Mobile Web
Best Practices

Design for One Web
Rely on Web standards
Stay away from known hazards
Be cautious of device limitations
Optimize navigation

10 ways to mobilize

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Check graphics & colors
Keep it small
Use the network sparingly
Help & guide user input
Think of users on the go

Rely on Web standards
In the highly fragmented market of devices and browsers, standards are the best guarantee for interoperability.

Stay away from known hazards
Thoughtful design can help reduce usability problems due to small screens and keyboards, and other features of mobile devices.

Be cautious of device limitations
When choosing to use a particular Web technology, consider that mobile devices vary greatly in capability.

Optimize navigation
Simple navigation and typing become critical when using a small screen and keyboard, and limited bandwidth.
## Check graphics & colors

- **Images Resizing:** Resize images at the server, if they have an intrinsic size.
- **Large Graphics:** Do not use images that cannot be rendered by the device. Avoid large or high resolution images except where crucial information would otherwise be lost.
- **Images Specify Size:** Specify the size of images in markup, if they have an intrinsic size.
- **Non-text Alternatives:** Provide a text equivalent for every non-text element.
- **Color Contrast:** Ensure that foreground and background color combinations provide sufficient contrast.
- **Background Image Readability:** When using background images make sure that content remains readable on the device.
- **Measures:** Do not use pixel measures and do not use absolute units in markup language attribute values and style sheet property values.

## Keep it small

Smaller sites make users happier by costing less in time and money.

## Use the network sparingly

- **Auto Refresh:** Do not create periodically auto-refreshing pages, unless you have informed the user and provided a means of stopping it.
- **Redirection:** Do not use markup to redirect pages automatically. Instead, configure the server to perform redirects by means of HTTP 3xx codes.
- **External Resources:** Keep the number of externally linked resources to a minimum.
- **Caching:** Provide caching information in HTTP responses.

## Help & guide user input

- **Minimize Key Strokes:** Keep the number of keystrokes to a minimum.
- **Avoid Free Text:** Avoid free text entry where possible.
- **Provide Defaults:** Provide pre-selected default values where possible.
- **Default Input Mode:** Specify a default text entry mode, language and/or input format, if the target device is known to support it.
- **Tab Order:** Create a logical order through links, form controls and objects.
- **Control Labeling:** Label all form controls appropriately and explicitly associate labels with form controls.
- **Control Position:** Position labels so they lay out properly in relation to the form controls they refer to.

## Think of users on the go

- **Page Title:** Provide a short but descriptive page title.
- **Clarity:** Use clear and simple language.
- **Central Meaning:** Ensure that material that is central to the meaning of the page precedes material that is not.
- **Limited:** Limit content to what the user has requested.
- **Suitable:** Ensure that content is suitable for use in a mobile context.
- **Page Size Usable:** Divide pages into usable but limited size portions.

## Web protocol features

Web protocol features can help improve the user experience by reducing the impact of network bottlenecks and latencies.

## Keyboards and other input methods on mobile devices can be tedious to use, so effective designs minimize the need for them.

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## Web users on the go

Web users on the go want compact information when time is short and distractions many.