Obigo AB Position for the W3C Mobile Web Initiative workshop

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Which type of device do you prefer to use for “pure Web browsing”? 
Mobile Web access

Still limited:
- Small devices with limited screen and keyboard.
- Network delays and charging models cause problems, especially for large multimedia content.

However, mobile Web access offers other use cases and other possibilities than fixed Web access!
The mobile user experience

- Downloading of media (ring signals, images, music, games etc) is more popular than pure Web browsing. More "entertainment" than "serious" services.

- A mobile device is carried around, is "always on" and user is "always reachable". Opens up for push-services e.g. push of "teasing content".

- Mobile users don’t "surf around". A limited number of sites are accessed.

- Services are "transaction oriented". E.g. answer question "when does my next train leave" (instead of delivering a complete timetable)
The mobile user experience, continued

- Mobile specific features:
  - Location dependent features.
  - Access to local device functionality, e.g. telephony functionality or SIM/USIM.
  - Access to other mobile applications, e.g. SMS, MMS and phonebook services.

- **Conclusion:** To increase mobile Web usage we must focus on the specific mobile user experience
Mobile rendering of Web content

Desktop PC

- [Image of a Deskto...

Mobile phone

- [Image of a mobile phone with a website rendering]

This is good, but:

- No standard, solutions differ between different vendors.
- User experience is not equivalent to the user experience when using a desktop computer.
The "small device" problem – how to solve?

- Best user experience is achieved with content that is adapted to the mobile device.

- Content adaptation is the responsibility of the content author!
  - Adaptation to small display
  - Smaller images
  - Removing banners, etc

- However, we don’t want to split the Web into a fixed and a mobile domain. The goal is to have one web for both fixed and mobile access.

- Potential solutions:
  - Content development tools
  - Guidelines for how to write mobile content
  - Same markup for both desktop and handheld devices, differentiate with style sheets

- Use standardized solutions instead of browser specific "mobile rendering" implementations!
Differentation with style sheets

In style sheet:

@media screen {
    styling commands for desktop
}
@media handheld {
    styling commands for handheld
}

In head of markup document:

<LINK rel="stylesheet" media="screen" href="corporate-screen.css" type="text/css" />
<LINK rel="stylesheet" media="handheld" href="corporate-handheld.css" type="text/css" />
Device and context adaptation

- The minimum requirement is to differ between desktop and handheld devices.
- Device adaptation must be simple.
- UAProf has not taken off, too complex?
Technology

- A completely new technology is not needed. Existing technology from W3C and OMA is the basis.

- We need to define how this existing technology should be used by content authors to create content for desktop and handheld devices!

- Tight cooperation between W3C and OMA is important!
Summary of Obigo AB position

- **The mobile user experience is different from the fixed user experience!**
- Mobile devices and networks are still more limited than fixed devices and networks.
- Focus on the **enhanced possibilities** and the **mobile specific use cases** that mobile Web access gives.
  - Media downloading, push of teasing content, location etc...
- A mobile browser must be able to:
  - Render Web content adapted to handheld devices (gives the best user experience)
  - Make the best effort to render any Web content
- We promote standardized solutions:
  - The **content author** should be responsible for content adaptation.
  - **Avoid differentiation** between the fixed and mobile Web.
  - Possible solution: Same markup, adaptation with style sheets
Thank you!

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