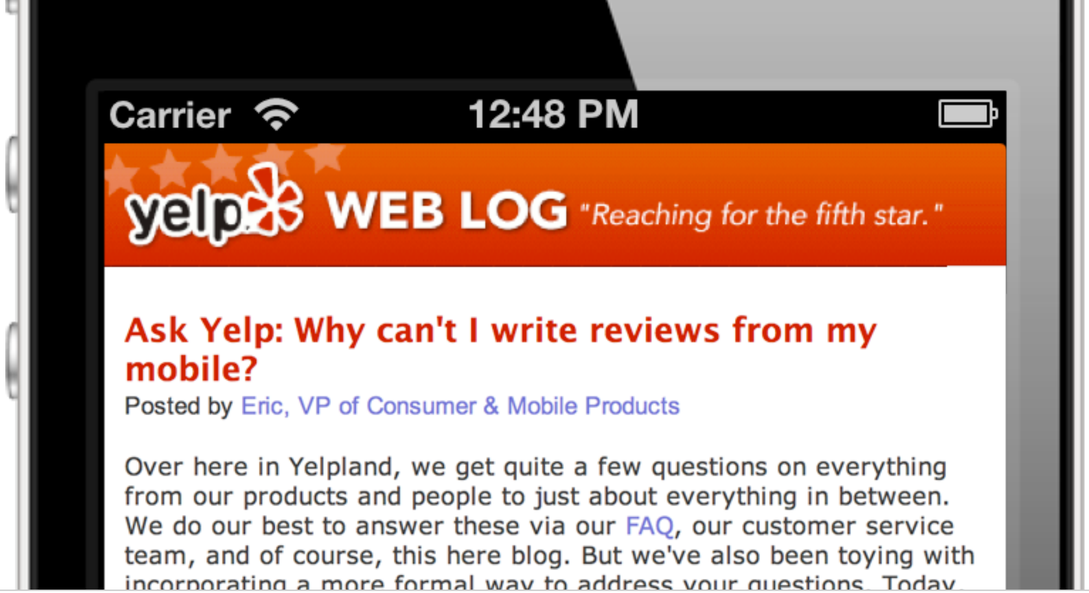


It takes big changes to go small.

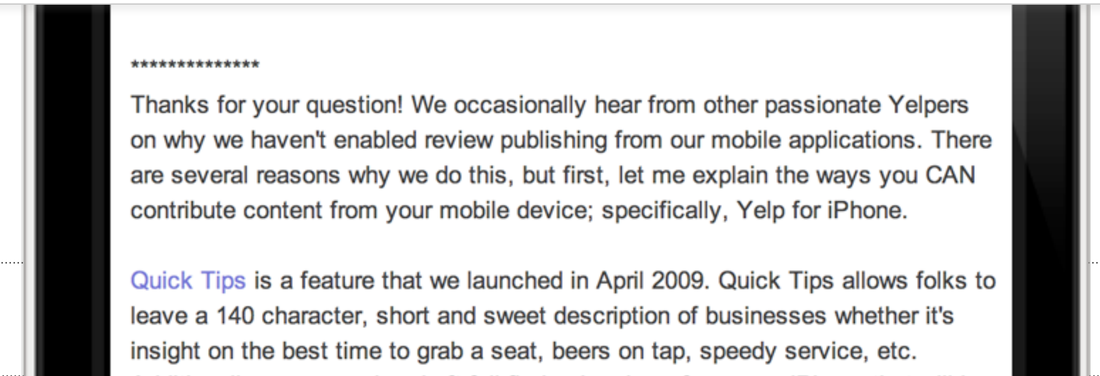


Hotels.com


AT&T
7:22 PM
Cancel
Filter by...
Done
Hotel name contains
Hotel name
Star rating
1
2
3
4
5
Max price (USD)
Selected: none
-
Max
Min guest rating

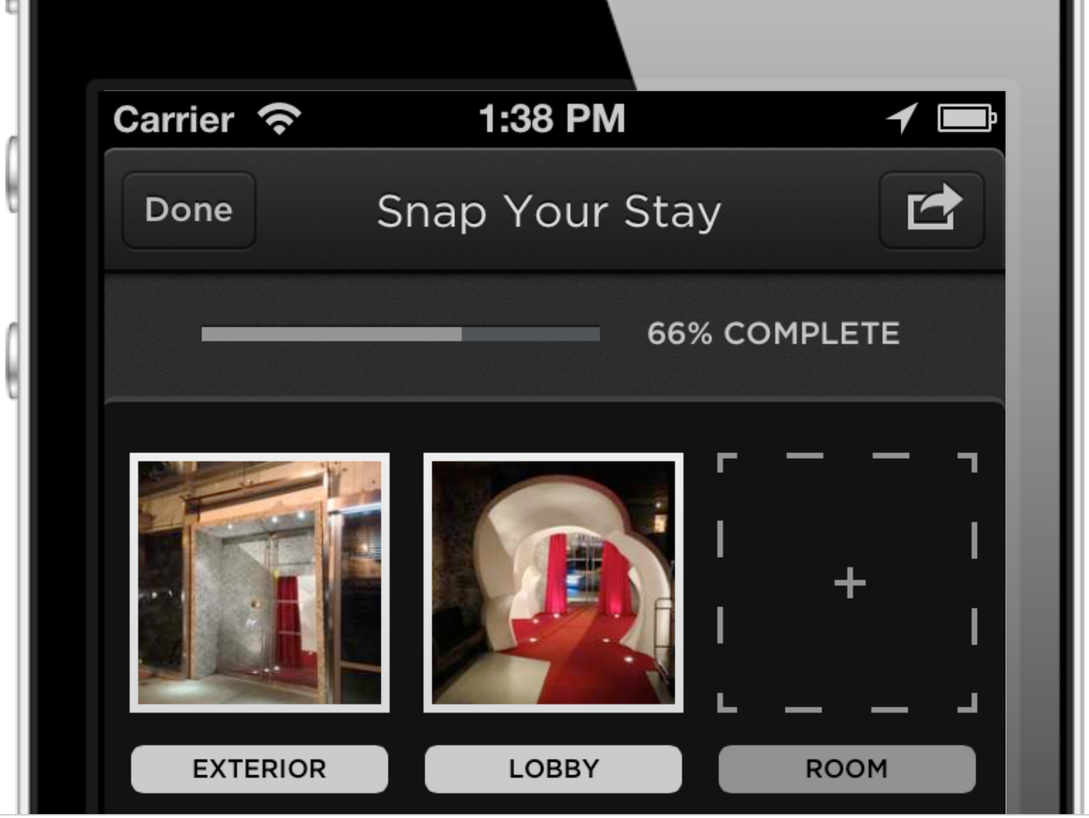


"Imagine if reviews were done in SMS shorthand: "OK so, IANAE, but AFAIC this place has THE best Cfood."



Source: http://bit.ly/14K78By

Hotel Tonight



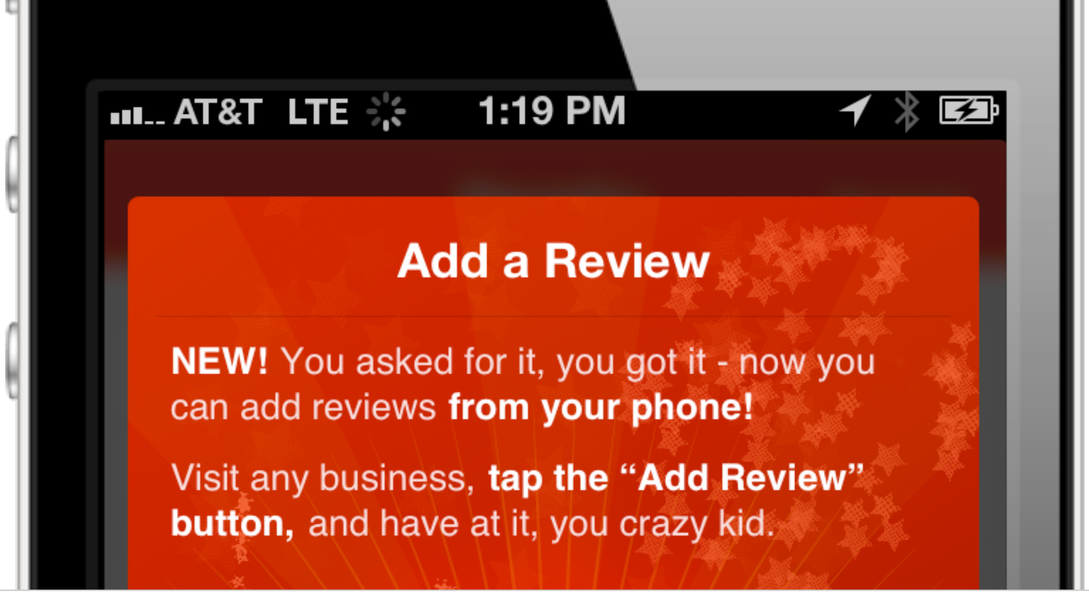
"Instead of typing out a review...
just use photos."

Source: http://bit.ly/18ZnD00

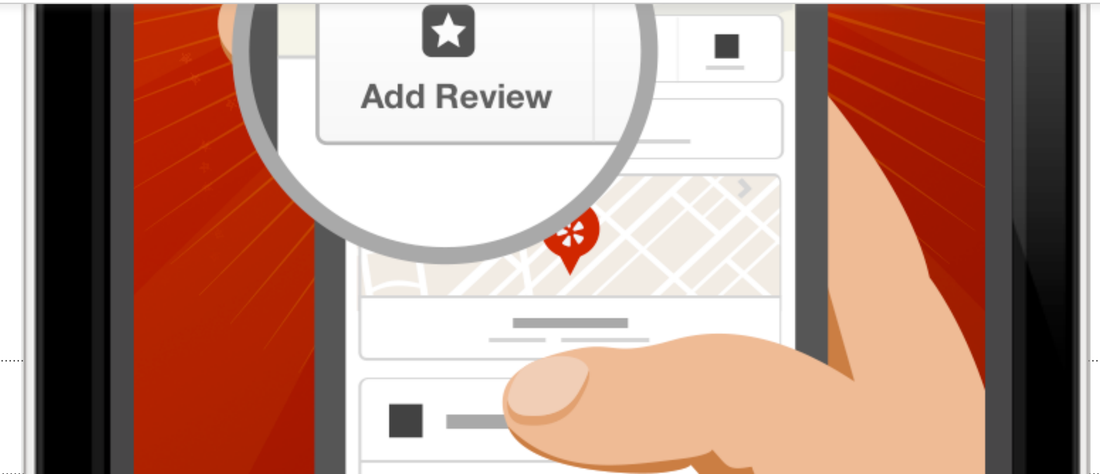
FIVE YEARS LATER...

65% of search traffic on mobile

58% local ads served on mobile



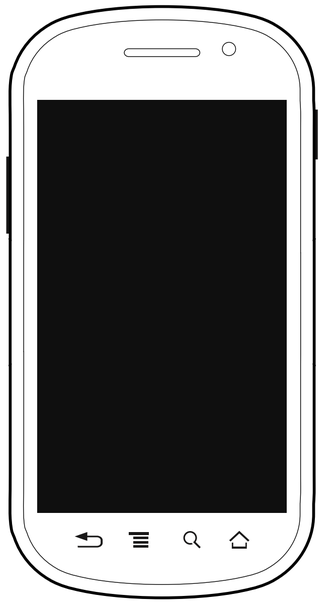
"To ensure these reviews are high-quality, we may post any reviews that are too short as a tip."



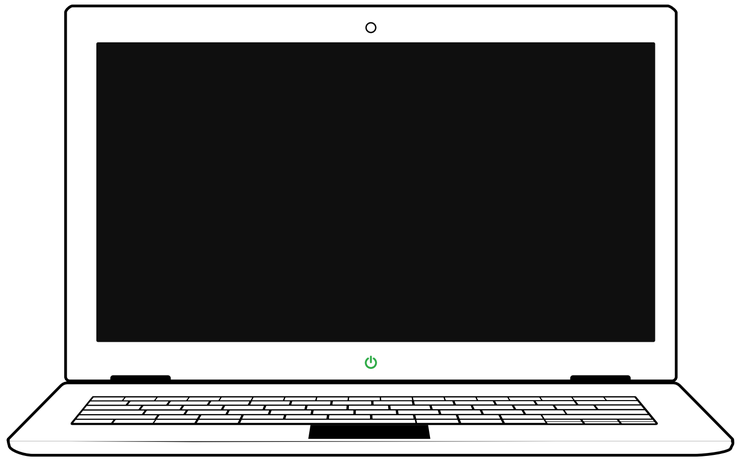
ONE YEAR LATER...

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

LUKEW
IDEATION + DESIGN