DESIGNING FOR TODAY’S WEB

LUKE WROBLEWSKI
WEBDAGENE SEPTEMBER 2010

@LUKEW
TODAY’S WEB

• What is changing the way we interact with the Internet?
• How does this impact our designs?
TODAY’S WEBPOCKET

• Huge growth on mobile Internet
• Introducing new contexts of use
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;25
Source: ITU, Mark Lipacis, Morgan Stanley Research.
3G Penetration

- **485MM** global 3G users
- **46%** year over year increase in worldwide 3G penetration
- **11%** of mobile users on 3G worldwide
- **44%** estimated worldwide by 2013
- **Already over 30%** penetration in Japan, Western Europe, and USA

Source: 3G subscribers data per Informa, Morgan Stanley Research
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

Mobile Usage

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)

www.lukew.com/ff/

- 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

Additional Usage

- Over half a million calls made to local businesses directly from the iPhone App, or one in every five seconds.

- Viewing active listings 45% more often from mobile devices (audience is primarily active buyers, on location or scoping out neighborhoods)

- People that use Facebook on their mobile devices (150M active) are twice as active on Facebook than non-mobile users.

FROM DESIGNING FOR THIS...

Flickr photo by mrvjtod | Content/idea for slide: Bryan Rieger: http://slidesha.re/cBQ9cw
During a typical day...
84% at home
80% during misc. times
74% waiting in lines
64% at work

Flickr photo by NokiaConnectZA | Idea for slide: Bryan Rieger: http://slidesha.re/cBQ9cw
Location & Orientation Detection
LOOKING UP

LOOKING DOWN

LOOKING AHEAD
NEAREST TUBE: MOBILE DESIGN

Source: AcrossAir
TODAY’S WEB

1. IN YOUR POCKET
   • Explosive growth in mobile traffic
   • Introduces new modes of use
   • And new contexts to design for
MOBILE FIRST

LUKE WROBLEWSKI
WEBDAGENE 2010
TODAY’S WEB IS...

- Desktops
- Laptops
- Mobiles
- Game Consoles
- Connected TVs
- Streaming Players
- Etc...
I was born in Toronto, one month early and during a blizzard that covered the city in snow and silence. The surprise and the low-visibility conditions that accompanied my arrival were portents, though they went unrecognized at the time. My mother, as a recent immigrant from India, was of two worlds, and she would pass that multiple identity on to me. My father was making his way to Canada, but had not yet arrived; his absence at my birth was a sign of the deeper absence yet to come. Looking back, I see all the ways in which my life was set the moment I was born into it. Whether in the stars or in stone, whether by the hand of God or some nameless force, it was already written, and every action of mine would serve to...
<table>
<thead>
<tr>
<th>LAPTOPS</th>
<th>STREAMING PLAYERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Explorer 6.0 or higher</td>
<td>Apple TV</td>
</tr>
<tr>
<td>Firefox 2 or higher</td>
<td>Roku</td>
</tr>
<tr>
<td>Safari 3 or higher</td>
<td>Seagate FreeAgent</td>
</tr>
<tr>
<td>TABLETS</td>
<td>WD TV Live Plus</td>
</tr>
<tr>
<td>Apple iPad</td>
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<tr>
<td>SMART PHONES</td>
<td>DIGITAL VIDEO RECORDERS</td>
</tr>
<tr>
<td>Apple iPhone</td>
<td>TiVo</td>
</tr>
<tr>
<td>Google Android coming soon</td>
<td>CONNECTED BLU-RAY PLAYERS</td>
</tr>
<tr>
<td>GAME CONSOLES</td>
<td>Insignia Connected Blu-Ray Player</td>
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<tr>
<td>Nintendo Wii</td>
<td>LG Network Blu-ray Players</td>
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<tr>
<td>Xbox 360</td>
<td>Panasonic Networking Blu-Ray Player</td>
</tr>
<tr>
<td>Sony PS3</td>
<td>Philips Netflix ready Blu-ray Player</td>
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<tr>
<td>CONNECTED TVs</td>
<td>Pioneer Internet Connected Blu-ray Player</td>
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<tr>
<td>LG HDTVs with NetCast</td>
<td>Samsung Network Blu-ray Players</td>
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<tr>
<td>Sanyo LED HDTV</td>
<td>Sony Network Blu-ray Disc player</td>
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<td>Sony BRAVIA LCD HDTVs</td>
<td>Toshiba Blu-ray players</td>
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<td>VIZIO XVT Series HDTVs</td>
<td>Yamaha Networking Blu-ray Disc Player</td>
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<tr>
<td>Panasonic Viera TVs</td>
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</tbody>
</table>

**DIGITAL VIDEO RECORDERS**

- TiVo

**CONNECTED BLU-RAY PLAYERS**

- Insignia Connected Blu-Ray Player
- LG Network Blu-ray Players
- Panasonic Networking Blu-Ray Player
- Philips Netflix ready Blu-ray Player
- Pioneer Internet Connected Blu-ray Player
- Samsung Network Blu-ray Players
- Sony Network Blu-ray Disc player
- Toshiba Blu-ray players
- Yamaha Networking Blu-ray Disc Player
- VIZIO Blu-ray Player with Internet Apps
**Your Memories. Your Way.**

What were you doing then? Remember what you did last year, last month, or yesterday using our Twitter-based service on your iPhone, Facebook, Myspace, Internet device, and more. Tweetago brings your memories to you wherever you are. Learn more »

**Get Tweetago for:**

**iPhone**
Download our iPhone application from the iTunes store to get Tweetago on the go.

**Facebook**
Add to your profile page and share memories with your Facebook friends.

**MySpace**
Add to your profile page and share memories with your Myspace friends.

**Dashboard**
Download our OSX dashboard widget to get your memories on your Apple desktop.

**Bookmarklet**
Add your memories to your favorite Web browser: FireFox, Safari, or Internet Explorer.

**Chumby**
Display your memories anywhere you like using the Chumby Internet device.
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**MySpace**
Add to your profile page and share memories with your Myspace friends.

**Chumby**
Display your memories anywhere you like using the Chumby Internet device.

**Adobe AIR**
Download our AIR application to view your memories on your Mac or PC desktop.

**My Yahoo!**
Add your memories to your My Yahoo! home page.

**iGoogle**
Add your memories to your iGoogle home page.

**RSS**
Subscribe to a feed of your memories using your favorite RSS reader.

**Badge**
Add your memories to your iGoogle home page.
The Golden Compass: senseless waste of Ian McKellen.
December 10, 2007 at 06:09am

Done pulling speaker cables. Happy we have a basement, decent crawlspace, and a 120-pound boy to send into the tight spaces.
December 10, 2007 at 06:09am

Yesterday: Dec 9, 2008

Really think we should not hammer the Twitter API.
December 10, 2008 at 03:22pm
Done pulling speaker cables. Happy we have a basement, decent crawlspace, and a 120-pound boy to send into the tight spaces.

December 10, 2007 at 12:22pm
Your Memories, Your Way.

What were you doing then? Remember what you did last year, last month, or yesterday using our Twitter-based service on your iPhone, Facebook, MySpace, Internet device, and more. Tweetago brings your memories to you wherever you are. Learn more »

Get Tweetago for:

**iPhone**
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**Bookmarklet**
Add your memories to your favorite Web browser: Firefox, Safari, or Internet Explorer.

**Chumby**
Display your memories anywhere you like using the Chumby Internet device.

**My Yahoo!**
Add your memories to your My Yahoo! home page.

**RSS**
Subscribe to a feed of your memories using your favorite RSS reader.

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TODAY’S WEB

2. AND BEYOND
   • Integrate appropriately
   • Focus on your core value
   • Flexible & responsive design
TODAY’S WEB & YOUR FRIENDS

- Identity & relationships as services
- Instant on experiences
Typical Account Creation

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.

Learn about Brightkite  Sign up

Welcome to Brightkite  Meet you & friends  Post photos & notes to locations  Explore & discover new places

Recent activity around Portland

factoryjoe checked in @ Ace Hotel - less than a minute ago

mtnma checked in @ Target - 39 minutes ago
Are you human?

Type the two words:

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
Re-create your identity & friends list

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
Web Services for Account Creation

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

Download to your mobile device:
iPhone, Android, BlackBerry, all other phones

What's happening in South San Francisco

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.” - Cnet
Web Services for Account Creation

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

Available on the iPhone

App Store

What's happening in San Francisco

about 15 hours ago @ Mission Dolores Park
about 16 hours ago @ Squas & Gobble 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

"The true king has just been submitted"
Instant-on Start Experience

Quora: Find Questions, Topics and People

Your Feed

All Open Questions

Quora Team suggested a question to you.
How do I get started using Quora?
9 Answers • Follow • 2 Topics

Eckart Walther followed a question.
When should a startup consider getting outside firms to do payroll etc.? If so, what firms are best at doing that?
4 Answers • Follow • 4 Topics • 12:06pm

Answer added in topic Yahoo.
How many active users does Yahoo have?
1 Allen Tom, Dude
Over 350 million
1 Answer • Follow • 3 Topics • 9:46am

Answer added in topic Design.
Does outsourcing graphic design work (primarily for development of marketing/advertising assets) to India work? If so, recommendatio...
(continue)
1 Mikko Alasaarela, Creative Entrepreneur.
I have had bad experiences on Indian design quality, and most people I talk to agree that India's software scene does not have a sense for design, yet....
(more)
3 Answers • Follow • 2 Topics • 11:09pm on Monday

Question added to topic Yahoo.
How many registered users does Yahoo have?
0 Answers • Follow • 3 Topics • 9:35pm on Monday

Answer added in topic Product Design.
What are typical properties of successful web products?
0 Fahd Butt, Thinkpanda | Experience Designer...
Trying to address a specific problem is what every website aims to do, but some are more successful than their competitors that are solving the sam...
(more)
2 Answers • Follow • 1 Topic • 6:50pm on Monday

Suggestions

Follow

HTML • Related to Web Design

iPhone Games • Related to Mobile Location Applications

Google • Related to Web Search

To get better suggestions, find people to follow.
We created Pandora to put the Music Genome Project directly in your hands.

It's a new kind of radio-
stations that play only music you like.

Enter an artist, song, or composer. We'll create a radio station featuring that music and more like it.

We're starting you off with a station based on artists you like from Facebook.

now playing: Jamming by Bob Marley on Exodus (Deluxe Edition)
• 500 million people worldwide are actively using Facebook
• 50% of active users log on to Facebook in any given day
• More than one million websites have integrated with Facebook
• More than 150 million people engage with Facebook on external websites every month
• Two-thirds of comScore’s U.S. Top 100 websites and half of comScore’s Global Top 100 websites have integrated with Facebook

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
- Visual Design
- Icon Design
- Motion Design
- Experience / Product Strategy
- UX Design / Wireframes
- Identity Design / Illustration
- Web Development
- 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
Tight Knit Circles Flourish

• 2-3 average “clique” size on Y! Answers before social relationships were added
• 4 average people a man messages on Facebook
• 6 average people a woman messages on Facebook
• 7 average friend’s walls a man on Facebook posts to
• 10 average friend’s walls a woman on Facebook posts to
• 13 average “friends” for 92% of Twitter users

Source: Questioning Yahoo! Answers, 2007 ACM
Source: Social Networks that Matter: Twitter under the Microscope, January 2009
Primates on Facebook, Economist, Feb 2009
90% of a user’s “friends” reciprocate attention by being friends as well.

Source: Social Networks that Matter: Twitter under the Microscope, January 2009
• 90% reciprocal relationships on Twitter when two sides exchanged at least two “@” messages
• 15.1% of Facebook friends exchange direct messages
• 95% accuracy for detecting real friends using mobile call logs & location

Source: Social Networks that Matter: Twitter under the Microscope, January 2009
BBC News: Mobile data show friend networks
Rhythms of social interaction, HP Labs
Total number of posts increases with friends without saturating up to 3,200 posts

Source: Social Networks that Matter: Twitter under the Microscope, January 2009
Real Relationships Drive Production

Contribution as friends increase does not saturate like it does for followers

Source: Social Networks that Matter: Twitter under the Microscope, January 2009
Real Relationships Drive Production

- **0-1-2 EFFECT**
  probability of joining an activity when two friends have done it is significantly more than twice the probability of doing it when only one has done so

This is what you’re about to share.

So you want to be an Interaction Designer
A User Experience design and consulting firm that unites theory and practice to advance the art of user experience design while helping clients make better business decisions. Located in San Francisco, California, USA.
http://www.adaptivepath.com/publications...
30 BILLION
Pieces of content (links, videos, photos, etc.) shared each month

3. KNOWS YOU & YOUR FRIENDS

- Instant start experiences
- Real relationships drive production
- Good design still matter
TODAY’S WEB

1. IN YOUR POCKET
2. AND BEYOND
3. KNOWS YOU & YOUR FRIENDS
TODAY’S WEB IS POSSIBLE NOW. GO MAKE IT.
More Information
• @lukew
• www.lukew.com

Web Form Design
• www.rosenfeldmedia.com/books/webforms/
• Discount code: (25%)