@lukew

IT'S A

WRITE/READ MOBILE WEB

AN EVENT APART

LUKEW
IDEATION + DESIGN

LUKEW
IDEATION + DESIGN

Top sites in US by time spent/user

December 2012

Source: http://bit.ly/RHPz1f

6.40		SOCIAL NETWORKING
2.20		EMAIL/MESSAGING
2.15		EMAIL/MESSAGING
1.54		SEARCH
1.44		VIDEO

6.40

SOCIAL NETWORKING

2.20
EMAIL/MESSAGING

WRITE/READ EXPERIENCES

They don't work unless people add (write) content to them.

1.44

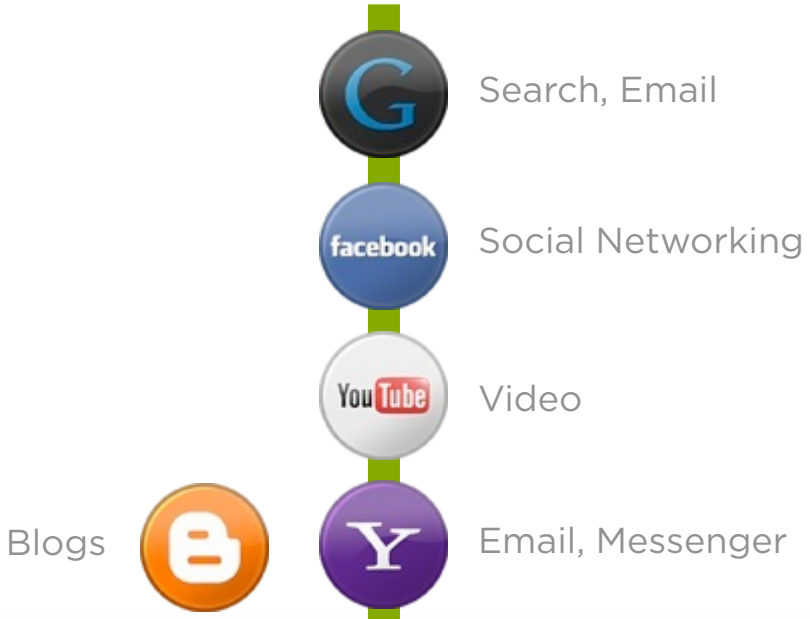
VIDEO

“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

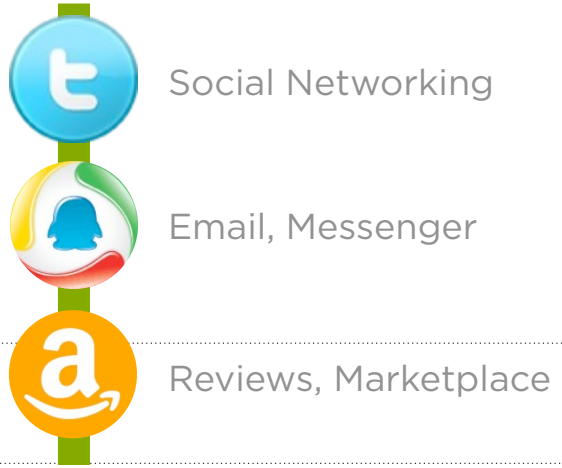
December 2012

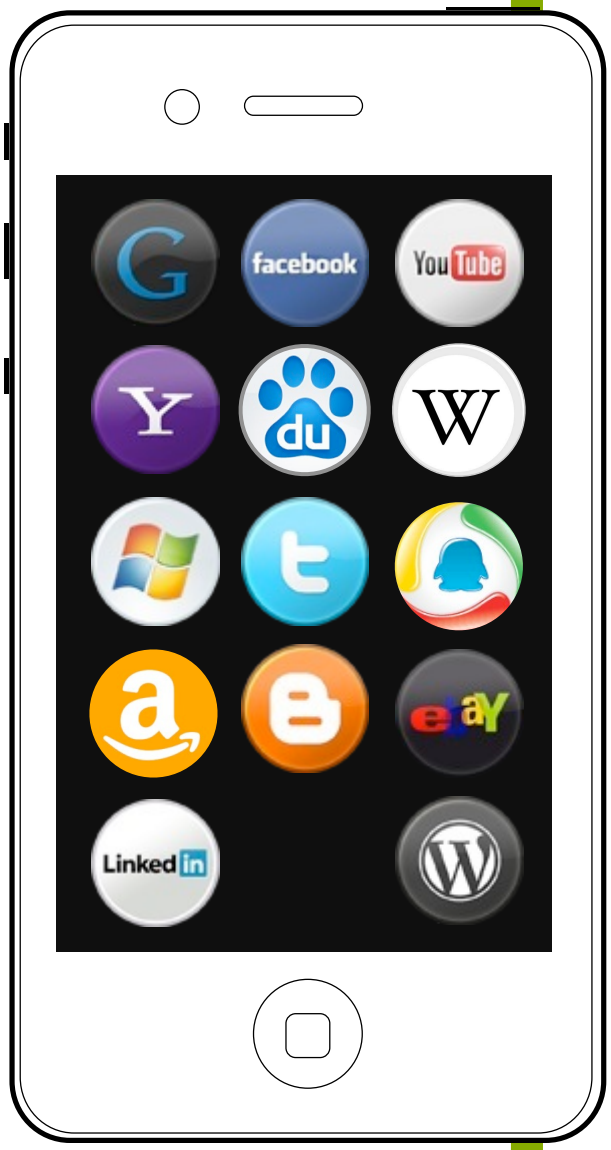
Source: http://bit.ly/2FzvdZ



WRITE/READ EXPERIENCES

They don't work unless people add (write) content to them.





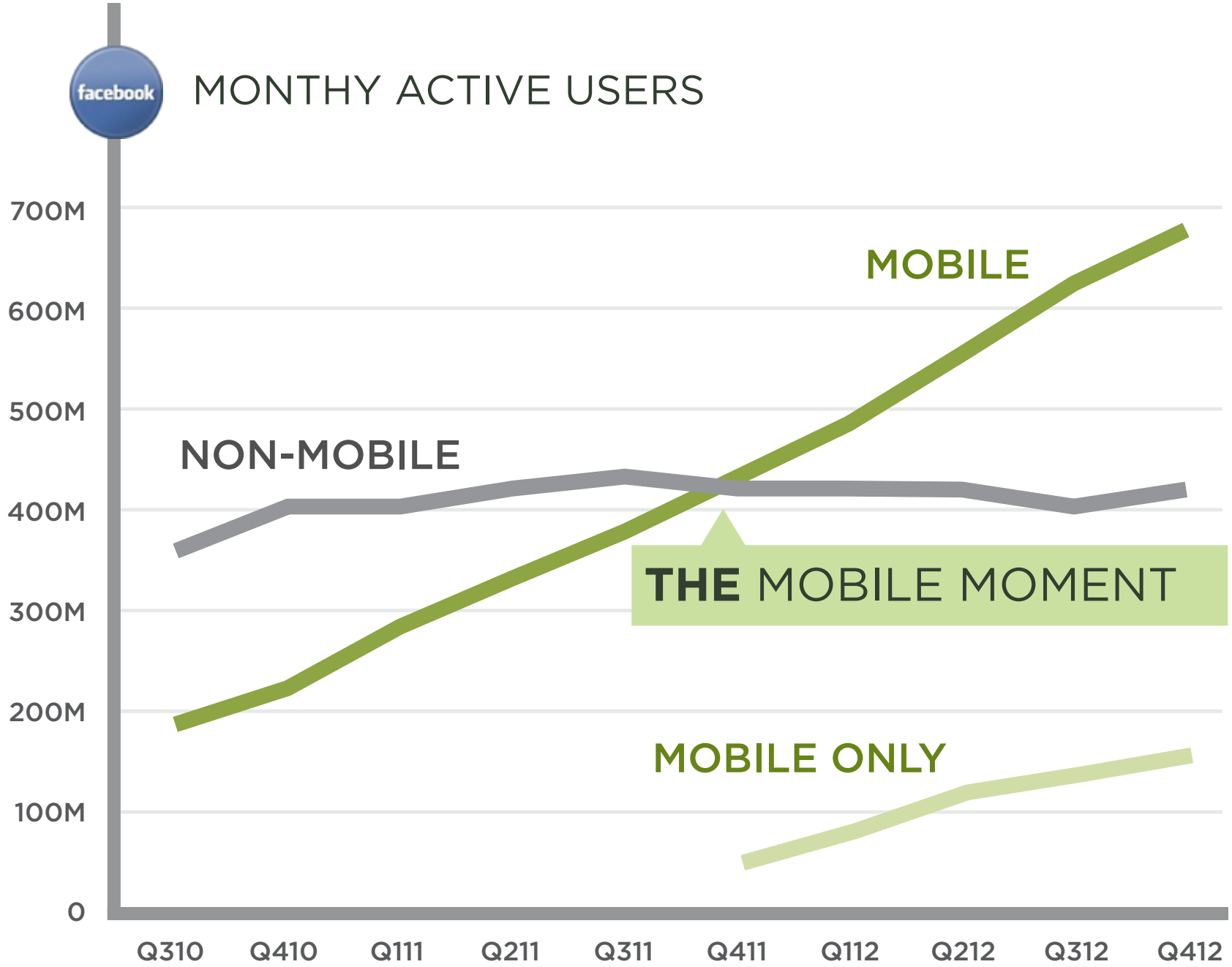
78% of monthly US facebook users on mobile

75% of all twitter users on mobile

40% mobile views on youtube

2 out of every 5

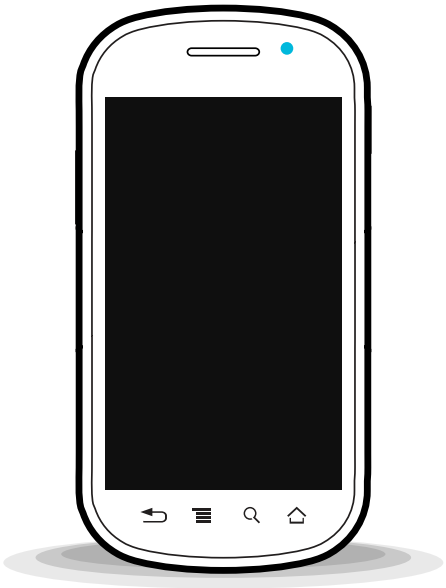
Source: http://bit.ly/Xn6ly9



LUKEW IDEATION + DESIGN

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 IDEATION + DESIGN

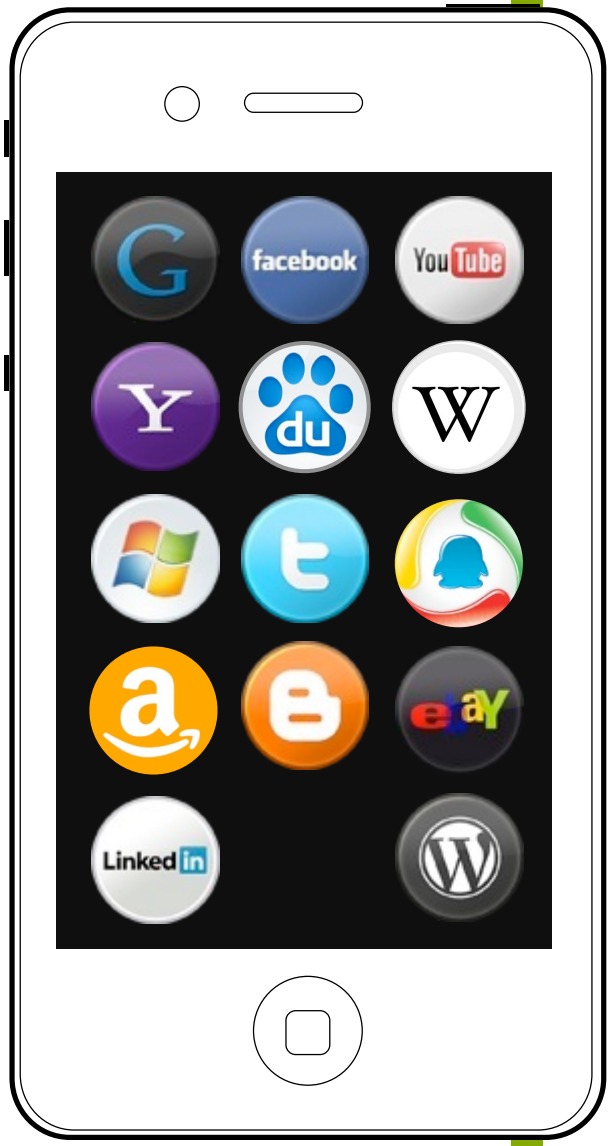
Source: http://www.lukew.com/ff/entry.asp?1597

1:31
https://mobile.twitter.com
Home
Home
Connect
Discover
Me
Andrea Trasatti retweeted
DevCon5 @DevConFive 1d
DevCon5 Seeks Experts to Present on Latest #HTML5 Topics bit.ly/12y5ArT
KISSmetrics.com @KISSmetrics 51s
6 Guaranteed Ways to Increase Your Customer Lifetime Value with Email Remarketing kiss.ly/WfYAkX #measure
ZURB retweeted
Foundation by ZURB @foundationzurb 7m
Squeeeeee! "@andrwpp: @ZURB Wanna see something cool? paul-rand.com is using @foundationzurb"
Stephen Hay retweeted
Steph Hay @steph_hay 3h
Psyched to meet the wonderfully named @stephenhay in Oct. @bdconf -- and a big thanks to @brad_frost + @dmolsen for bdconf.com/2013/nashville...

sanideos
@sanideos

@lukew Touch lacks the precision required for creation of content. For consumption (browsing or manipulation of visual content) touch flies

10:36 AM - 10 Oct 12 · Embed this Tweet



3HRS of video per second uploaded on youtube mobile

$13B mobile commerce in 2012 on ebay

$4B IN 2011

Mobile is Entertainment.

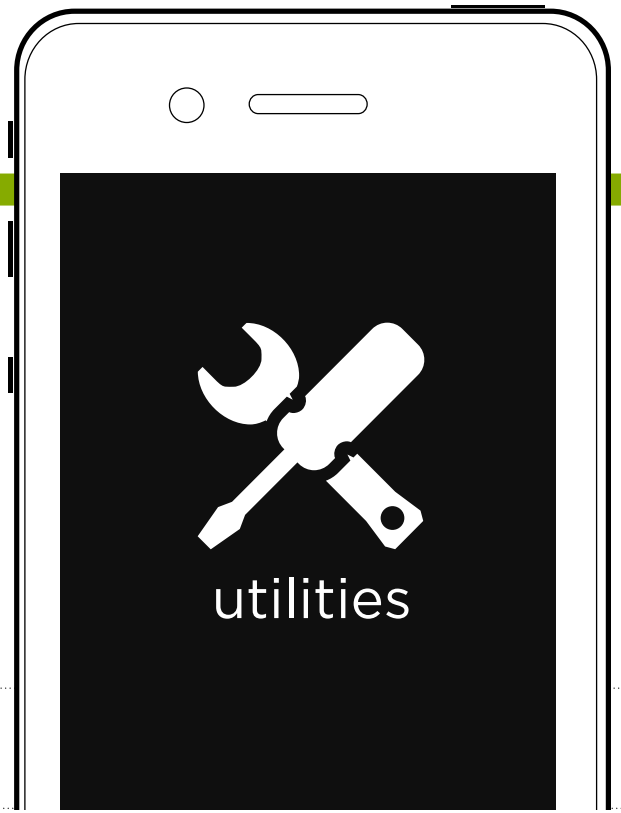
50%

43%
games

10%
entertainment

30%

26%
social networking



Source: http://bit.ly/X4MMzW

Mobile is Anything.

find & buy

12%

shopping

finances, health

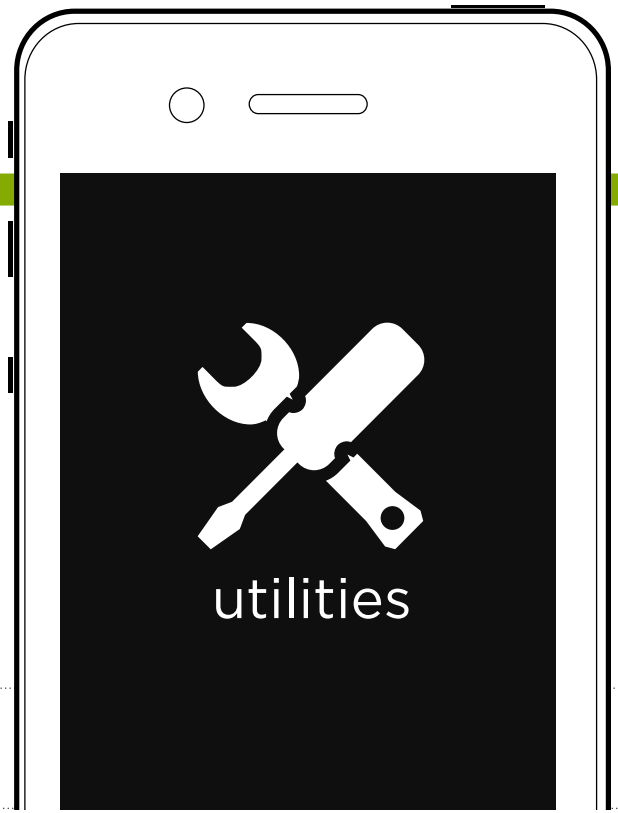
11%

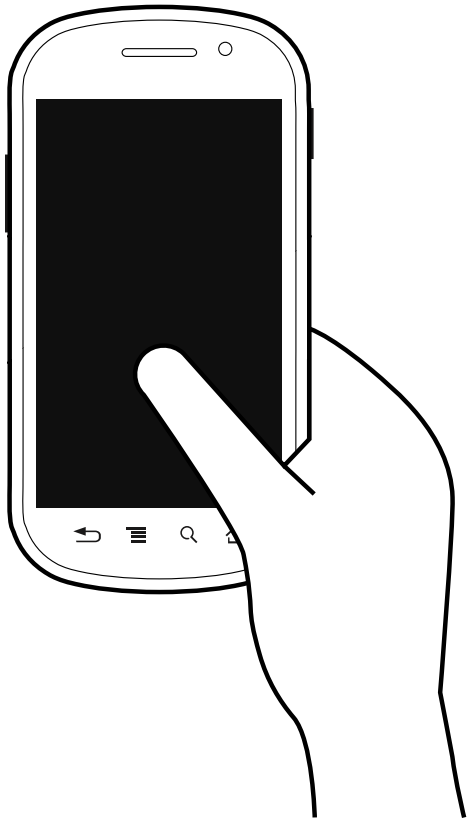
accomplishing

plan, travel

7%

preparation

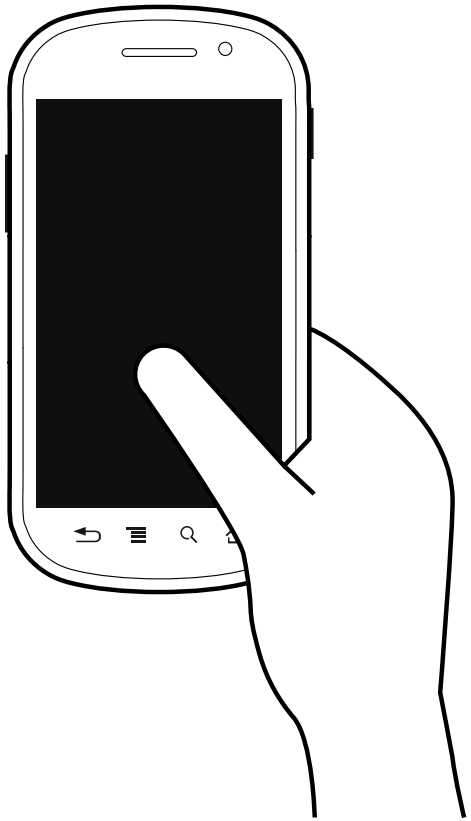




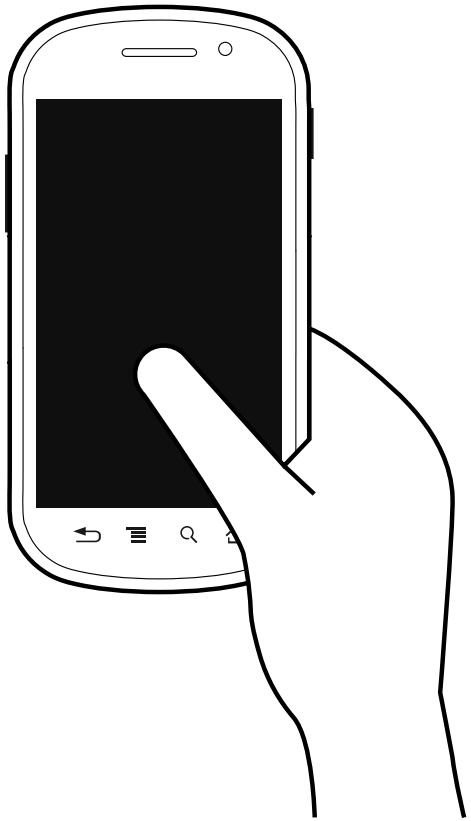
IT'S A

WRITE/READ MOBILE WEB

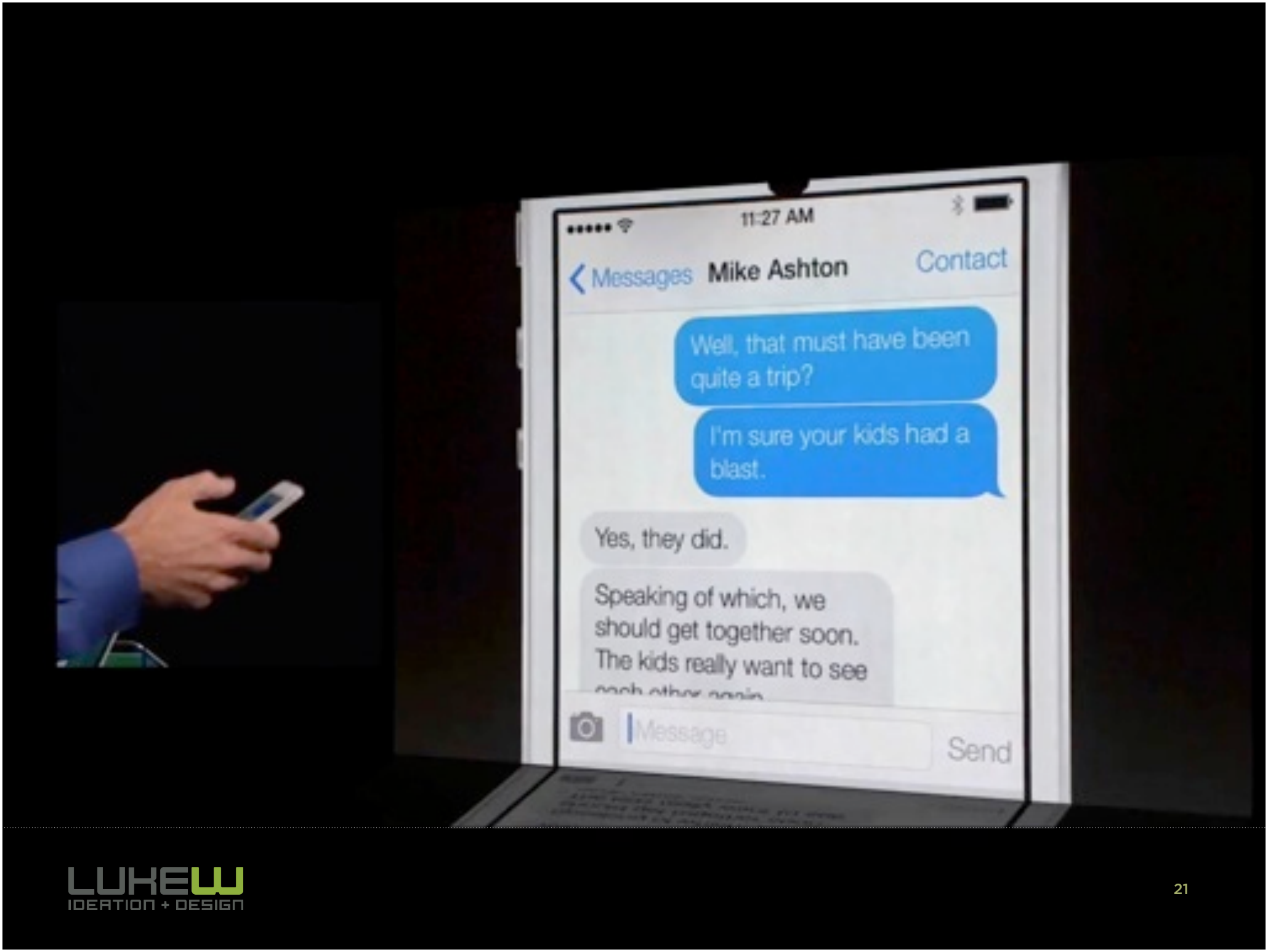
HOW DO WE DESIGN FOR MOBILE CREATION?



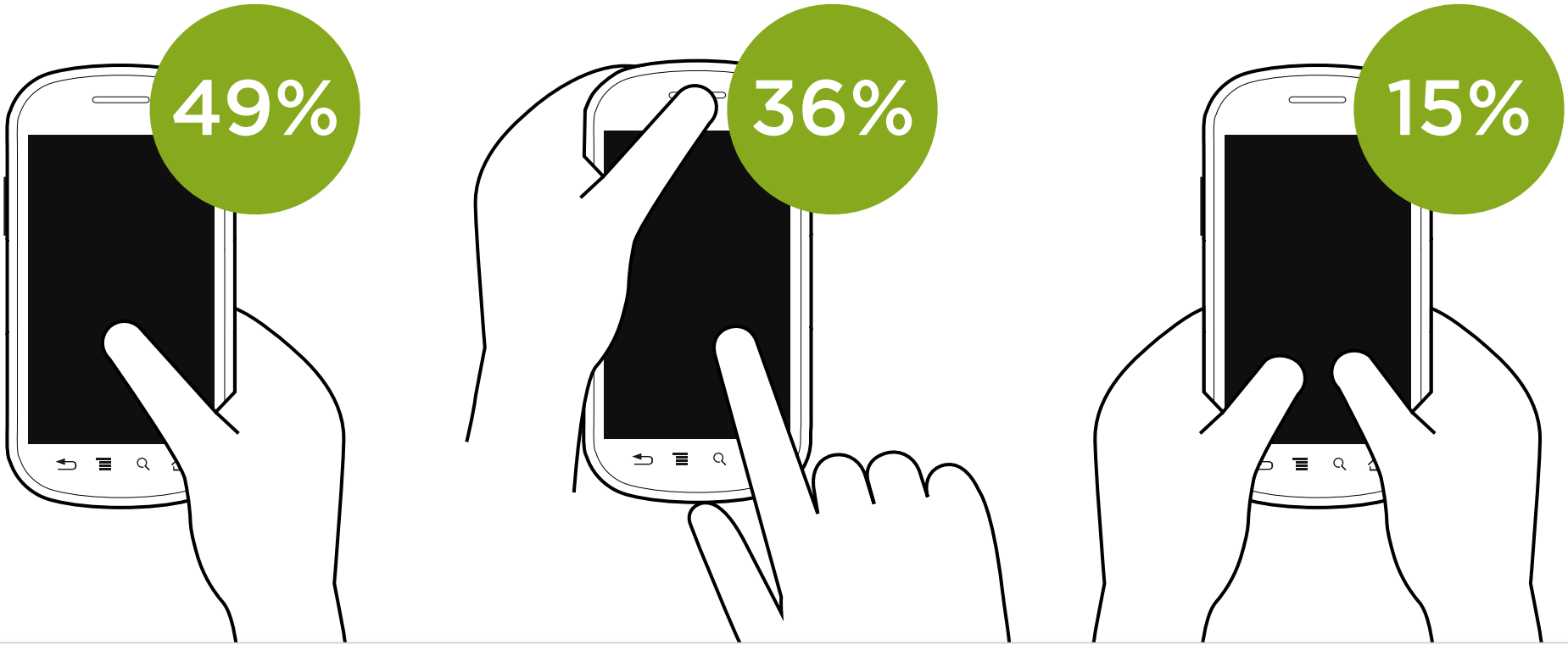
1. One Handed Use
2. Focused Flows
3. Just In Time Actions



1. **One Handed Use**
2. Focused Flows
3. Just In Time Actions


11:27 AM
Messages
Mike Ashton
Contact
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
Message
Send

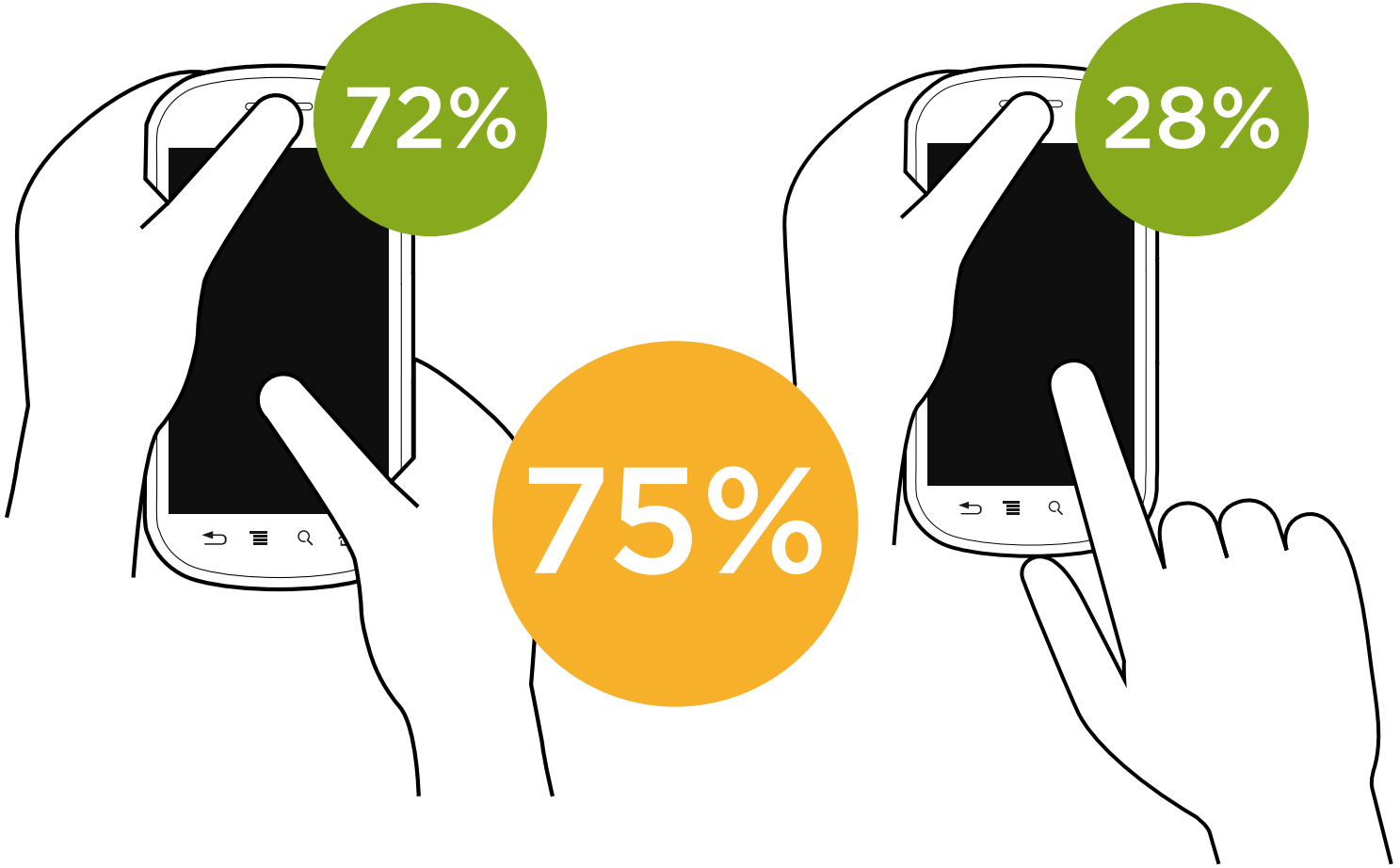
Smartphone Posture



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

Source: http://bit.ly/132yQqQ

Smartphone Posture

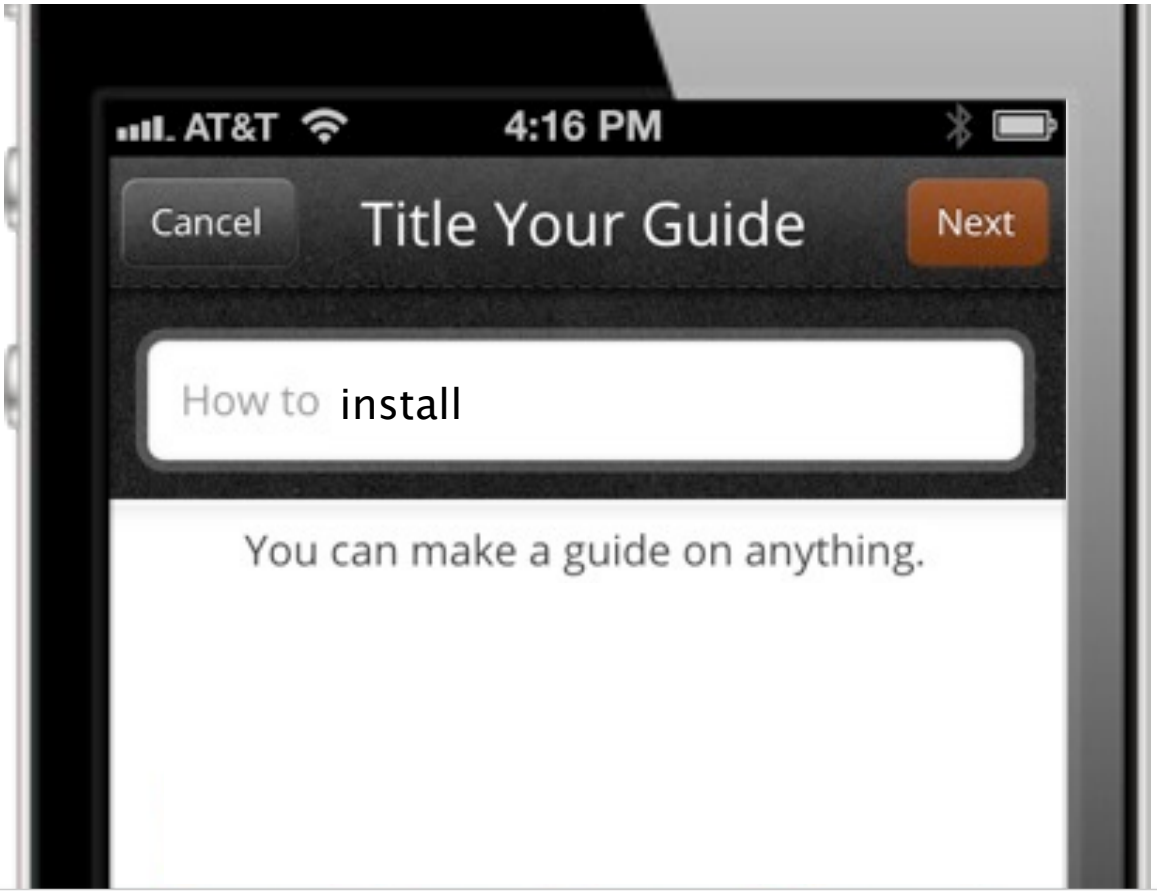


Source: http://bit.ly/132yQqQ

Smartphone Posture

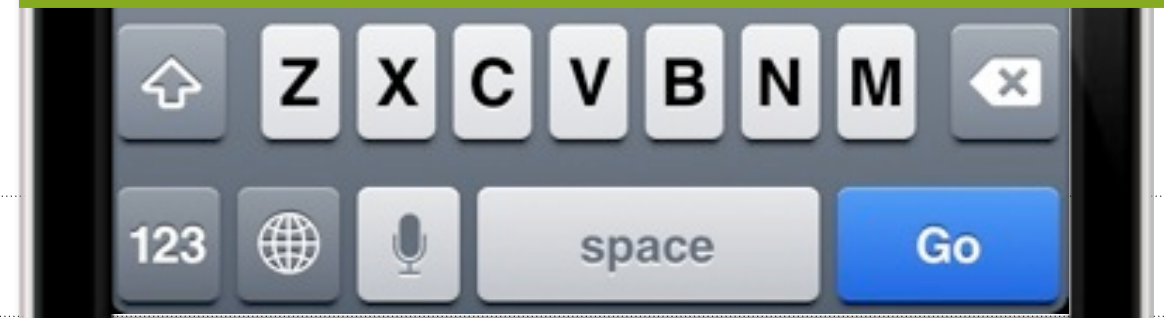
"What we need to do to design is to look at **the extremes**. The middle will take care of itself." -Dan Formosa

Source: http://bit.ly/12CcYXT



Don’t let the keyboard come up.

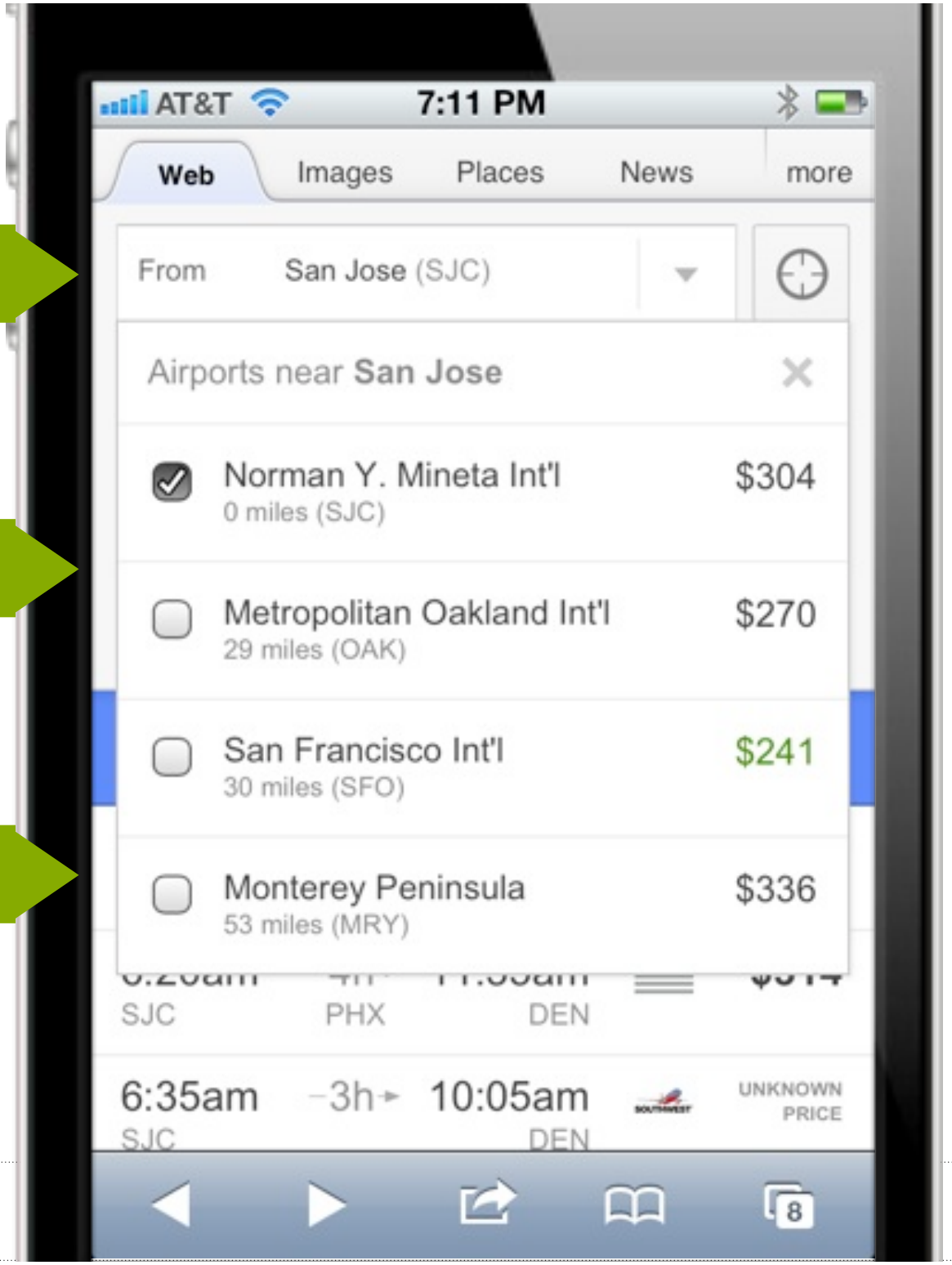
UNLESS THERE’S NO OTHER WAY



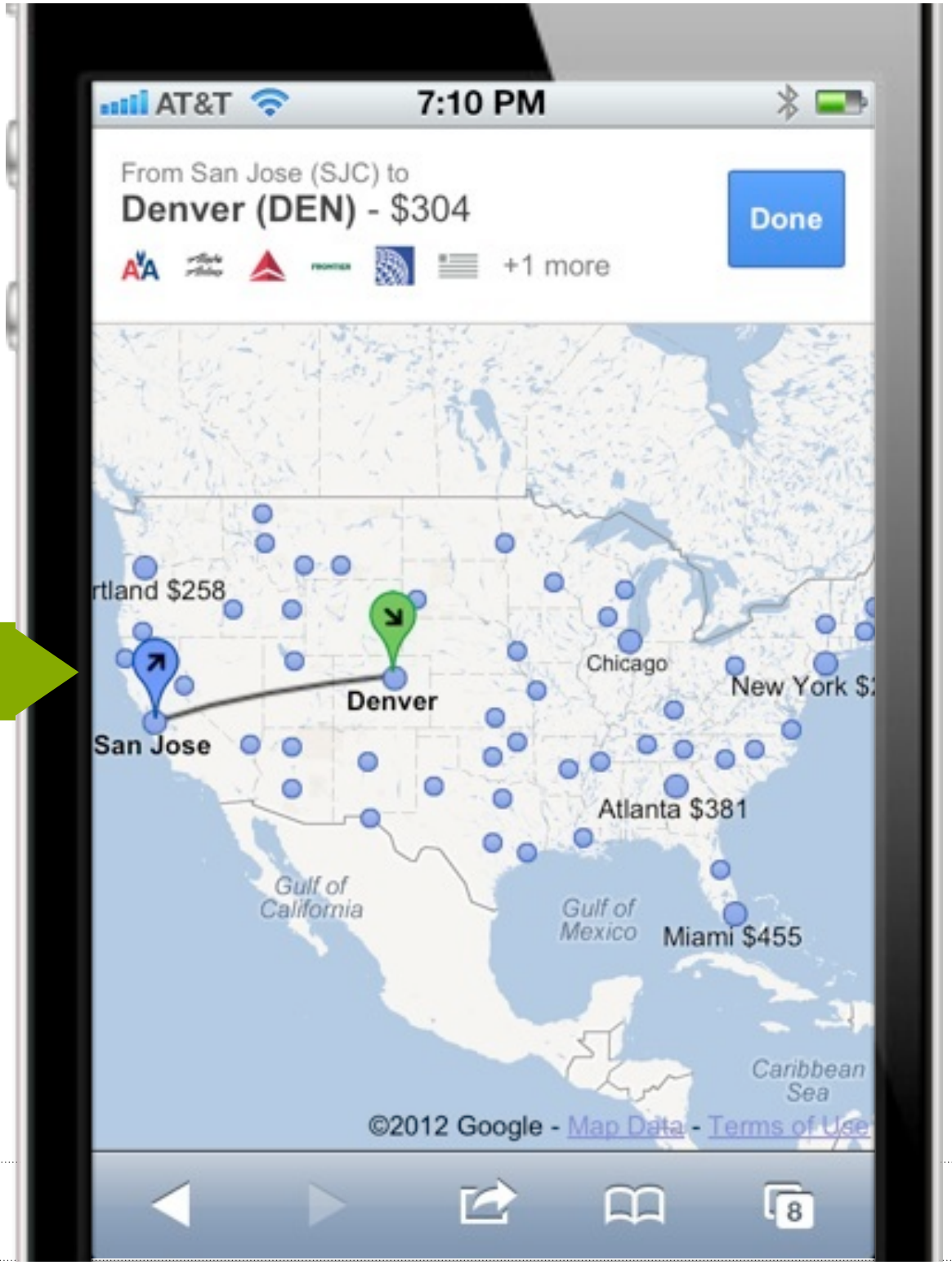
1. Smart Default

3. Locations

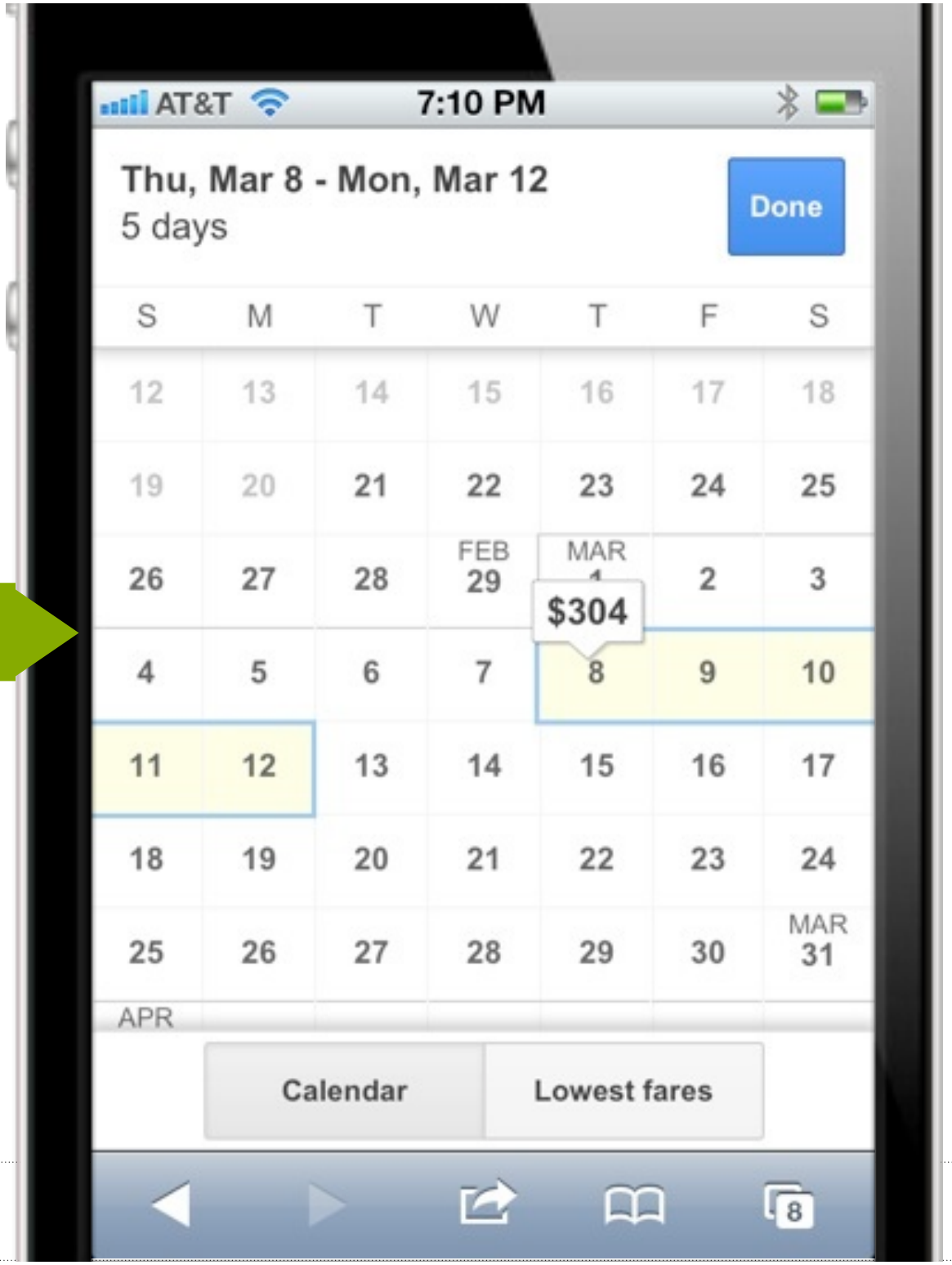
2. Suggestions

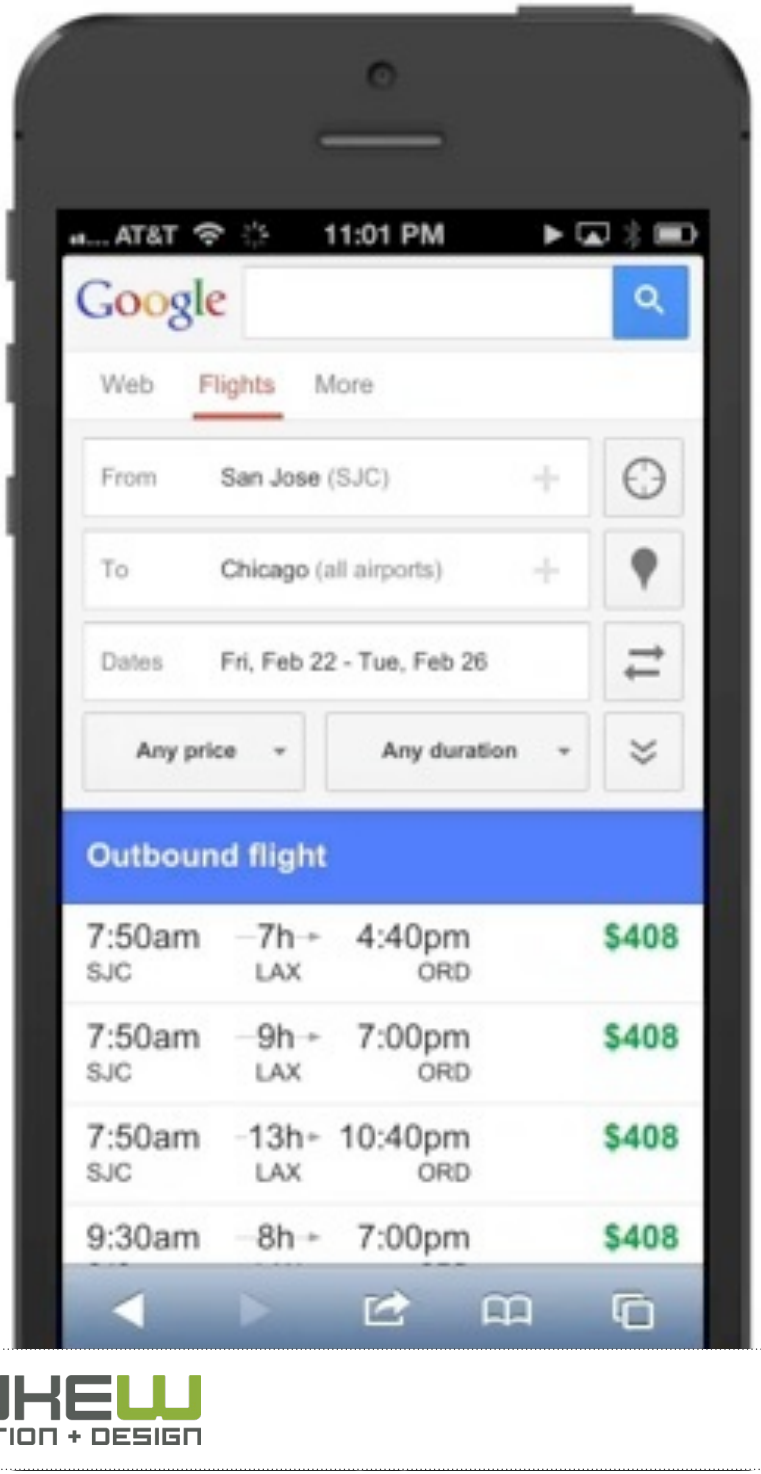


4. Map UI


AT&T
7:10 PM
From San Jose (SJC) to
Denver (DEN) - $304
+1 more
Done
rtland $258
Denver
San Jose
Chicago
New York $
Atlanta $381
Miami $455
Gulf of California
Gulf of Mexico
Caribbean Sea
©2012 Google - Map Data - Terms of Use
8

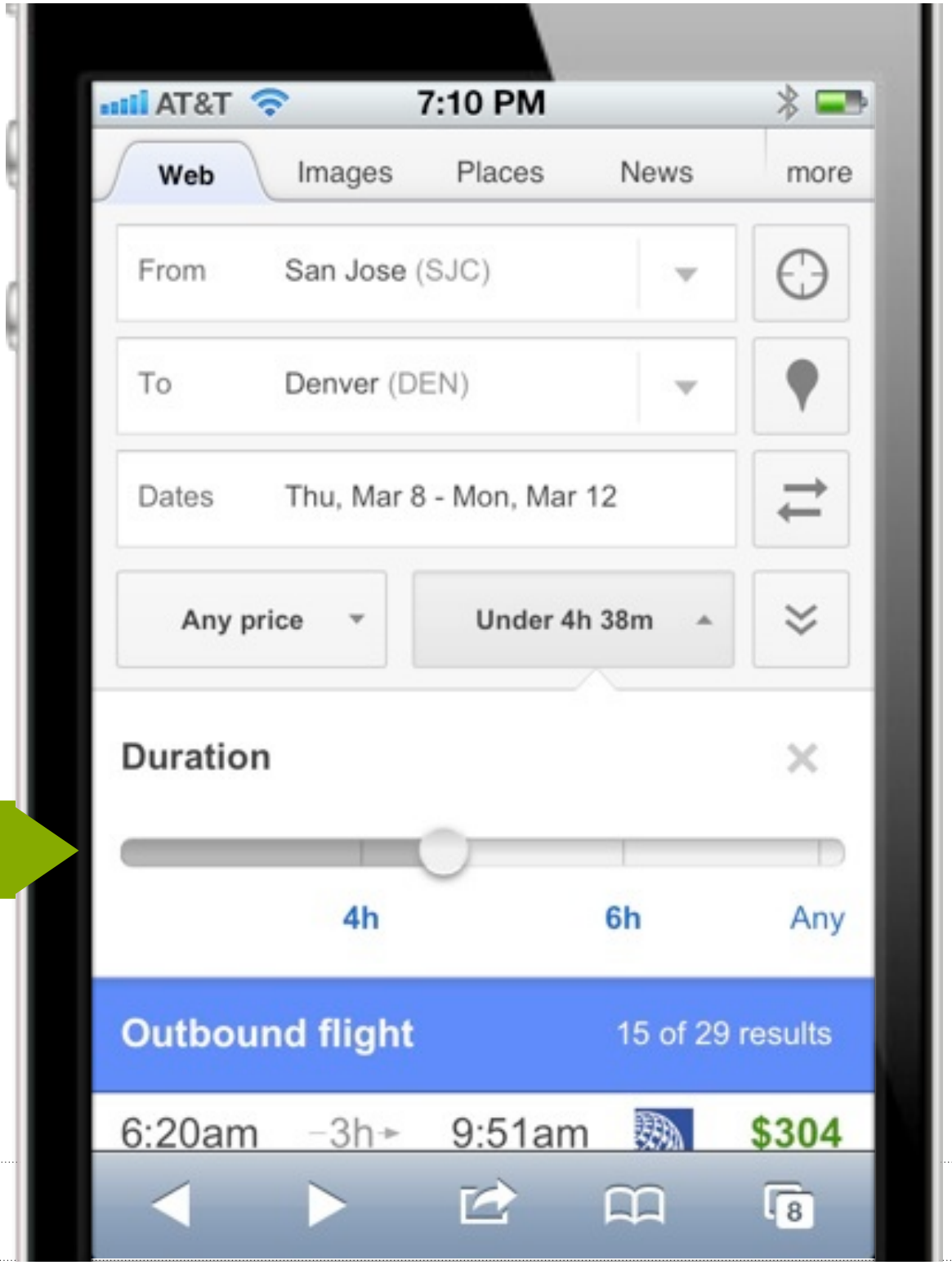
5. Date Picker

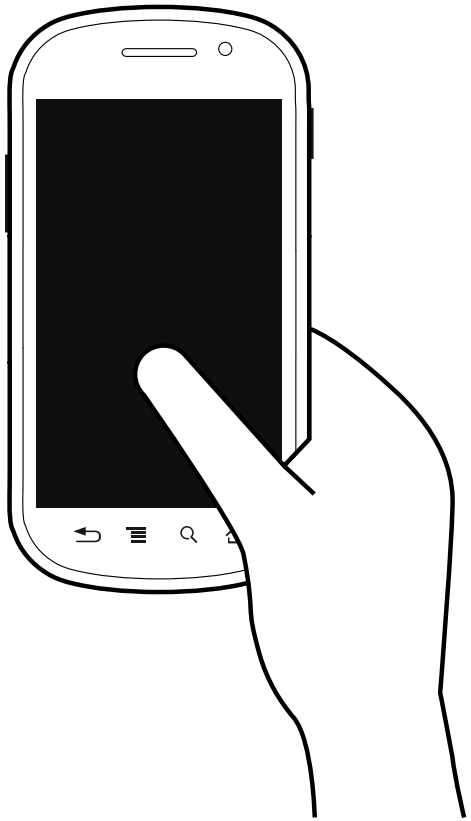



AT&T
11:01 PM
Google
Web
Flights
More
From
San Jose (SJC)
To
Chicago (all airports)
Dates
Fri, Feb 22 - Tue, Feb 26
Any price
Any duration
Outbound flight
7:50am SJC
7h
LAX
4:40pm ORD
$408
7:50am SJC
9h
LAX
7:00pm ORD
$408
7:50am SJC
13h
LAX
10:40pm ORD
$408
9:30am
8h
7:00pm
$408

AT&T
11:03 PM
m.kayak.com/flight/
Search
Flight Search
Menu
One-Way
Round-Trip
Multi-City
Origin
Airport or City
Destination
Airport or City
DEPART
WED
FEB 6
RETURN
THU
FEB 7
1 Traveler
Economy
Search

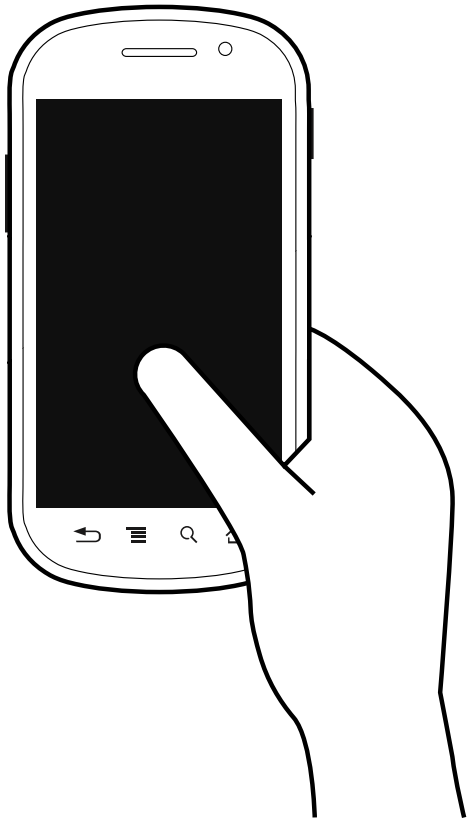
6/7. Sliders


AT&T
7:10 PM
Web
Images
Places
News
more
From
San Jose (SJC)
To
Denver (DEN)
Dates
Thu, Mar 8 - Mon, Mar 12
Any price
Under 4h 38m
Duration
4h
6h
Any
Outbound flight
15 of 29 results
6:20am
3h
9:51am
$304
8



ERGONOMICS OF SOFTWARE DESIGN

1. One Handed Use
2. Focused Flows
3. Just In Time Actions



1. One Handed Use
2. **Focused Flows**
3. Just In Time Actions

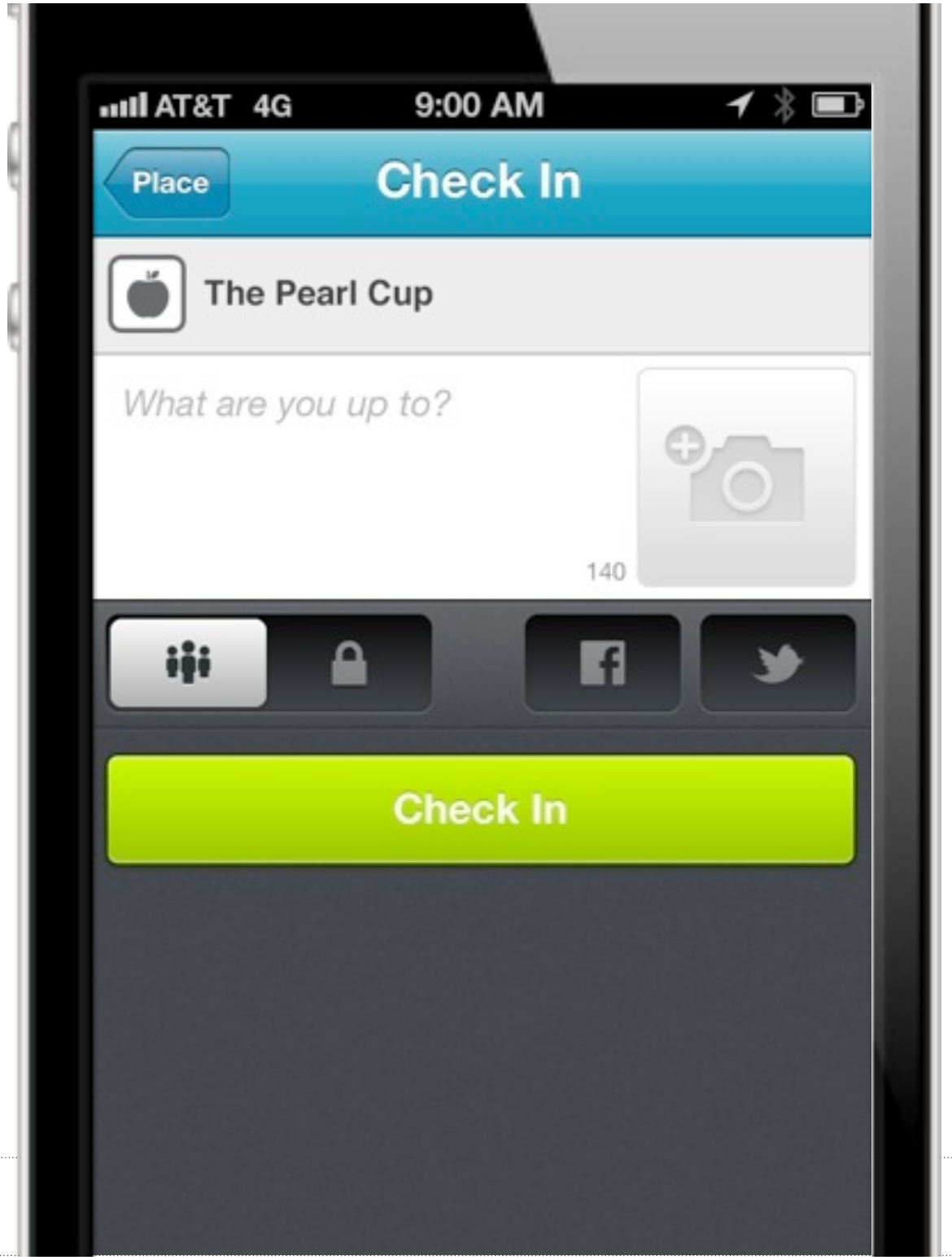
CHECK-IN HERE

ON

foursquare

Check in to unlock specials, meet up with friends and explore what's nearby.

foursquare.com
@foursquare



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ON

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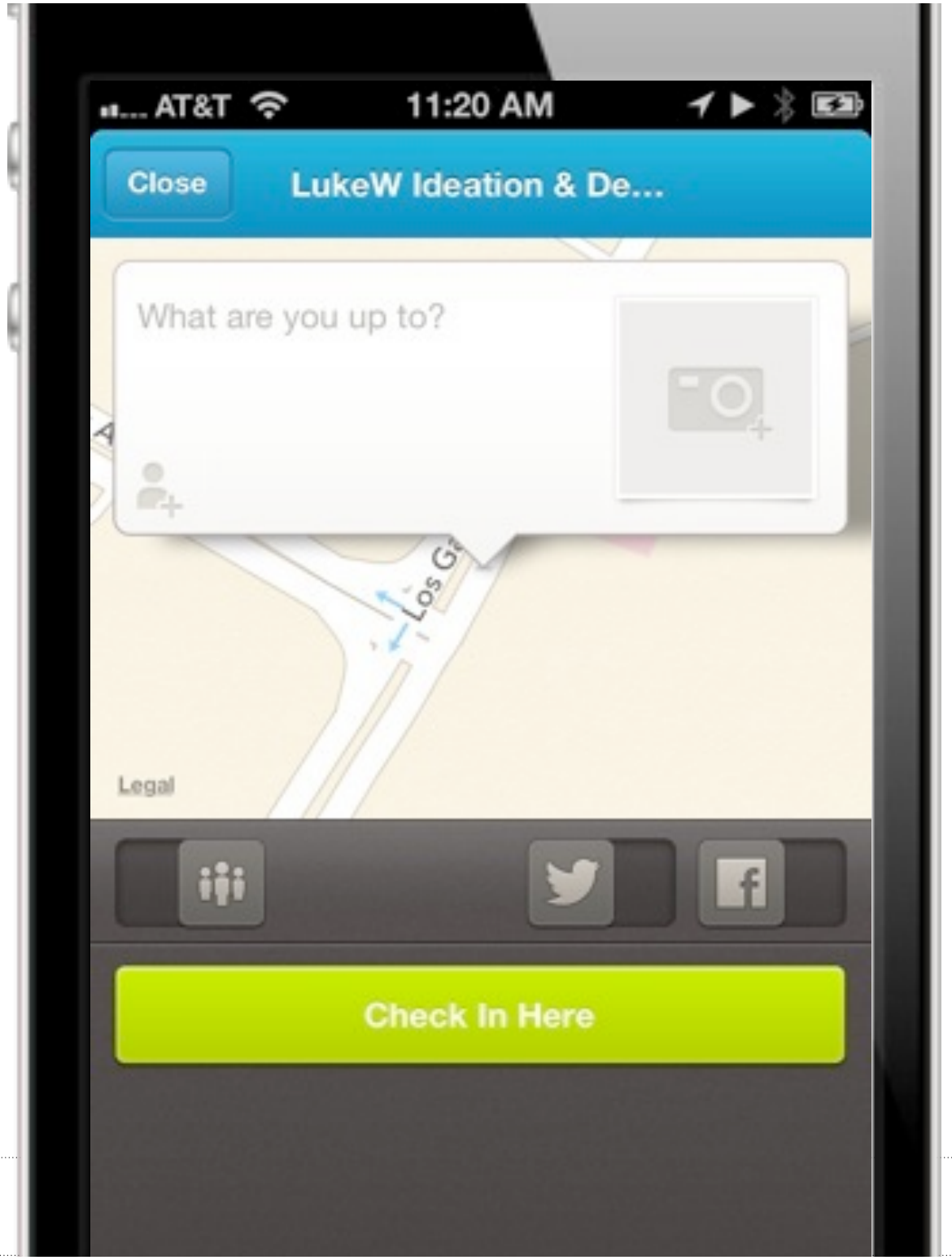
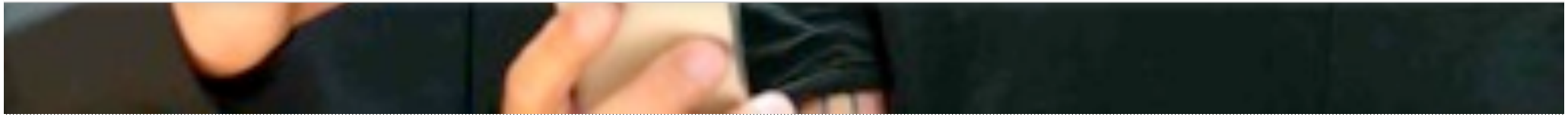
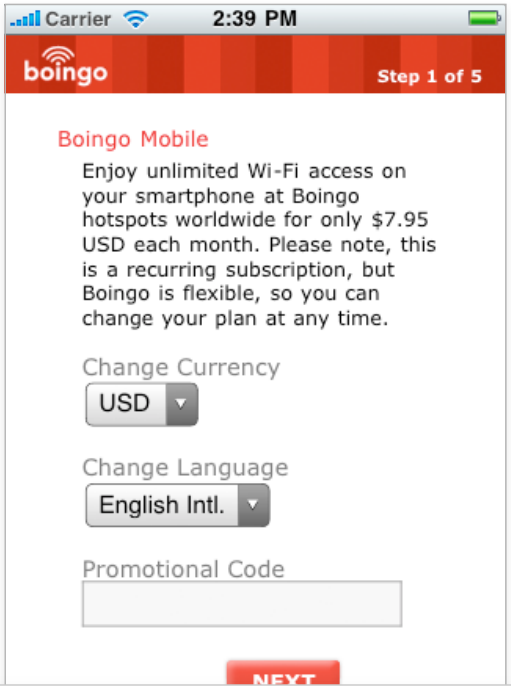
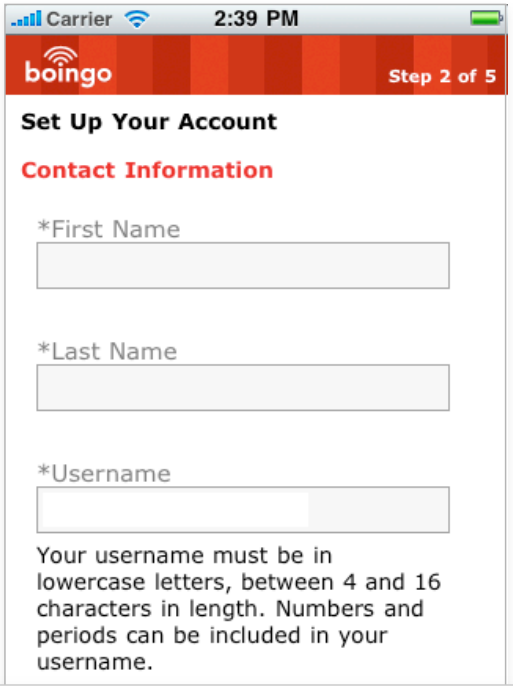


“Creativity is people who care enough to keep thinking about something until they find the simplest way to do it.”

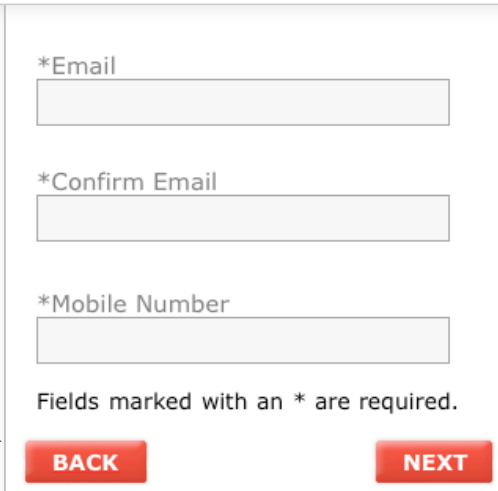


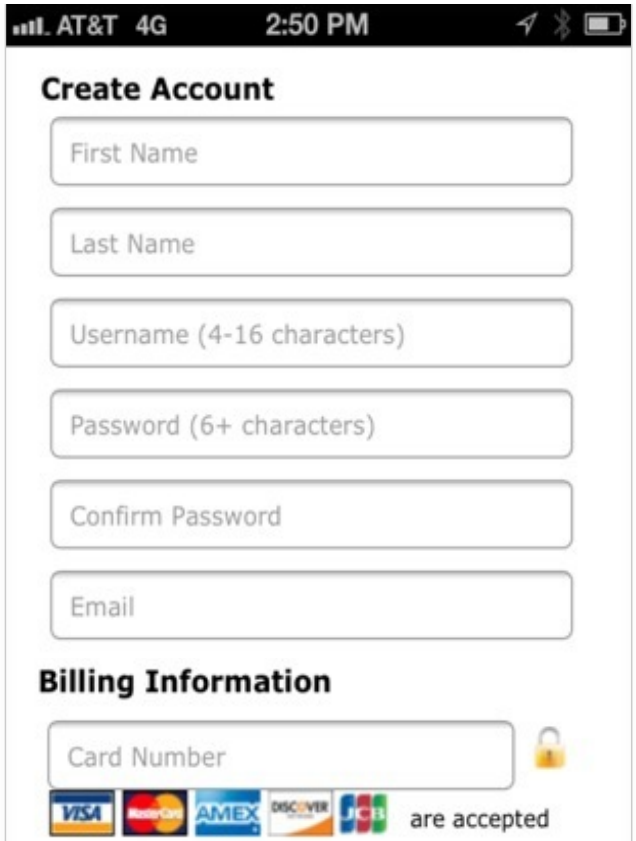

Carrier
2:39 PM
boingo
Step 1 of 5
Boingo Mobile
Enjoy unlimited Wi-Fi access on your smartphone at Boingo hotspots worldwide for only $7.95 USD each month. Please note, this is a recurring subscription, but Boingo is flexible, so you can change your plan at any time.
Change Currency
USD
Change Language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


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 characters in length. Numbers and periods can be included in your username.

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
*ZIP/Postal Code
BACK
NEXT

23 INPUTS

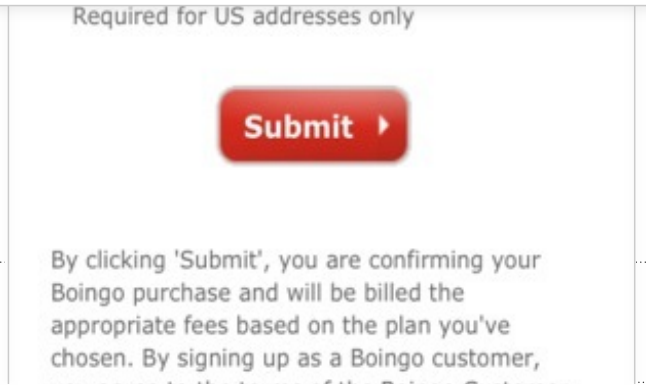

*Email
*Confirm Email
*Mobile Number
Fields marked with an * are required.
BACK
NEXT

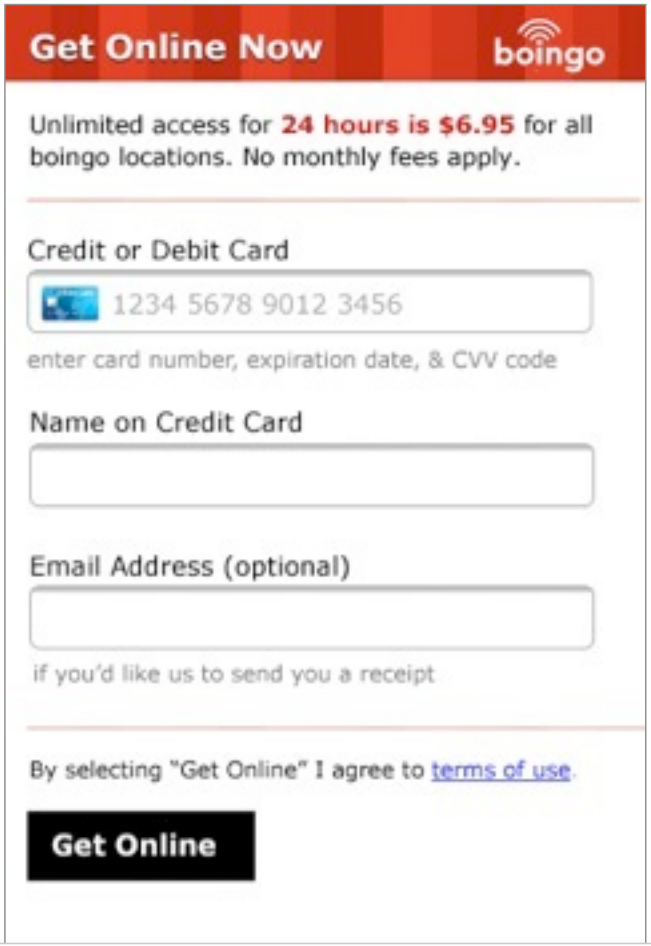


11 less input fields

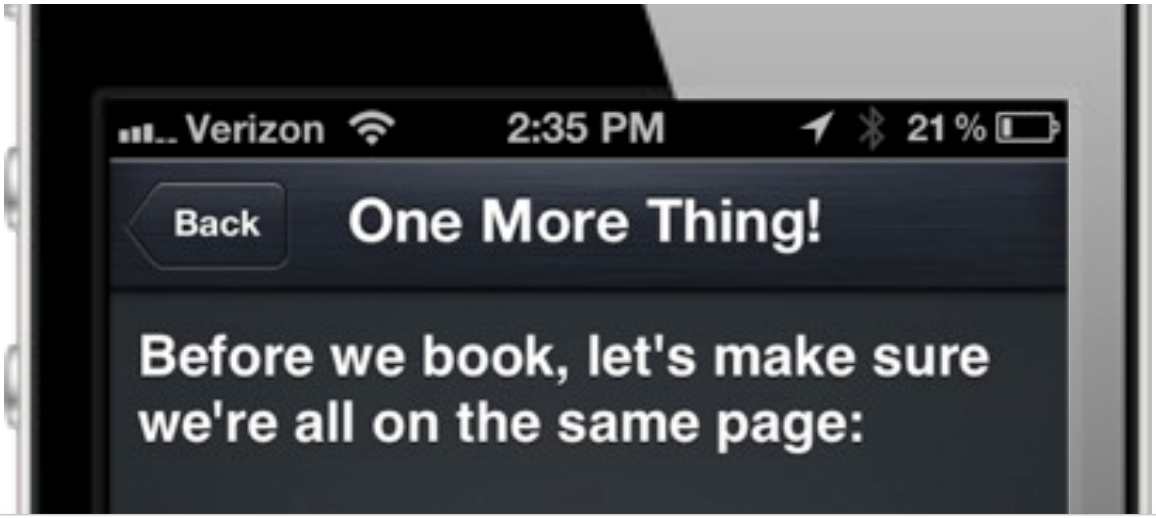
34% increase in conversions

It can always be simpler.

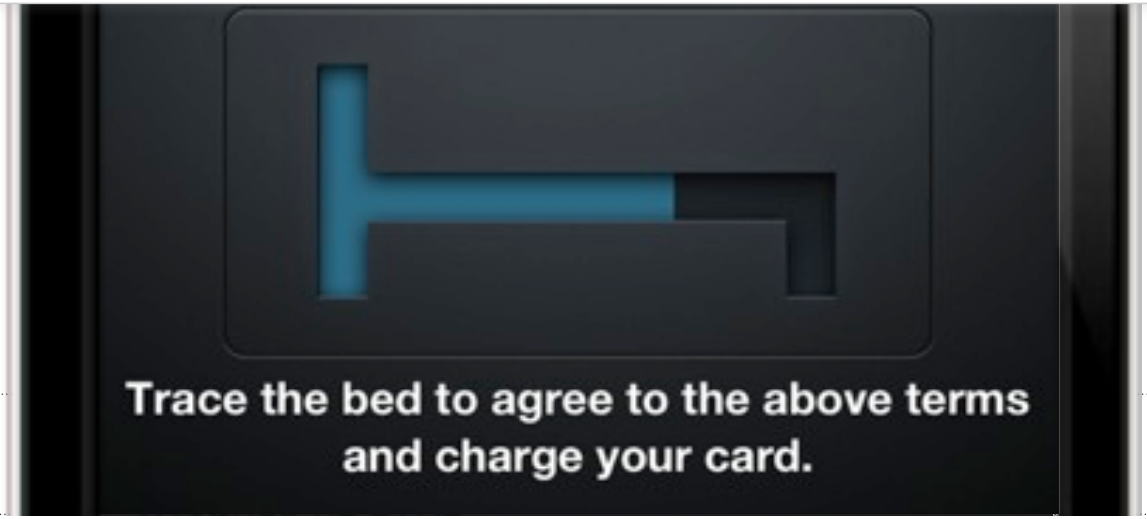



Get Online Now
boingo
Unlimited access for 24 hours is $6.95 for all boingo locations. No monthly fees apply.
Credit or Debit Card
1234 5678 9012 3456
enter card number, expiration date, & CVV code
Name on Credit Card
Email Address (optional)
if you'd like us to send you a receipt
By selecting "Get Online"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

4 INPUTS



"Booking a hotel happens in 3 taps and a swipe. This is a competitive advantage." -Sam Shank, CEO



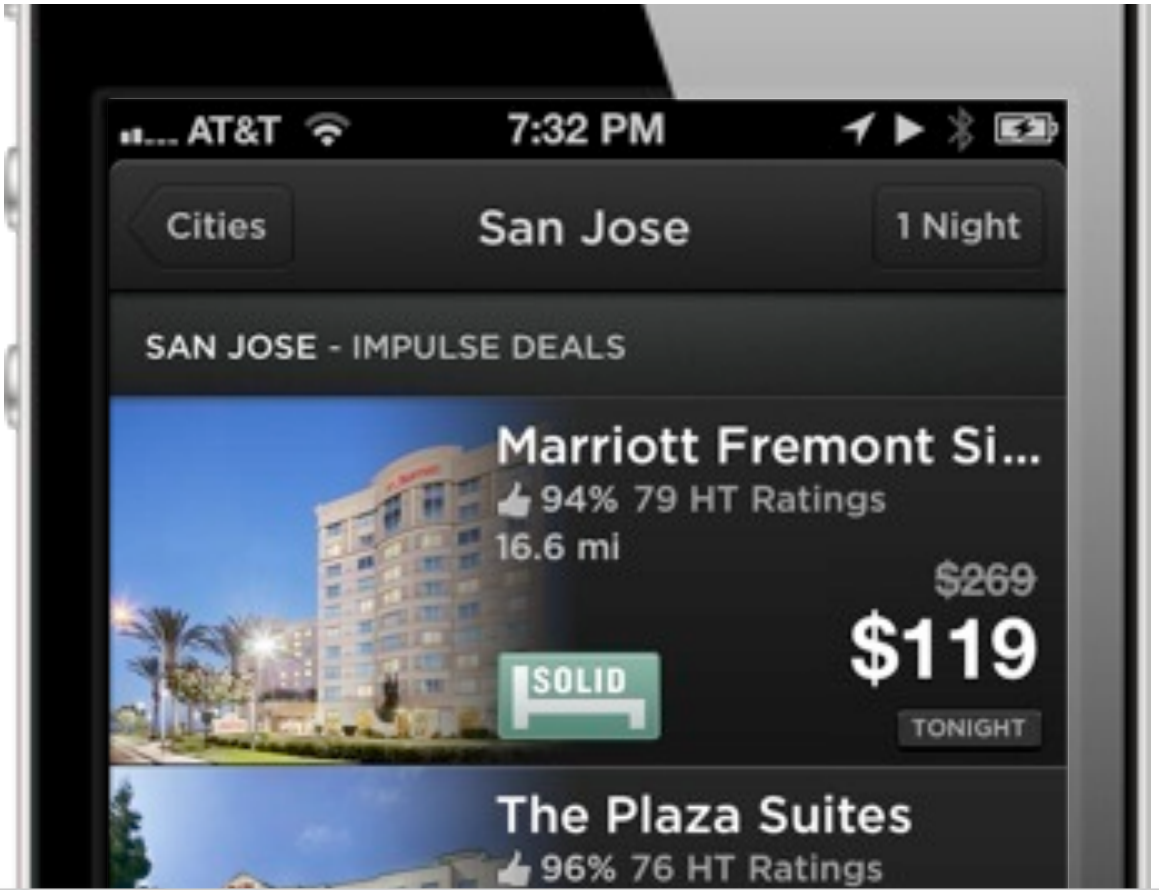
Source: http://bit.ly/18cYpKf

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

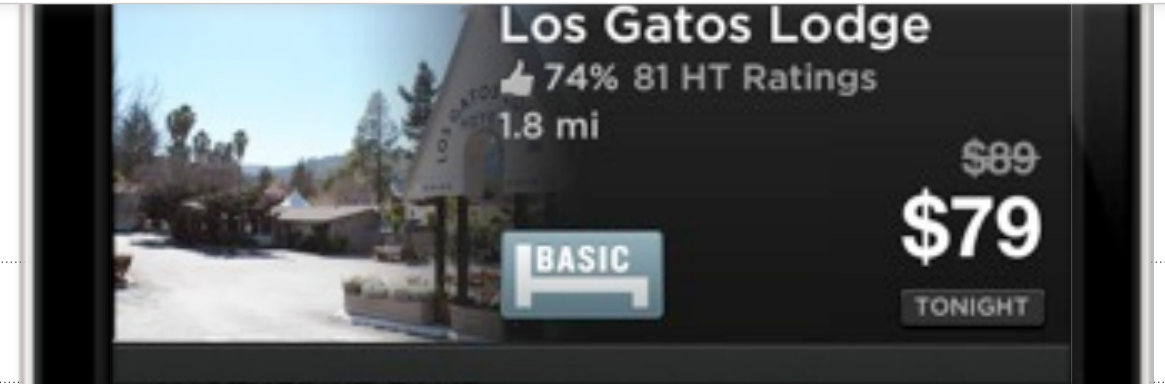
Hotels.com

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

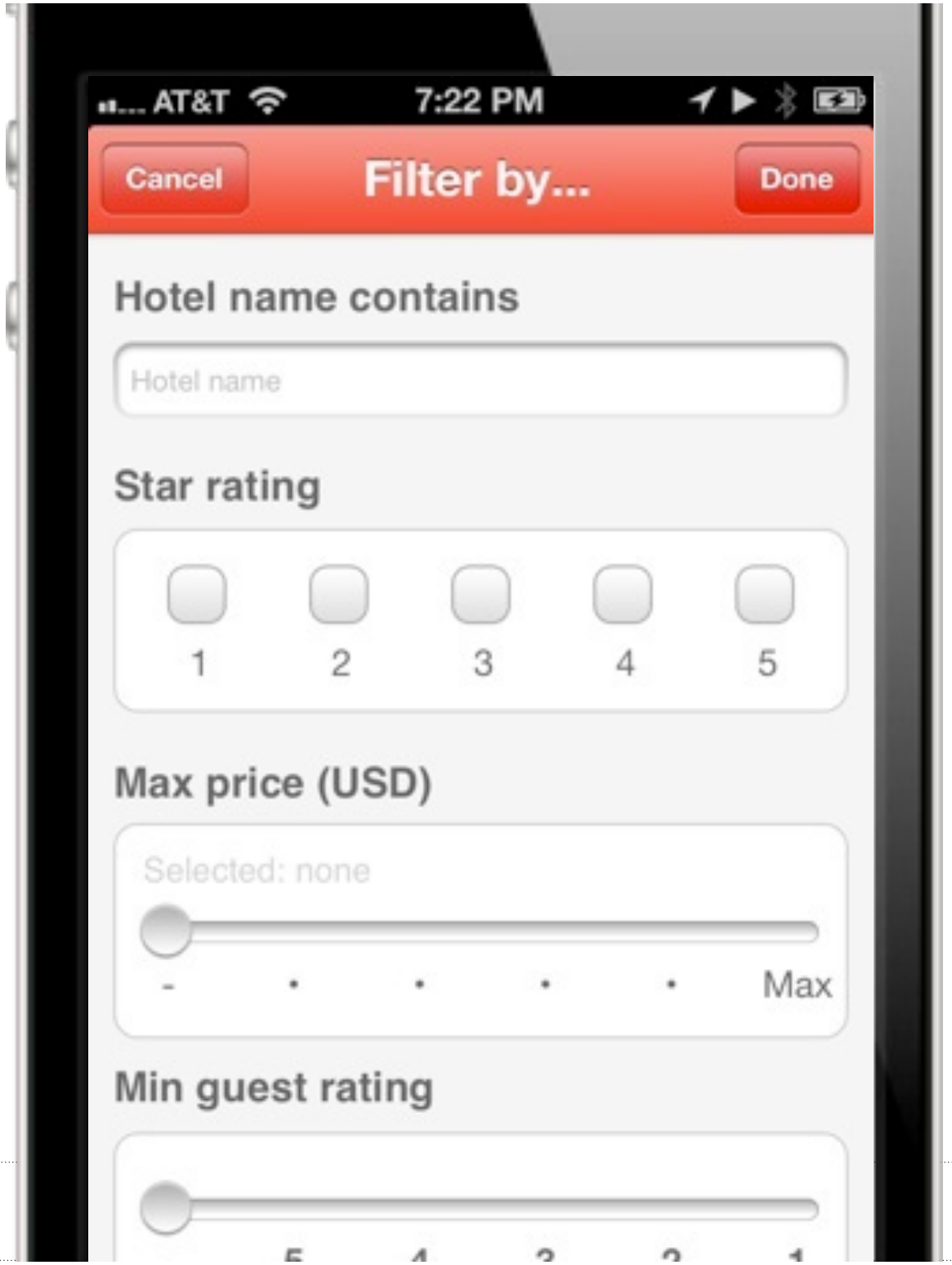


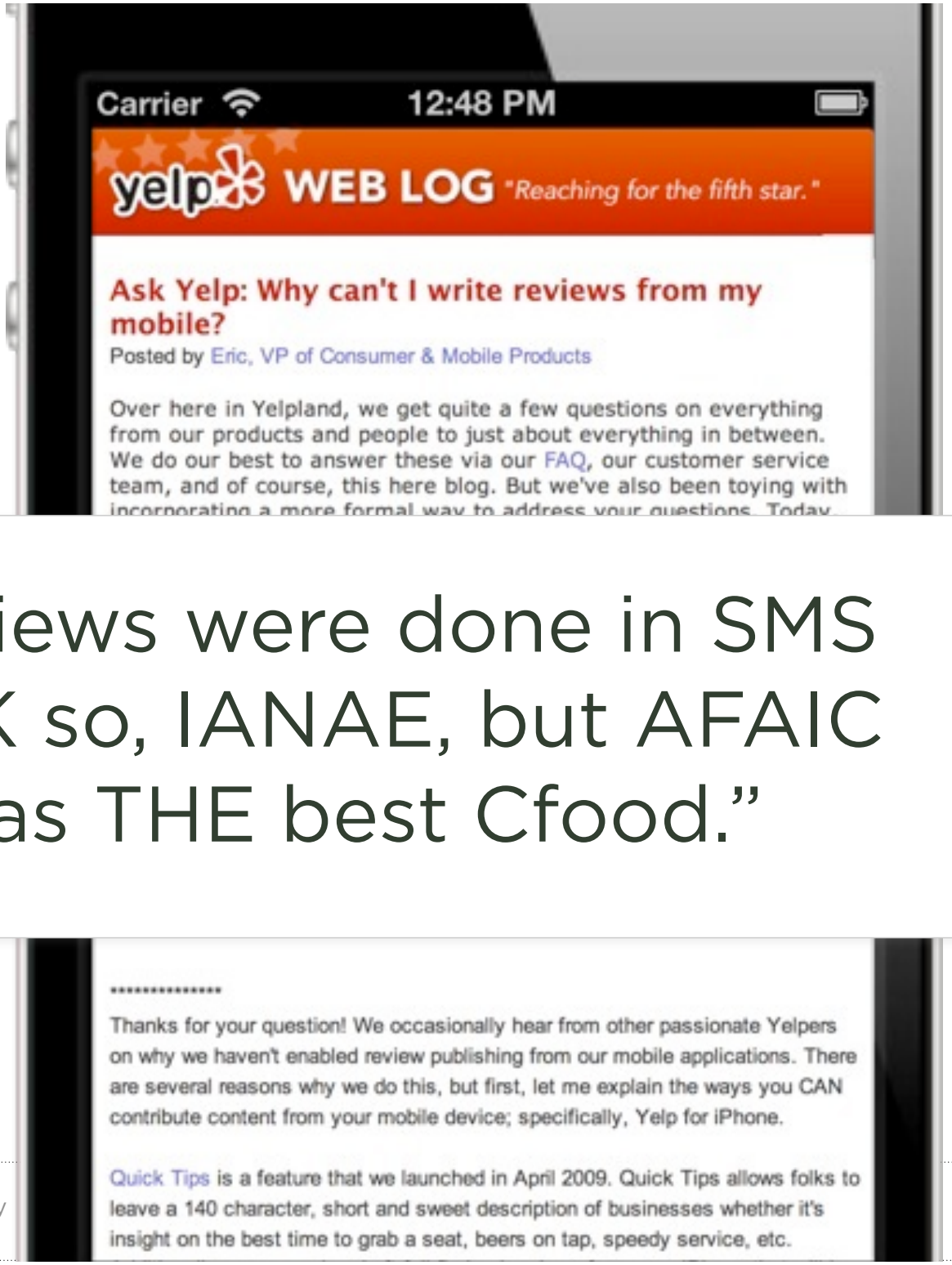
It takes big changes to go small.



LUKEW
IDEATION + DESIGN

Hotels.com

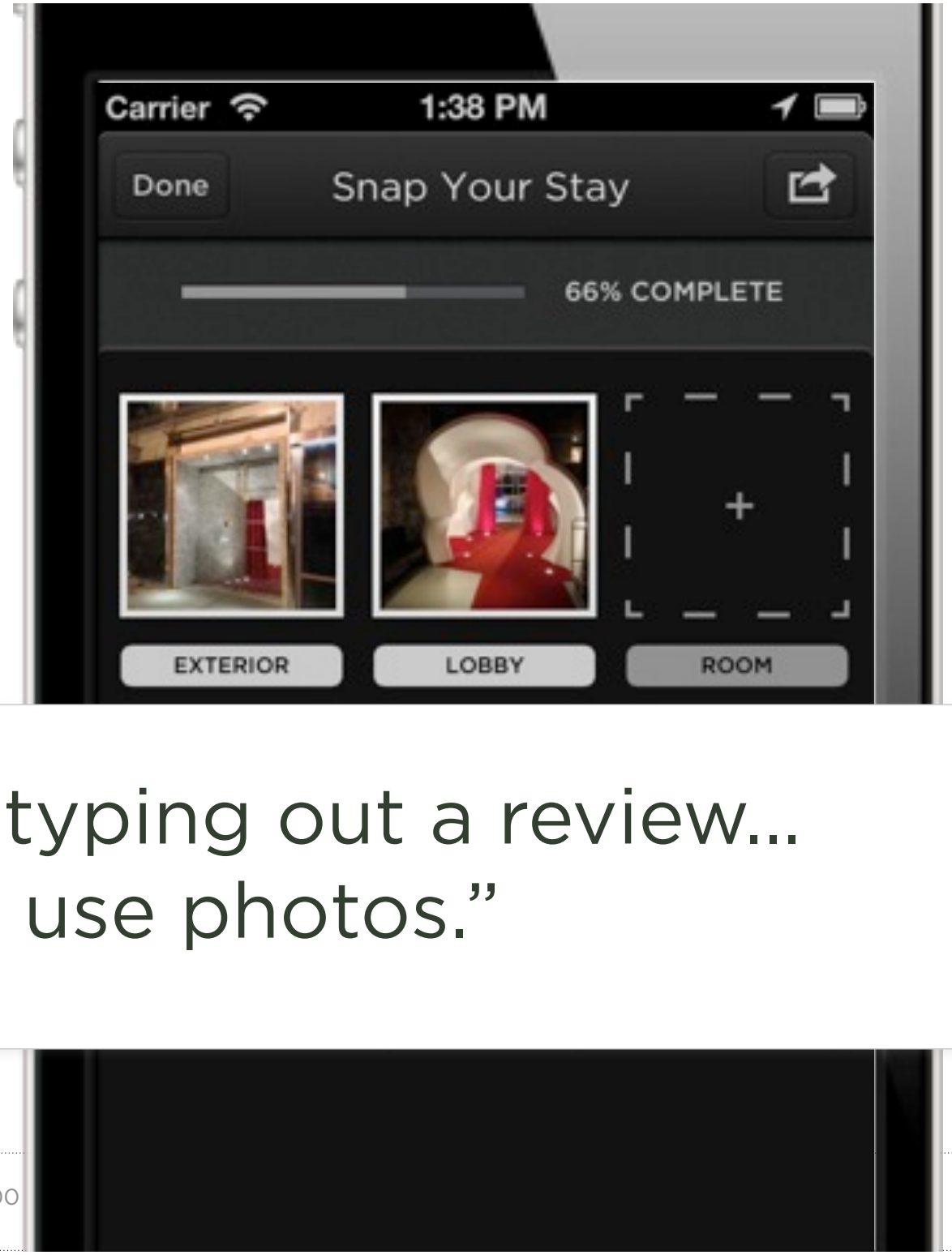

AT&T
7:22 PM
Cancel
Filter by...
Done
Hotel name contains
Hotel name
Star rating
1
2
3
4
5
Max price (USD)
Selected: none
-
Max
Min guest rating



"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."

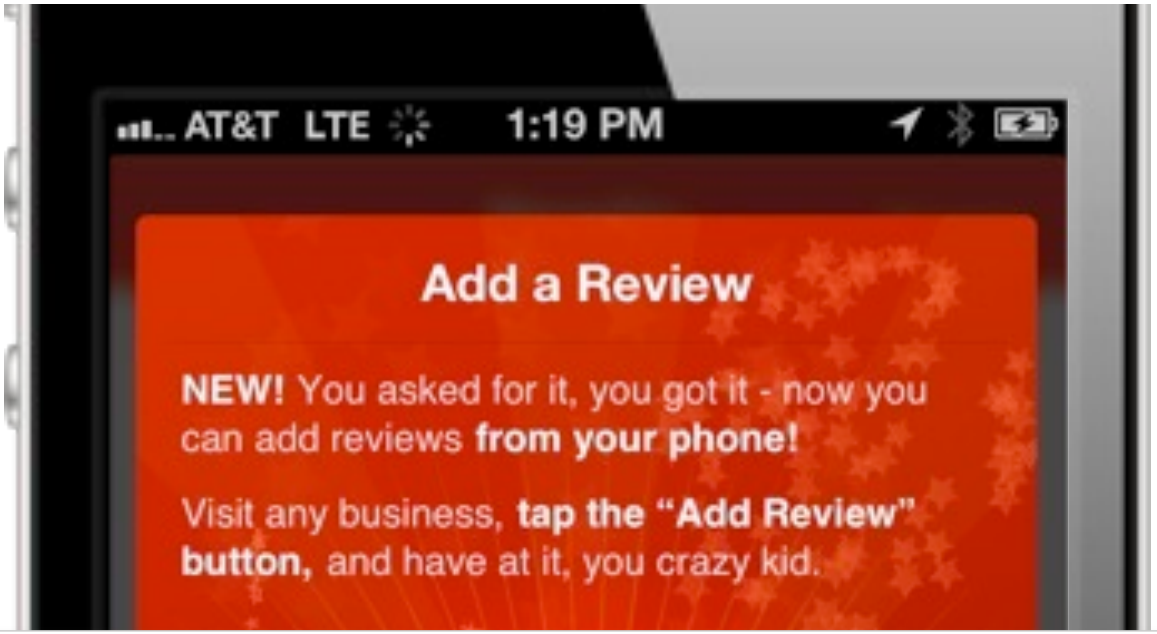
LUKEW IDEATION + DESIGN

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

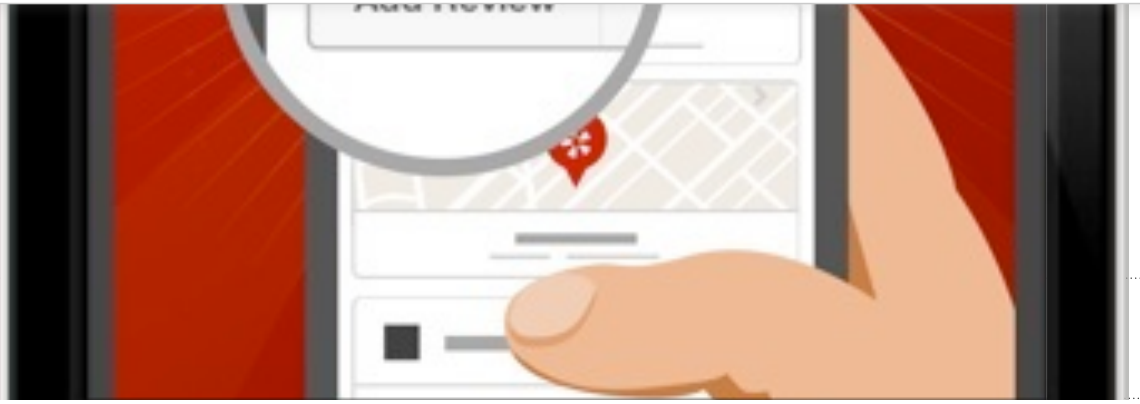
FOUR YEARS LATER...

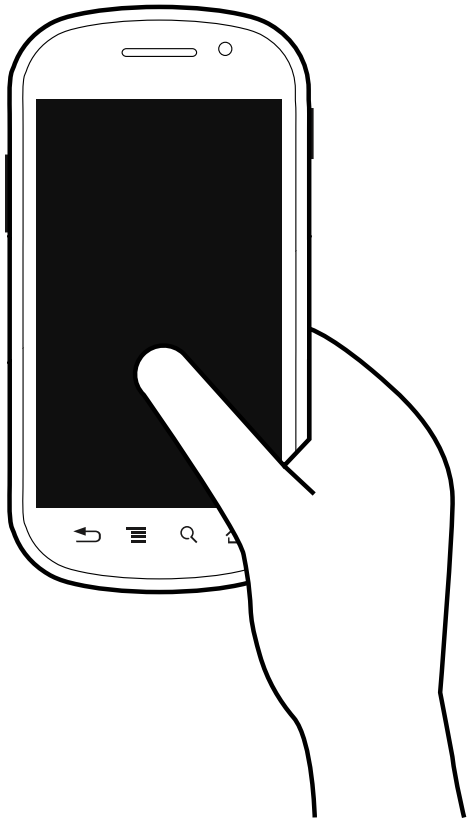
59% of search traffic on mobile

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."





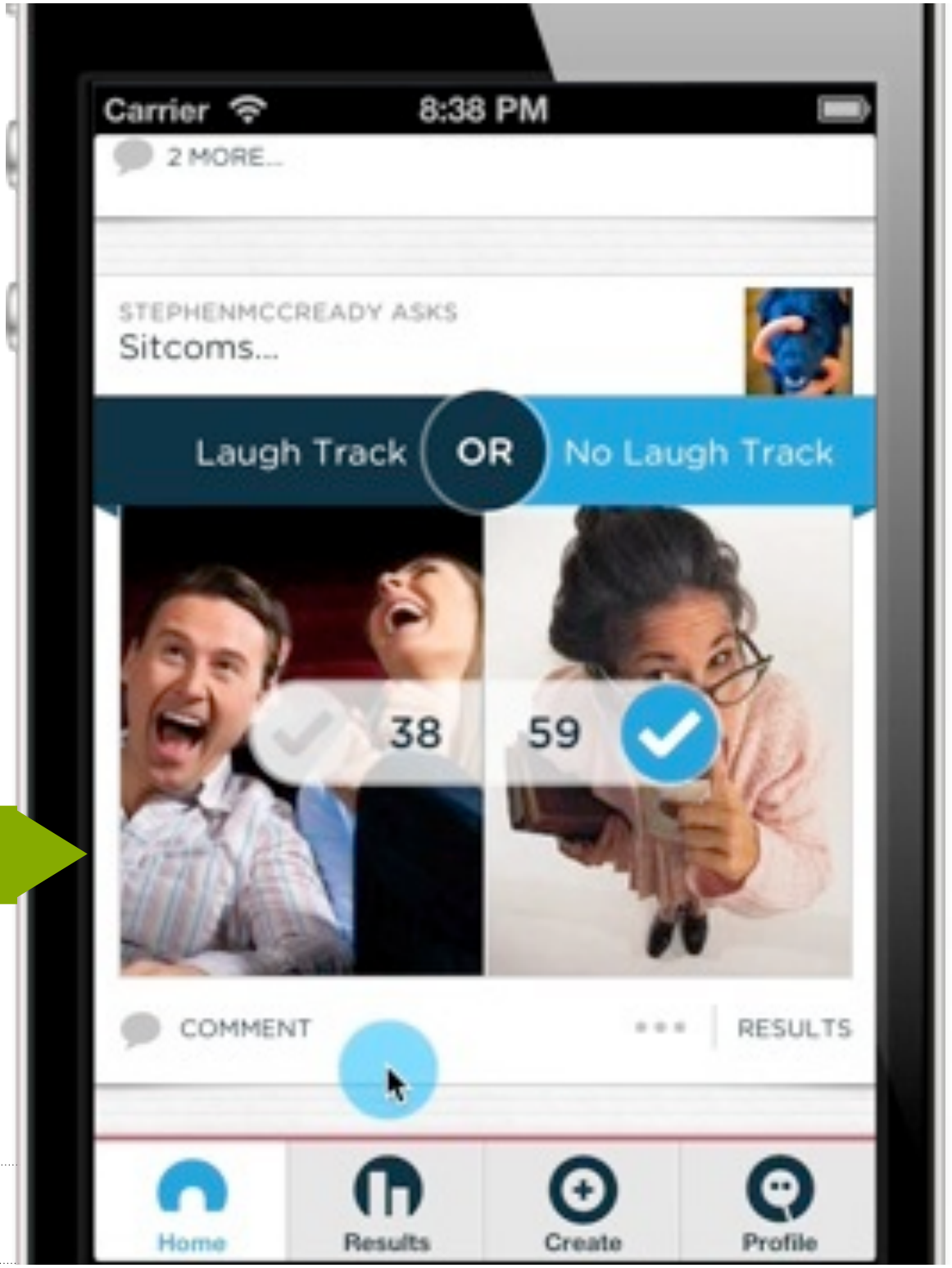
1. One Handed Use
2. Focused Flows
3. **Just In Time Actions**

Just-in-Time Education

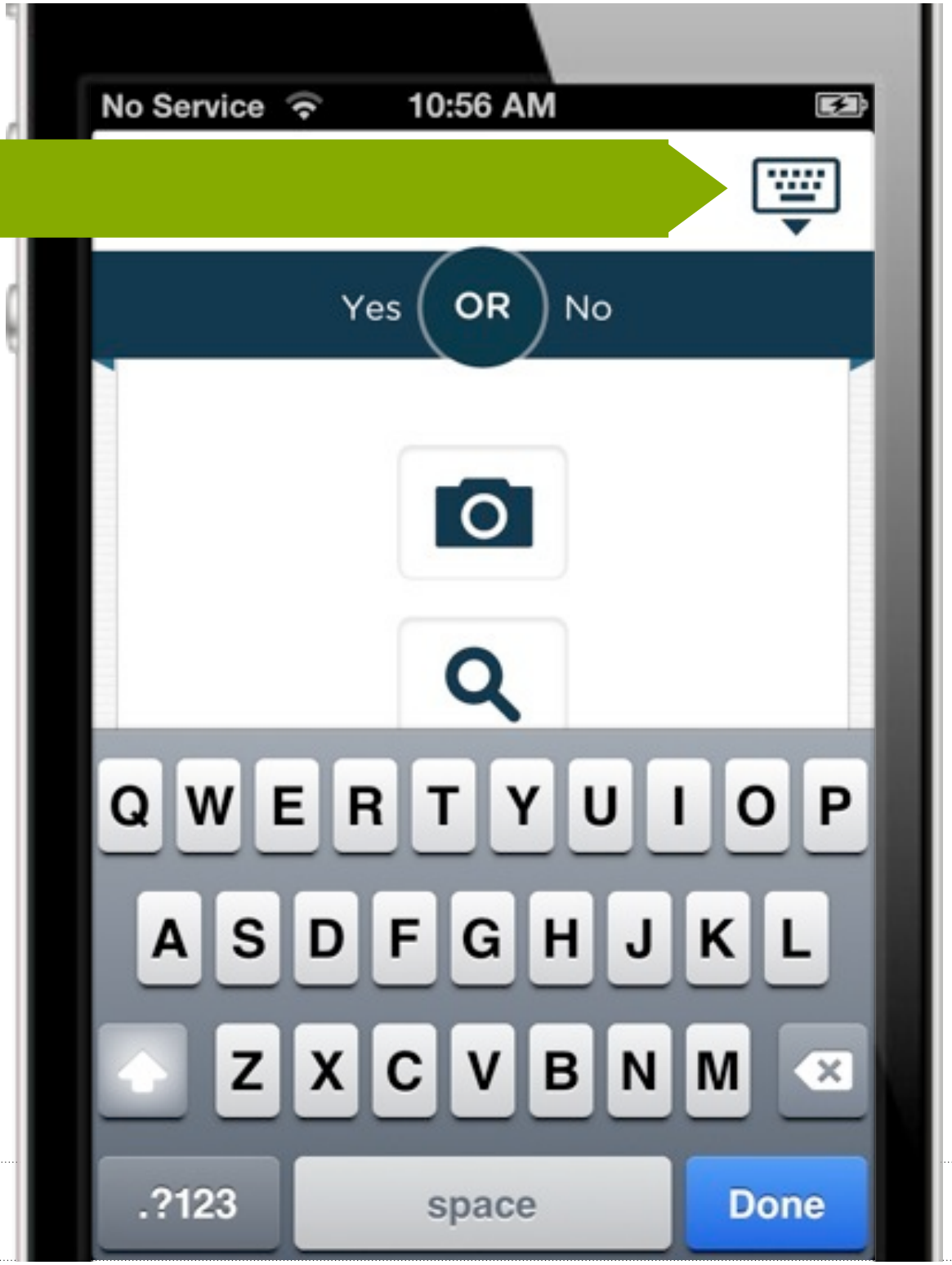
tests

Intro ~~Tours~~

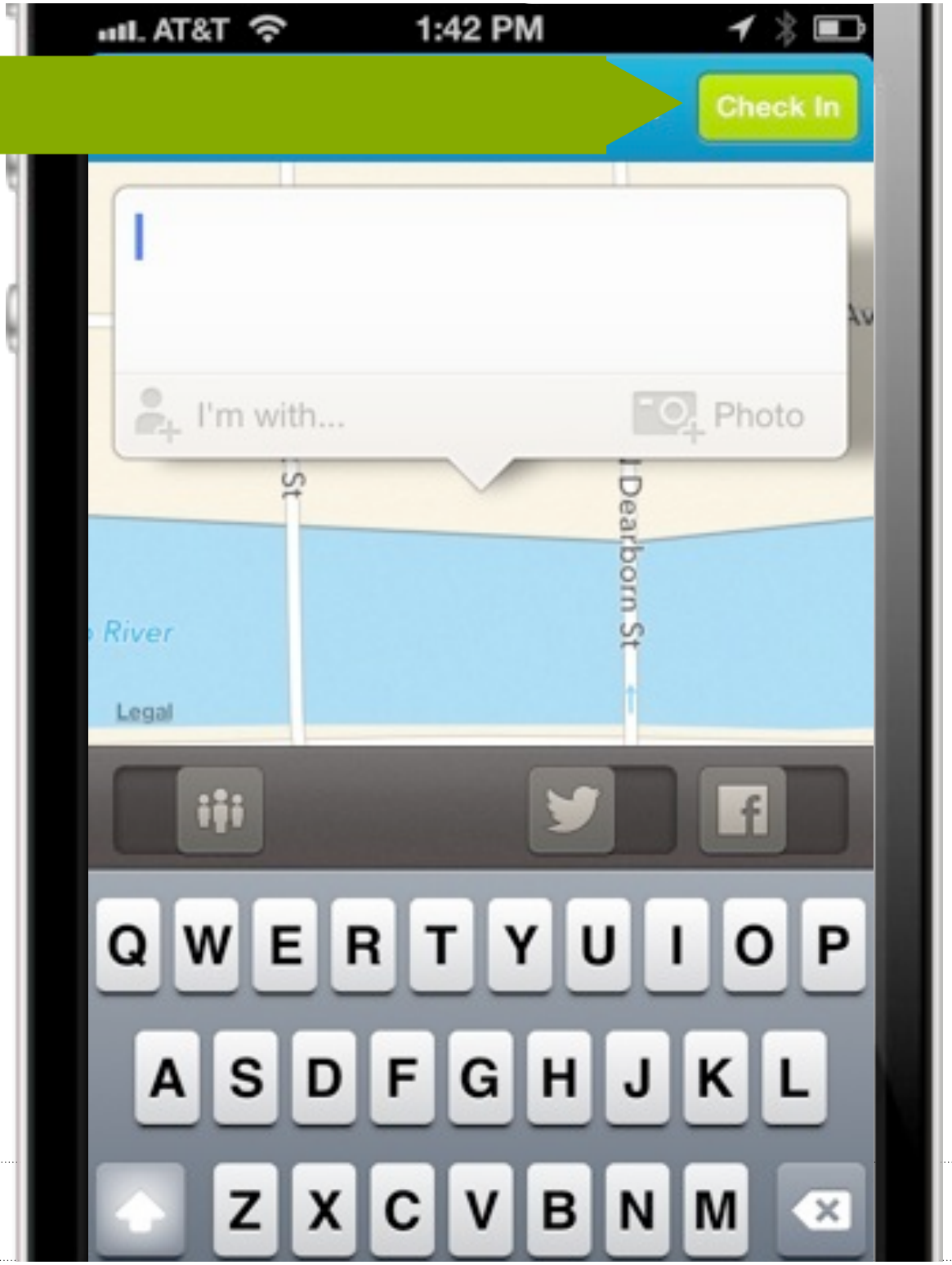
Just in Time Education



Just in Time Action

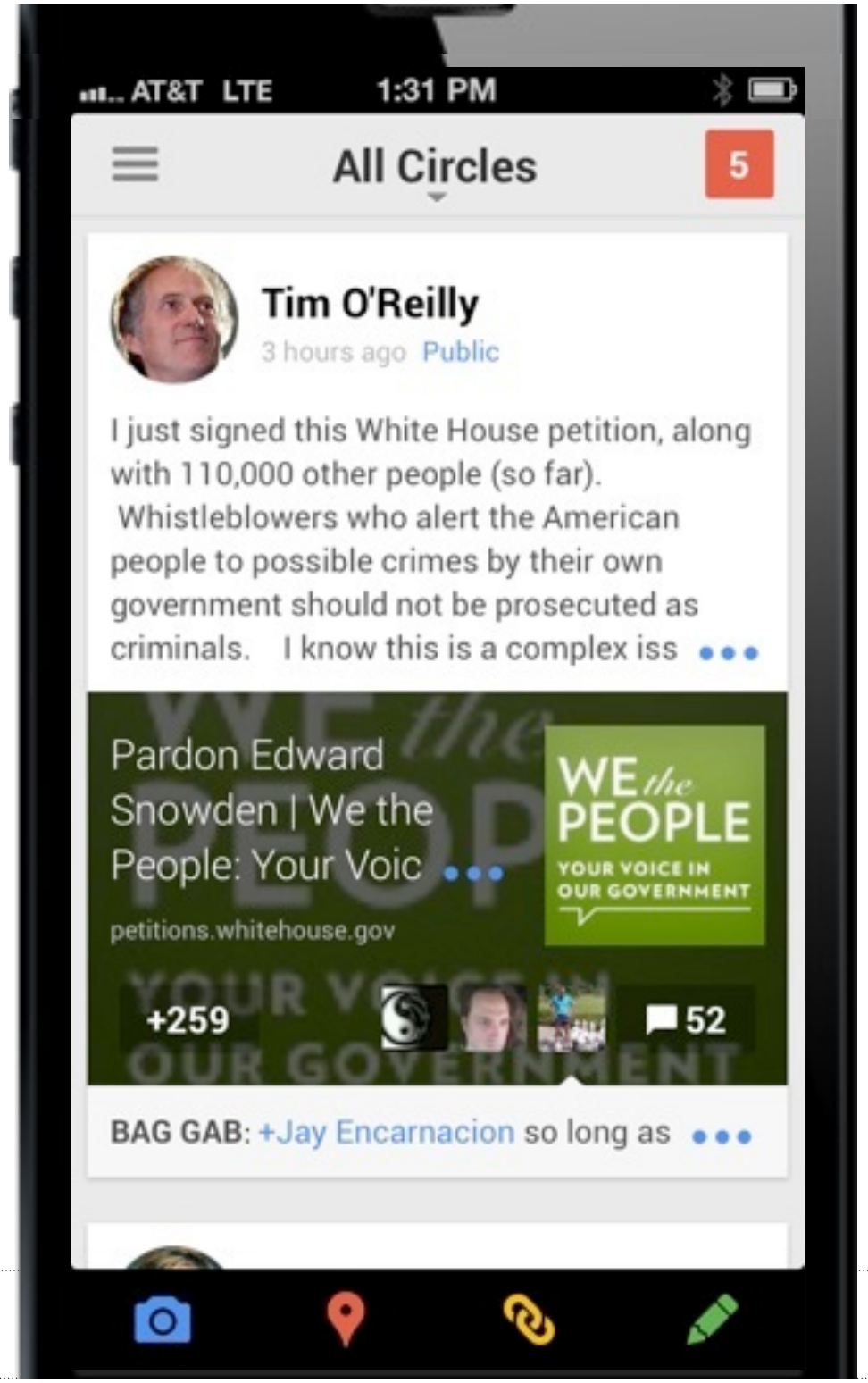


Just in Time Action



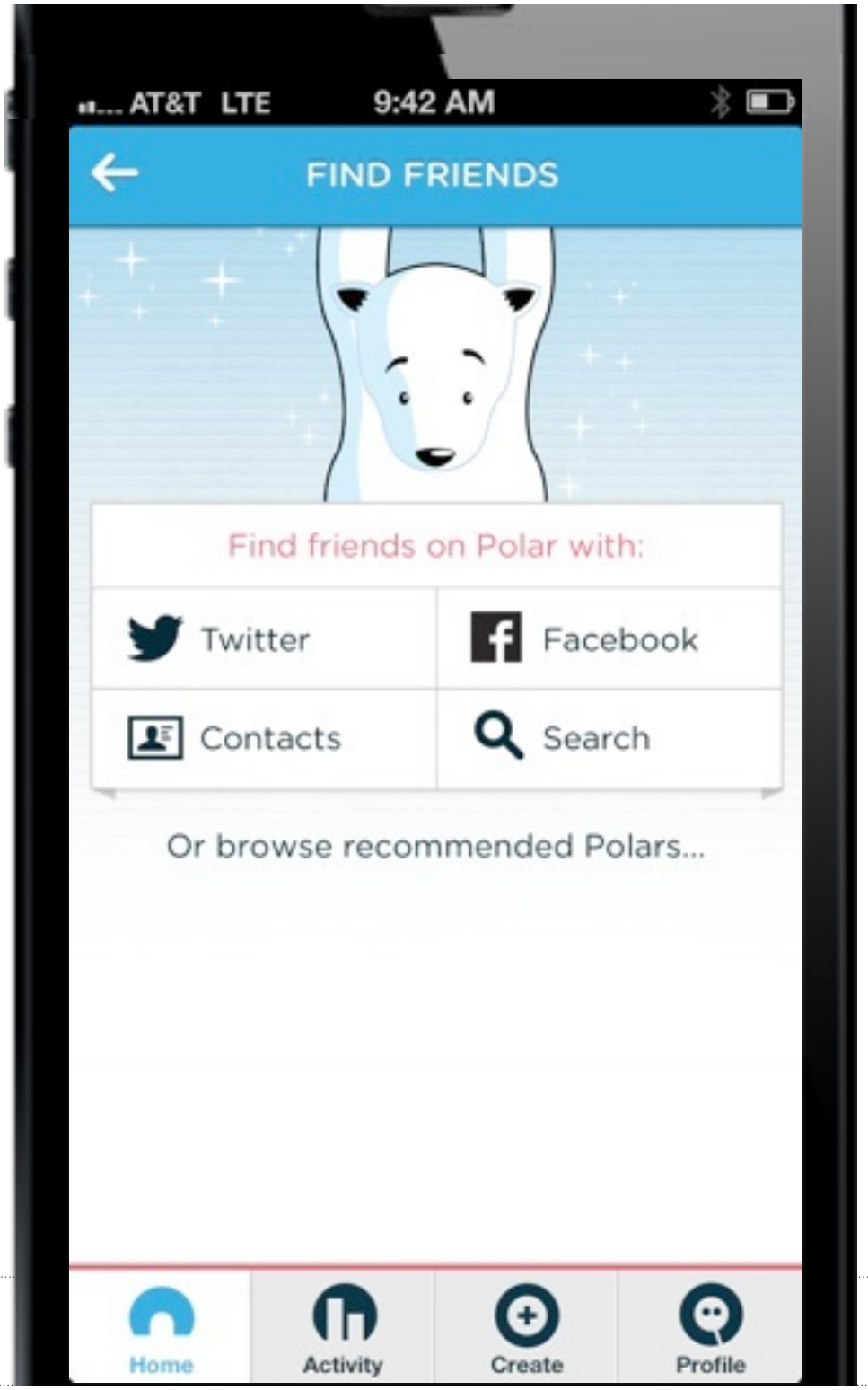
Status Bar

Tab Bar

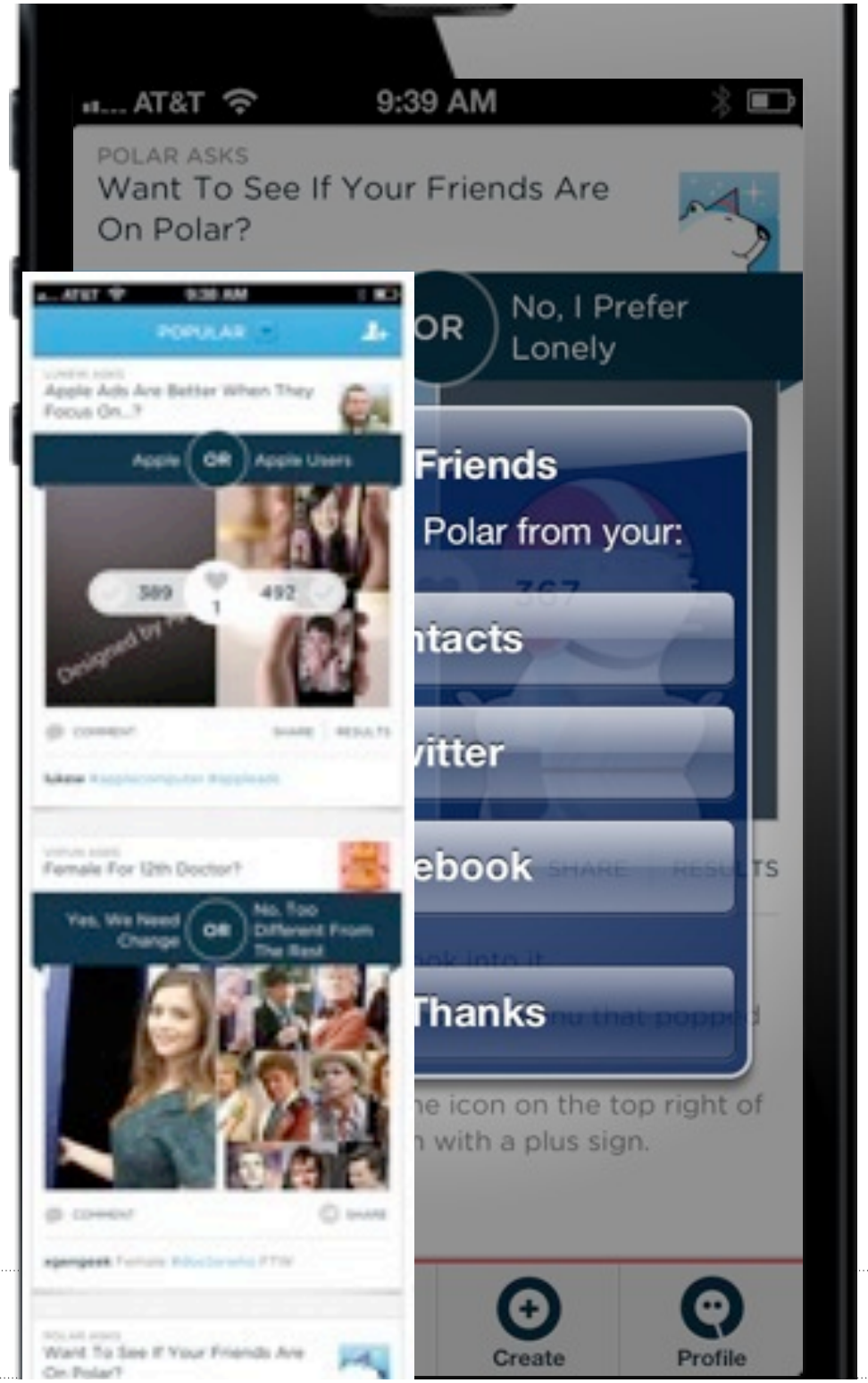


Recent Photos

Header Action



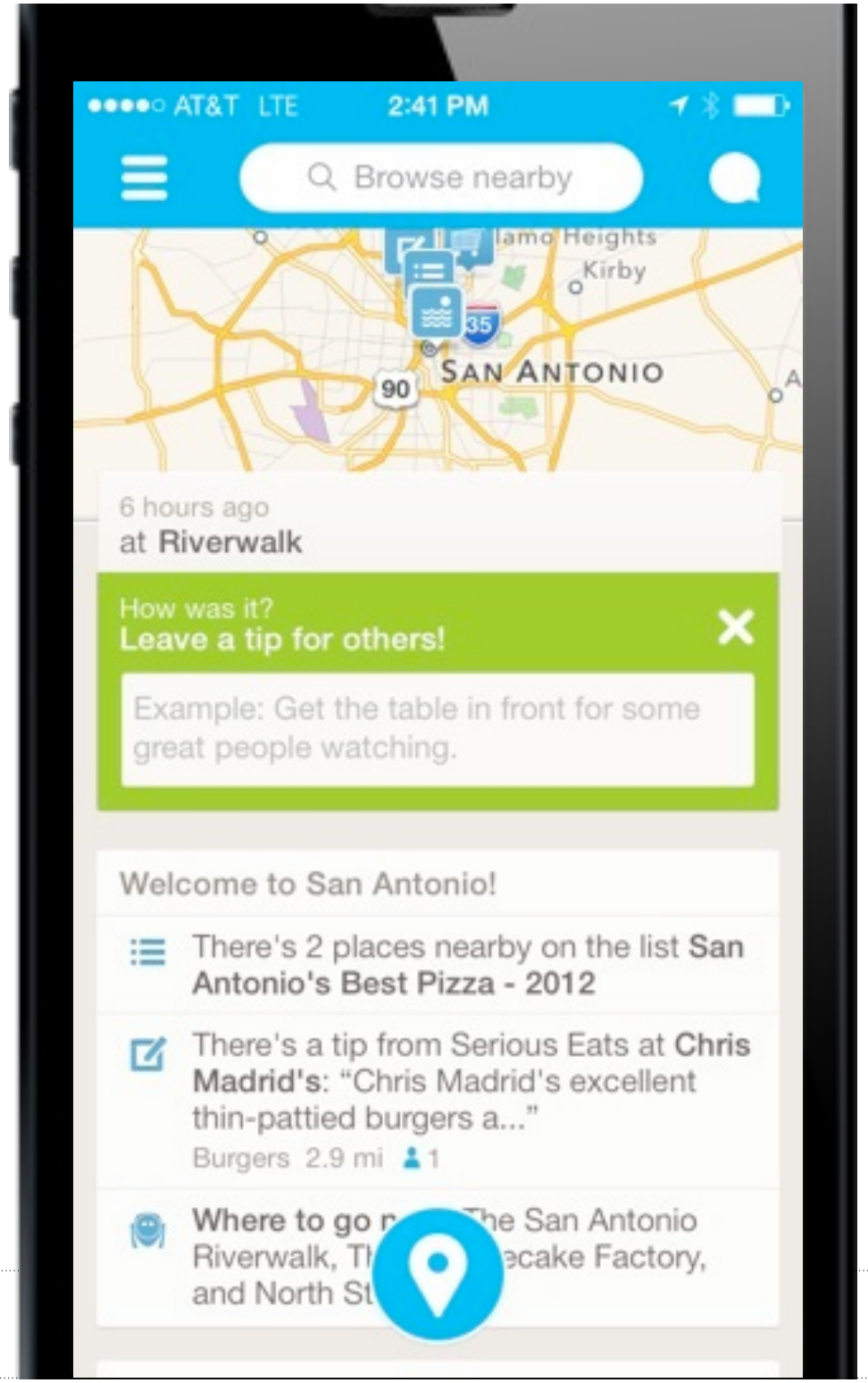
Content Action



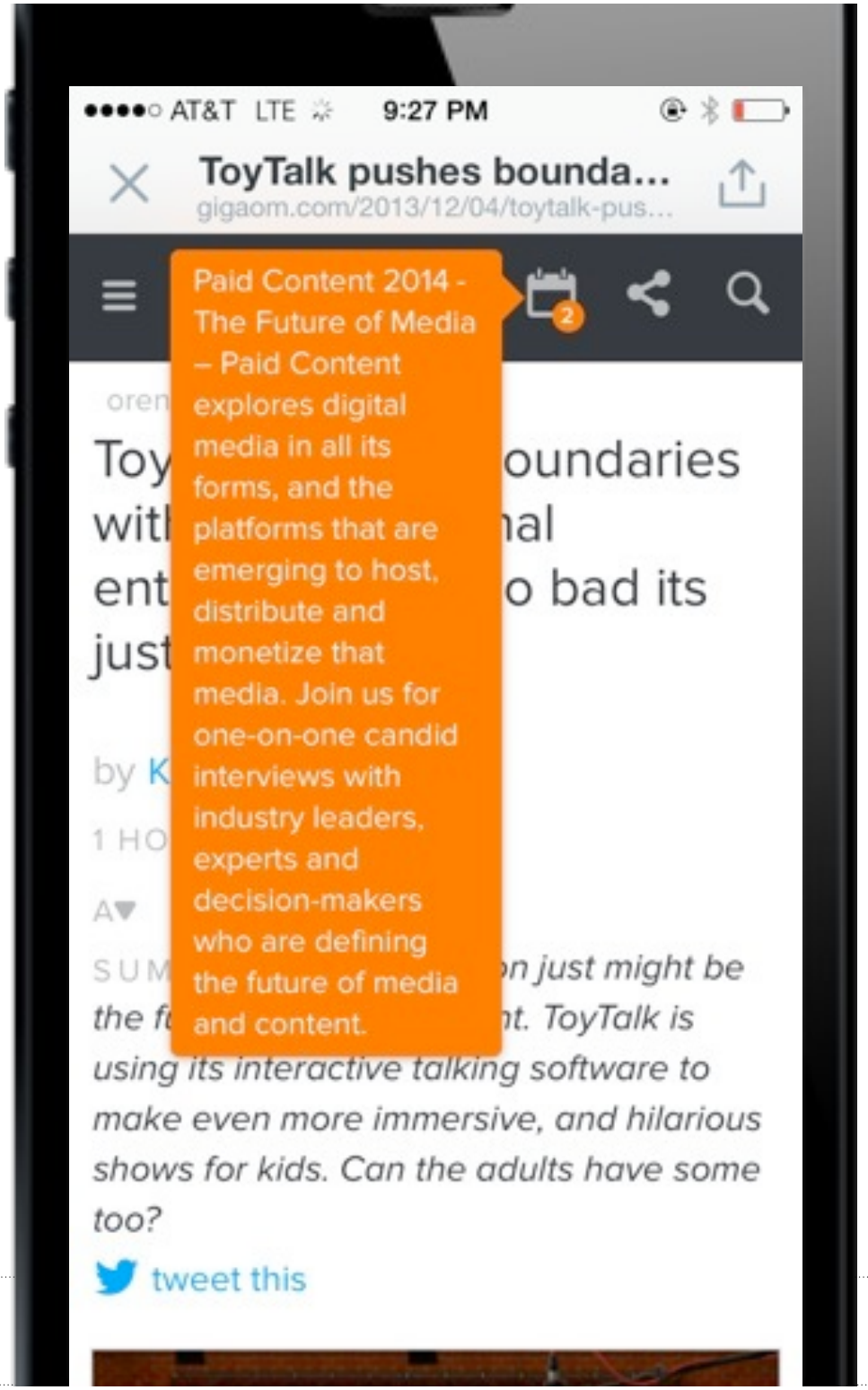
Header Action

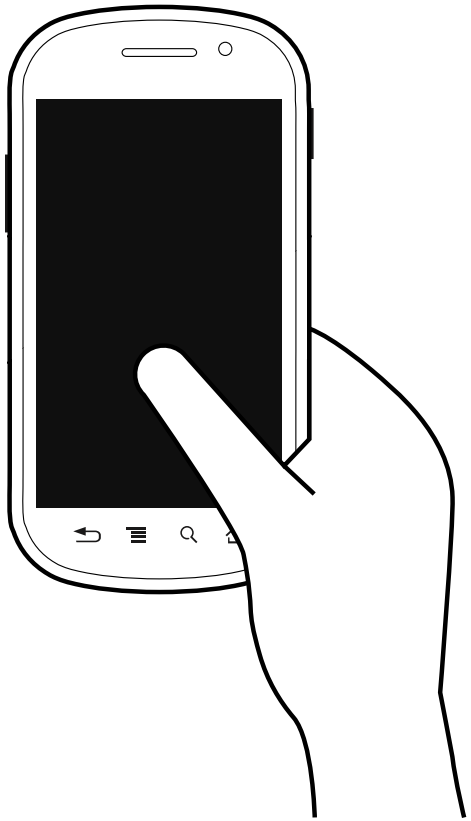
Content Action

Content Action



Content **IN**Action





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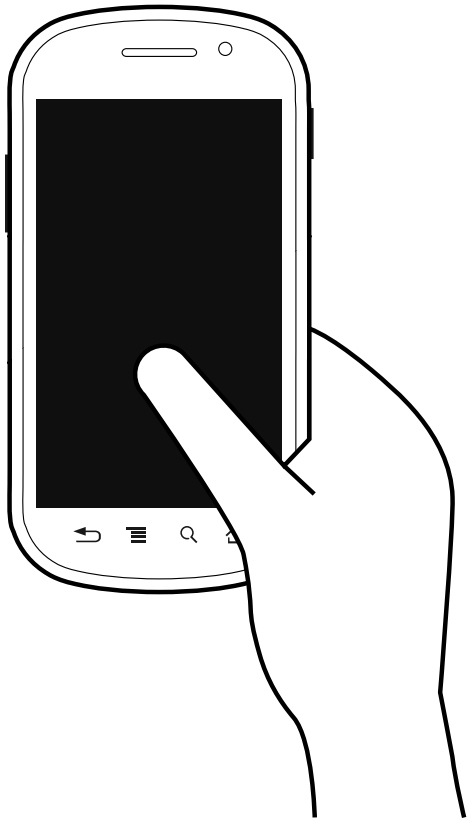
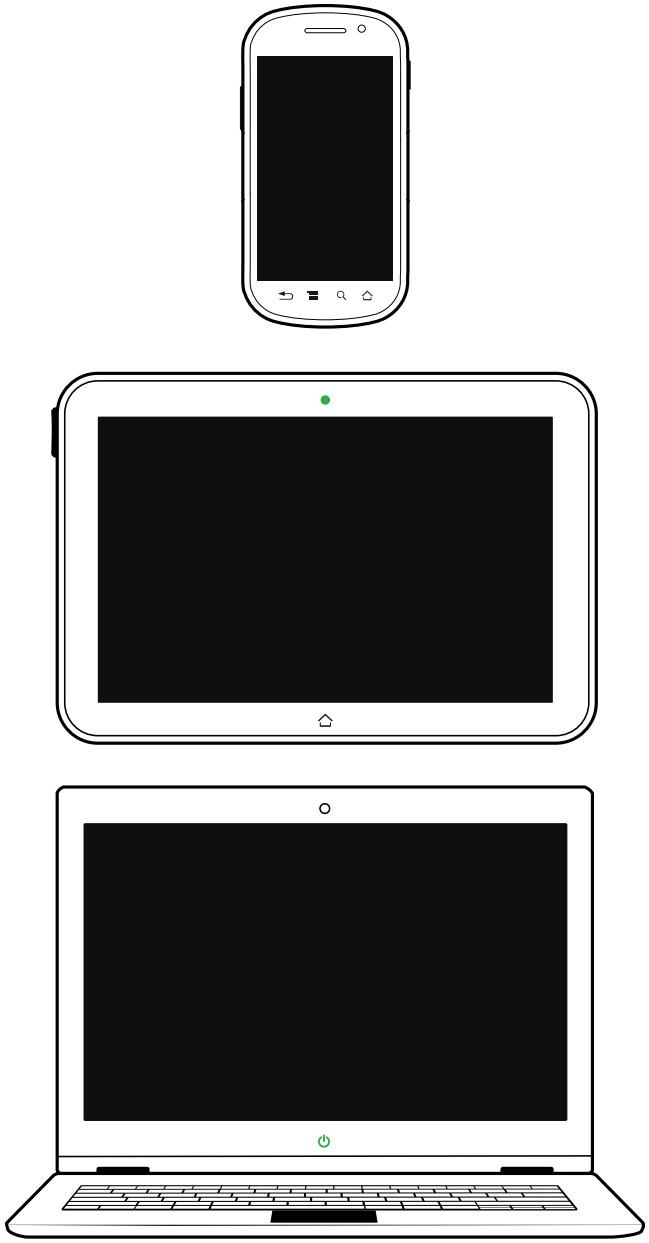
2. Focused Flows
3. Just In Time Actions



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

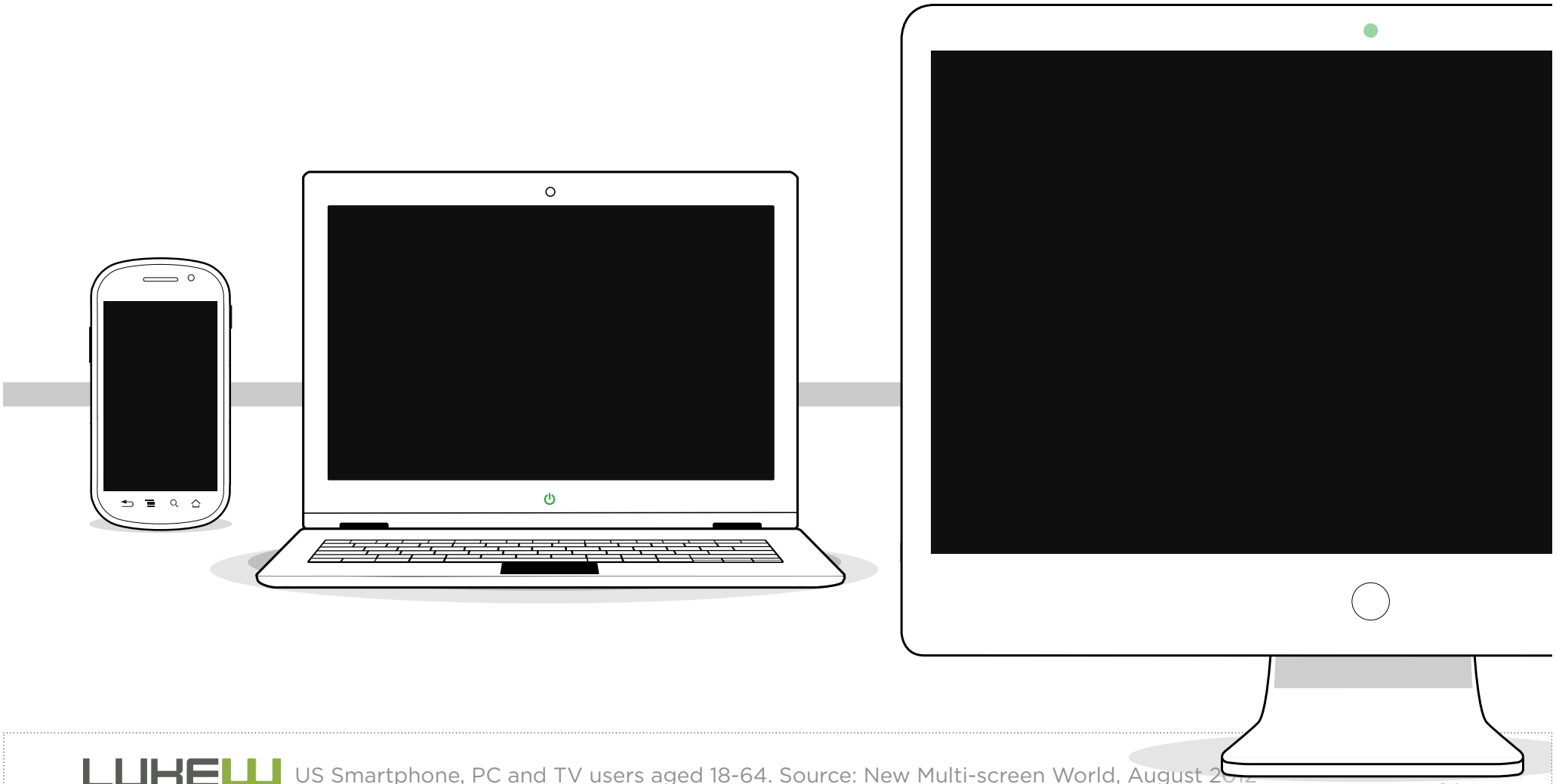
13% of Americans own laptop, tablet, & smartphone

LUKEW IDEATION + DESIGN

Source: http://www.lukew.com/ff/entry.asp?1596

90% use multiple screens sequentially

98% do so that same day



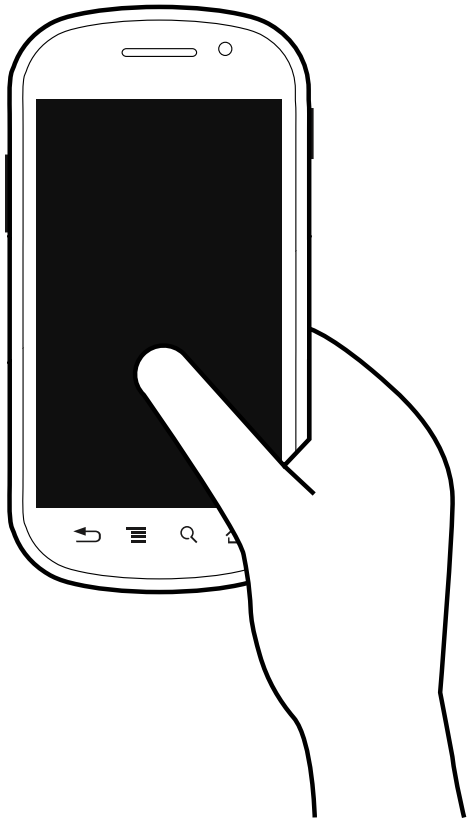
US Smartphone, PC and TV users aged 18-64. Source: New Multi-screen World, August 2012

66% smartphone & laptop/PC

81% smartphone & TV

66% laptop/PC & TV

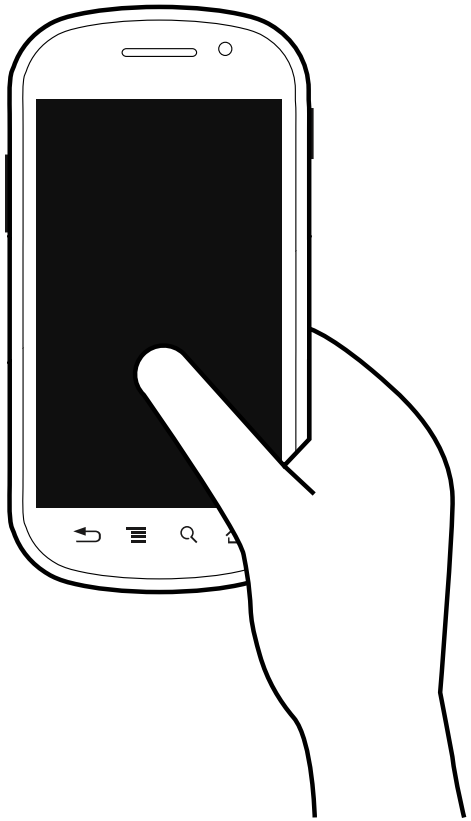
US Smartphone, PC and TV users aged 18-64. Source: New Multi-screen World, August 2012



IT'S A

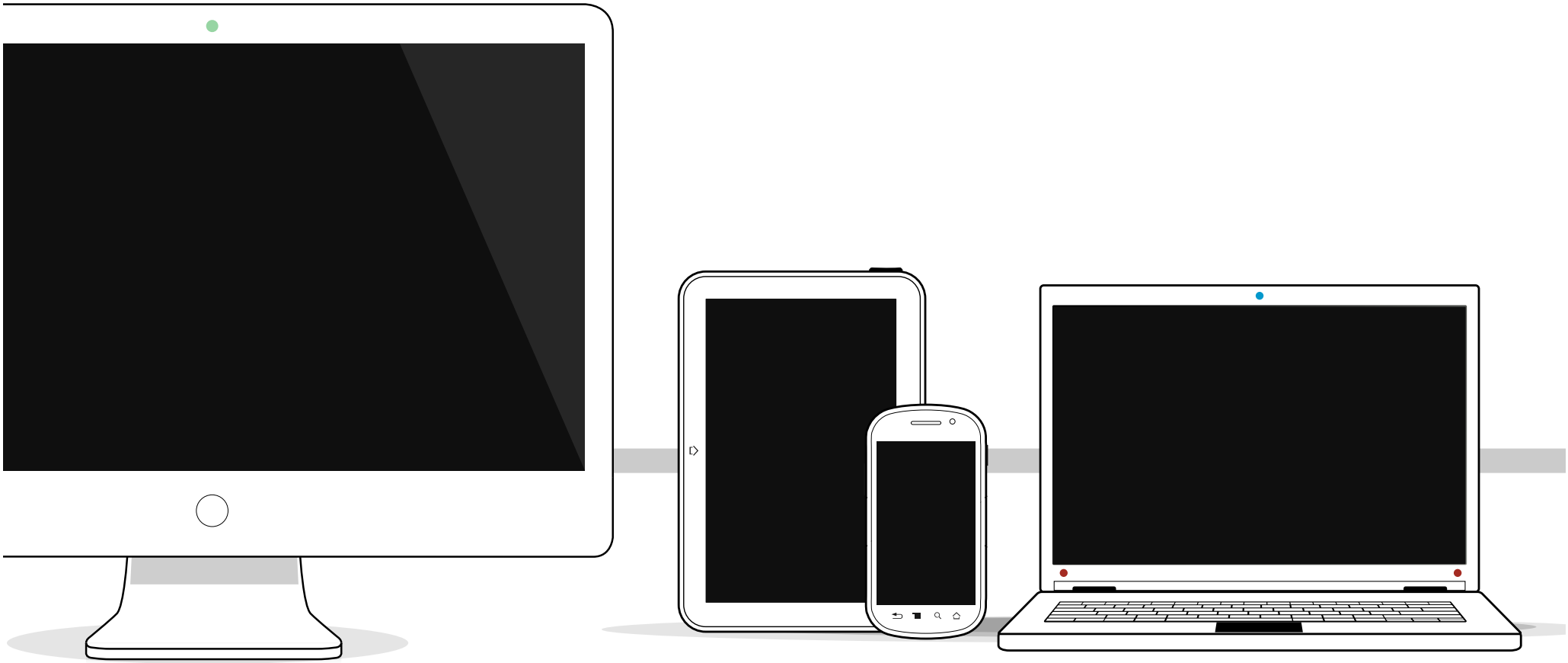
WRITE/READ ~~MOBILE~~ multi-device! WEB

HOW DO WE DESIGN FOR MULTI-DEVICE CREATION?

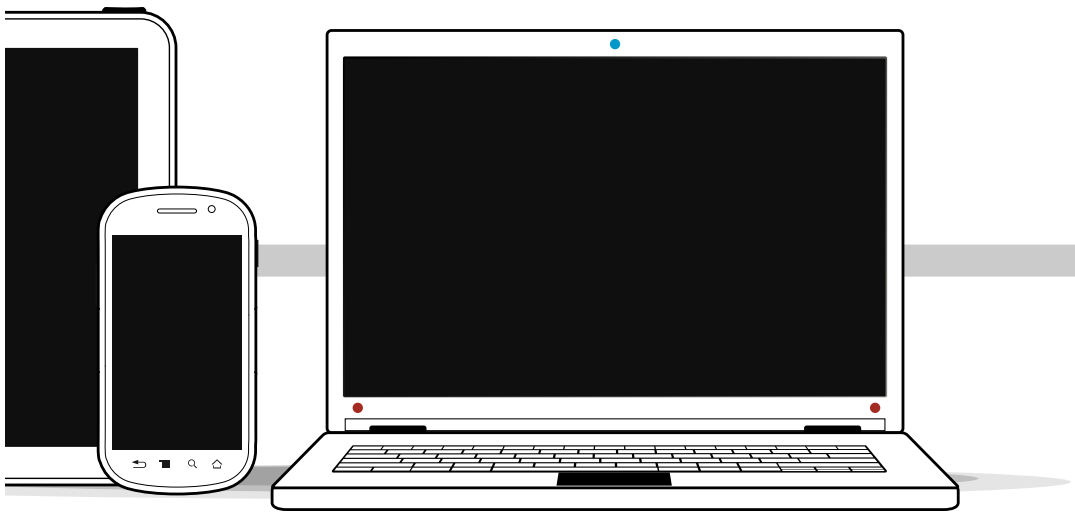


1. One Handed Use
2. Focused Flows
3. Just In Time Actions
4. **Cross Device Usage**

CROSS DEVICE USAGE

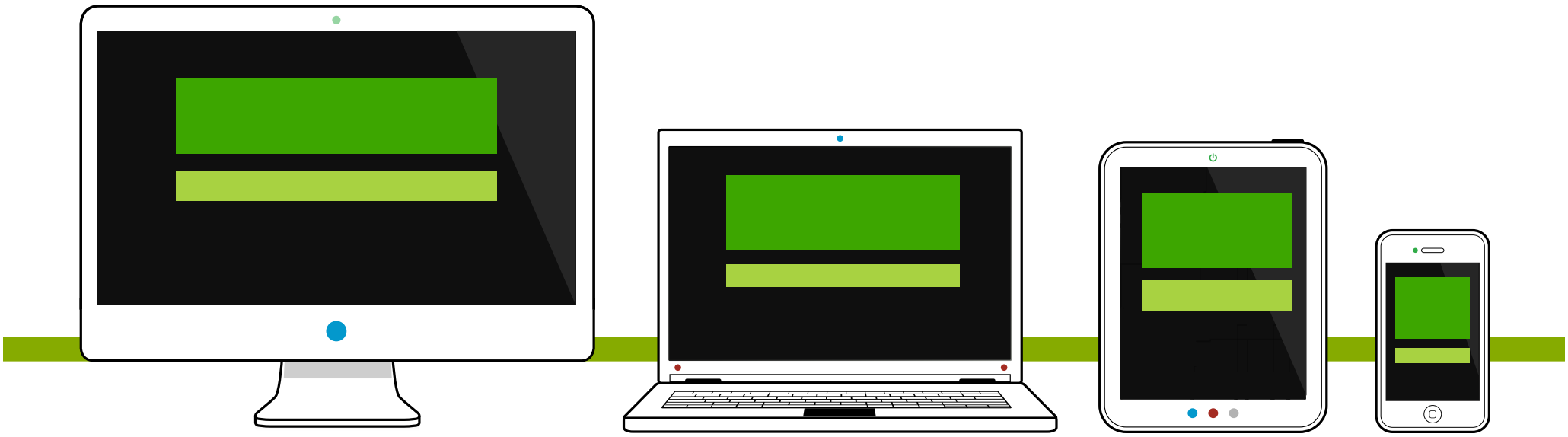


CROSS DEVICE USAGE



1. Access
2. Flow
3. Control
4. Push

ACCESS



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www.lukew.com

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"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.

ABOUT

WRITING

Networked

by Luke Wroblewski

In Digital Product P
capabilities seeing
consumer device pl
platform? Let's brea

- Networked: able to get
services from "the cloud
- Consumer: designed an
- Device: a form factor m
because of integrated e
- Platform: you can build
with it. Content authors

Let's look at some example

AT&T 4G 8:34 AM

www.lukew.com

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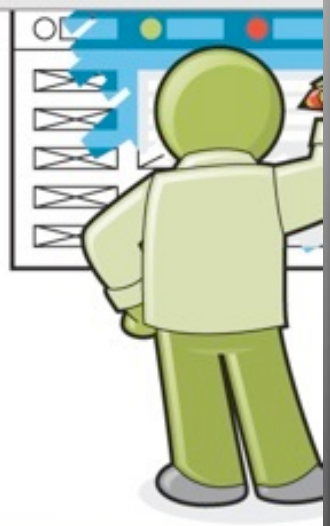


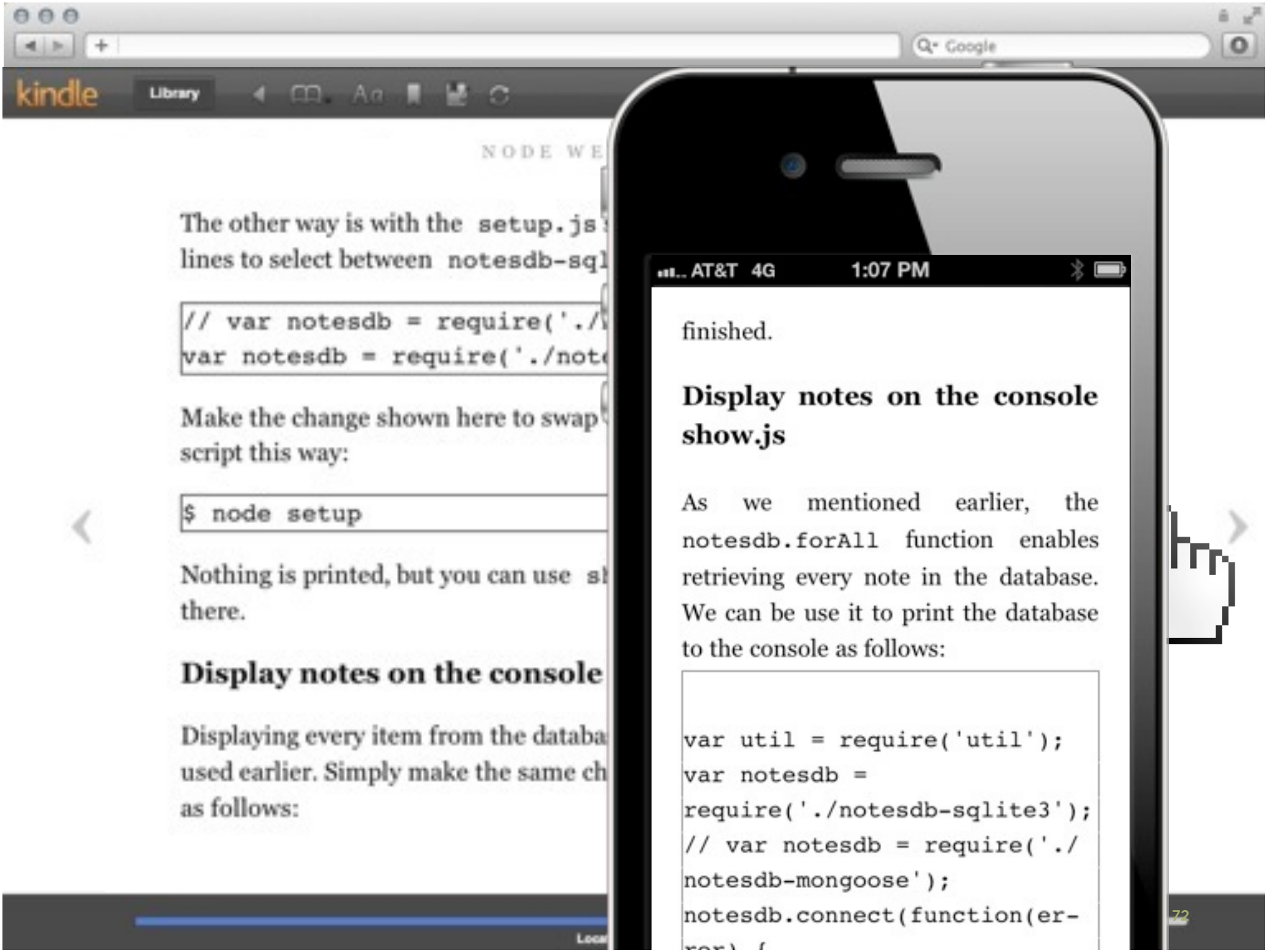
ABOUT

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

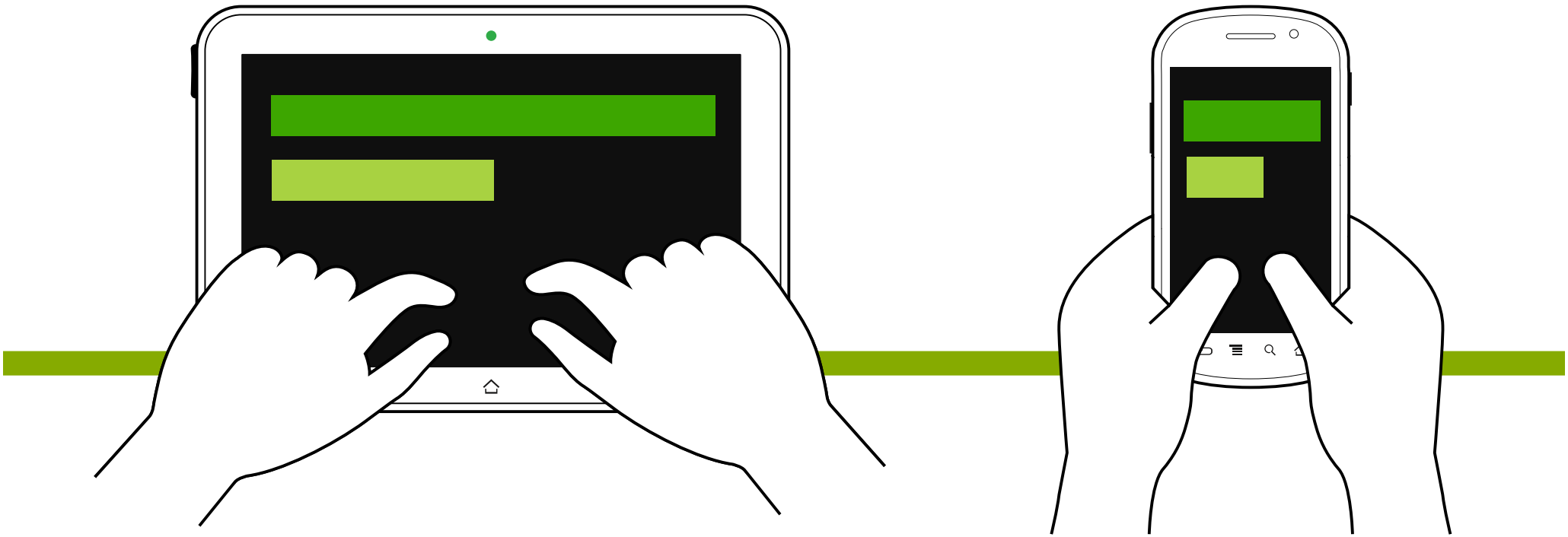
Learn about LukeW

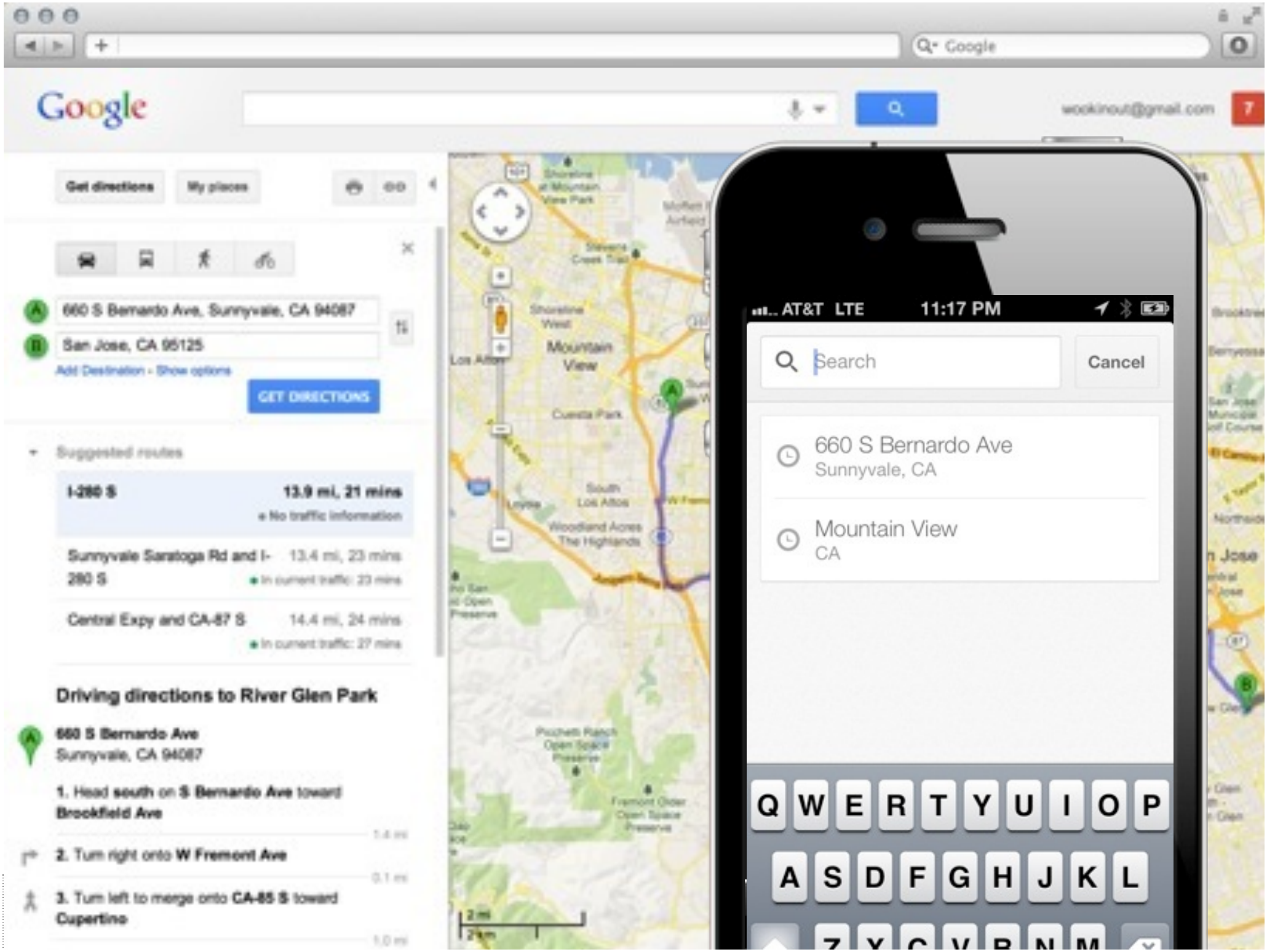
WRITINGS

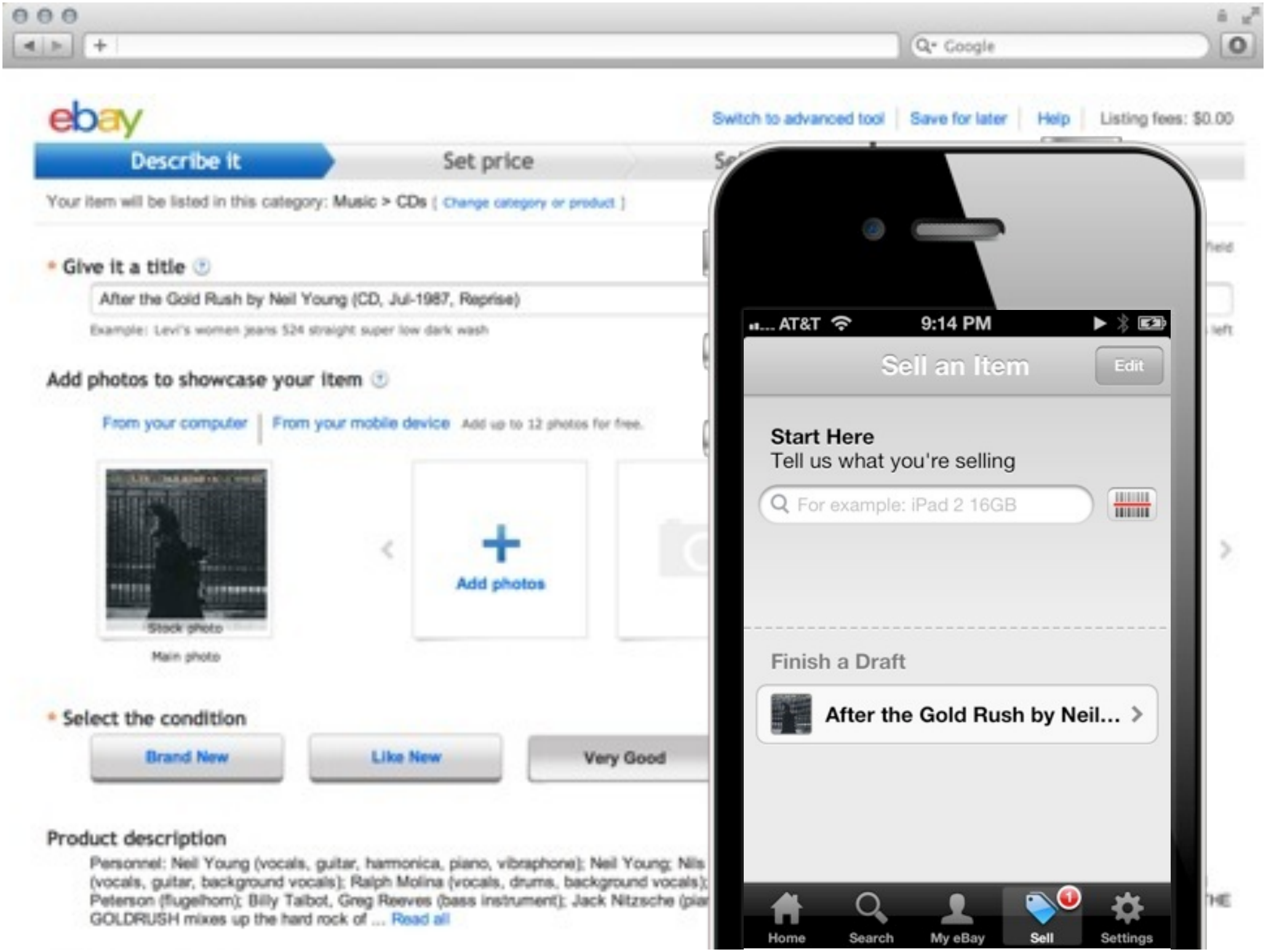
1559 articles about the big picture


kindle
Library
Google
NODE WE
The other way is with the setup.js
lines to select between notesdb-sql
// var notesdb = require('./
var notesdb = require('./note
Make the change shown here to swap
script this way:
$ node setup
Nothing is printed, but you can use sh
there.
Display notes on the console
Displaying every item from the databa
used earlier. Simply make the same ch
as follows:
AT&T 4G
1:07 PM
finished.
Display notes on the console
show.js
As we mentioned earlier, the notesdb.forAll function enables retrieving every note in the database. We can be use it to print the database to the console as follows:
var util = require('util');
var notesdb =
require('./notesdb-sqlite3');
// var notesdb = require('./
notesdb-mongoose');
notesdb.connect(function(er-
72

FLOW



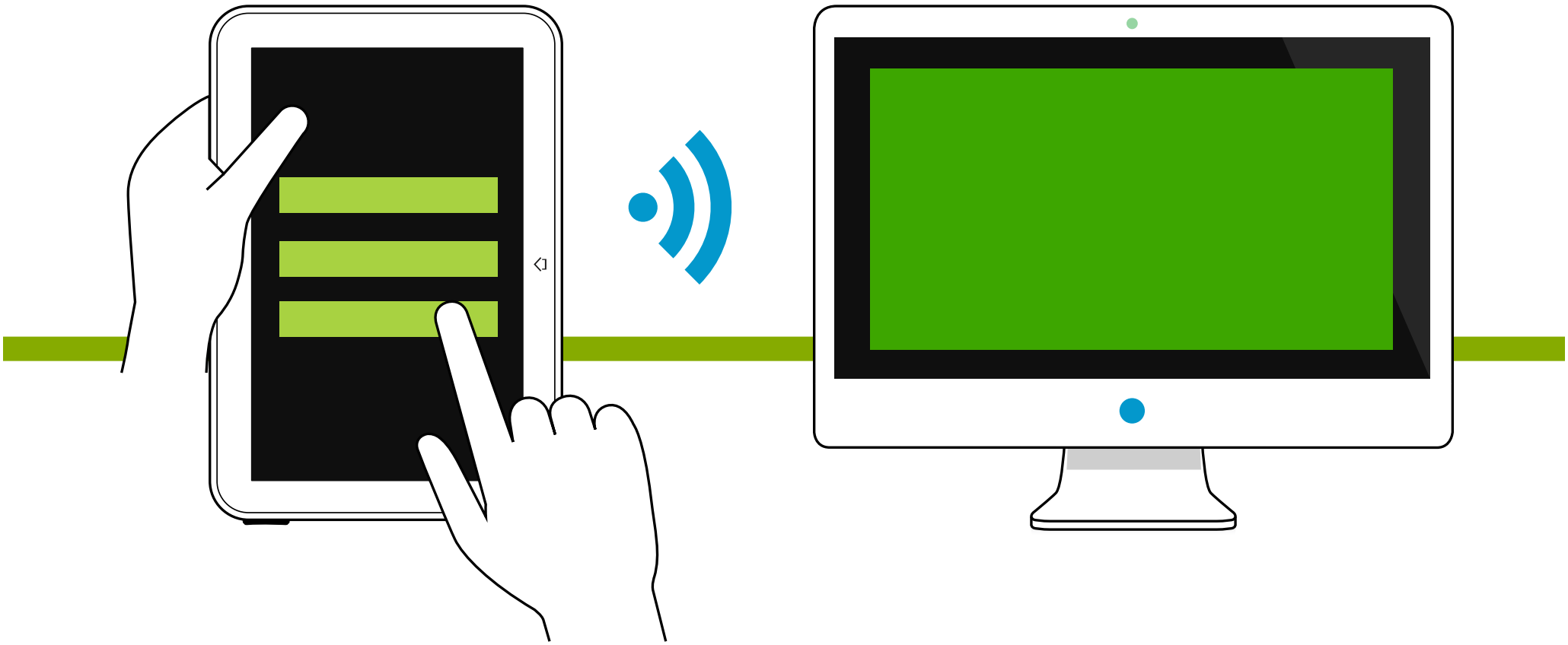

Google
Get directions
My places
660 S Bernardo Ave, Sunnyvale, CA 94087
San Jose, CA 95125
Add Destination - Show options
GET DIRECTIONS
Suggested routes
I-280 S
13.9 mi, 21 mins
No traffic information
Sunnyvale Saratoga Rd and I-280 S
13.4 mi, 23 mins
In current traffic: 23 mins
Central Expy and CA-87 S
14.4 mi, 24 mins
In current traffic: 27 mins
Driving directions to River Glen Park
660 S Bernardo Ave
Sunnyvale, CA 94087
1. Head south on S Bernardo Ave toward Brookfield Ave
2. Turn right onto W Fremont Ave
3. Turn left to merge onto CA-85 S toward Cupertino
AT&T LTE
11:17 PM
Search
Cancel
660 S Bernardo Ave
Sunnyvale, CA
Mountain View
CA
Q W E R T Y U I O P
A S D F G H J K L

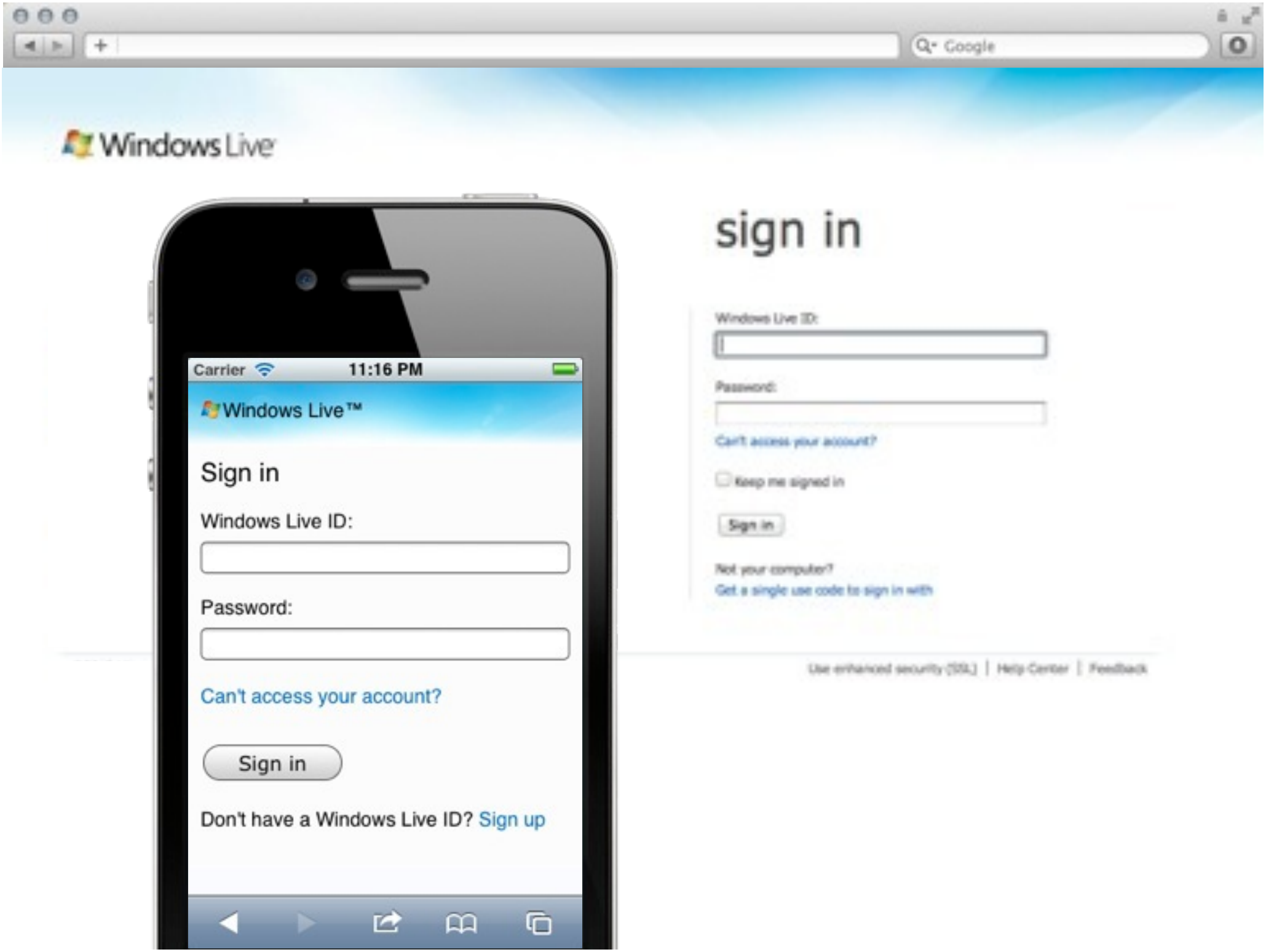

Google
ebay
Switch to advanced tool
Save for later
Help
Listing fees: $0.00
Describe it
Set price
Your item will be listed in this category: Music > CDs [Change category or product]
Give it a title
After the Gold Rush by Neil Young (CD, Jul-1987, Reprise)
Example: Levi's women jeans 524 straight super low dark wash
Add photos to showcase your item
From your computer
From your mobile device
Add up to 12 photos for free.
Stock photo
Main photo
Add photos
Select the condition
Brand New
Like New
Very Good
Product description
Personnel: Neil Young (vocals, guitar, harmonica, piano, vibraphone); Neil Young; Nils
(vocals, guitar, background vocals); Ralph Molina (vocals, drums, background vocals);
Peterson (flugelhorn); Billy Talbot, Greg Reeves (bass instrument); Jack Nitzsche (pia
GOLDRUSH mixes up the hard rock of ... Read all
AT&T
9:14 PM
Sell an Item
Edit
Start Here
Tell us what you're selling
For example: iPad 2 16GB
Finish a Draft
After the Gold Rush by Neil...
Home
Search
My eBay
Sell
Settings

AT&T
10:45 PM
Device Experiences & R...
Refresh
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.

Device Experiences & Responsive Design – Google Drive
Device Experiences & Responsive Design
File Edit View Insert Format Tools Table Help
Last edit was made seconds ago by wookmout
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.

CONTROL




Windows Live
sign in
Windows Live ID:
Password:
Can't access your account?
Keep me signed in
Sign in
Not your computer?
Get a single use code to sign in with
Use enhanced security (SSL) | Help Center | Feedback
Carrier
11:16 PM
Windows Live™
Sign in
Windows Live ID:
Password:
Can't access your account?
Sign in
Don't have a Windows Live ID? Sign up

YAHOO!

Yahoo! - Help

Yahoo! Buzz:

the most remarkable stories on the Web, chosen by people like *you*.

See what's buzzing »

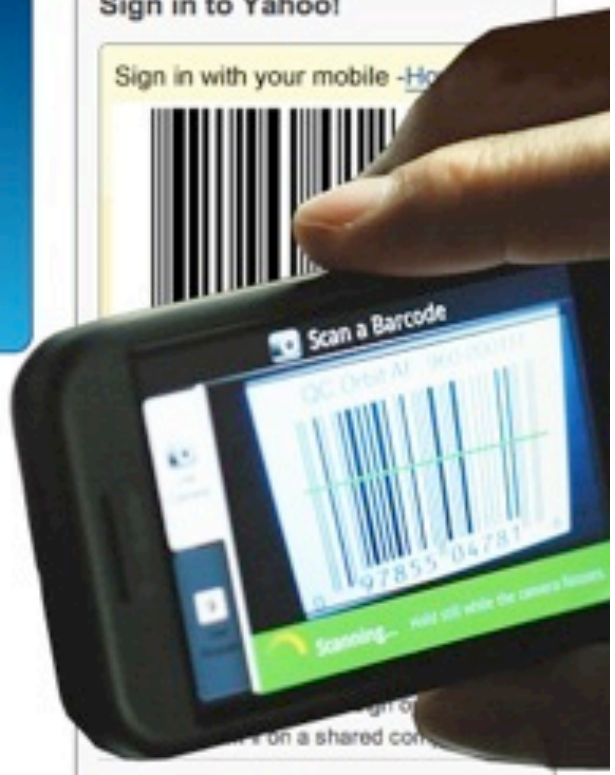
ost remarkable stories and videos.

hat deserve the spotlight.

mmunity what you think.

Sign in to Yahoo!

Sign in with your mobile - Ho



Sign In

I can't access my account | Help

Don't have a Yahoo! ID?
Signing up is easy.

Sign Up

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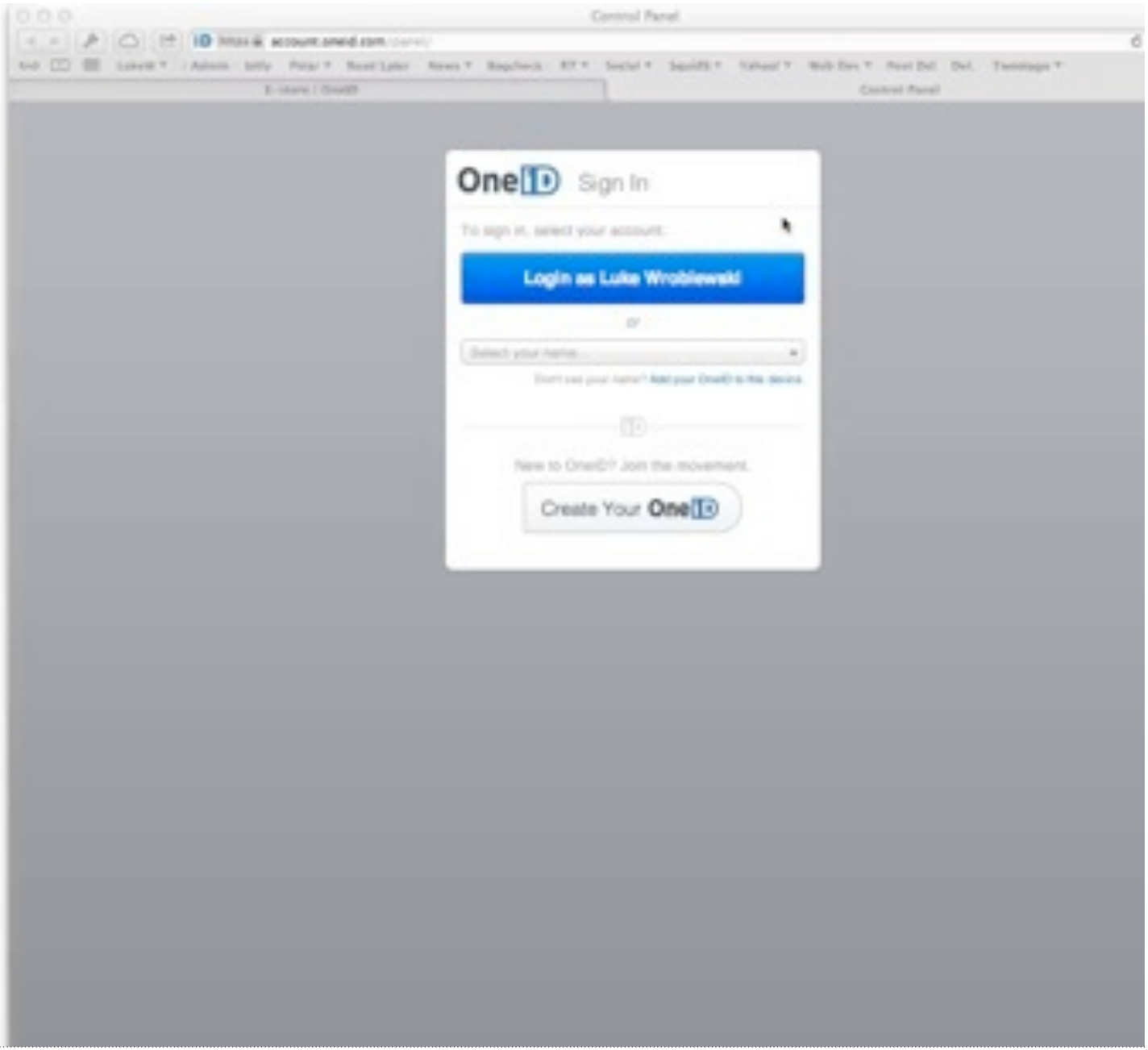
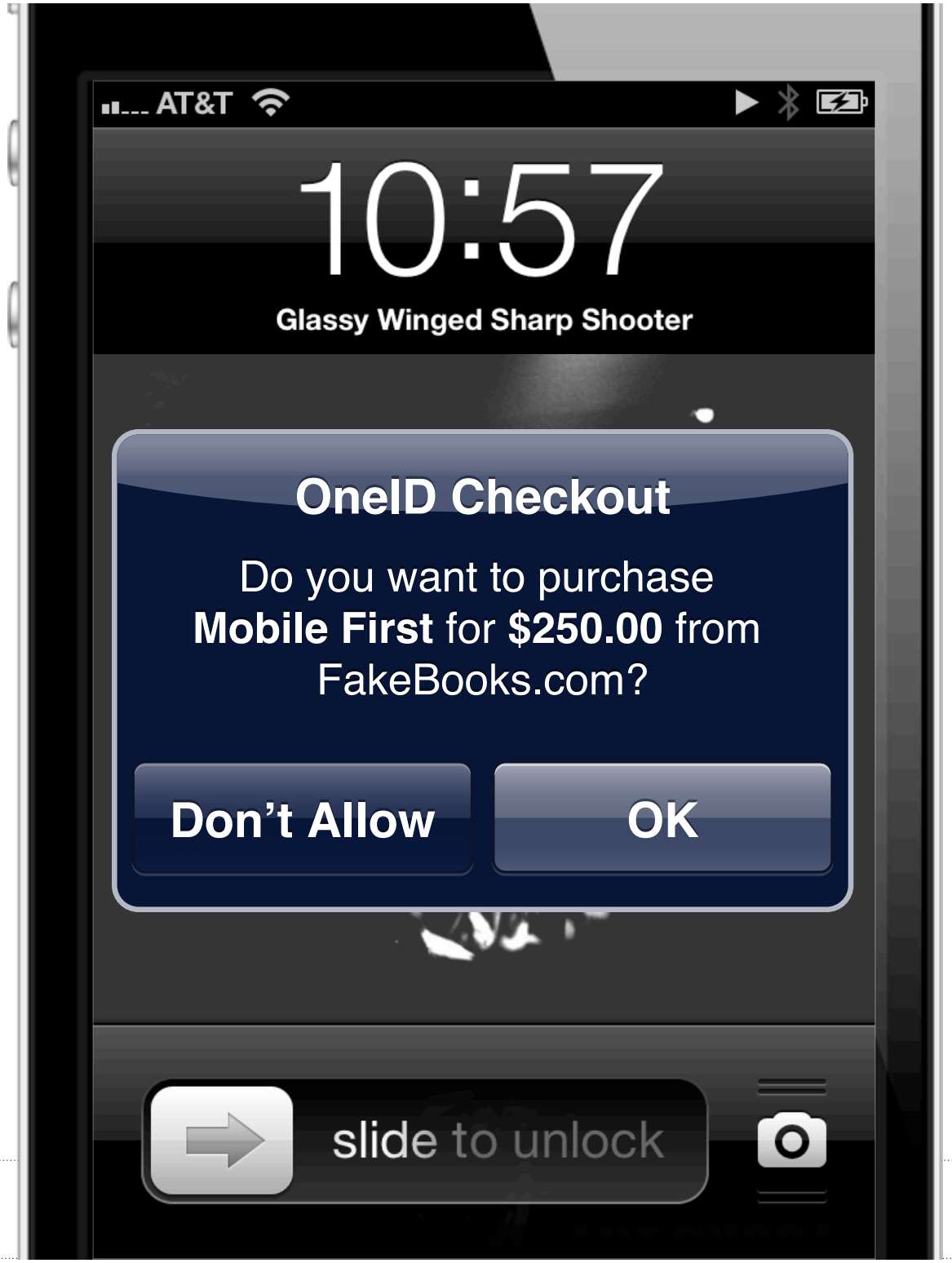
AT&T
8:40 PM
OneID


Control Panel
OneID Sign In
To sign in, select your account.
Login as Luke Wroblewski
or
Select your name...
New to OneID? Join the movement.
Create Your OneID



OneID

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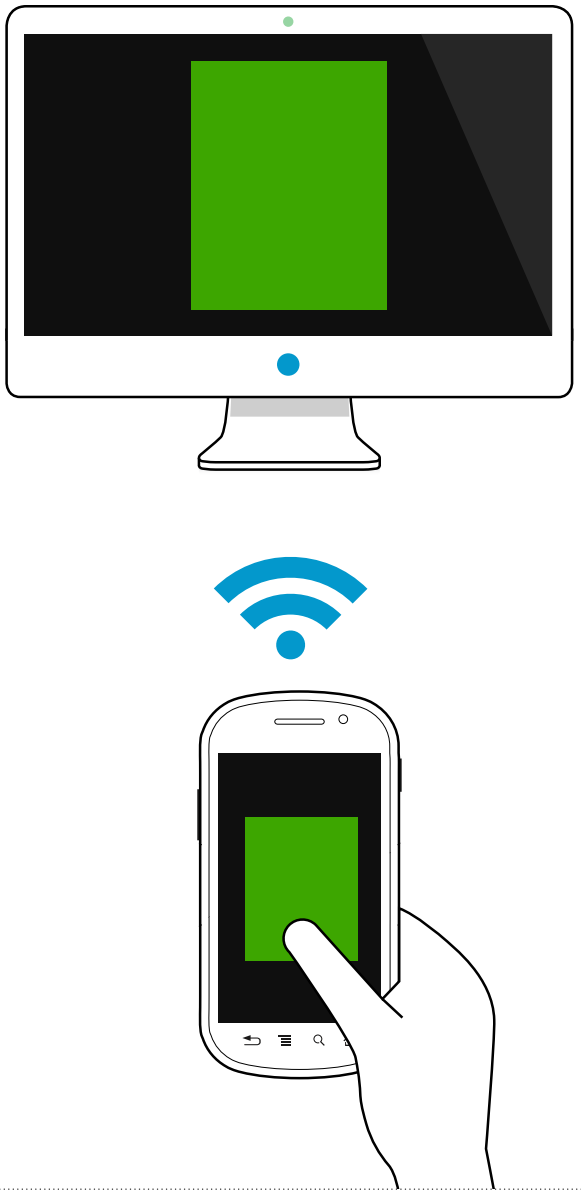
polar

PUSH



40% of smartphone & tablet owners aware of screen mirroring

7% use screen mirroring to project to their TVs

LUKEW IDEATION + DESIGN

Source: http://www.connected-intelligence.com/

AirPlay
iPad
Apple TV
Kyle Matthews's MacB...
MacMini

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Data Monday: How Long To a Mobile Majority? —Jul 9, 2012
Evolving E-commerce Checkout —Jul 3, 2012
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Web Form Design, 2008
Site-Seeing, 2002
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Data Monday: How Long To a Mobile Majority? —Jul 9, 2012

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Web Form Design, 2008

Site-Seeing, 2002

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Jul 10, 2012

chrome
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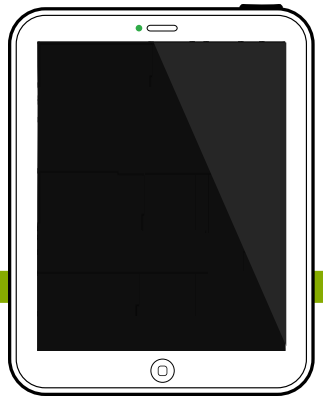
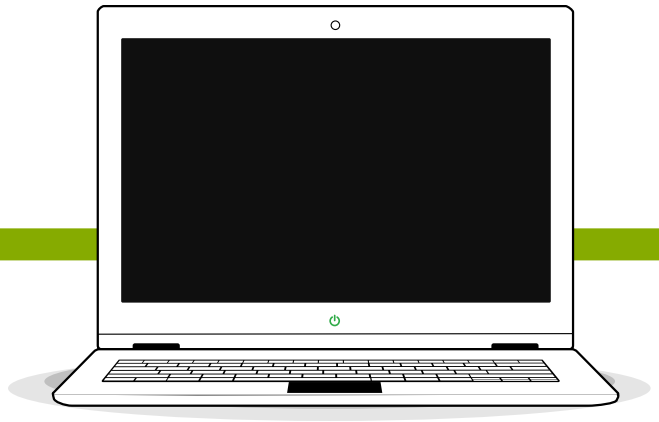
Mobile Design Details: Performing Actions

Scales TV display to exact number of pixels as Web source

User agent & IP are same as source device

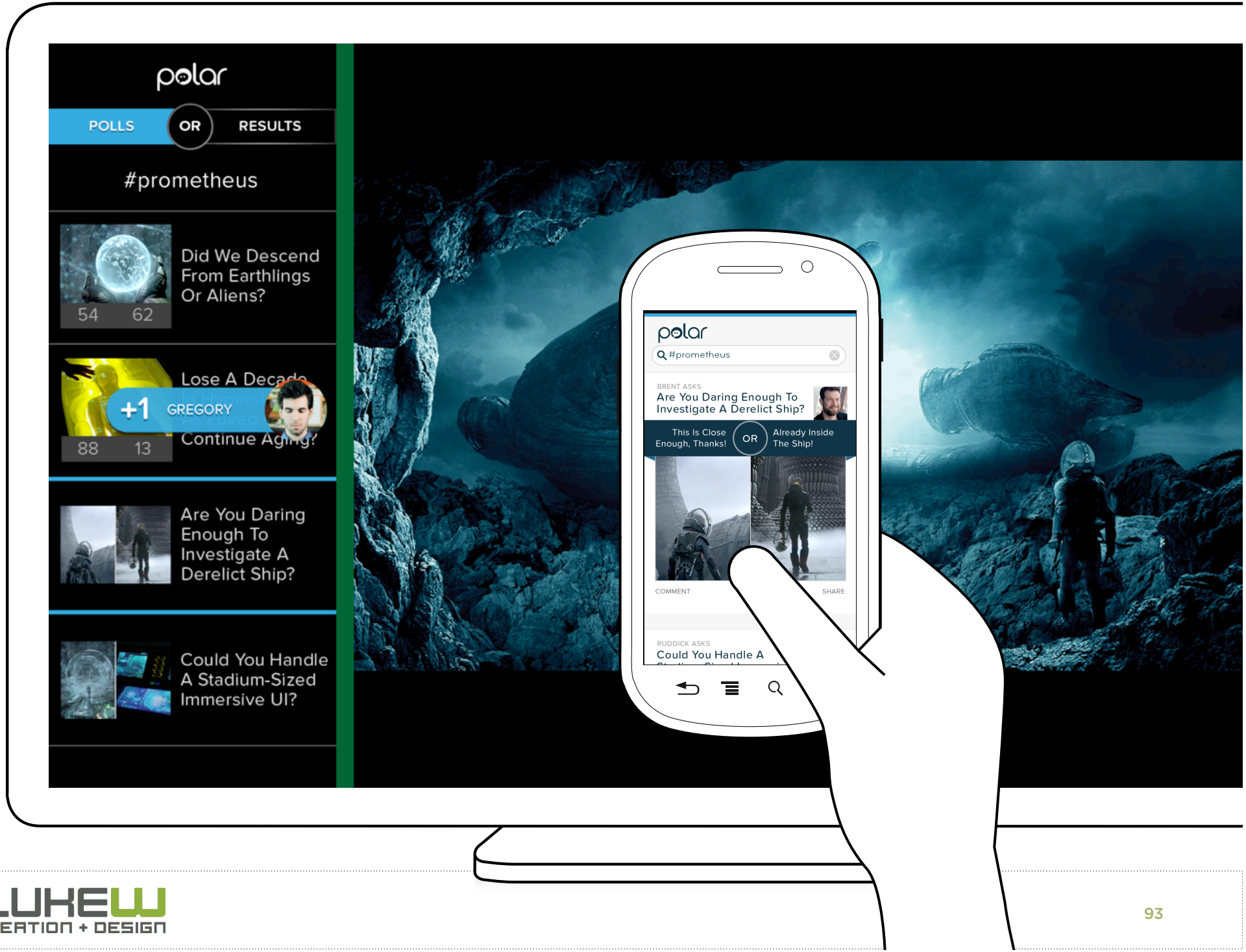


18 Inch User Interface



2 Foot User Interface

10 Foot User Interface


polar
POLLS
OR
RESULTS
#prometheus
Did We Descend From Earthlings Or Aliens?
54
62
+1
GREGORY
88
13
Are You Daring Enough To Investigate A Derelict Ship?
Could You Handle A Stadium-Sized Immersive UI?
polar
#prometheus
BRENT ASKS
Are You Daring Enough To Investigate A Derelict Ship?
This Is Close Enough, Thanks!
OR
Already Inside The Ship!
COMMENT
SHARE
RUDDICK ASKS
Could You Handle A

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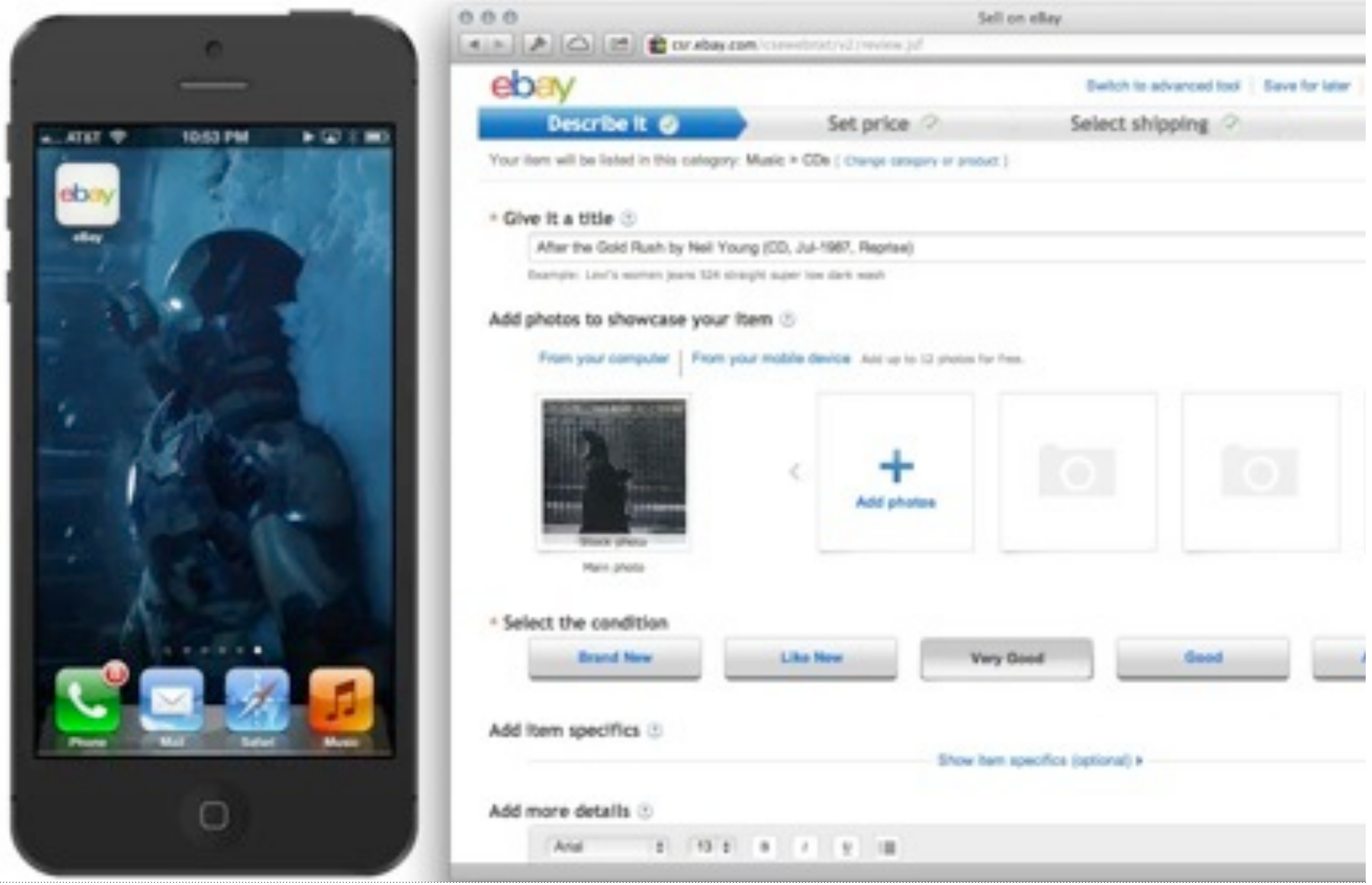
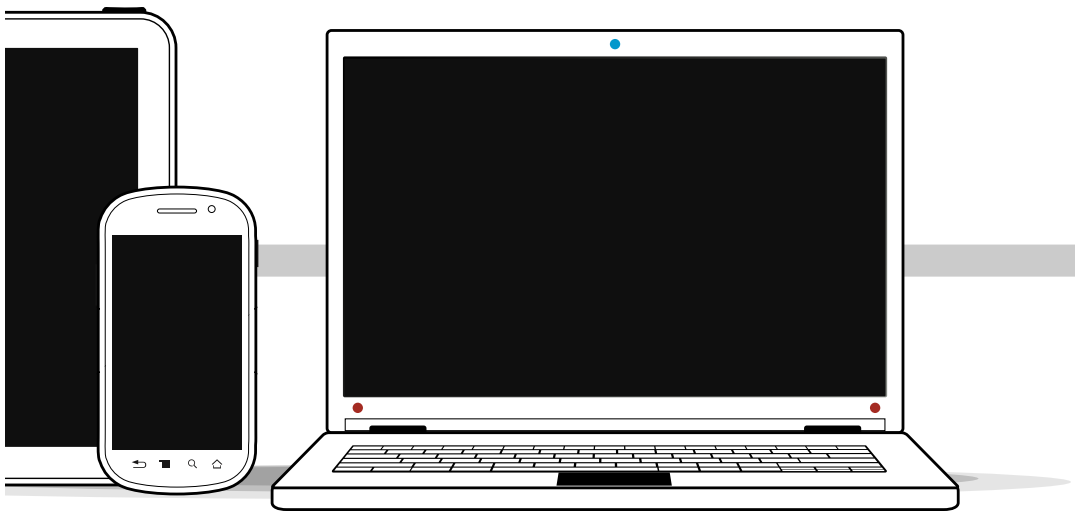

Sell on eBay
ebay
Switch to advanced tool
Save for later
Describe it
Set price
Select shipping
Your item will be listed in this category: Music > CDs
Give it a title
After the Gold Rush by Neil Young (CD, Jul-1987, Reprise)
Add photos to showcase your item
From your computer
From your mobile device
Add photos
Main photo
Select the condition
Brand New
Like New
Very Good
Good
Add item specifics
Show item specifics (optional)
Add more details
Arial
13

CROSS DEVICE USAGE

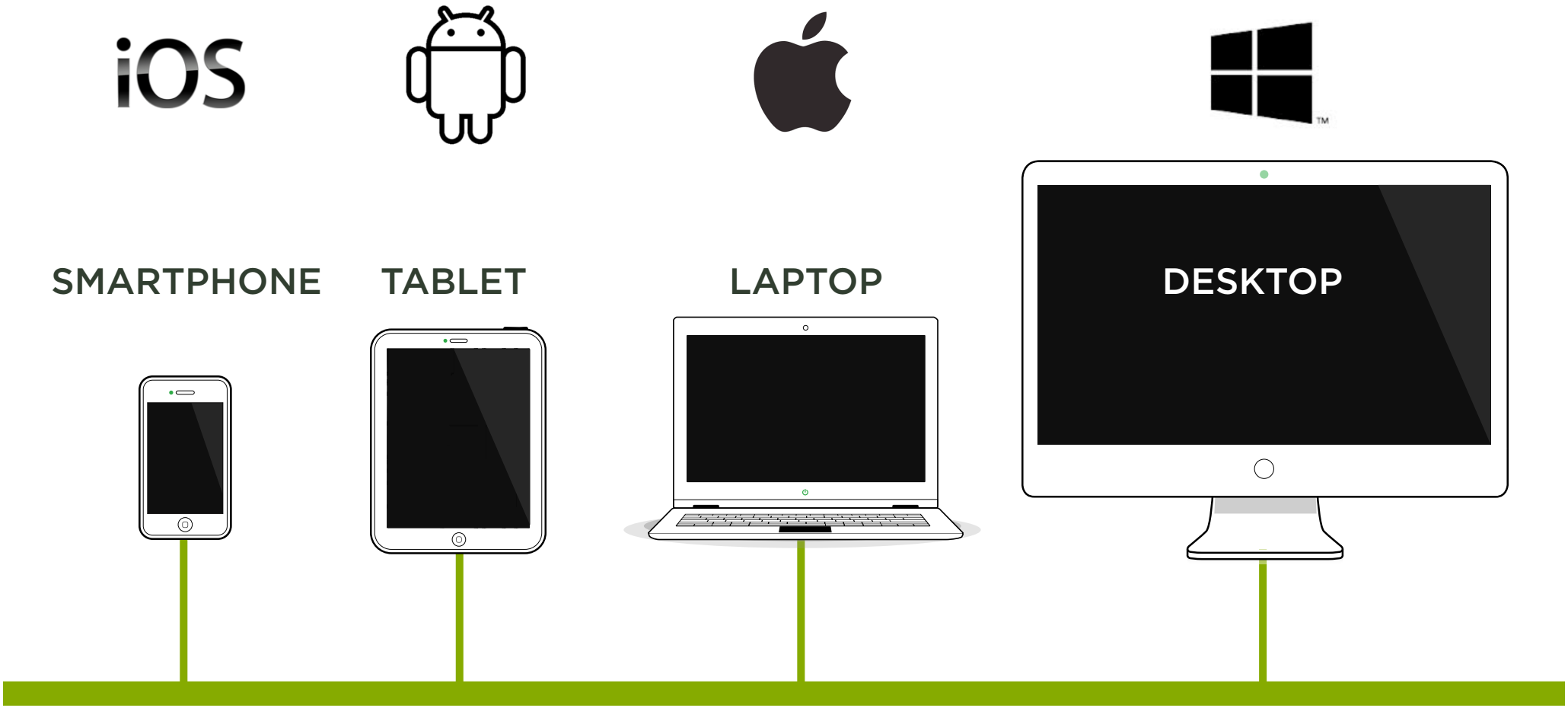


1. Access
2. Flow
3. Control
4. Push

Native App

&

Mobile Web

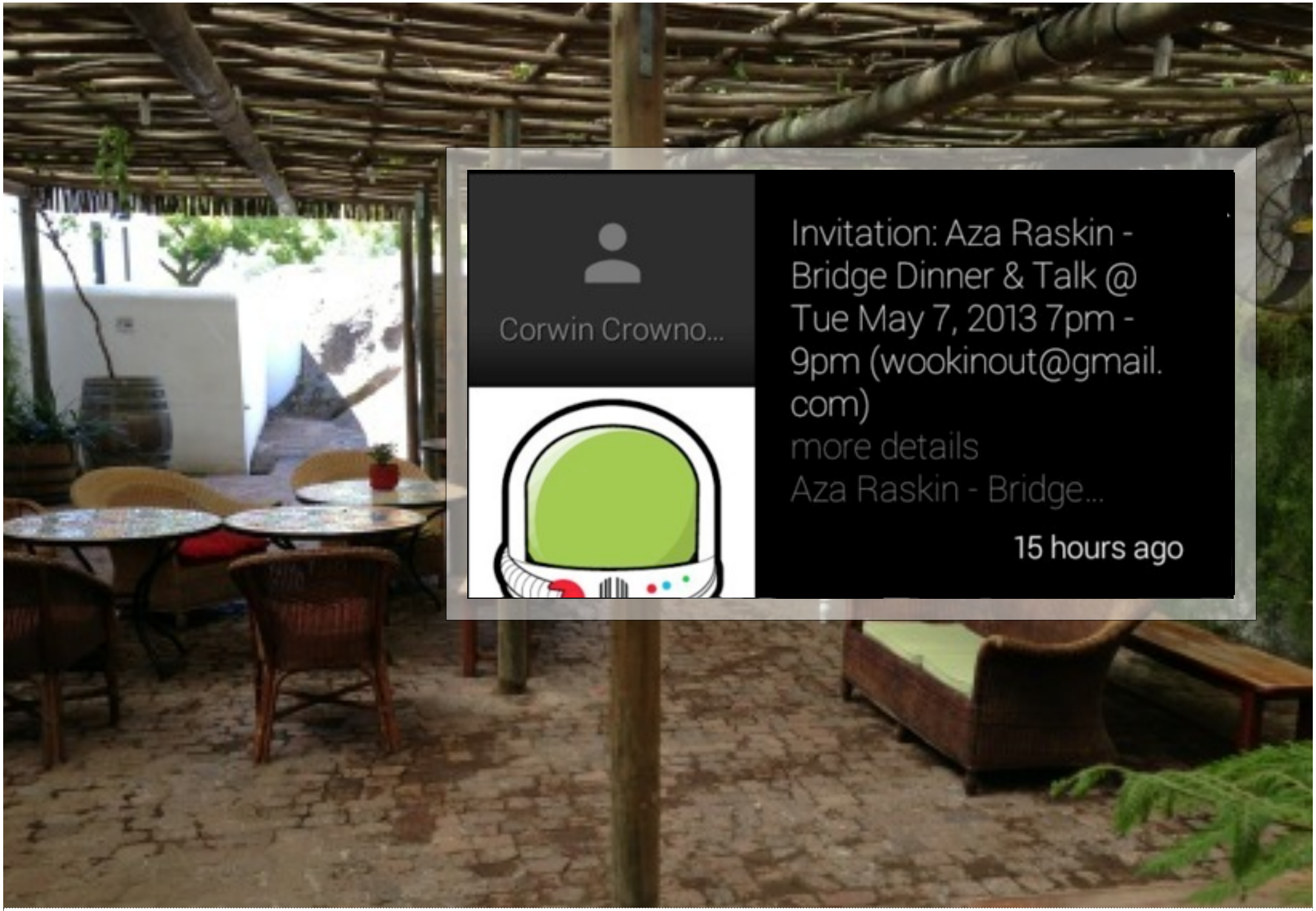


NATIVE APPLICATIONS

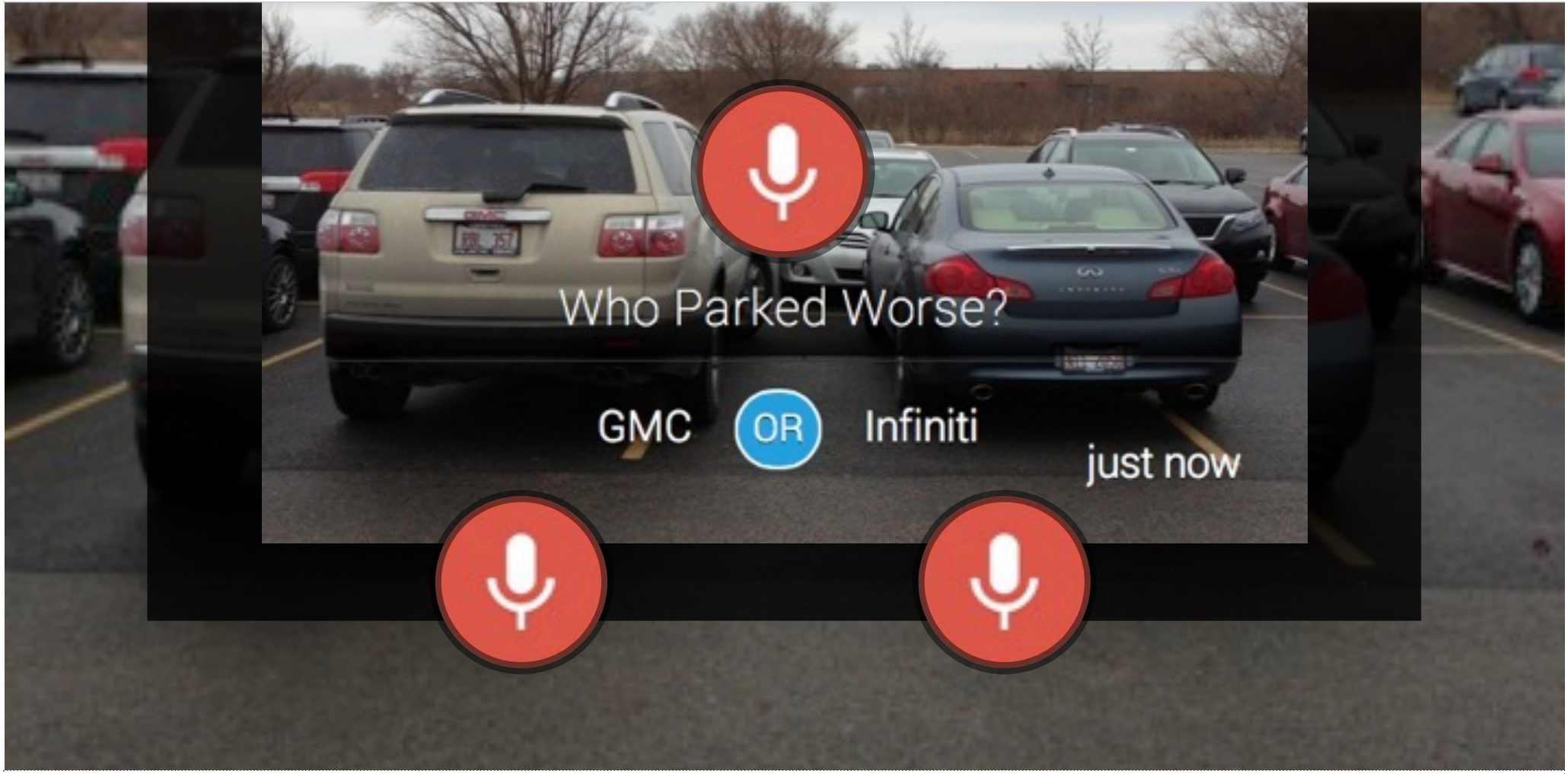
WEB BROWSERS

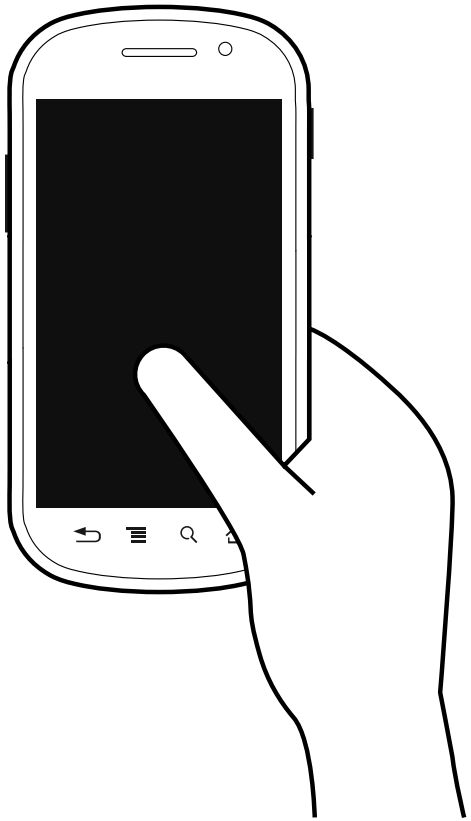
iPhone Wrist
8:20
Monday, September 21
slide to unlock

Google/glass

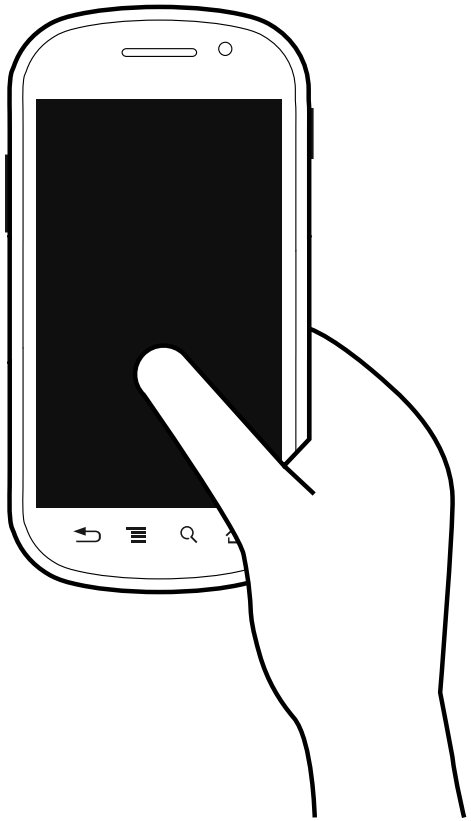

Corwin Crowno...
Invitation: Aza Raskin - Bridge Dinner & Talk @ Tue May 7, 2013 7pm - 9pm (wookinout@gmail.com)
more details
Aza Raskin - Bridge...
15 hours ago

It can always be simpler.





1. One Handed Use
2. Focused Flows
3. Just In Time Actions
4. Cross Device Usage



IT'S A

WRITE/READ ~~MOBILE~~ multi-device! WEB

WE'RE JUST GETTING STARTED

@lukew

THANKS

AN EVENT APART 2013

LUKEW
IDEATION + DESIGN