MOBILE WEB DESIGN
This webinar is presented by W3C to the Web community as part of an EU IST project (3GWeb). The content of this webinar does not necessarily represent the official position of the W3C, or the position of any of the W3C members or W3C’s host institutions.

(Lawyer says ‘Hi!’)
YOU ARE...

Experienced with XHTML/CSS.
Familiar with good markup techniques.
Unsure about this “mobile web thing”.

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1910
“Pocket watches provide the closest historical parallel to the remarkable rise of the mobile phone.”

—Jon Agar, Constant Touch
Staggering Numbers

1996    GSM phones in 103 countries
2000    10 million i-mode users (Japan)
2002    1 billion mobile phone users worldwide
2009    3 billion mobile phone users worldwide
UK

More mobile phones than humans...
Reader Poll

Highly scientific, statistically significant

(not really!)
~400 Participants
159 Unique handsets
(Motorola RAZR, Palm Treo 650, Sony Ericsson K750i / K700i / T610, Nokia 6230...)
19 Manufacturers
44 Countries
“Designers face a proliferation of capabilities that make the early [Mobile] Web look like a playground.”

MOBILE WEB “PLAYGROUND”

WML, XHTML, -MP, -Basic...
Plethora of user agents
Varying coding practices, URIs, etc.
What is the Mobile Web?
Optimism

More mobiles than PCs.
More mobiles than landline phones.
Web usage is continually increasing.

You can utilize existing skills.
INSTEAD...  What is contextually relevant?
MOBILE = MOBILITY
Design = Communication
Therefore, mobile design is the art of communicating within an environment of mobility.
Most devices sold today are WAP 2.0.
XHTML, not WML.
WHAT THAT MEANS...
Language learning for a global economy

English360 designs and manages language programs. We teach business English classes in Miami, and we deliver workshops and consulting services worldwide.

Our clients are individuals and companies that "think global" and understand the competitive and collaborative advantage of improved communication. We use a new approach to teaching that focuses language learning on immediate business performance, resulting in improved presentations, effective meetings, efficient email, and successful negotiations.

Get started now!

RÉCENT DISCUSSION

Ugly Americans, or defending individual rights?

Here's a nice simple guide for US teachers on avoiding travelling or working abroad, on how to adapt to...

May 12, 2006

The language of "be here now!"

This is fascinating: universal grammar vs. an entire culture based on mindfulness. "The Pirahã are a unique people living..."

FREQUENTLY ASKED QUESTIONS

What is English360?

We're a language learning consultancy specializing in business English. Our clients are professionals, entrepreneurs, managers, and corporate training departments. We help identify language needs and opportunities, design solutions, and manage their language program for business results and high ROI.

But, most of all, we're language teachers. We combine business English teaching and communication training to assure business results for our clients.

Can I take classes from you?

Absolutely! We'll come to your office in the Miami area, or you can schedule classes in our offices on Brickell Avenue in the heart of the Miami financial district. We deliver...
Language learning for a global economy

English360 designs and manages language programs. We teach business English classes in Miami, and we deliver workshops and consulting services worldwide.

Our clients are individuals and companies that “think global” and understand the competitive and collaborative advantage of improved communication.

We use a new approach to teaching that focuses language learning on immediate business performance, resulting in improved presentations, effective meetings, efficient email, and successful negotiations. Get started now.

Learners
Deliver your communication with confidence, and manage meetings with fluency.

Teachers
Help your students achieve their professional goals, collaborate, and contribute.

Schools
Support your teachers, increase performance, and increase student enrollment.

Managers
Grow your talent pool, transform language training ROI into business results.

RECENT DISCUSSION

Ugly Americans, or defending individual rights?
Here's a nice simple guide for US teachers or anyone traveling or working abroad, on how to adapt to a... 8 May 12, 2005

The language of “be here now”
This is fascinating: universal grammar vs. an entire culture based on mindfulness. “The Pirahã are a unique people living...
However,
XHTML/CSS support is inconsistent.*

* highly
Markup Test Pages

cameronmoll.com/mobile
Markup Test Page 1

Typography

H1 Heading
H2 Heading
H3 Heading
H4 Heading
H5 Heading
H6 Heading

This is a paragraph.

This is a blockquote.

This is a cite.

Strong <strong> and Bold <b>

Emphasis <em> and Italic <i>

This is a serif typeface.

This is a sans-serif typeface.
Lists

- This is an unordered list <ul>
- List item number two.

1. This is an ordered list <ol>
2. List item number two.
3. List item number three.

1. Use keypad 1 to access this link
2. Use keypad 2 to access this link
3. Use keypad 3 to access this link

This is a term <dfn>
This is the definition of that term.

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Markup Test Page 2

Images, Tables

Small image (120x60)

Medium image (250x60)

Large image (460x60)

Two-column table

<table>
<thead>
<tr>
<th>Col 1 head</th>
<th>Col 2 head</th>
</tr>
</thead>
<tbody>
<tr>
<td>Col 1 data</td>
<td>Col 2 data</td>
</tr>
</tbody>
</table>

Back to home

© 2006 Cameron Moll.
**Markup Test Page 4**

**Advanced**

- Box with a solid border
- Box with a dotted (...) border
- Box with a dashed (--) border
- Box with a double (--) border

**Box with solid red background**

- Box with background image (slanted blue lines)

45% float left

45% float right

This is center-aligned text (text-align: center).

This is right-aligned text (text-align: right).

This is an ABBR.

This is an ACRONYM

This is code.

This is a del (strike-through).

Today’s date generated with JavaScript: (Saturday, June 10)
Test on target devices, not emulators.
Methodology
METHOD

Do nothing.
<table>
<thead>
<tr>
<th>craigslist</th>
<th>san francisco bay area</th>
</tr>
</thead>
<tbody>
<tr>
<td>display ads</td>
<td>pets to classifieds</td>
</tr>
</tbody>
</table>

**Search craigslist**

- **Store categories:**
  - Ad
  - Blog
  - Classifieds
  - Deals
  - Entertainment
  - Home and Garden
  - Jobs
  - Local
  - New
day
  - Real Estate
  - Services
  - Vehicles

**Find a job**

- **salliance**
  - apartments
  - furniture
  - homes
  - homes for rent
  - houses for sale

**Real estate**

- **salliance**
  - apartments
  - furniture
  - homes
  - homes for rent
  - houses for sale

**Community (1774)**

- **salliance**
  - apartments
  - furniture
  - homes
  - homes for rent
  - houses for sale

**Personals (1877)**

- **salliance**
  - apartments
  - furniture
  - homes
  - homes for rent
  - houses for sale

**Pets and Animals (1878)**

- **salliance**
  - apartments
  - furniture
  - homes
  - homes for rent
  - houses for sale

**31 kb** (markup only)
**Method**

Do nothing.

Strip images and styling.
**METHOD**

Do nothing.

Strip images and styling.

Handheld stylesheets.
METHOD

Do nothing.
Strip images and styling.
Handheld stylesheets.
Mobile-specific site/app.
4. Mobile Site
3. Stylesheets
2. No Styling
1. SSR

Simple ➔ Complex

Slower ➔ Faster

Value
Miniaturize or Mobilize?
Miniaturize

Repurpose existing content
Primary Use Cases

Choose area (city)
Browse category
Post a listing
Search
Event Calendar
Forums
Use Case Hierarchy

1. Search  
   Top element

2. Categories  
   Most frequented

3. Event calendar  
   Access to today, tomorrow

4. Choose area  
   By zip code or city name
   Assume San Francisco by default
San Francisco Bay Area

**JOBS**
Business Management, Software/QA/DBA, Web/Info Design, All...

**HOUSING**
Apartments/Housing, Rooms/Shared, Housing Wanted, Office/Commercial, All...

**FOR SALE**
Auto Parts, Bikes, Computer, Garage Sale, Tickets, Wanted, All...

**PERSONALS**
Strictly Platonic, Women Seeking Men, Men Seeking Women, All...

**EVENT CALENDAR**
Today, Tomorrow, All...

**Select a City**
Enter your zip code or city name: [ ] craigslist.org

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## Search

Text or numeric

## Categories

Most frequented

## City

Zip or name; would offer suggestions if not found
MOBILIZE

Content-, Context-, Component-specific
LBS
<table>
<thead>
<tr>
<th><strong>SMS</strong></th>
<th>Texting; SMS search</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>J2ME</strong></td>
<td>Java-based apps, interactivity</td>
</tr>
<tr>
<td><strong>AJAX</strong></td>
<td>Javascript, XML</td>
</tr>
<tr>
<td><strong>SVG</strong></td>
<td>SVG Tiny; scalable vector graphics</td>
</tr>
<tr>
<td><strong>LBS</strong></td>
<td>Location-based services; GPS</td>
</tr>
</tbody>
</table>
“The mobile device has the potential to act as a significant reporter of data rather than a mere consumer of data.”

ZONETAG™ PHOTOS

Take a picture — Instant upload to Flickr with location tags

Try it now!  Explore ZoneTag

ZoneTag Highlights
Tagging made easy
ZoneTag suggests likely tags for each photo, making it easy to add tags from your phone and even easier for you to find the photos later. The suggestions are based on tags made by you and your Flickr contacts in similar context, e.g. in the same location.

Two-click upload to Flickr
Get your photos uploaded to Flickr in merely two clicks. No more searching for your photo to MMS to your friends or copying them to your computer first.

Find your photos by location
ZoneTag can automatically tag your photos with the location, based on the cell tower, in which they were taken. The location of the cell tower is not known until our user community updates the city, state, or zip code of their photos on Flickr.

Real-time privacy controls
You can specify on your phone who sees each photo you upload. You can also choose if you want location tags added to each photo.

Easy setup
Your first photo will be on Flickr in five minutes! We'll take you through our quick and easy setup step-by-step.
Device Detection

“Sniff out” user agent strings for individual devices
User Agents

Proprietary vs. Cross-platform?

Beyond mobile phones?
Best Practices

...and even “standards”?
MOBILE WEB INITIATIVE

W3C chartered
Input by mobile developers, companies
Best Practices
Sample Guidelines

Use valid markup.

Use tables only if supported by target device.

Use text equivalents for non-text elements.

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

mobileOK
http://tinyurl.com/gzdrb

Best Practices Checker
http://tinyurl.com/jsrkn
A mobile web that is desirable, dependable, disciplined.
An array of thought leaders.
User agent consistency.
Mobile device wiki.
...and?
QUESTIONS?
cameronmoll.com
email@cameronmoll.com
801.644.8793