



Best Practices for the Mobile Web

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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 URIs

Small Navigation Bar

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

Error Messages



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?**



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