



Making Mobile Browsing Better

Mobile Browsing Success Stories

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Michael(tm) Smith

W3C Mobile Web Initiative

Tokyo, Japan

Problem:

Mobile Browsing Sucks

- **costs too f*cking much (packet charges)**
 - **too damn slow (low bandwidth)**
 - **crappy user experience**

Mission:
Make Mobile Browsing
Suck Less

W3C Mobile Web Initiative



How to Improve the User Experience?

Answer: *Content Adaptation*

Adapt (tune, adjust) the content to the limitations of the device (mobile handset)

Content Adaptation

- **client side (smart mobile browsers)**
- **server side (device capability checking)**

Know Your Device

Server-side content adaptation requires a means to store and retrieve information about specific devices and their characteristics (e.g., screen size) and capabilities

DDWG!

Device Description Working Group

**Defining a technical specification for API for
a Device Description Repository (DDR) =
distributed means for sharing information
about device characteristics/capabilities**

What If You Don't Know Your Device?

define a *Default Delivery Context*
(DDC) and adapt content to that

BPWG!

Best Practices Working Group

Defining a set of guidelines for delivering content to mobile devices, including “unknown” devices (using the Default Delivery Context)

BPWG Successes

Mobile Web Best Practices 1.0 (soon to Rec)

mobileOK Basic Tests 1.0 (soon to PR)

mobileOK Trustmark (in progress)

MWI TSWG!

MWI Test Suites Working Group

Successfully launched late last year

- Conformance test suite**
- Community test suite**

Mobile Web in Developing Countries

- **Successful workshop in India last year, ongoing work in Africa, elsewhere**
- **If we (W3C and W3C Members) don't drive it, who will?**

More info:

<http://w3.org/Mobile/>