MOBILE WEB DESIGN MOVES
Let’s Learn a New Move...

1.

2.

3.
Small new moves can add up to very big things.
Why do I need new moves?

- Mobile Web Growth
- Mobile is Different
MOBILE WEB GROWTH
PC vs. Smartphone Shipments

Smartphones **passed** PC shipments in Q42010

Source: http://bit.ly/gIqKm9
Source: http://bit.ly/g5ktGq
Shift in Usage

-20% Home usage of PC since 2008

Why? Smartphones & tablets

Source: http://read.bi/efrmCj
Shift in Usage

-7% Visitors to Web-based email sites declined

+36% Visitors accessing email on mobile devices increased

SMARTPHONES

Don’t most people just use native mobile applications to access the Internet?
TWITTER

55% of users on mobile
40% of tweets from mobile
16% of new users start on mobile

TWITTER


78% TWITTER.COM
14% M.TWITTER.COM
8% SMS
8% TWITTER ON IPHONE
7% TWITTER ON BLACKBERRY
Aza Raskin @azazels
Specular highlights with CSS. Hot.
bit.ly/sKeAoN

Dan Brown @brannorana
This will be the highlight of my day,
if not my week: Watching
@JodyWirthaN walk through our
portfolio for a prospect.

Adam Reineke @AdamTReinke
Browsers degrade gracefully,
developers use progressive
elevation, and we all win.
@adactio #aa

Craig Villamor @birdfly
There are a lot of ways to articulate
why design is increasingly
important. This can involve a

Luke Wroblewski
View your profile

7,523 TWEETS 90 FOLLOWING 28.3K FOLLOWERS

Direct messages

Drafts

Lists

Saved Searches

About
FACEBOOK

50% of users on mobile

50% of mobile web traffic

2X more desktop use if also use mobile

Source: bit.ly/x0ZVZM
Source: bit.ly/sV01WV
Source: bit.ly/tv0KnK
Facebook Usage

425 MILLION

Mobile Web
50%

Mobile Native Apps
50%

- iPhone
- Palm
- Sony Ericsson
- INQ
- Blackberry
- Nokia
- Android
- Windows Phone
- Sidekick
Jon Sweet
Anyone know if there's a good online collection of stats on which charitable investments are yielding the best return, e.g. $ per life saved?

$258M Bill Gates project eliminated 100k HIV infections from 2003-2008
medicalexpress.com
47 minutes ago near Santa Clara

1 person 3 comments

Jon Sweet
If you can't stomach looking at your portfolio balance for a week, you probably need to dial back the risk knob a bit, praise my hands...

Luke Wroblewski
Senior Principal, Product Ideation & Design at Yahoo!

 Studied Interface Design at University of Illinois at Urbana-Champaign

Update Status Check In

Luke Wroblewski
Data Monday: iPhone 4S Pre-Orders

Yesterday at 4:27am

3 comments

Luke Wroblewski likes a link
Mobile Web Usage

• Mobile phones will overtake PCs as the most common Web access devices worldwide by 2013
• 600% growth in traffic to mobile websites in 2010
• Avg smartphone user visits up to 24 Web sites visits per day
• Top 50 websites constitute only 40% of all mobile visits
• Opera Mini traffic up 200% yr/yr

Source: http://www.mobiadnews.com/?p=5133
Even if you have native apps...
Discover, capture and share places and events with your friends.

Download the Application

Apple iPhone
Touch 2G, 3G, 3GS
• Instant updates, fixes, & testing
• Not playing in anyone else’s backyard
• Great way to get started with mobile

• Shift from PCs to mobile devices
• Including the Web
• Even if you have an app...
• Chances are you’re not on every platform
• Even if you are URLs still need pages
MOBILE IS DIFFERENT

Photo By Michael Beserra
Coffee Mug

Big Screen
Power Supply
Consistent Network
Keyboard
Mouse
Chair
Desk
25

Small Screen

Battery

Fingers

Sensors

INTENSELY PERSONAL
WHERE ARE WE MOBILE?

EVERYWHERE & ANYWHERE

84% at home
80% during misc. times
74% waiting in lines
64% at work

Photo by Steve Rhodes
When are we mobile?

When are we mobile?

When are we mobile?

When are we mobile?

When are we mobile?

When are we mobile?

Linkedin Overall users

When are we mobile?

Linkedin Mobile users

When are we mobile?

Mobile 3G Traffic Patterns

Laptop

Tablet

Smartphone

40% of searches come from 8% of users

- 40% of all Yelp searches come from their **mobile applications** which had 5.7 million unique users in Feb 2012
- That month Yelp had 66 million monthly unique users around the world

Additional Usage

• Every second a consumer calls a local business and generates driving directions from a Yelp mobile app.

• 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 (425M active) are twice as active on Facebook than non-mobile users.
MOBILE IS DIFFERENT

- Technical capabilities & limitations
- Ergonomics of palm-sized devices & touch
- Used anywhere & everywhere
- Distinct times & behaviors
• Mobile Web Growth
• Mobile is Different

OOOO I need new moves.
MOBILE WEB DESIGN MOVES

1. Organize Yourself
2. Use your Head
3. Bottom Out
ORGANIZE YOURSELF
Lookup/Find
Explore/Play
Check In/Status
Edit/Create
Check In/Status

Edit/Create
Recognized nationally as the #1 up-and-coming college in the Midwest, Adrian is a vibrant and forward-looking campus transforming its students into leaders and

Least Student Debt
Equestrian Tack Swap to be held
of Equestrian team hosts fundraising event.

WVAÇ 107.9 FM Features New Music Format

Institute for Study Abroad Hosts Passport Day

Adrian College, "Unleashing Creativity"

Theta Chi Presents 'The Magic Snu'

Robinson Planetarium Presents Spring Shows
“I was looking at the right side of the Venn diagram I thought, ‘That looks like a lot of the current and planned content for our mobile site.’ I think the only thing we don’t have are the admissions application.”
MOBILE FIRST

1. GROWTH = OPPORTUNITY
2. CONSTRAINTS = FOCUS
3. CAPABILITIES = INNOVATION
Navigation First, Content Second
Minimal Navigation

Maximum Content
Minimal Navigation

Maximum Content
“In the new app, we present relevant content up-front and instantly notify users of new invitations and messages. In other words, we remove the friction of a dashboard and provide immediate value on app launch.”
Check In/Status

Navigation
Second
“Mobile users want to see our menu, hours, and delivery number. Desktop users definitely want this 1mb png of someone smiling at a salad.”
@grigs that we both rely on "view desktop site" links tells me that mobile-optimized content regularly falls short of users' needs /cc @beep

10:30pm Mar 4th 2011 via Twitter for Mac in reply to grigs #10 [x]

scottjehl
Scott Jehl

Thought of the day: we'll know the mobile web is "ready" when links to the desktop version are understood to be unnecessary.

10:43pm Mar 4th 2011 via TweetDeck #11 [x]

grigs
Jason Grigsby
Top Pages by Visit
ORGANIZE YOURSELF

- Know what mobile is uniquely good at
- Adjust site organization accordingly
- Content first, navigation second
- Don’t dumb it down for mobile
USE YOUR HEAD
Navigation Elements

56% NAV/CHROME

44% CONTENT
Navigation Elements

13 NAV ELEMENTS

lukew.com/touch
5 NAV ELEMENTS
4 NAV ELEMENTS
Full Navigation Page
Top Navigation Overlay
Pivot & Explore
Dead End
Duplicative Menus

ESPN Mobile Web Home
Recently Visited
Scores & Schedules
News
Analysis
Sports
Fantasy
Podcenter
scoring list
MORE  Daily Dime Live: ESPN experts discuss Sunday's action
VIDEO  Carmelo, Amare Focused On Winning
VIDEO  Suns Beat Pacers At The Buzzer
LIVE  NBA PHI 89 CLE 81 3:43 4th

What's Hot

News & Analysis

Video

Sports

SportsNation

Podcenter

Favorite Teams

Fantasy

More from ESPN

ESPN.com | ABC News | ESPN Alerts | Help | Search | Site Map | Terms of Use | Interest-Based Ads | Privacy Policy/Your California Privacy Rights
Top Navigation Link

Bottom Navigation Menu
Best of Both Worlds?

Minimal Navigation

No Duplicative Menus

Just an Anchor Link

Pivot & Explore
80-90% of people are right handed
USE YOUR HEAD

- Avoid excessive navigation menus
- Top navigation links for quick access
- Page bottom for pivoting & exploring

Photo by re-Verse
BOTTOM OUT

Photo by re-Verse
What About Fixed Position Menus?
Fixed Bottom

- Requires Javascript
- Eats up Screen Space
Fixed Bottom

- Requires Javascript
- Eats up Screen Space
- Physical Control Proximity
Physical Controls Below Screen
Fixed Bottom

- Requires Javascript
- Eats up Screen Space
- Physical Control Proximity
System Controls

“I’m always hitting that home key by mistake rather than the space bar and so exit out of what I’m typing.”

Getting Back

Back Button

Back Button
Getting Back

Back Button

Back Button
MOBILE WEB DESIGN MOVES

1. Organize Yourself
2. Use your Head
3. Bottom Out
4. Take it In
<table>
<thead>
<tr>
<th>Input Type</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>checkbox</td>
<td><code>&lt;input type=&quot;checkbox&quot;&gt;</code></td>
</tr>
<tr>
<td>radio button</td>
<td><code>&lt;input type=&quot;radio&quot;&gt;</code></td>
</tr>
<tr>
<td>password field</td>
<td><code>&lt;input type=&quot;password&quot;&gt;</code></td>
</tr>
<tr>
<td>drop-down lists</td>
<td><code>&lt;select&gt;&lt;option&gt;...&lt;/option&gt;&lt;/select&gt;</code></td>
</tr>
<tr>
<td>file picker</td>
<td><code>&lt;input type=&quot;file&quot;&gt;</code></td>
</tr>
<tr>
<td>submit button</td>
<td><code>&lt;input type=&quot;submit&quot;&gt;</code></td>
</tr>
<tr>
<td>plain text</td>
<td><code>&lt;input type=&quot;text&quot;&gt;</code></td>
</tr>
</tbody>
</table>
select on iPhone

Device Optimized UI Control
select on Android

Device Optimized UI Control
Re-enter password:

Question:
Select one

Secret answer:

5-character minimum; not case sensitive
Or use an alternate email address

Name of first pet
Favorite teacher
Favorite...cal person
Grandfathe...occupation
Passengers:

1 Adult (15-64)
0 Senior (65+)
0 Young Adult (12-14)

(Maximum of 6 passengers per reservation)

Information Regarding Lap Infants
Cabin Preference:
Economy - With Restrictions

START OVER GO
Spinners

Touch Target Sizes
<table>
<thead>
<tr>
<th>Input Type</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>number</td>
<td><code>&lt;input type=&quot;number&quot; min=&quot;2&quot; max=&quot;10&quot; step=&quot;2&quot; value=&quot;6&quot;&gt;</code></td>
</tr>
<tr>
<td>email</td>
<td><code>&lt;input type=&quot;email&quot;&gt;</code></td>
</tr>
<tr>
<td>url</td>
<td><code>&lt;input type=&quot;url&quot;&gt;</code></td>
</tr>
<tr>
<td>date</td>
<td><code>&lt;input type=&quot;date&quot;&gt;</code></td>
</tr>
<tr>
<td>range</td>
<td><code>&lt;input type=&quot;range&quot; min=&quot;2&quot; max=&quot;10&quot; step=&quot;2&quot; value=&quot;6&quot;&gt;</code></td>
</tr>
</tbody>
</table>
<form>
<input type="number"/>
</form>
<form>
<input type="email"/>
</form>
<form>
<input type="url">
</form>
Available in iOS 5
<form>
<input type="date">
</form>

Available in iOS 5
Available in iOS 5
Available in iOS 5

<form>
<input type="datetime">
</form>
<form>
<input type="range">
</form>

webkit-appearance: slider-vertical;
text Inputs

**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

**Language, Mode, Format**
- Specify if supported by devices
Numerical Inputs

Number Declarations

• Define input types using HTML5, Wireless CSS, or CSS-MP

• On devices without virtual keyboards, people will not have to switch into number mode

Common Numerical Inputs

• Use a single line field for phone numbers

• Don’t split up price fields (period is present on keyboards)
Input Masks

Email Address

steve@me.com
Formatting After the Fact
Avoid the Gradual Reveal

Set Correct Expectations
Maintain Format

Don’t Look Like an Answer
Input Masks

Username @ lukew
Show Passwords

Hey Luke,

You recently requested to use the easy login feature on your mobile device.

Please click the link below to easily login into your Facebook account:
https://m.facebook.com/login.php?m=m&next=https%3A%2F%2Fwww.facebook.com%2Fdialog%2Fpermissions.request%3Fpath%3Dpermissions.request%26app_id%3D131469826869039%26redirect_uri%3Dhttp
Show Passwords

Smart Defaults

Hide password
Credit Cards

input type="text" pattern="^[0-9]*"
Credit Cards

Credit or Debit Card

Enter card number, expiration date & CVV code
Credit Cards

Credit or Debit Card

Enter card number, expiration date & CVV code

reduced number of controls/inputs

Stay on the keys

Source: http://bit.ly/n3Rz1n
TAKE IT IN

• Take advantage of standard inputs
• Specify types & attributes to ease input
• Consider input masks for formatting/accuracy
MOBILE WEB DESIGN MOVES

1. Organize Yourself
2. Use your Head
3. Bottom Out
4. Take it In
5. Make Your Moves
MAKE YOUR MOVES
Drag to Refresh
Inside The Boston Globe

PHOTOGRAPHY REVIEW
Fame and focus, frozen in the moment

ALEX BEAM
Brookline the beautiful

Metro →

TAGS IN THIS SECTION:
LOTTERY OBITUARIES NORTH SOUTH WEST
Taliban attacks US embassy in Kabul

Insurgents fired rockets at the US Embassy and NATO headquarters. No embassy casualties were reported.

- Photos: Scenes from the attack

Joan Vennochi

A grim night for Perry, but a good one for Romney

Things got less funny for Texas Governor Rick Perry as last night’s Republican presidential debate went on.

- Rivals put Perry on defensive in debate
- Latest GOP debate affirms clear split in field
- Scot Lehigh: No retreat, no surrender for Perry? Not last night
Drag to Reveal
Yahoo! Ordering
[Flickr] Your Pro Account purchase receipt
Thanks for buying Flickr Pro! This is your receipt from Yahoo! billing to let you know...

Bath & Body Works
New Deal! $5 Wallflowers | $10 Off...
GREAT DEAL! $3 Anti-Bacterial Hand Soap!
View on Mobile Device | Web Browser Do...

Bath & Body Works
This Just In: New Items Added Up t...
Top Rated! $3 Anti-Bacterial Hand Soap
View on Mobile Device | Web Browser Do...

Bath & Body Works
New Deal! $5 Wallflowers | $10 Off...
GREAT DEAL! $3 Anti-Bacterial Hand Soap!
View on Mobile Device | Web Browser Do...

Bath & Body Works
This Just In: New Items Added Up t...
Top Rated! $3 Anti-Bacterial Hand Soap
View on Mobile Device | Web Browser Do...

[Click] Your Pro Account purchase receipt
Thanks for buying Flickr Pro! This is your receipt from Yahoo! billing to let you know that your payment has been processed. Flickr will send you a confirmation email shortly. If you purchased a gift account, it will contain a link with instructions to redeem the gift.
Drag to Reveal

- Feature overview

Quick Actions
When you’re viewing a message list such as your inbox, you can swipe your finger horizontally across an email to reveal quick actions such as delete, reply, and forward. You can easily dismiss the quick actions by swiping them away again. Pretty cool!

Better Photo Browsing
In addition to giving you previews of photo attachments in your inbox, you can also tap on the
Natural User Interfaces (NUI)

“NUI exploits skills that we have acquired through a lifetime of living in the World” –Bill Buxton

- Content is the UI (the action)
- Reduce the distance as much as possible between user & content
- Enable direct manipulation of objects & content
- Guessable, predictable, physical, realistic
- Reduce Visuals that are Not Content

Safari Accelerometer Access

iPhone 4 accelerometer experiment
http://pus.hu/g6pKPI
Safari Gyroscope Access

Source: http://bit.ly/gAXCeL
MAKE YOUR MOVES

- Rate of innovation is unprecedented
- Rethink, relearn, & recharge the Web
MOBILE WEB DESIGN MOVES

1. Organize Yourself
2. Use your Head
3. Not your Bottom!
4. Take it In
5. Make Your Moves
MOBILE WEB DESIGN MOVES

- @lukew
- www.lukew.com

Mobile First
- www.abookapart.com