

MOBILE INPUT

LUKE WROBLEWSKI
DESIGN FOR MOBILE 2010

LUKEW
IDEATION + DESIGN



@LUKEW

MOBILE INPUT

1. Put in the effort where there's payoff.
2. Take the pain out of forms. Put it on yourself.
3. Look beyond forms for input.

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GROWTH = OPPORTUNITY

Mobile Web growth has outpaced desktop Web growth 8x
Smartphone sales will pass PC sales in 2012

PC
• **100M+**



Desktop Internet
1B+

Mobile Consumer
10B+

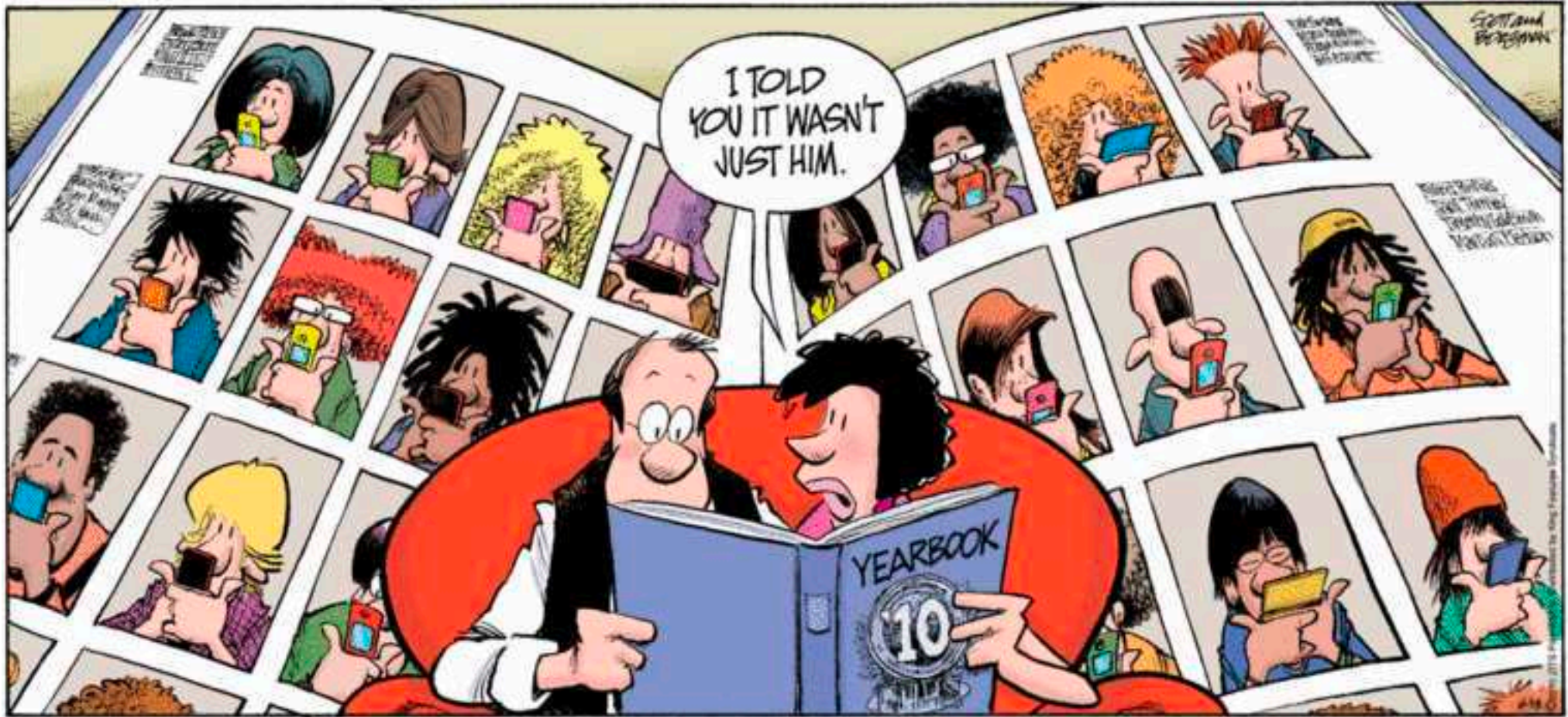
1990

2000

2010

2020

Note: PC installed base reached 100MM in 1993, cellphone / Internet users reached 1B in 2002 / 2005 respectively;
Source: ITU, Mark Lipacis, Morgan Stanley Research.





During a typical day...

84% at home

80% during misc. times throughout the day

74% waiting in lines

64% at work

Flickr photo by Laughing Squid



Whenever & wherever inspiration strikes

Flickr photo by Steve Rhodes

Where Input Matters...

- **Commerce:** purchasing, maximizing sales
- **Social:** participating, growing communities
- **Productivity:** managing info, selling (or saving on) services

Commerce

- Amazon: over \$1 billion spent via mobile devices in the past 12 months
- PayPal: mobile transactions increased six-fold in 2009: \$25M to \$141M
- Best Buy mobile Web users doubling every year:
30M (10), 17M (09), 6M (08)

Social

- Double-digit (28%) rise in social networking on mobile Web
- Twitter: 16% of all new users start on mobile
- Facebook: 150 million active mobile users

Productivity

- Email activity is 41% of US mobile Internet time
- 70% of smartphone users have accessed Email on their mobile device



The rule of thumb is to limit the use of forms in the mobile context.

Mobile Web Design & Development, O'Reilly 2009

Filling out forms for web based services on mobile devices is a very time consuming and frustrating task for users.

ACM Pervasive and Mobile Computing, 2008

In general, using input elements is difficult for users. Avoid text input where possible.

Sprint Web Style Guide, 2005



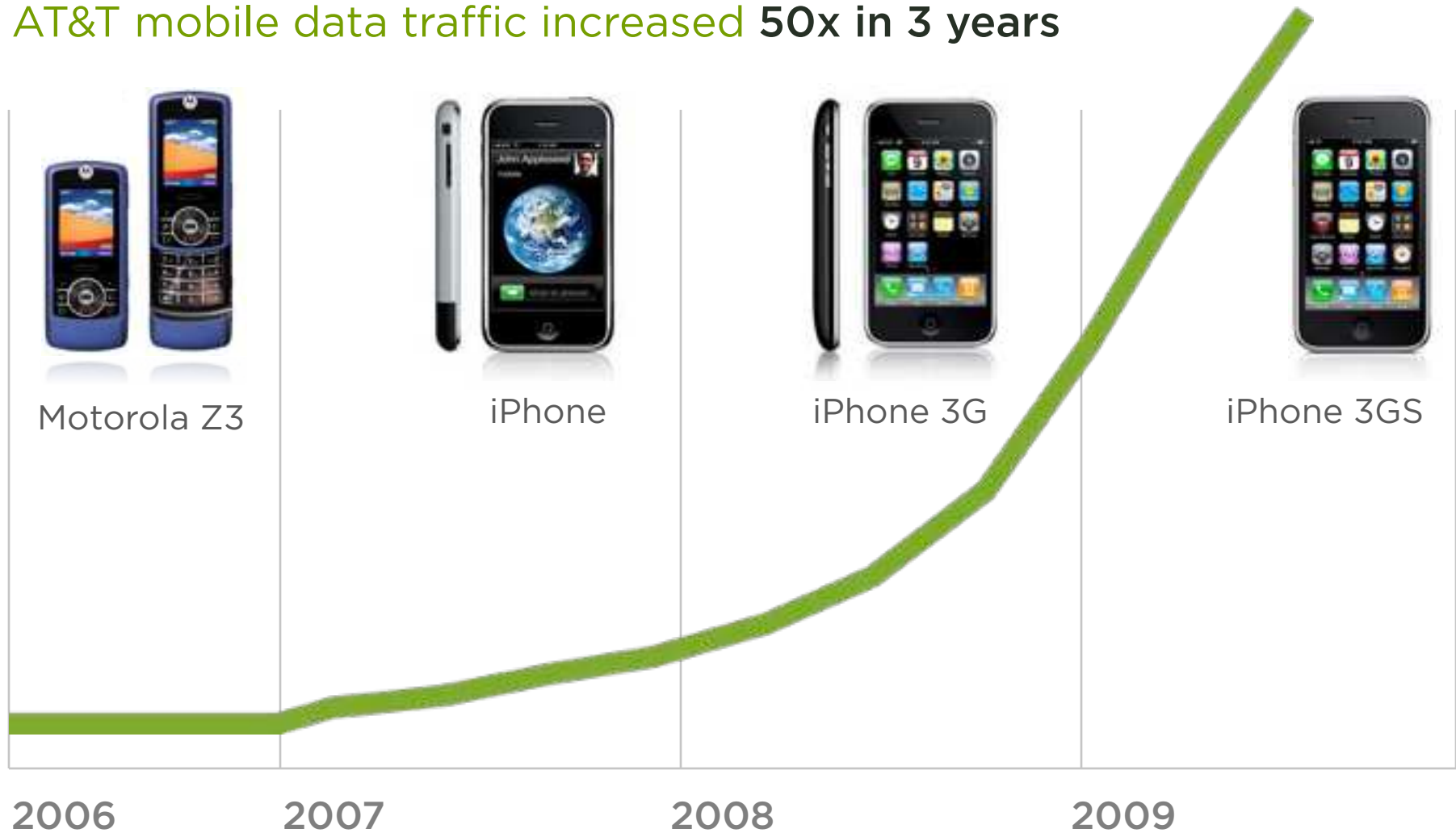
2006

High-end RAZR-inspired phone with class 12 EDGE high-speed data & WAP 2.0/xHTML Web browser.

2G network GSM 850 / 900 / 1800 / 1900
SMS, EMS, MMS, Email, Instant Messaging
2 megapixel camera
Music player
Resolution: 176 x 220 pixels
Colors: 262,144 (18-bit)

4,932% Increase

AT&T mobile data traffic increased 50x in 3 years



Source: AT&T, Morgan Stanley Research.

30x the Mobile Traffic

1 iPhone



30 basic feature phones



Source: Cisco's "Visual Networking Index Global Mobile Data Traffic Forecast Update"

Feature Phones



- **4%** browse the mobile Internet at least daily
- **6%** have accessed social networks using their mobile browser
- **12%** have accessed Email on their mobile

Smart Phones



- **35%** browse the mobile Internet at least daily
- **30%** have accessed social networks using their mobile browser
- **70%** have accessed Email on their mobile

27% of searches come from 4% of users



- 27% of all Yelp searches come from their iPhone application which had 1.4 million unique users in May 2010
- That month Yelp had 32 million monthly unique users around the world

Devices are different.

Sales in Q2 2010

87M

24M

11M

14M

8M

Series 40



Symbian



Blackberry



Maemo



Android



iPhone



HARDER

Input Effort

EASIER



What Makes Input Easier?

- Screen Size
- Network Speeds
- Web Browser
- Device Capabilities

HTML5 Input Types

Images from Dive Into HTML5 by Mark Pilgrim



```
<form>
```

```
  <input type="url">
```

```
  <input type="submit" value
```



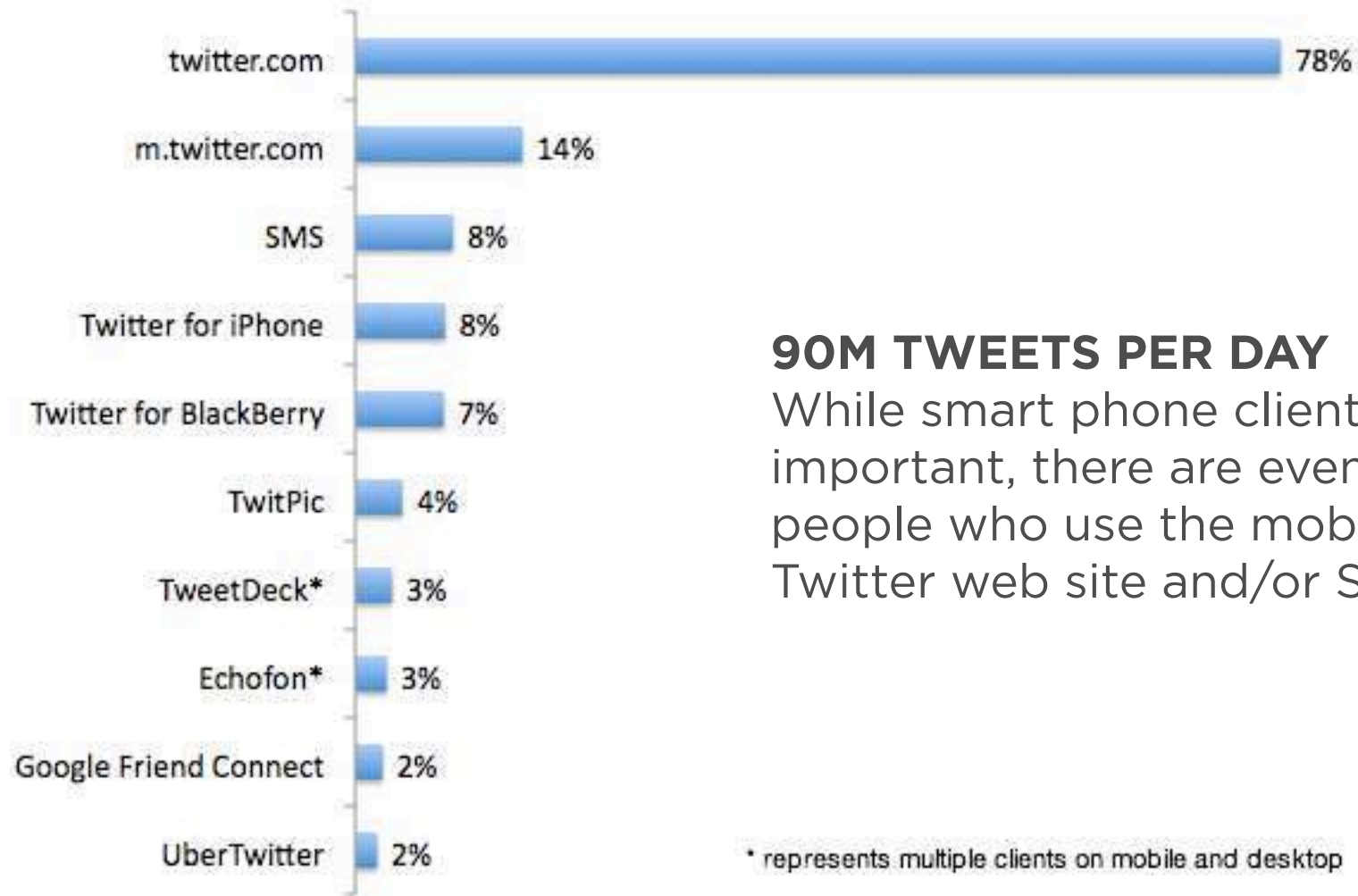
Sales in Q2 2010





- 4.1 billion text messages sent per day in the US
- 1 in 3 teens send more than 100 text messages a day
- 72% of adults were sending and receiving texts in May 2010
- 61% of smartphone owners send or receive texts daily
- 32% of feature phone owners send or receive texts daily

Top 10 Twitter Apps by Unique Users



90M TWEETS PER DAY

While smart phone clients are important, there are even more people who use the mobile Twitter web site and/or SMS.

* represents multiple clients on mobile and desktop



SMS FAST FOLLOW

Anyone in the US can receive Tweets on their phone even if they haven't signed up for Twitter.

Released August 2010

SMS Form Pattern

The screenshot shows a mobile application interface for sending an SMS. The title bar is blue with the text "Send to a friend". Below the title bar, there is a section labeled "Phone number" with a yellow rectangular input field. Underneath is a section labeled "Message" with a grey rectangular text area containing the text: "Hi! Download this cool mobile application from this link: http://www.yourapplicationlink.com". At the bottom of the form, there is a white "Send" button, a blue "Choose from Contacts" button, and a grey bar with "Select" and "Cancel" options.

- Single-line field for the receiver's phone number
- Button (typically placed near the phone number's field, or in the soft-keys' menu) to allow users to choose a phone number from the device's phonebook
- Multi-line field to allow users to type the message body
- Button to send the SMS

Put Effort Where There's Payoff

- Mobile Internet usage is growing rapidly
- Input on mobile devices **has** been difficult
- Capable devices have a disproportionate share of mobile Internet use
- There are many more opportunities for input on these devices
- But... don't forget SMS!

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Take the pain out of forms

- Length
- Layout
- Text Inputs
- Targets

Take the pain out of forms

- Length
- Layout
- Text Inputs
- Targets

*Confirm Email

*Phone

Billing Name and Address

Enter exactly as it appears on your credit card statement

*Billing Name

*Address

*City

*Country

United States of America

State/Province

AE - Armed Forces - Europe

Required for US addresses only

Zip/Postal Code

Required for US addresses only

Credit Card Information

We accept    

*Number

Enter credit card number with no spaces or dashes

*Expiration

Month Year

Fields marked with an * are required.

BACK

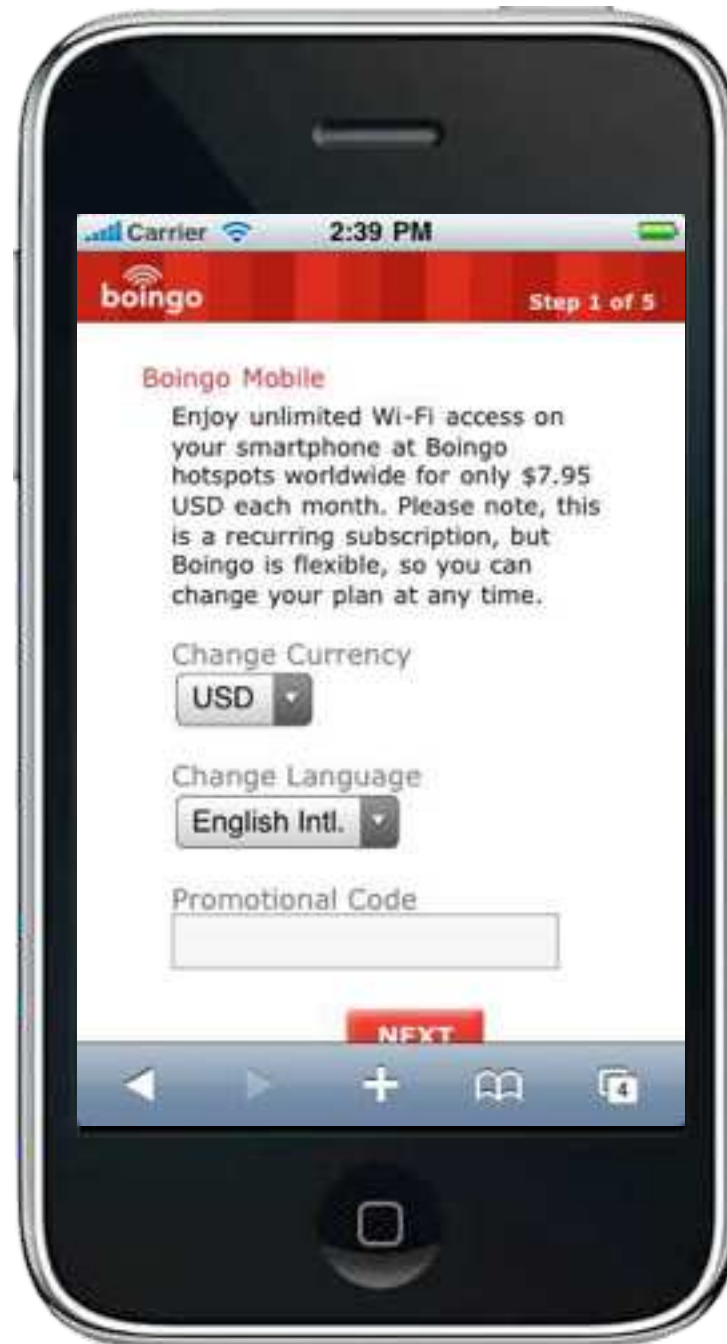
NEXT



*City

*Country

United States of America



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

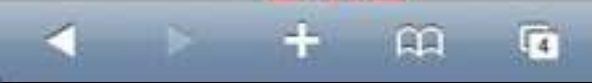
USD

Change Language

English Intl.

Promotional Code

NEXT



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

Change Currency
USD

Change Language
English Intl.

Promotional Code

NEXT

Top Aligned Labels

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

*Password
Your password must contain at least 6 characters.

*Confirm Password

*Email

*Mobile Number
Fields marked with an * are required.






BACK NEXT

Inline Help Text

Input Types

Carrier 2:41 PM

boingo Step 3 of 5

We accept     

*Number

*Expiration

*Country
United States of America

*ZIP/Postal Code
Required for US addresses only

*CVV2 [What is CVV2?](#)

Required for addresses outside of the US

Fields marked with an * are required.

BACK NEXT

Unnecessary Inputs

Smart Defaults



todd@prong.com

*Mobile Number

4162345656

Fields marked with an * are required.

BACK

NEXT

Previous

Next

AutoFill

Done

1

2

3

ABC

DEF

4

5

6

GHI

JKL

MNO

7

8

9

PQRS

TUV

WXYZ

+ * #

0

X

Carrier 2:39 PM

boingo Step 1 of 3

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

NEXT

Carrier 2:41 PM

Get Online Now boingo




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

Billing Information

First Name

Last Name

Credit Card Number

    are accepted.

Expiration Date
09 2010

ZIP Code
 as it appears on your credit card bill

Receipt

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 [Cancel](#)

Carrier 2:41 PM

boingo Step 3 of 3

Your Account

Card Information
Accepted    

Card Number

Expiration
Month: 09 Year: 2010

Country
United States of America

Postal Code

Required for US addresses only


[? What is CVV2?](#)

Required for addresses outside of US

Fields marked with an * are required.

NEXT

Carrier 2:41 PM

Get Online Now 





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

Billing Information

First Name

Last Name

Credit Card Number

    are accepted

ZIP Code
 as it appears on your credit card bill

Receipt

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 [Cancel](#)

Unnecessary Inputs



Page 1

Shipping Info

Label

Label

Label
 Option A
 Option B
 Option C

Label

Label

Label

Page 1

Shipping Info

Label

Label

Label
 Option A
 Option B
 Option C

Label

Label

Label

Payment Info

Label

Label

Label

Label

Label
 Option A
 Option B

Label

Page 1

Shipping Info

Payment Info

Label

Label

Label

Label

Label
 Option A
 Option B

Label

Submit

Quick Contact

In a hurry? Just complete this Quick Contact form.

An asterisk (*) denotes a required field.

Name: *

Phone:

E-mail: *

Comments: *

Submit

Case study

- Compared two types of contact forms on its website.
- **11-field** Contact Us form
- **4-field** Contact Us form

Impact

- **160% increase** in number of forms submitted
- **120% increase** in conversion ratio
- In addition, the quality of the submissions remained the same

New Customers

You do not need to create an account to place an order. Just click Checkout As Guest to continue.

Reward Zone® program members: Create an account to earn points on your order.

CREATE ACCOUNT NOW >

CHECKOUT AS GUEST >

Case study

- Checkout form (page one) with two actions: Login or Register
- Changed Register to Continue with “you do not need an account to buy” message.

Impact

- **45% increase** in number of purchasing customers
- **\$1.5M increase** in first month
- **\$300M increase** in first year

Full Name*

Email (your ClickTale username)*

Password*

Confirm Password*

Phone Number – optional

I have read and agree to the Terms of Use

Create New Account

Case study

- Added “optional” indicator on phone number field
- 6-field Contact form

Impact

- **2x increase** in conversion
- 42% conversion rate jumped to 80% conversion rate
- Required phone number field had 37% drop off rate

LENGTH

- Evaluate every question you ask
- Strive for succinctness
- Multiple pages help organize but...
- Removing requirements has impact!
- Look for unnecessary inputs

Take the pain out of forms

- Length
- Layout
- Text Inputs
- Targets

Do you shop with us by phone, fax, or already have a tax exempt account? Yes No

Do you want to apply for a tax exempt account? Yes No

Would you like to sign up for a government account? Yes No

Login

Please login if you are a returning customer or fill in information below.

User ID: Password:

New Customer Checkout

Billing info

Address should match that of the credit card.

Business Name:

First Name:

Middle Initial:

Last Name:

Address:
(Street, Number, Name)

City:

State/Province:

Zip/Postal Code:

Country:

Phone: Ext:

Fax: Ext:

Billing Email:

Please send my emails in HTML format.

Please send me exclusive discounts and special offers available only to Office Depot's email customers.

*Required Information

Shipping info

Also you can pick up at:

Same as billing

Business Name:

First Name:

Middle Initial:

Last Name:

Address:
(Street, Number, Name)

City:

State/Province:

Zip/Postal Code:

Country:

Phone: Ext:

Shipping Email:

Please send my emails in HTML format.

Please send me exclusive discounts and special offers available only to Office Depot's email customers.

Payment info

Payment Type:

Credit Card Type:

Credit Card Number:

Expiration Date: / (month/year)

Card ID:

Required: American Express, Visa, Mastercard and Discover Card

Click to see Card ID

Optional info

Special message for the driver or information for your own reference:

Customer PO# Customer use only

Office DEPOT ADVANTAGE Member Number:

Shopping Cart

To enter valid Referral ID/Coupon Code, please click here

Order # 263815303-001 Delivery Date 11/05/2004

Item Number	List Price	Our Price	Units	Quantity	Sub Total	Extended Price	Options
417951	\$3.99	\$2.99	box	1	\$2.99	\$2.99	
Office Depot® Map Tacks, Assorted Colors, Pack Of 100							

Subtotal \$2.99
 Delivery Charge \$5.99
 Cash \$0.00
 Estimated Taxes \$0.00
Total \$8.98

Click to submit your order

Registration

reg.accelacomm.com/... Google



Sign-up today and get free access to this special report, Sponsored by SAS: Business Analytics Enables a Confident Enterprise

Please complete the form below and click submit. If you have submitted your information previously, enter an e-mail address only and click Submit.

* Required

* Email Address:

* First Name: * Last Name:

* Job Title: * Company:

* City: * State:

* Zip/Postal Code: Province/Region:

* Country:

* Phone:

Yes, I would like e-mail updates from SAS when new articles and white papers are available.

Submit

[For our privacy statement click here](#)



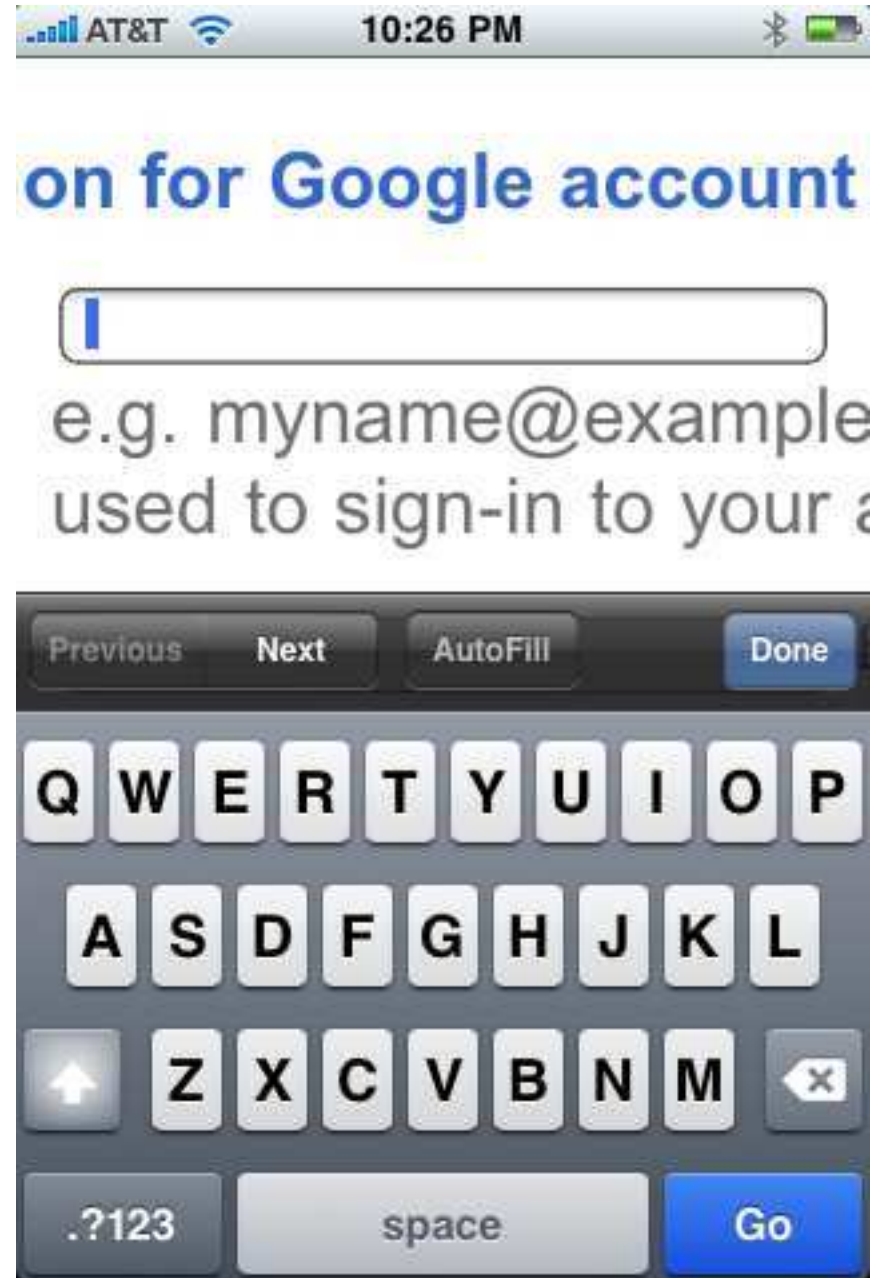
Yes, I would like e-mail updates available.



Field Zoom on the iPhone



Field Zoom on the iPhone



Google accounts

Create an account

Your Google Account gives you access to Google Mobile and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:

e.g. myname@example.com
sign-in to your account

Choose a password:

Minimum of 8 characters

Re-enter password:

Stay signed in

Creating a Google Account

Information for Google

Address:

e.g. myname@example.com. This will be used for sign-in to your account.

Minimum of 8 characters in length.





The image shows a screenshot of the Twitter sign-up form. The form is titled "Sign up" and includes a "Refresh" button. Below the title, there is a message: "Just complete the following information and you'll be ready to Tweet!". The form contains three input fields, each with a label above it:

- Full Name**: The label is positioned above the input field.
- Twitter Username**: The label is positioned above the input field.
- Email Address**: The label is positioned above the input field.

Below each input field, there is a small, light gray text label: "First and Last Name" under the Full Name field, "This is how you will be known on Twitter 6-15 characters" under the Twitter Username field, and "Where you want us to reach you" under the Email Address field.

- When data being collected is familiar
- Minimize time to completion
- Flexibility for localization and complex inputs
- Easier to code: no floats or tables
- Accessibility: label, field in order
- Better format for mobile
- Support multiple screen resolutions
- Require more vertical space

Labels Within Input Fields

Carrier 2:41 PM

Get Online Now boingo


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

Billing Information

First Name

Last Name

Credit Card Number

 are accepted

Expiration Date
09 2010

ZIP Code
 as it appears on your credit card bill

Receipt

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 [Cancel](#)

Carrier 2:41 PM

Get Online Now boingo


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

Billing Information

First Name

Last Name

Credit Card Number

 are accepted

Expiration Date
09 2010

ZIP Code
 as it appears on your credit card bill

Receipt

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 [Cancel](#)

Type a Title...

Type a Description...

Mark as Private

Add to List [Cancel](#)

Label

Longer Label

-- Select Value --

Even Longer Label

One More Label

Value 1

Value 2

Primary Action

Write a personal note to all the recipients you have selected.



Send Invitations

Inbox

Invitations

? Which invitations should you accept?

Join my network on LinkedIn

From: [Eckart Walther](#)
Date: February 28, 2008
To: Luke Wroblewski
Status: Accepted, Archived



Eckart Walther has indicated you are a Colleague at Yahoo!:

Write a personal note to all the recipients you have selected.



Carrier 2:41 PM

Get Online Now boingo

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

Billing Information

Last Name

Previous Next AutoFill Done

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
. ? 1 2 3 space Go



The image shows a sign-in form for the Apple Store. At the top left is the Apple logo and the text "Apple Store". Below this is a dark blue button with the text "Sign in to Checkout". Underneath is the heading "Returning Customer" next to a person icon. There are two input fields: the first is labeled "iTunes or Apple ID" and the second is labeled "Password". A blue "Sign In" button is positioned to the right of the password field. At the bottom, there is a link that says "Forgot your Apple ID or Password?".

Apple Store

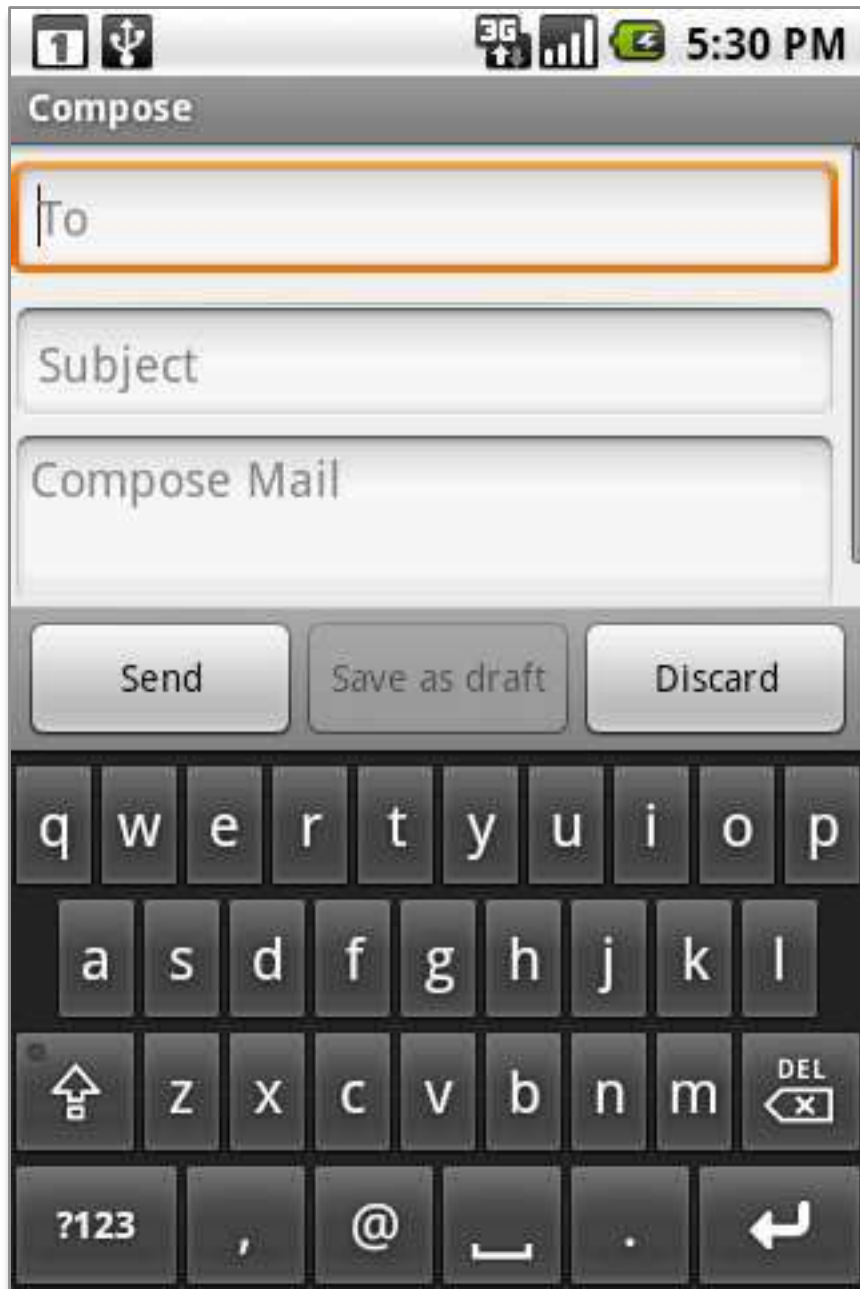
Sign in to Checkout

Returning Customer 

Sign In

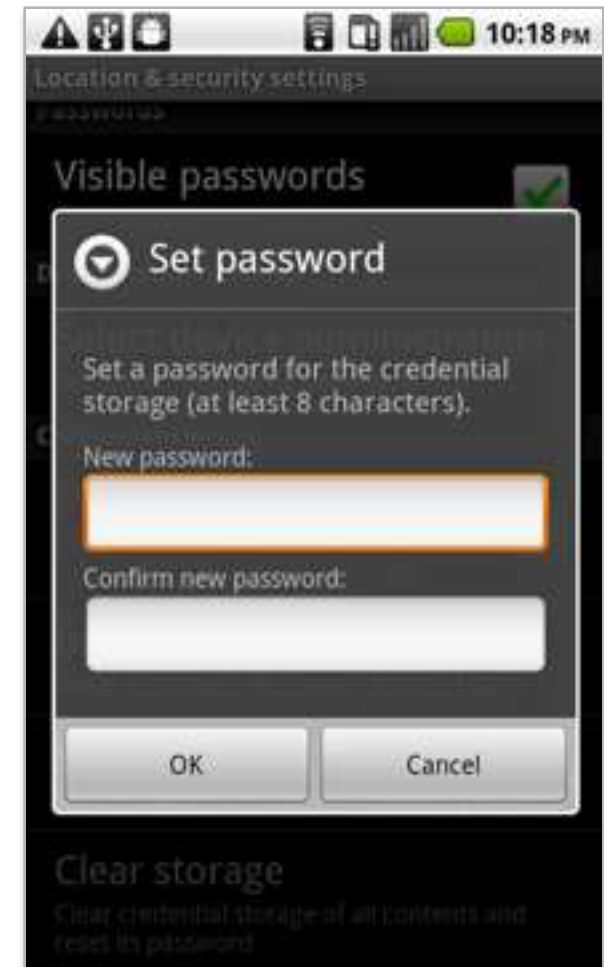
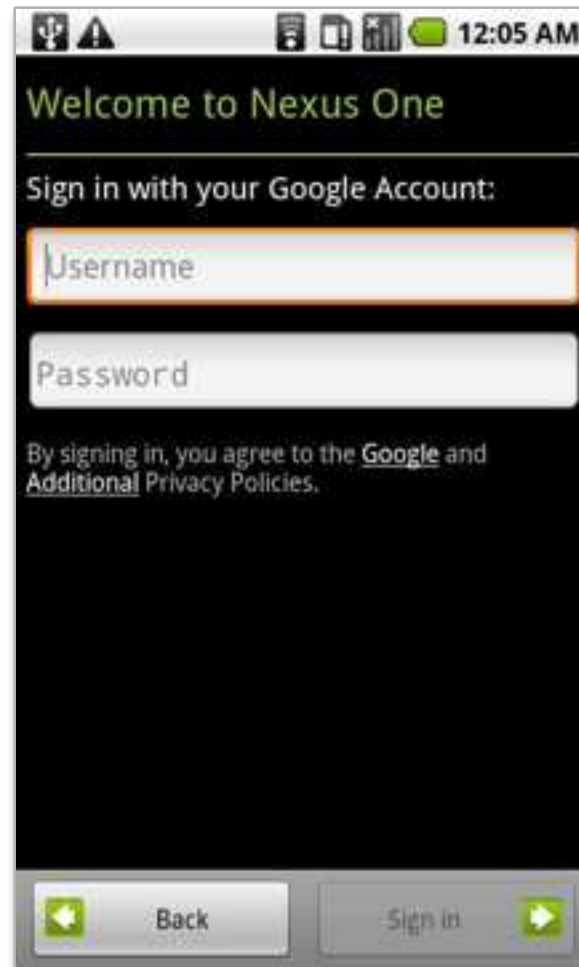
[Forgot your Apple ID or Password?](#)







Label Alignment on Android



Label Alignment on Blackberry

Labels



LAYOUT

- Avoid multiple column layouts
- Top-aligned labels on mobile Web pages
- Labels within inputs on capable devices
- Labels in native apps where there's consistency!

Take the pain out of forms

- Length
- Layout
- Text Inputs
- Targets

Text Box

First name

Radio Buttons

Gender

 Male Female

Drop-down Menu

Country

List Box

Interests

- Form Design
- Jazz Guitar
- Mountain Biking
- Water Polo

Checkbox

 Include me in your survey.

Button

Auto-capitalization

- Turn off on email, password, URL, and other case-sensitive inputs

Auto-correct

- Turn off on email, password, URL, and other non-alpha inputs
- Trim trailing spaces that may come from auto-correct (thanks Barbara!)

Language, Mode, Format

- Specify if supported by devices



- Phones were designed for numerical input

Number Declarations

- Define input mode using Wireless CSS or CSS-MP
- Define input types using HTML5 or native OS declarations
- On devices without virtual keyboards, people will not have to switch into number mode.

Phone Number

Common Numerical Inputs

- Use a single line field for phone numbers
- Don't split up price fields (period is present on keyboards)



- **Email**

Users can insert an at sign (@) or a period (.) in an email address field by pressing the Space key.

- **Date and time**

Users can change the date or time on devices with a trackpad using the keyboard or by moving a finger vertically on the trackpad or swiping up or down on the screen (touch).

- **Number**

The device switches to number lock mode so that users do not need to press the Alt key to type numbers or the number keyboard appears (touch).

- **Password**

When users type in a password field, asterisks (*) appear instead of text

- **Phone Number**

The device switches to number lock mode so that users do not need to press the Alt key to type numbers or the number keyboard appears (touch).

- **Web Address**

Users can insert a period (.) in an address field by pressing the Space key.

HTML5 Input Types

Images from Dive Into HTML5 by Mark Pilgrim



```
<form>
```

```
  <input type="number">
```

```
  <input type="submit" value
```



HTML5 Input Types

Images from Dive Into HTML5 by Mark Pilgrim



```
<form>
```

```
  <input type="email">
```

```
  <input type="submit" value
```



HTML5 Input Types

Images from Dive Into HTML5 by Mark Pilgrim



```
<form>
```

```
  <input type="url">
```

```
  <input type="submit" value
```



Flexible Inputs

Phone Number

 (ex. 555-123-4444)

Phone Number

 () - -

Phone Number



- (555) 123-4444**
- 555-123-4444**
- 555 123 4444**
- 555.123.4444**
- 5551234444**

Input Masks

The screenshot shows an iPhone interface for creating a MobileMe account. The status bar at the top displays 'AT&T', signal strength, Wi-Fi, the time '10:52 PM', Bluetooth, and battery level. The title bar contains 'Cancel', 'MobileMe', and 'Next' buttons. The form has four fields: 'Name' with the value 'John Appleseed', 'Address' with the value 'luke@me.com' (where the '@' is highlighted in blue), 'Password' with the value 'Required', and 'Description' with the value 'My MobileMe Account'. A QWERTY keyboard is visible at the bottom, with the '@' key highlighted in blue, indicating it was just pressed.

Input Masks

The screenshot shows a mobile application interface for 'loopt'. At the top, the status bar displays 'AT&T', signal strength, Wi-Fi, the time '7:24 AM', and battery level. The app's logo, a blue circle with 'loopt' in white, is centered. Below the logo, the 'Mobile #' label is followed by a text input field containing '(217) 354-' and a 'Login' button. The 'Password' label is followed by a text input field containing 'Enter your password' and a 'Forgot It?' button. At the bottom, there is a numeric keypad with digits 1-9, a '+ * #' row, a '0' key, and a backspace key with an 'x' icon.

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
+ * #	0	⌫



12:06 AM

Welcome to Nexus One

Sign in with your Google Account:

luke@gmail.com

Password

By signing in, you agree to the [Google](#) and [Additional Privacy Policies](#).



Input Masks

Date

Phone

Tax ID

SSN

Product Key

Eye Script

Surface formatting right up front

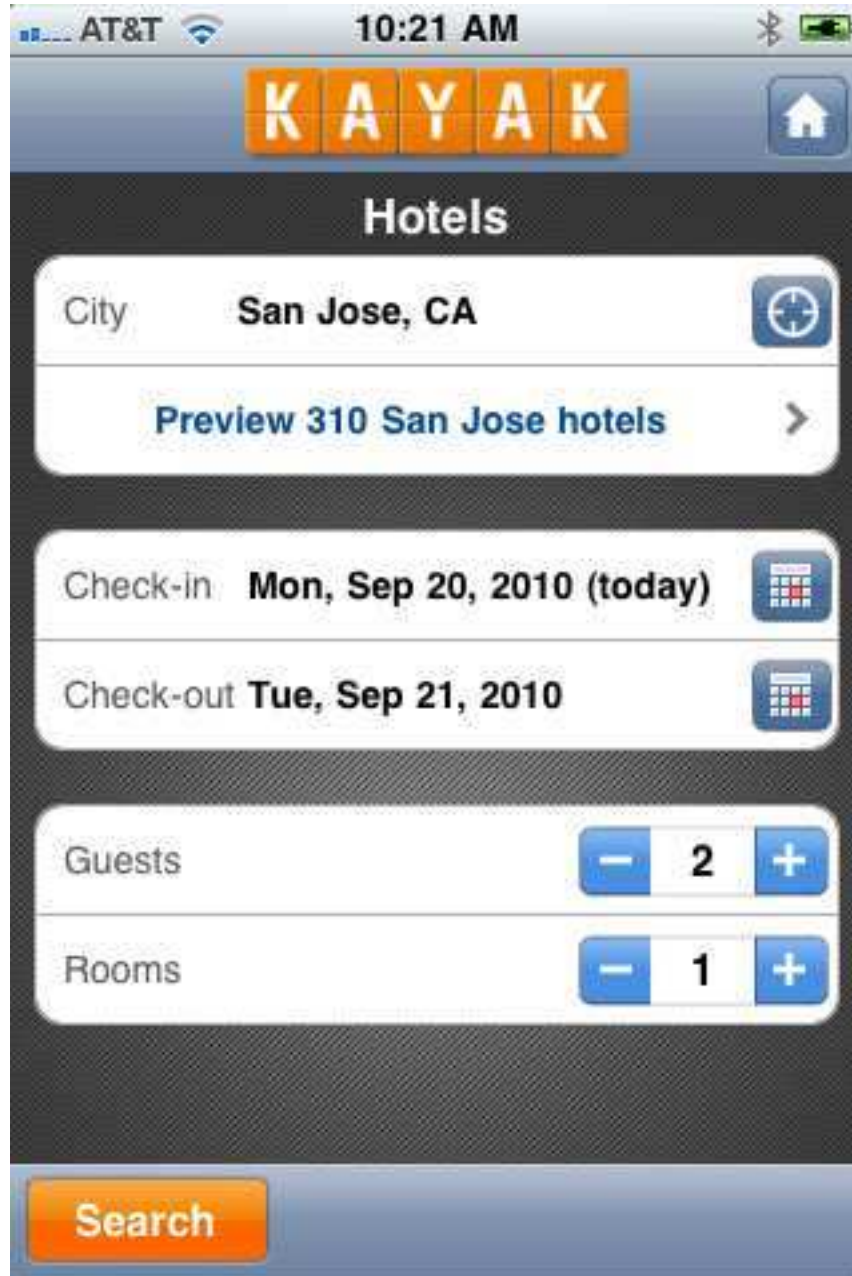
US Phone Number:

US Dollar:

US Date:

Do not gradually reveal formatting as people enter input

Smart Defaults



Personalized

Mobile Use Case

Most Common

	(i) Empty forms	(ii) Pre-filled forms
1. run	240 seconds	60 seconds
2. run	170 seconds	37 seconds
3. run	115 seconds	33 seconds

TEXT INPUTS

- Define input types & attributes
- Input masks to help formatting
- Smart defaults

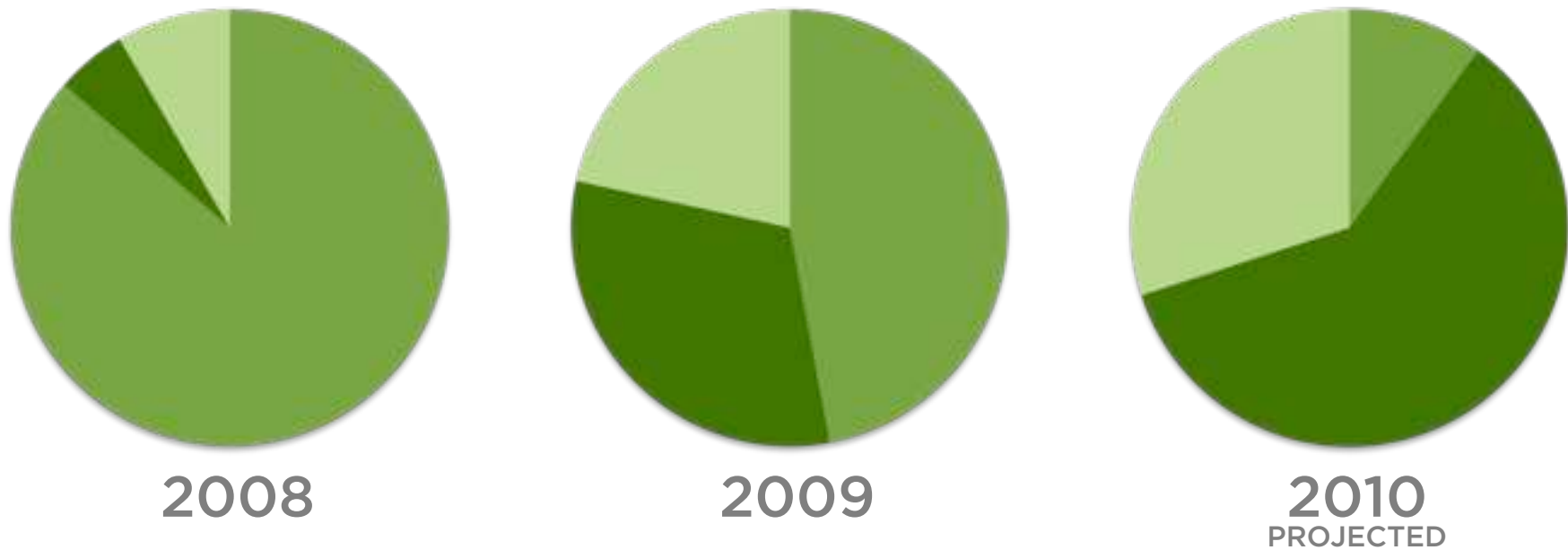
Take the pain out of forms

- Length
- Layout
- Text Inputs
- Targets

Nokia smartphone mix



1.1 billion consumers with Nokia devices in 2009



Source: Nokia -devices sold. Nokia Capital markets day 2009.



One-handed Touch

Flickr photo by Steve Rhodes



MOTOROLA

5:30 PM

Quora

Login to Quora

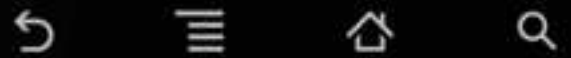
Email Address:
Luke@lukew.com

Luke Wroblewski
Digital product design

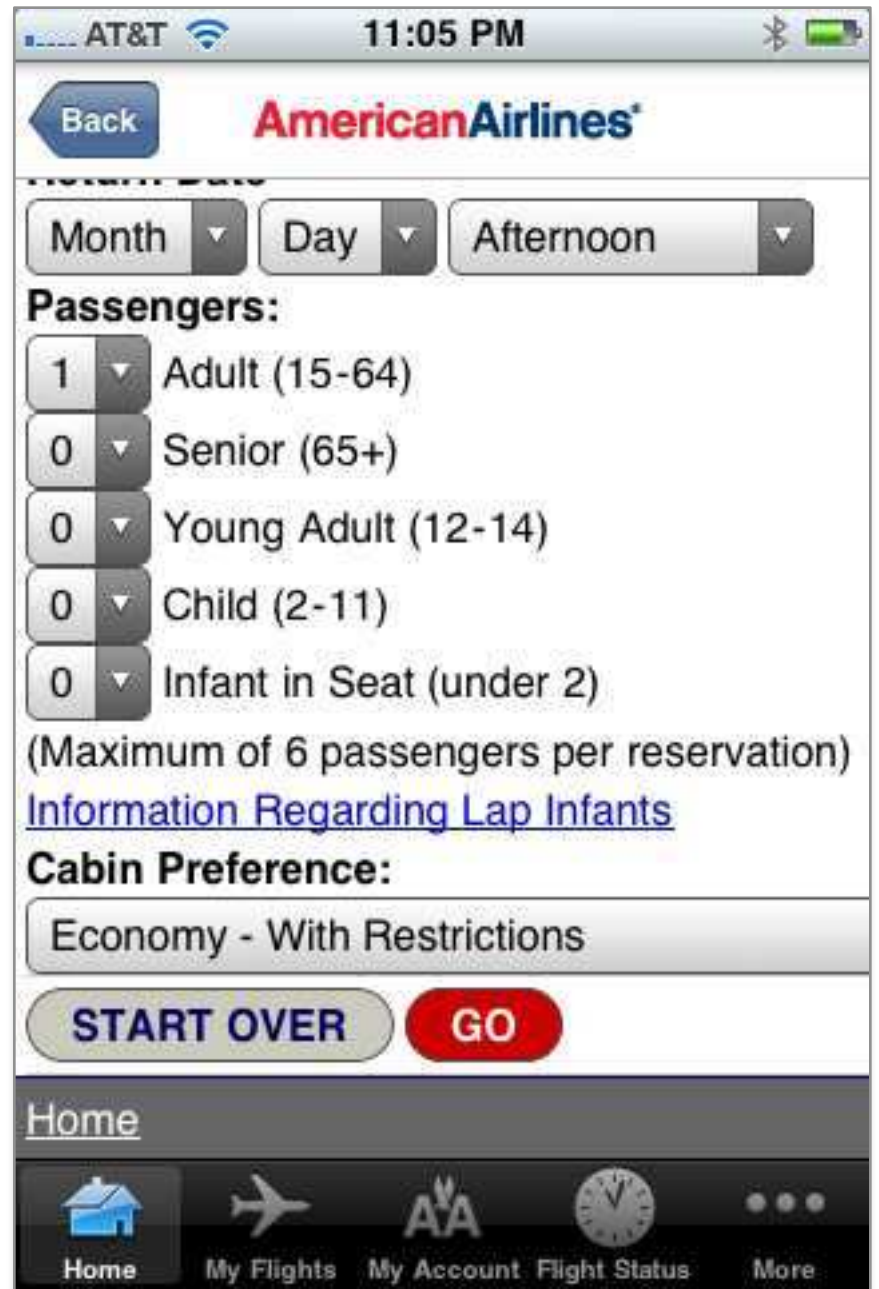
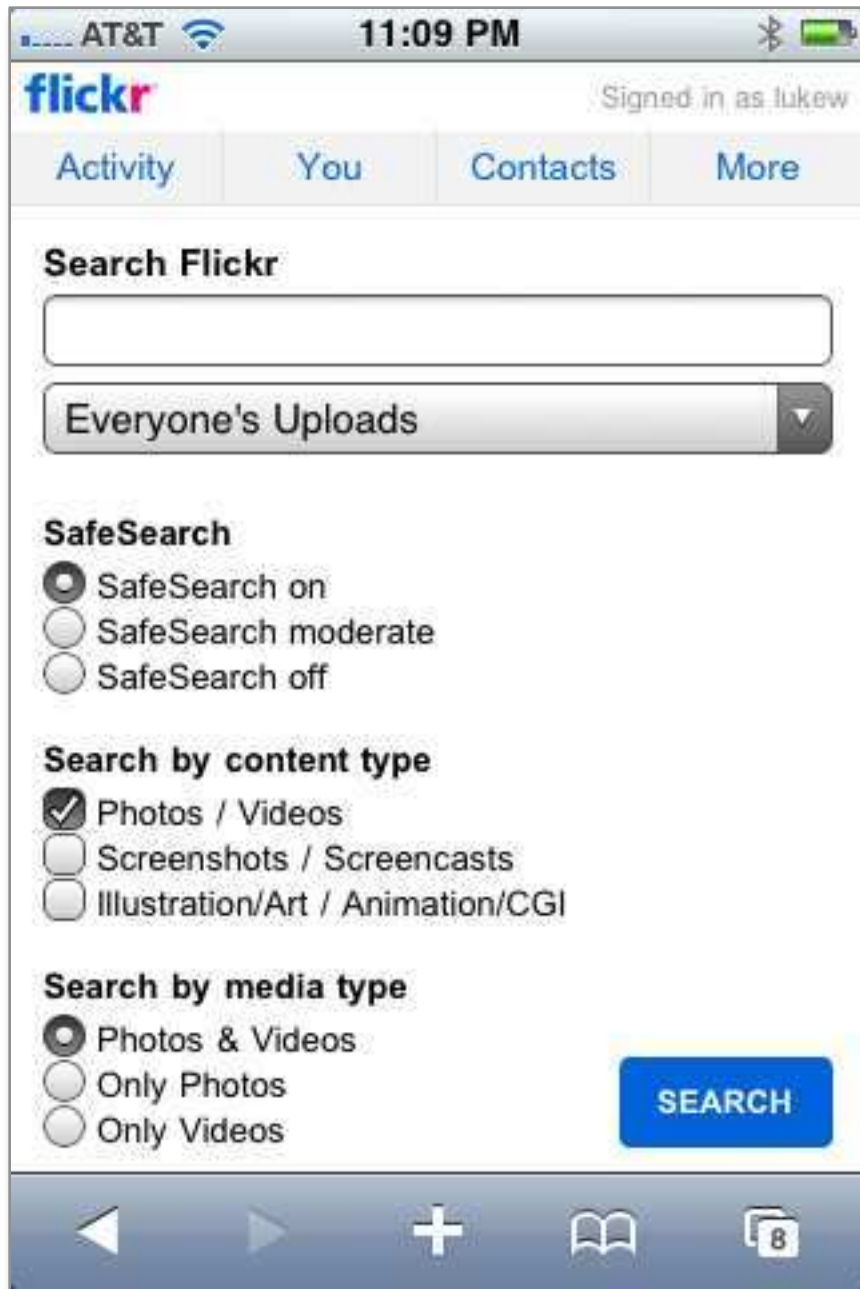
Forgot your password?

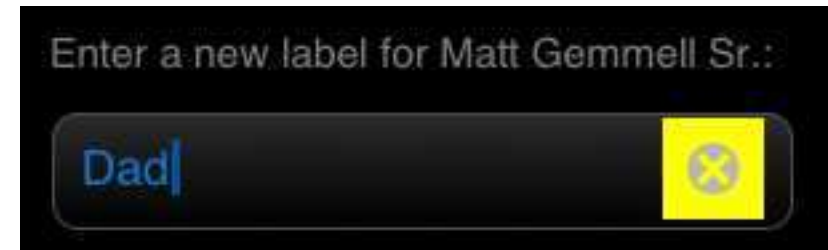
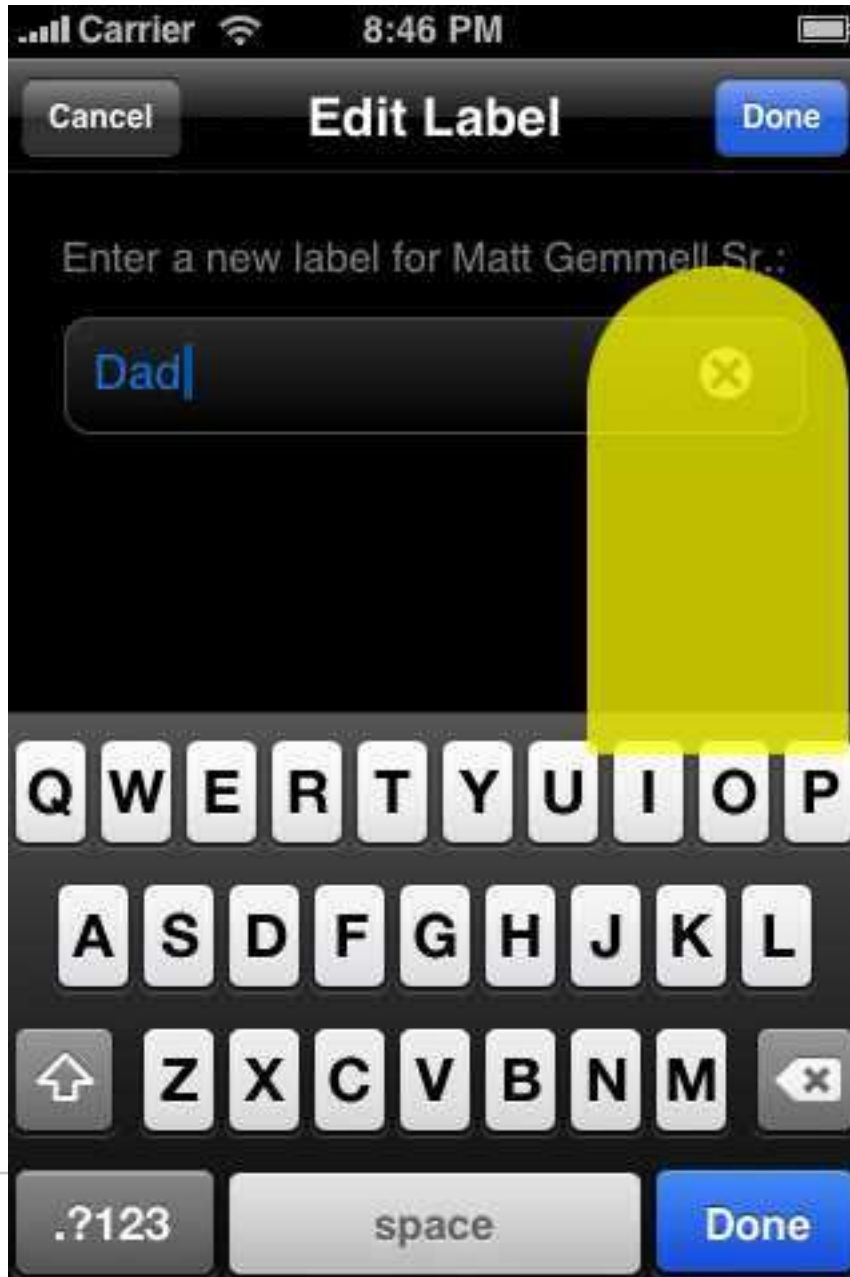
Let me login without a password on this browser

Cancel or
Login



verizon





Apple recommends a
minimum target size:
29px wide
44px tall

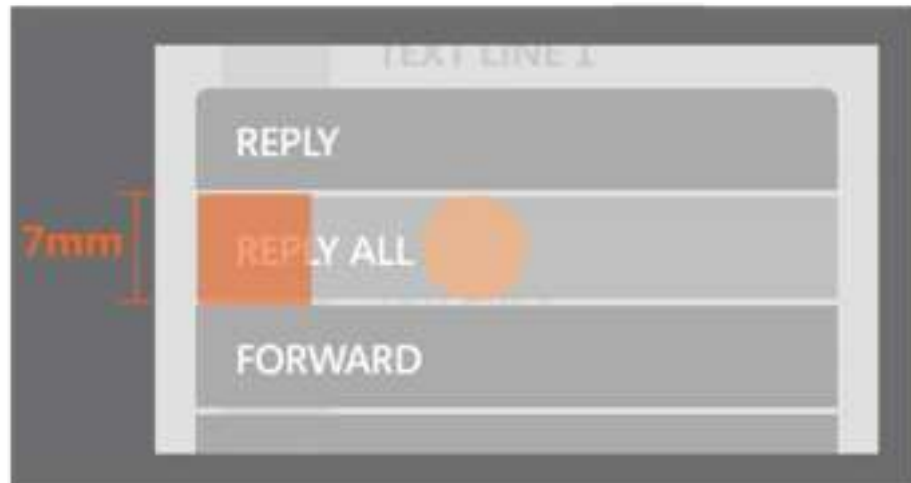
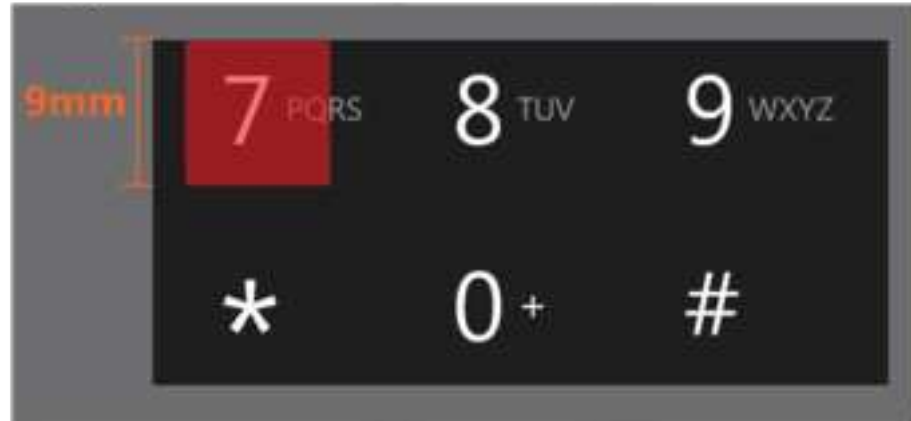
Touch Targets

Recommended touch target size is **9mm/34px**

Minimum touch target size is **7mm/26px**

Minimum spacing between elements is **2mm/8px**

Visual size is **60-100%** of the touch target size



Target Sizes for Slipping Fingers



If you tap and hold in the yellow area, button will highlight

If you drag finger & release in green area, button will still trigger

If you let go outside green area, button does not trigger

TARGETS

- Accommodate touch target sizes
- Account for errors with flexibility

Take the pain out of forms

- Form Length
- Structure
- Label Placement
- Inputs
- Targets

MOBILE INPUT

1. Put in the effort where there's payoff.
2. Take the pain out of forms. Put it on yourself.
3. Look beyond forms for input.

Going Beyond Forms...

1. Web Services for Instant Experiences
2. Touch
3. Location Detection
4. Audio
5. Images & Video

Typical Account Creation

The screenshot displays the Brightkite website interface. At the top left is the logo "brightkite" with the tagline "people. places. friends." below it. To the right is a login form with fields for "Username" and "Password", a "Log in" button, and links for "Forgot password?" and "Remember me".

The main content area features the heading "People. Places. Friends." followed by a descriptive paragraph: "Brightkite is a location-based social network. In real time you can see where your friends are and what they're up to. Depending on your privacy settings you can also meet others nearby." To the right of this text is a colorful illustration of stylized people.

A white callout box highlights two navigation links: "Learn about Brightkite" and "Sign up". A white hand cursor is positioned over the "Sign up" link, indicating the next step in the account creation process.

Below the main content is a dark blue navigation bar with four items: "Welcome to Brightkite", "Meet & keep track of you & friends", "Post photos & notes to locations", and "Explore & discover new places".

The bottom section is divided into two columns. The left column is titled "Recent activity around Portland" and lists two entries: "factoryjoe checked in @ Ace Hotel - less than a minute ago" and "tntna checked in @ Target - 39 minutes ago". The right column is titled "Brightkite for iPhone" and includes the text "Brightkite for iPhone is now available! Download it from the" and a "NEW" badge next to an image of the iPhone app.

Typical Account Creation

brightkite

Are you human?



A reCAPTCHA challenge box with a red border. The top section contains the text "of Automotive" in a black, hand-drawn font. Below this is a yellow input field with the text "Type the two words:" and a small arrow pointing to the field. To the right of the input field are three icons: a refresh icon, a speaker icon, and a question mark icon. Further right is the reCAPTCHA logo, which consists of a large white 'C' with a red arrow, followed by the text "reCAPTCHA™" and "stop spam. read books." below it.

Please type in the two words above to verify that you are human.

I have read and agree to the Brightkite [Terms of Service & Privacy Policy](#)

Sign Up

I have read and agree to the [Brightkite terms of service](#)

Sign Up

Re-create your identity & friends list

Enter a street address or city...

go

e.g. 2911 Walnut St, Denver, CO or Denver or Japan

[Help](#) | [Log out](#)

Feedback



factoryjoe

[view profile](#)

[What's happening?](#)

[Friends](#)

[Visited Places](#)

[Placemarks](#)

[Messages](#)

[Account Settings](#)

1 friend request

You are not checked in.

Privacy: Public

[Invite your friends](#)

You have 5 invites left

Thanks for signing up for Brightkite

Okay, so what now? Well, during the beta, we'd like you to explore a little, and figure things out for yourself. We'd love to guide you through everything, but we just haven't gotten to that part yet.

Things you do with Brightkite:

Check in at places (enter your current location at the top, then hit checkin on the place page).

Post notes and photos at a place

See what's going on at a place, who's there right now, and who's been there

Friend people and keep track of what they're doing in the real world

Here are some links to get you started:

[Use Brightkite via text messaging on your phone](#)

[See what people are doing on Brightkite](#)

[Set up your profile](#)

[Read our FAQ](#)

[Give us feedback](#)

Simplified Account Creation

LUHEW
IDEATION + DESIGN

brightkite

Posts

People

Learn more

Q Places

The simple way to keep up with friends & places

We're all about helping you keep up with your friends, meet new people, and discover new places. All while you're out and about.



Available on the iPhone

App Store



Available for Android

ANDROID

Download to your mobile device: [iPhone](#), [Android](#), [BlackBerry](#)

Sign up — it's fun!

[Log in](#)

Enter your email:

Pick a username:

Make a password:

Sign up

[Learn more](#)

What's happening in San Jose



about 18 hours ago @ Togo's



about 19 hours ago @ Fantazia



about 19 hours ago @ Fantazia



about 19 hours ago @ Fantazia



about 23 hours ago @ San Jose Trolley Barn



2 days ago @ Carrows Restaurant

What people are saying

"Brightkite does this beautifully"

BusinessWeek

"The true king has just been submitted"

ars technica
the art of technology

brightkite

Posts

People

Learn more

Q Places

The simple way to keep up with friends & places

We're all about helping you keep up with your friends, meet new people, and discover new places. All while you're out and about.

Join with one click!



Connect with Facebook

or [sign up](#) with your email address

Already have an account?

Log In



Available on the iPhone

App Store



Available for Android

ANDROID

Download to your mobile device:

iPhone, Android, BlackBerry, all other phones

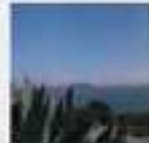
What's happening in South San Francisco



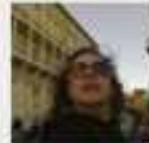
about 5 hours ago @ Sausalito



about 7 hours ago @ Sally's Restaurant



about 8 hours ago @ San Francisco



about 8 hours ago @ San Francisco



about 9 hours ago @ San Francisco



about 10 hours ago @ Brightkite

What people are saying

"It's a great design... the application's interface is dead simple... it's all here."

TechCrunch

"Brightkite is a great location-based service."



brightkite

Posts

People

Learn more

Q Places

The simple way to keep up with friends & places


We're all about helping you keep up with your friends, meet new people, and discover new places. All while you're out and about.

Join with one click!

 **Connect with Facebook**

or [sign up](#) with your email address

Log In

Available on the iPhone
 **App Store**

Facebook | Log in to Brightkite

http://www.facebook.com/tos/

Twitter Social News LukeW Tweetago

Connect with Facebook

Connect Brightkite with Facebook to interact with your friends on this site and to share on Facebook through your Wall and friends' News Feeds.

 Bring your friends and info 
Publish content to your Wall

By using Brightkite, you agree to the Brightkite Terms of Service.

Logged in as Luke Wroblewski (Not you?) **Connect** Cancel

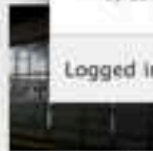
What's happening in So



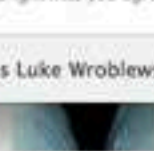
about 15 hours ago @ Mission Dolores Park



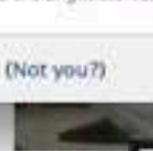
about 16 hours ago @ Squat & Gobbie Cafe



about 18 hours ago @ San Francisco International Airport



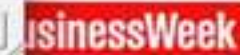
1 day ago @ San Francisco International



1 day ago @ SFO Terminal One

What people are saying

"Brightkite does this beautifully"



"The true king has just been submitted"



Instant-on Start Experience

WhobLUke474 @ Somewhere in the world - shared with everybody - [check in elsewhere](#)



Post



Check In



You can also post from your [mobile phone](#)

Everywhere

Friends

Everything

Enter a search term

- [wrlg](#) checked in @ Georgetown (TX, United States) - about 18 hours ago - [comment](#)
- [wrlg](#) checked in @ Round Rock (TX, United States) - about 18 hours ago - [comment](#)
- [factoryjoe](#) checked in @ Pittsburgh International (PA, United States) - 14 days ago - [comment](#)
- [factoryjoe](#) checked in @ Chicago O'Hare International (IL, United States) - 17 days ago - [comment](#)
- [factoryjoe](#) checked in @ San Francisco International (CA, United States) - 17 days ago - [comment](#)
- [factoryjoe](#) checked in @ San Francisco International Airport (CA, United States) - 24 days ago - [comment](#)
- [factoryjoe](#) checked in @ Google Washington DC (Second Floor, 1101 New York Avenue, N.W., United States) - 24 days ago - [comment](#)
- [factoryjoe](#) checked in @ Newsroom (555 Pennsylvania Avenue Northwest, Washington, DC, United States) - 25 days ago - [comment](#)
- [factoryjoe](#) checked in @ National Public Radio (635 Massachusetts Avenue Northwest, Washington, DC, United States) - 25 days ago - [comment](#) (2)
 - [brady](#) - going on the air? - 25 days ago
 - [factoryjoe](#): Not this time around. :) - 25 days ago
- [Comment](#)
- [factoryjoe](#) checked in @ Founding Farmers (1924 Pennsylvania Avenue Northwest, Washington, DC, United States) - 25 days ago - [comment](#)
- [factoryjoe](#) checked in @ Ronald Reagan Washington National Airport (DC, United States) - 25 days ago - [comment](#)

Friends on the town



BABITZ
AIRFARES UNDER \$200
NO FEES
[Book Now!](#)

Nearby people

[see all](#)



Share with **Twitter**

Application for elegant.ly

Startups need you. Apply and be connected to early-stage companies that realize great design and user experience will make or break their businesses.



Luke Wroblewski

Chief Design Architect (VP), Yahoo! Inc. | Speaker & Author, LukeW Ideation & Design
San Francisco Bay Area | 24 recommendations

YOUR AREAS OF EXPERTISE

Select all that apply to you

- | | |
|--|---|
| <input type="checkbox"/> Visual Design | <input type="checkbox"/> UX Design / Wireframes |
| <input type="checkbox"/> Icon Design | <input type="checkbox"/> Identity Design / Illustration |
| <input type="checkbox"/> Motion Design | <input type="checkbox"/> Web Development |
| <input type="checkbox"/> Experience / Product Strategy | <input type="checkbox"/> User Research |

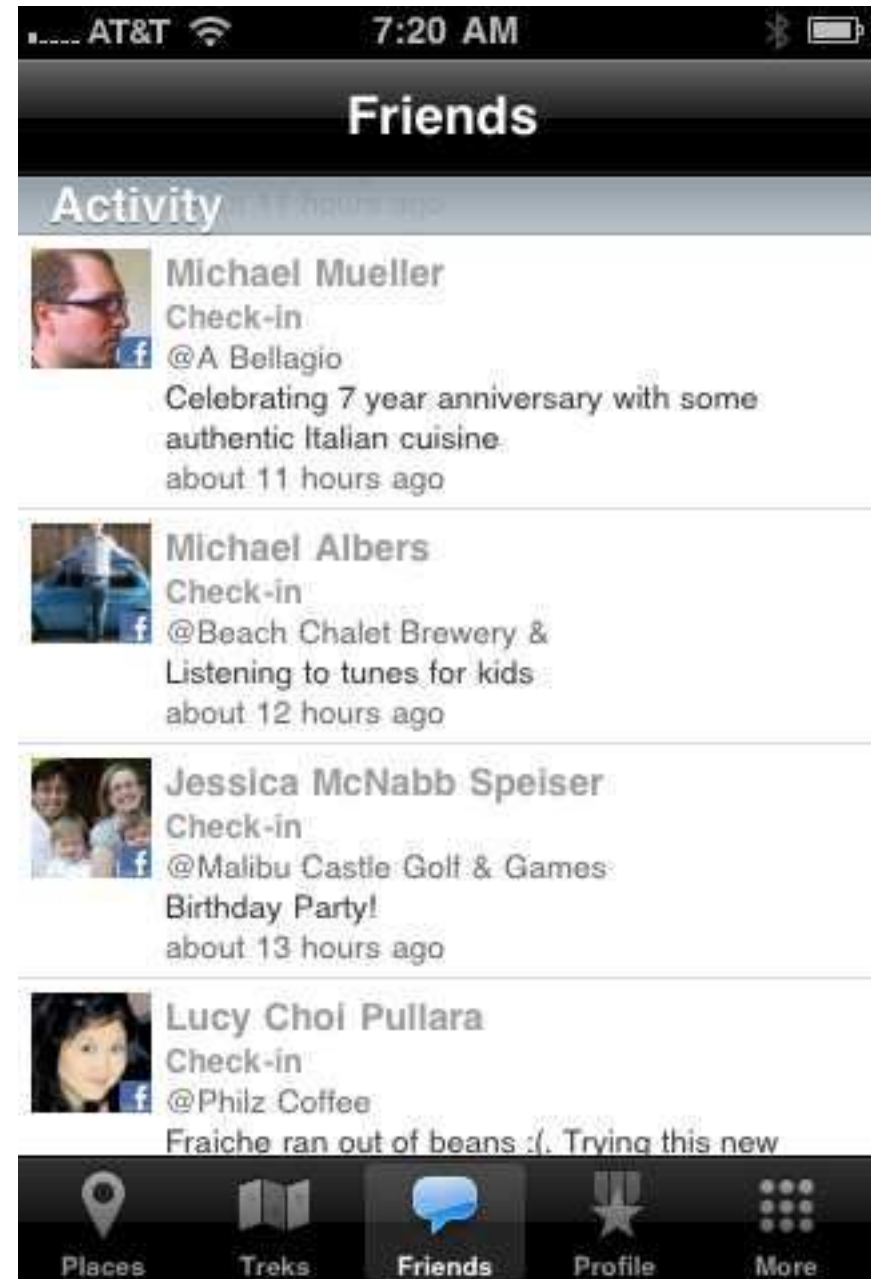
TELL ME ABOUT YOU

Passions, design interests, side projects, etc.

LukeW is an internationally recognized product design leader who has designed or contributed to software used by more than 700 million people worldwide. He is currently Chief Design Architect (VP) at Yahoo! Inc. where he works on product alignment and forward-looking integrated customer experiences on the Web, mobile, TV, and beyond.

Luke is the author of two popular Web design books (Web Form

ATTACH WORK PHOTOS



Instant on from the Mobile

The screenshot shows a mobile application interface for signing up on Gowalla. At the top, there is a status bar with AT&T 3G, 6:10 PM, and battery level. Below the status bar is a dark green header with three buttons: "Sign In", "Sign Up" (highlighted in green), and "Save". The main content area has a light green background with the Gowalla logo in orange. Below the logo is a white rounded rectangle containing the text "Autofill using Address Book". Underneath this are five input fields, each with a label and a value: "First Name" with "First", "Last Name" with "Last", "Email" with "me@example.com", "Username" with "username", and "Password" with "3 characters required".

Sign In Sign Up Save

Gowalla

Autofill using Address Book

First Name First

Last Name Last

Email me@example.com

Username username

Password 3 characters required

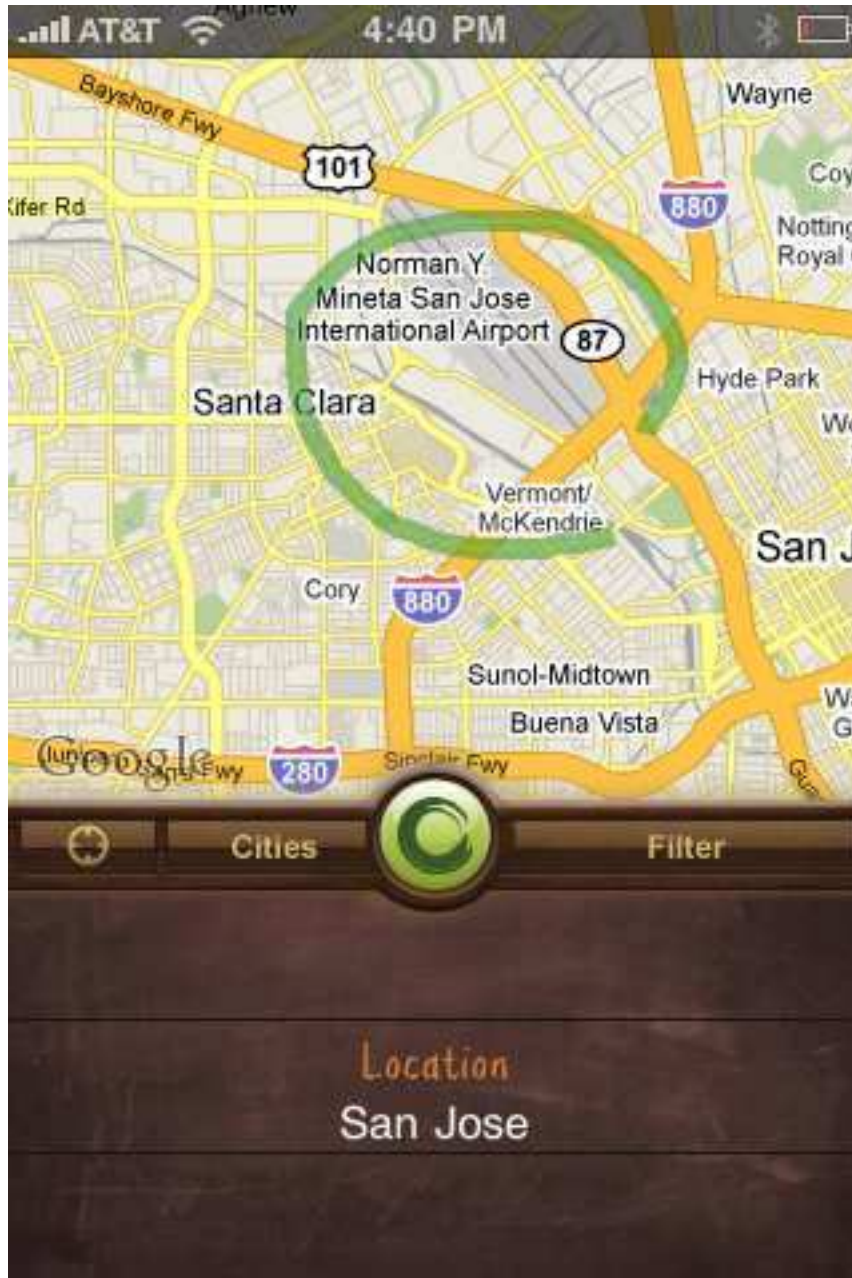
Instant Purchasing



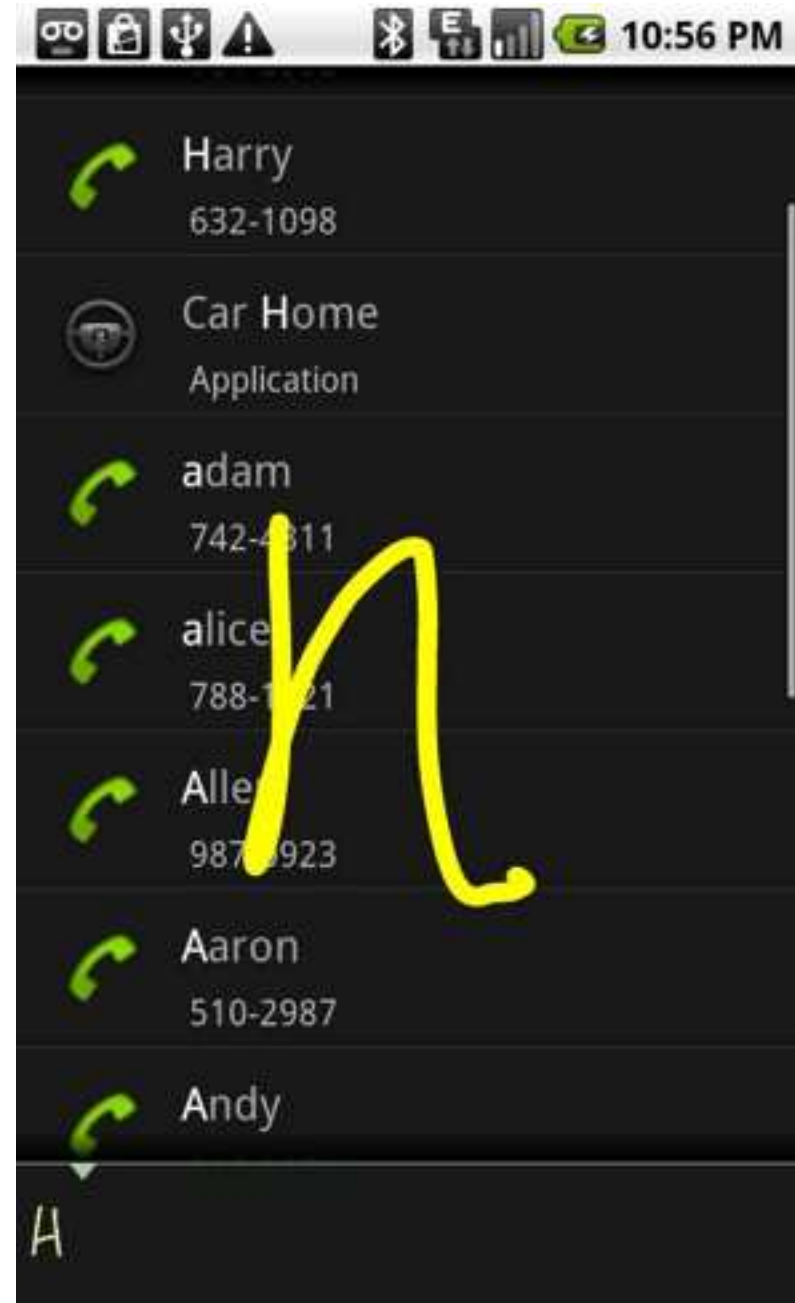
WEB SERVICES

- Remove barriers to account creation
- Don't re-create what they've already done
- Deliver an instant-on start experience

Gestures as Input



Gestures as Input



TOUCH

Consider core gestures
for input



nexus one™



11:07 AM



akelly



Type to compose

Send

AUDIO

Voice commands can substitute text input

Location as Input

Now in the UK!

Sign Up for Yelp Log In

yelp *Real people. Real reviews.*

Search for (e.g. taco, cheap dinner, Max's) Near (Address, City, State or Zip)

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk Events Member Search

yelp drinks! 50% off featured beverages! March 8th - 14th.

restaurants San Jose 1 to 10 of 5125 - Results per page: 10

Browse Category: Restaurants

Hide Filters

Sort By » Best Match Highest Rated Most Reviewed	Cities <input type="checkbox"/> San Jose <input type="checkbox"/> Santa Clara <input type="checkbox"/> Sunnyvale <input type="checkbox"/> Milpitas ... More Cities »	Distance Bird's-eye View Driving (5 mi.) Biking (2 mi.) Walking (1 mi.) Within 4 blocks	Features <input type="checkbox"/> Open Now (4:05pm) <input type="checkbox"/> Good for Groups <input type="checkbox"/> Good for Kids <input type="checkbox"/> Take-out ... More features »	Price <input type="checkbox"/> \$\$\$\$ <input type="checkbox"/> \$\$\$ <input type="checkbox"/> \$\$ <input type="checkbox"/> \$	Category <input type="checkbox"/> Chinese <input type="checkbox"/> Japanese <input type="checkbox"/> Vietnamese <input type="checkbox"/> Mexican ... More categories »
--	--	---	---	--	--

1. **SJ Omogari Korean Restaurant**
Category: Korean

★★★★☆ 329 reviews
154 E Jackson St
San Jose, CA 95112
(408) 288-8134

Delicious Korean cuisine in San Jose! Looking at the exterior of this restaurant, you might not expect good food, clean venue and friendly service. However, it's got all of those! I've been here

2. **Vung Tau Restaurant**
Categories: Vietnamese, Thai

★★★★☆ 400 reviews
535 E Santa Clara St
San Jose, CA 95112
(408) 288-9055

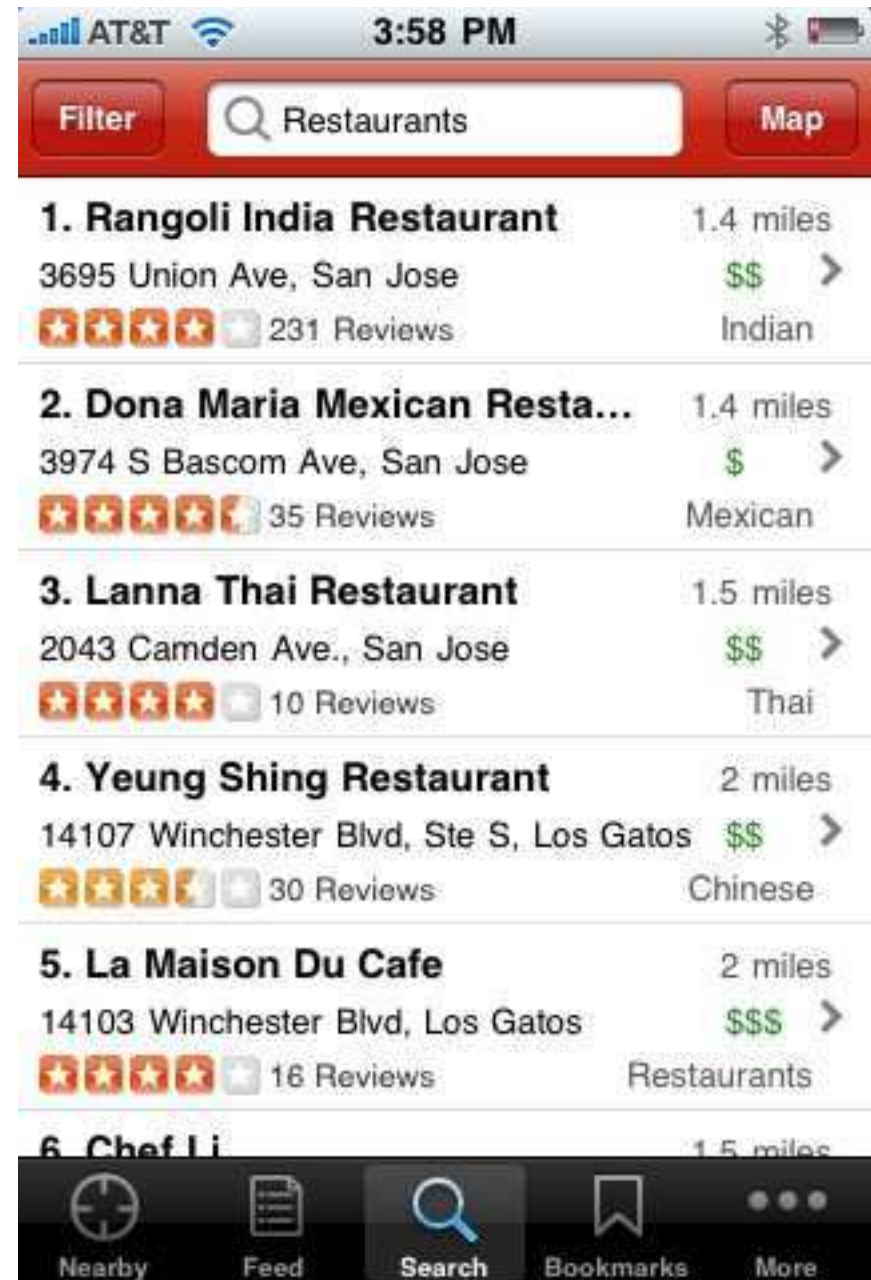
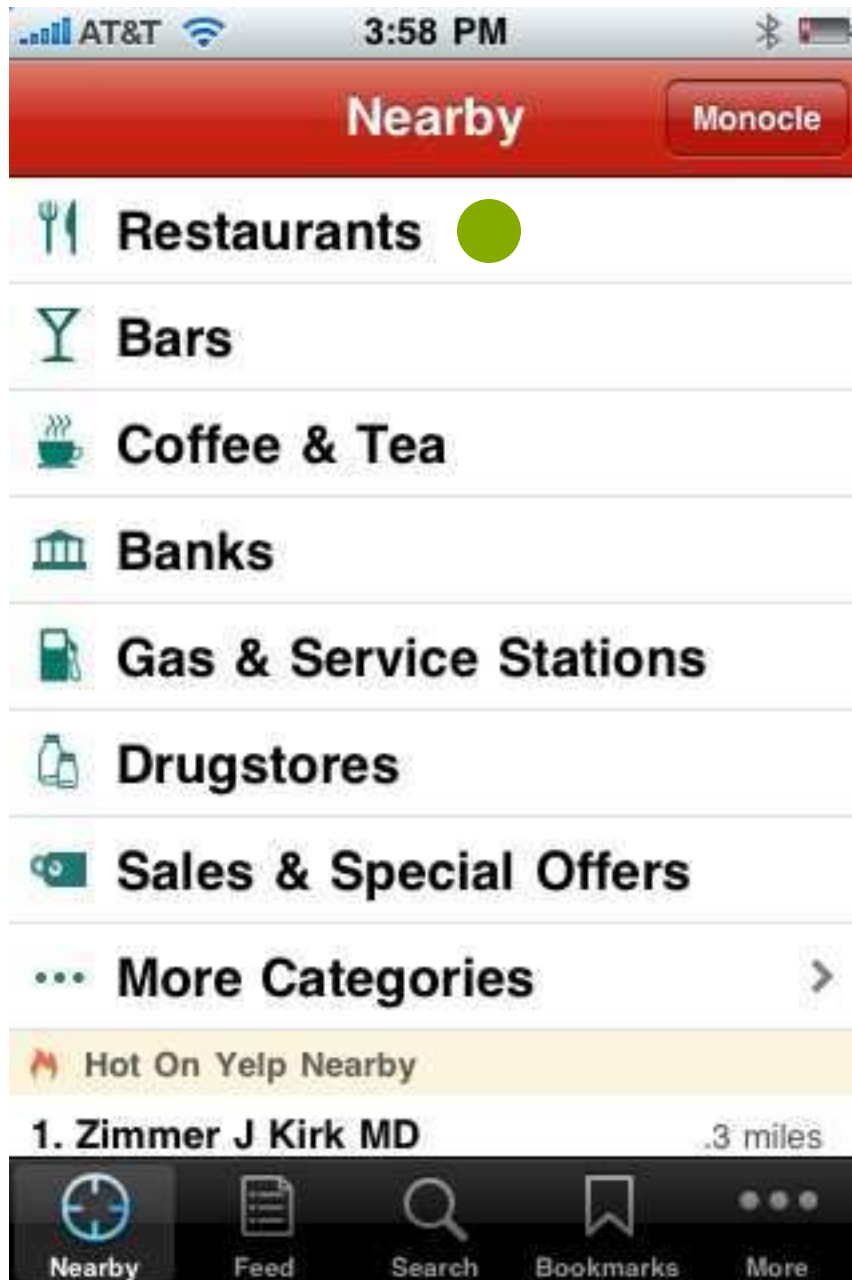
First Impressions: I have been to this restaurant since I was small with my family. Oh how have they updated the image. It is really fancy inside now. It use to be a old bar and dining place

3. **Taiwan Restaurant**
Categories: Chinese, Caterers, Food

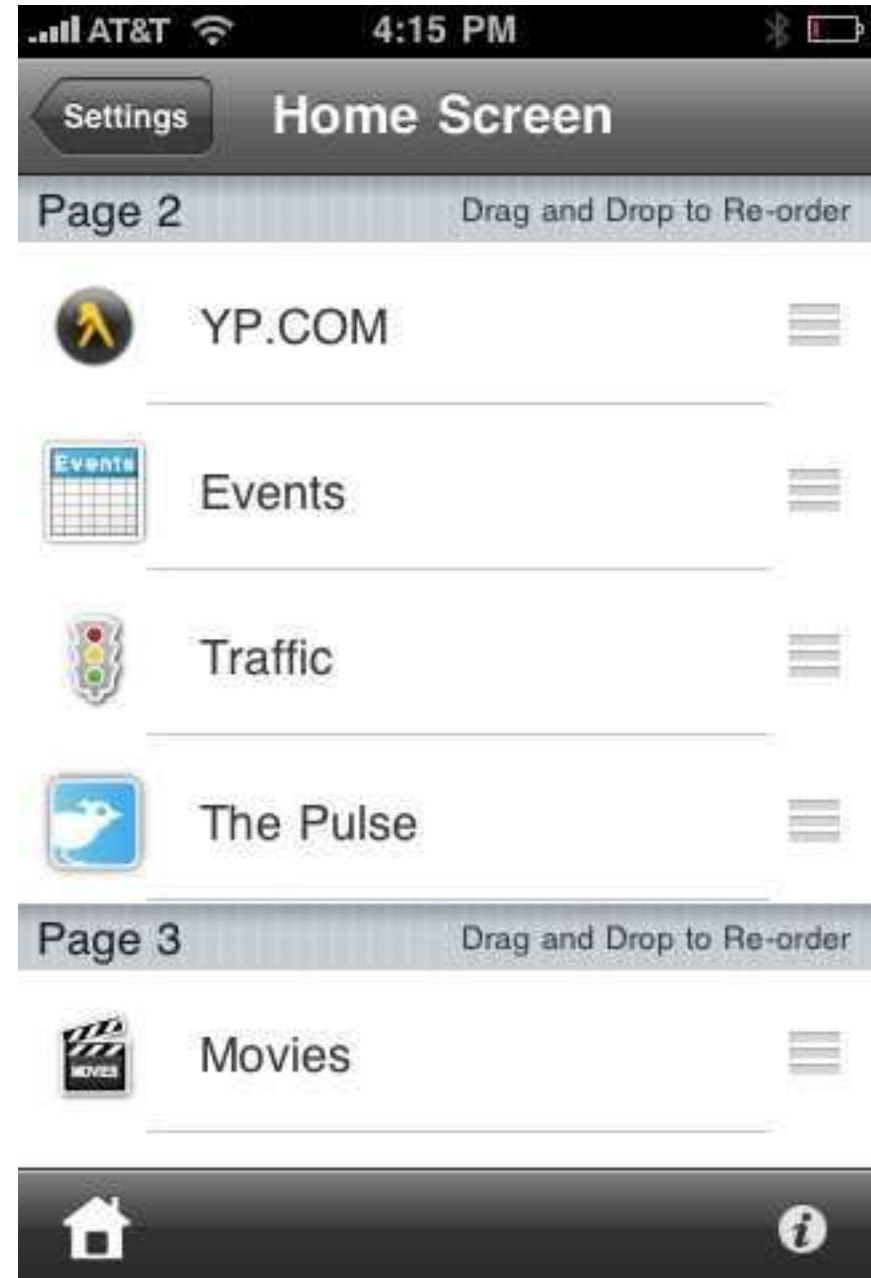
★★★★☆ 167 reviews
1306 Lincoln Ave
San Jose, CA 95128

Mo' Map Map, stay put! Rado search in map

Location as Input



Location as Input



Location Systems

	Accuracy	Positioning Time	Battery Life
GPS	10m	2-10 minutes (only outdoors)	5-6 hours on most phones
WiFi	50m (improves with density)	Almost instant (server connect & lookup)	No additional effect
Cell tower triangulation	100-1400m (based on density)	Almost instant (server connect & lookup)	Negligible
Single Cell Tower	500-2500m (based on density)	Almost instant (server connect & lookup)	Negligible
IP	Country: 99% City: 46% US, 53% Intl ZIP: 0%	Almost instant (server connect & lookup)	Negligible

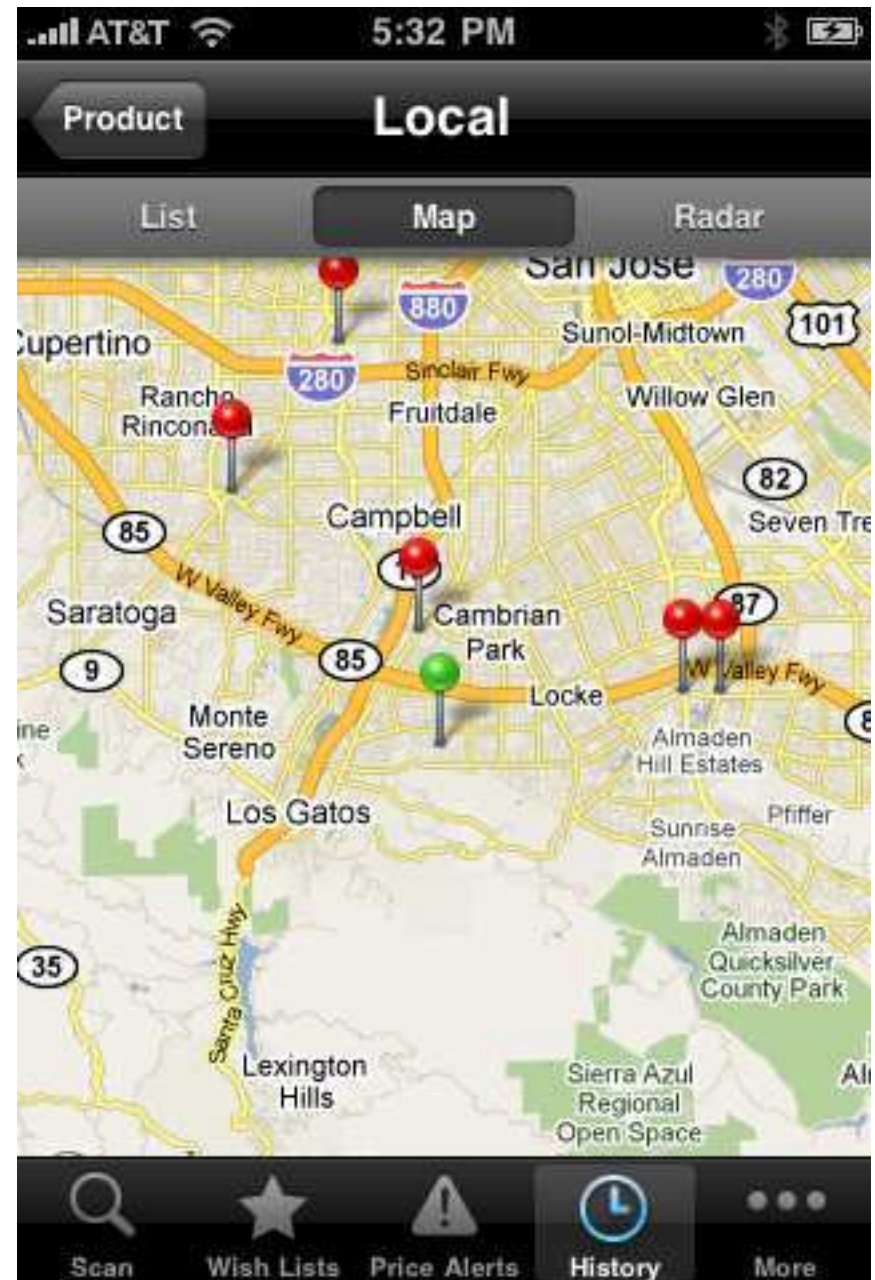
Smartphones: hybrid of GPS, Wifi, and cell tower triangulation

Laptops/desktops: WiFi, IP, rarely GPS

LOCATION

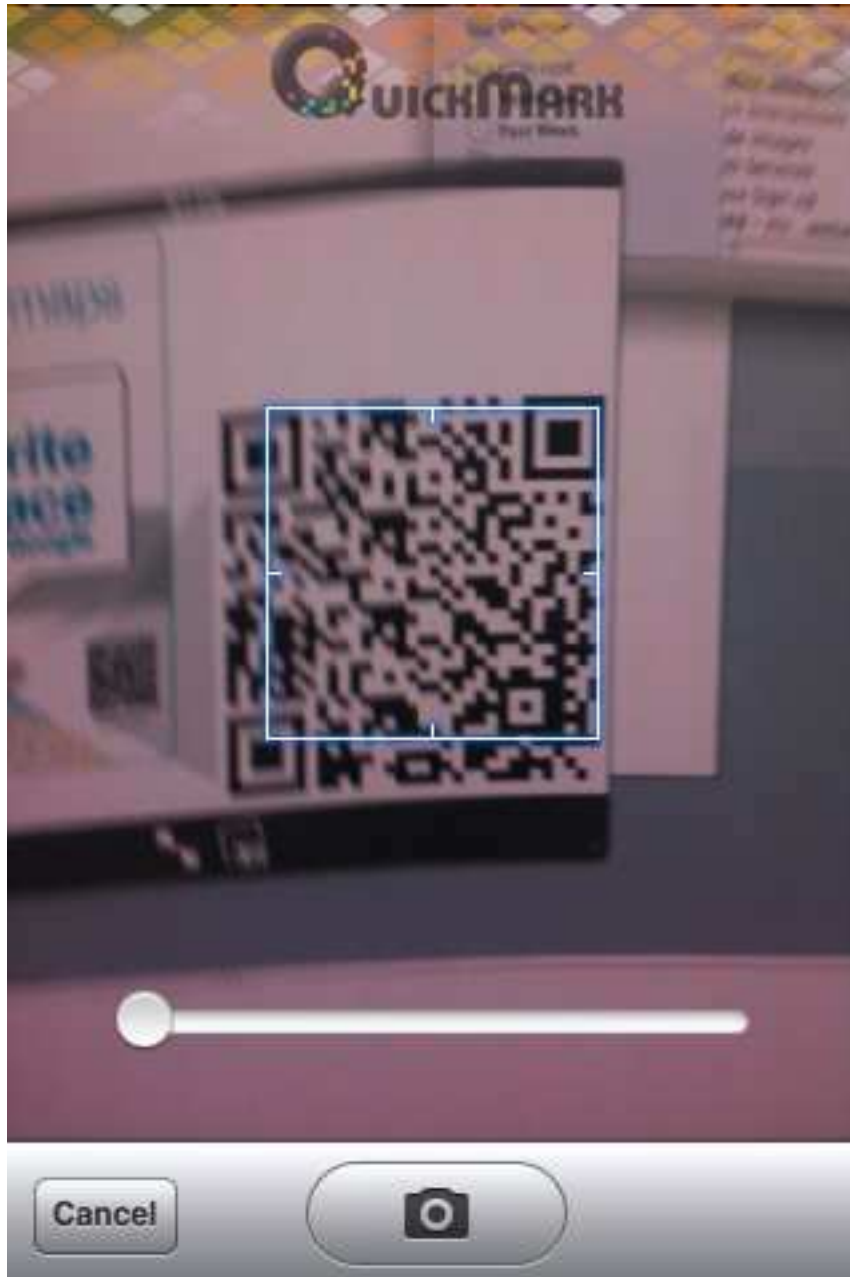
Location detection can deliver relevant content without requiring a lot of input

Images as Input









AT&T 5:10 PM

Google Web Images Local more

☆
Kasa Indian Restaurant - Indian Food Delivery

4001 18th Street
San Francisco, CA 94114
www.kasaindian.com - [web site](#)

★★★★☆ [14 reviews](#)



"Kasa was a nice take on Indian 'fast food'." ...
"San Francisco likes Indian food." ... "The portions were very generous and tasted really good." ...
"And besides, who needs ambiance with an idea this good?" ... "I'm a little obsessed with Kasa...it's that good!" ... "I am hooked!"
insiderpages.com, citysearch.com

(415) 621-6940 Map »

Details

Hours Of Operation: Monday: 11:00AM - 10:00PM, Tuesday: 11:00AM - 10:00PM, Wednesday: 11:00AM - 10:00PM

Navigation icons: back, forward, home, search, tabs (6)

IMAGES & VIDEO

Consider how photo and video integration
simplify or extend input

Mobile Device Capabilities

- Multi-touch sensors
- Location detection
- Device positioning & motion: from an accelerometer
- Orientation: direction from a digital compass
- Gyroscope: 360 Degrees of motion
- Audio: input from a microphone; output to speaker
- Video & image: capture/input from a camera
- Dual cameras: front and back
- Device connections: through Bluetooth between devices
- Proximity: device closeness to physical objects
- Ambient Light: light/dark environment awareness

MOBILE INPUT

1. Put in the effort where there's payoff.
2. Take the pain out of forms. Put it on yourself.
3. Look beyond forms for input.



More Information

- @lukew
- www.lukew.com

Web Form Design

- www.rosenfeldmedia.com/books/webforms/
- Discount code: (25%)