Vision

omnipresent service platform

any device, any time
One Web
The Best Practices
Thematic Consistency
Exploit device capabilities
Work around deficient implementations
Test on actual devices
Short URLs
Balanced Navigation
Use Access Keys
Identify Link Targets and Formats
Don’t use Image Maps
Don’t use Popups
Auto Refresh
Redirection
Automatic Redirection
Externally Linked Resources
Suitability of Content for the Mobile Context
Clarity of Language
Limit content to what User has Requested
Small Page Sizes
Limit Scrolling to One Direction
Graphics for Scaling Large Graphics
Color and Color Contrast
Background Image Readability
Provide a Short Title
Don’t use Frames
Structural Markup
Tables
Non-text Alternatives
Relying on Scripts
Specify Image Sizes
Resize Images at the Server
Use Valid Markup
Avoid Pixels and Absolute Measures
Use CSS
Terse Markup
Content Negotiation
Character Encoding
Use HTTP Caching
Don’t Rely on Fonts and Styling
Text Input
Provide a Tab Order
Label Form Controls
Links

http://www.w3.org/2005/MWI/BPWG/

http://www.w3.org/TR/mobile-bp-scope/

http://www.w3.org/TR/mobile-bp/
MobileOK
Key Issues from MobEA 2006
Cost Transparency
Content Creation
Browser/Proxy Adaptation vs. Mobile-Friendly Content
Ease of Use
Operators Too Controlling?
Thank You

Daniel Appelquist
daniel.appelquist@vodafone.com