IT’S A WRITE/READ MOBILE WEB

AN EVENT APART
Top sites in US by time spent/user
December 2012

Source: http://bit.ly/RHPz1f
They don’t work unless people add (write) content to them.
“The original thing I wanted to do was make [the Web] a place where we could all meet and read & write.” -Tim Berners-Lee
Top sites worldwide by audience
December 2012

WRITE/READ EXPERIENCES

They don’t work unless people add (write) content to them.
78% of monthly US Facebook users on mobile

75% of all Twitter users on mobile

40% mobile views on YouTube

2 out of every 5

MONTHLY ACTIVE USERS

- **MOBILE**
- **NON-MOBILE**
- **MOBILE ONLY**

Source: http://tcrn.ch/VGSQfL
“Facebook’s new approach to build mobile-first [...] we are now a mobile company.” - Mark Zuckerberg

127% growth of mobile only Facebook users in last year

30% of Facebook India users are mobile only

@lukew Touch lacks the precision required for creation of content. For consumption (browsing or manipulation of visual content), touch flies.
3HRS of video per second uploaded on youtube mobile
$13B mobile commerce in 2012 on ebay
$4B IN 2011
Mobile is Entertainment.

- 50% games
- 43% social networking
- 10% entertainment
- 26% utilities

Mobile is Anything.

- find & buy: 12% shopping
- finances, health: 11% accomplishing
- plan, travel: 7% preparation

Source: http://bit.ly/VbT7g3
IT’S A WRITE/READ MOBILE WEB

HOW DO WE DESIGN FOR MOBILE CREATION?
1. One Handed Use
2. Focused Flows
3. Just In Time Actions
1. One Handed Use
2. Focused Flows
3. Just In Time Actions
Well, that must have been quite a trip?

I'm sure your kids had a blast.

Yes, they did.

Speaking of which, we should get together soon. The kids really want to see each other again.
Smartphone Posture

49% 36% 15%

1,333 observations of people using mobile devices on the street.

Smartphone Posture

72%

28%

75%

“What we need to do to design is to look at the extremes. The middle will take care of itself.” -Dan Formosa
Don’t let the keyboard come up.

UNLESS THERE’S NO OTHER WAY
1. Smart Default
2. Suggestions
3. Locations
4. Map UI
5. Date Picker
6/7. Sliders
1. One Handed Use
2. Focused Flows
3. Just In Time Actions
1. One Handed Use
2. Focused Flows
3. Just In Time Actions
CHECK-IN HERE ON foursquare
Check in to unlock specials, meet up with friends and explore what’s nearby.
foursquare.com
@foursquare
“Creativity is people who care enough to keep thinking about something until they find the simplest way to do it.”
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

Set Up Your Account
Contact 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.

Next

Set Up Your Account
Credit Card Information
We accept

*Number

*Expiration
Month 09 Year 2010

*Country
United States of America

*ZIP/Postal Code

Next

23 INPUTS
It can always be simpler.

11 less input fields

34% increase in conversions

By clicking 'Submit', you are confirming your Boingo purchase and will be billed the appropriate fees based on the plan you've chosen. By signing up as a Boingo customer,
Get Online Now

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

Credit or Debit Card

![Credit Card Icon] 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
“Booking a hotel happens in 3 taps and a swipe. This is a competitive advantage.” -Sam Shank, CEO

<table>
<thead>
<tr>
<th>Hotel Tonight</th>
<th>4 taps/swipe</th>
<th>8 seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>priceline®</td>
<td>52 taps</td>
<td>+48</td>
</tr>
<tr>
<td></td>
<td>102 seconds</td>
<td>+94</td>
</tr>
<tr>
<td>Hotels.com</td>
<td>40 taps</td>
<td>+36</td>
</tr>
<tr>
<td></td>
<td>109 seconds</td>
<td>+101</td>
</tr>
</tbody>
</table>
Hotels.com
It takes big changes to go small.
Filter by...

Hotel name contains

Hotel name

Star rating

1 2 3 4 5

Max price (USD)

Selected: none

Min guest rating
“Imagine if reviews were done in SMS shorthand: “OK so, IANAE, but AFAIC this place has THE best Cfood.”

“Instead of typing out a review... just use photos.”
FOUR YEARS LATER...

59% of search traffic on mobile

40% local ads served on mobile
“To ensure these reviews are high-quality, we may post any reviews that are too short as a tip.”
1. One Handed Use
2. Focused Flows
3. Just In Time Actions
Just-in-Time Education

Josh Clark
@globalmoxie

We learn best in the moment, by demonstration and practice. Interfaces should teach (coach!) in context. Just-in-time education. #bdconf
Intro Tours
Just in Time Education
Just in Time Action
Just in Time Action
Status Bar

Tab Bar

Here's why Vic couldn't sleep last night! A fresh new Google+ Android build that incorporates all of last week's goodness... and more. Enjoy.

#googleplusupdate edit 9:52am PST F

Google+ for Android:
42

Alvaro Calero: Apparently my Nexus 4 i
I just signed this White House petition, along with 110,000 other people (so far). Whistleblowers who alert the American people to possible crimes by their own government should not be prosecuted as criminals. I know this is a complex iss...

Pardon Edward Snowden | We the People: Your Voice
petition.whitehouse.gov

+259

BAG GAB: +Jay Encarnacion so long as...
Content Action
Content Action
Content INAction
1. One Handed Use
2. Focused Flows
3. Just In Time Actions
IT’S A
WRITE/READ
MOBILE
WEB
HOW DO WE DESIGN FOR
MOBILE CREATION?
52% of US laptop owners have smartphone

31% of US smartphone owners have a tablet

13% of Americans own laptop, tablet, & smartphone

90% use multiple screens sequentially

98% do so that same day
US Smartphone, PC and TV users aged 18-64. Source: New Multi-screen World, August 2012

- Smartphone & TV: 81%
- Laptop/PC & TV: 66%
- Smartphone & Laptop/PC: 66%
IT’S A
WRITE/READ
MOBILE
WEB
multi-device!

HOW DO WE DESIGN FOR
MULTI-DEVICE CREATION?
1. One Handed Use
2. Focused Flows
3. Just In Time Actions
4. Cross Device Usage
CROSS DEVICE USAGE
CROSS DEVICE USAGE

1. Access
2. Flow
3. Control
4. Push
ACCESS
Networked Capabilities
by Luke Wroblewski

“A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.”—Antoine De Saint-Exupery

15% off my book Mobile First. In the A Book Apart bundle.

In Digital Product Platform capabilities seeing the consumer device platform? Let’s break it down:

- Networked: able to get services from “the cloud”
- Consumer: designed and
devices are designed because of integrated
devices
- Platform: you can build

Let’s look at some examples:

About

17 years of thought leadership and execution in digital product design.

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Writings

1559 articles about the big picture and crucial details behind online
The other way is with the setup.js lines to select between notesdb-sqlite3.

```javascript
// var notesdb = require('./setup.js');
var notesdb = require('./notesdb-sqlite3');
```

Make the change shown here to swap script this way:

```bash
$ node setup
```

Nothing is printed, but you can use show.js there.

**Display notes on the console show.js**

As we mentioned earlier, the notesdb.forEach function enables retrieving every note in the database. We can use it to print the database to the console as follows:

```javascript
var util = require('util');
var notesdb = require('./notesdb-sqlite3');
// var notesdb = require('./notesdb-mongoose');
notesdb.connect(function(err, notesdb){
  notesdb.forEach(function(note){
    console.log('Note:', note.title);
  });
});
```
FLOW
Describe it

Your item will be listed in this category: Music > CDs

* Give it a title

After the Gold Rush by Neil Young (CD, Jul-1987, Reprise)

Example: Levi's women's jeans $24 straight super low dark wash

Add photos to showcase your Item

Add up to 12 photos for free.

Start Here
Tell us what you’re selling

Finish a Draft

After the Gold Rush by Neil...
Device Experiences & Responsive Design
by Luke Wroblewski

While the task of designing Web applications and sites for multiple devices can be daunting, two techniques can make the process more manageable: classifying device experiences and designing/building responsively. Here’s how these two approaches can work together to optimize interface designs across a wide range of connected devices.
Do you want to purchase Mobile First for $250.00 from FakeBooks.com?
PUSH
40% of smartphone & tablet owners aware of screen mirroring

7% use screen mirroring to project to their TVs

Source: http://www.connected-intelligence.com/
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Evolving E-commerce Checkout — Jul 3, 2012
See all...

3 books on mobile & Web usability, interaction, and visual design.
Mobile First, 2011
Web Form Design, 2008
Site-Seeing, 2002

PRESENTATIONS
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IDEATION + DESIGN

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PRESENTATIONS

222 presentations and workshops at over 69 cities across the globe.

Jul 10, 2012
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1738 articles about the big picture and crucial details behind online software.
Responsive Web Design Performance — Aug 1, 2013
Mobile Design Details: Performing Actions
Responsive Design
Scales TV display to exact number of pixels as Web source

User agent & IP are same as source device
18 Inch User Interface

2 Foot User Interface

10 Foot User Interface
10 FT, D-PAD

1 FT, TOUCH

#prometheus

- Did We Descend From Earthlings Or Aliens?
  - 62 votes

- Lose A Decade
  - Gregory +1
  - 88 votes
  - 13 votes

- Are You Daring Enough To Investigate A Derelict Ship?

- Could You Handle A Stadium-Sized Immersive UI?
CROSS DEVICE USAGE

1. Access
2. Flow
3. Control
4. Push
Invitation: Aza Raskin - Bridge Dinner & Talk @ Tue May 7, 2013 7pm - 9pm (wookinout@gmail.com)
more details
Aza Raskin - Bridge...
15 hours ago
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3. Just In Time Actions
4. Cross Device Usage
IT’S A
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WE’RE JUST GETTING STARTED
THANKS

@lukew

AN EVENT APART 2013