Towards a MobileOK Web

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Mobile Web Best Practices
Best Practice Detail

- Design for One Web
- Rely on Web standards
- Stay away from known hazards
- Be cautious of device limitations
- Optimize navigation
- Check graphics & colors
- Keep it small
- Use the network sparingly
- Help & guide user input
- Think of users on the go
THEMATIC CONSISTENCY:
Ensure that content provided by accessing a URI yields a thematically coherent experience when accessed from different devices.
VALID MARKUP: Create documents that validate to published formal grammars.

STYLE SHEETS USE: Use style sheets to control layout and presentation, unless the device is known not to support them.

COOKIES: Do not rely on cookies being available.

OBJECTS OR SCRIPT: Do not rely on embedded objects or script.
So what is mobileOK?

- Conformance tests for content
- Two levels: “Basic” and “Pro”
- Machine-readable trust-mark
- Encodes the results of the tests
The Tests

GRAPHICS_FOR_SPACING

For each img element and object element whose type attribute starts with "image/"

If all pixels are transparent,

If image height and width are both less than or equal to 2 pixels, warn

If either dimension exceeds 2 pixels, FAIL

If more than one image with all transparent pixels was encountered, warn

PASS
The Mark

- Encodes results of MobileOK tests
  - With additional metadata
- Uses POWDER
  - Enables resource grouping
- Ease of use for content owners
- More sophisticated than simple yes/no
The Future

- Charter 2
- Finishing up MobileOK (Basic, Pro)
- Guidelines for more advanced devices
- Scripting
- CSS
AJAX

Asynchronous Javascript (and) XML

Scripting environment inside the browser

Key “Web 2.0” technology for client-side interactivity (on the desktop)

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Thanks!

Mobile Web Initiative: http://w3.org/Mobile

Planet Mobile Web: www.w3.org/Mobile/planet

Dev.mobi: http://dev.mobi