



W3C Mobile Web Initiative

**Technology, Standards and
Internationalization Conference
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<http://www.w3.org/2010/Talks/phila-india/>

Phil Archer <phila@w3.org>

Latest Figures

[Opera reports](#) that in the 12 months to March 2010 in India:

- Page-view growth on mobile was 260%
- Each user viewed an average of 359 pages
- Average data transfer per user was 7 Mb
- Top 10 devices were *all* Nokia (5130 XpressMusic) was top)

In terms of mobile Web traffic that puts India next to US

SMS Compared with the Web on Mobile

- Cost per character is lower on the Web
- Web pages/services more discoverable (through search)
- Web support for graphics helps to overcome some illiteracy issues
- Web supports greater variety of character sets
- It's generally easier to develop for the Web platform

Mobile Web Initiative

Activities:

- Working Groups
- Outreach
- Training
- Tool development

Latter 3 funded by revenue sources rather than core funds.

Mobile Web Best Practices

Some examples of best practice on mobile:

- No tables for layout
- Use, but do not rely on, advanced CSS, JavaScript etc. (progressive enhancement)
- Use a single column layout



The Best Practices are available as a set of handy reminders

Mobile Web Best Practices

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- Design for *mobile users*



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mobileOK Checker

Part of W3C Validator suite (<http://validator.w3.org/mobile>)



W3C mobileOK Checker
Is your Web site mobile-friendly?

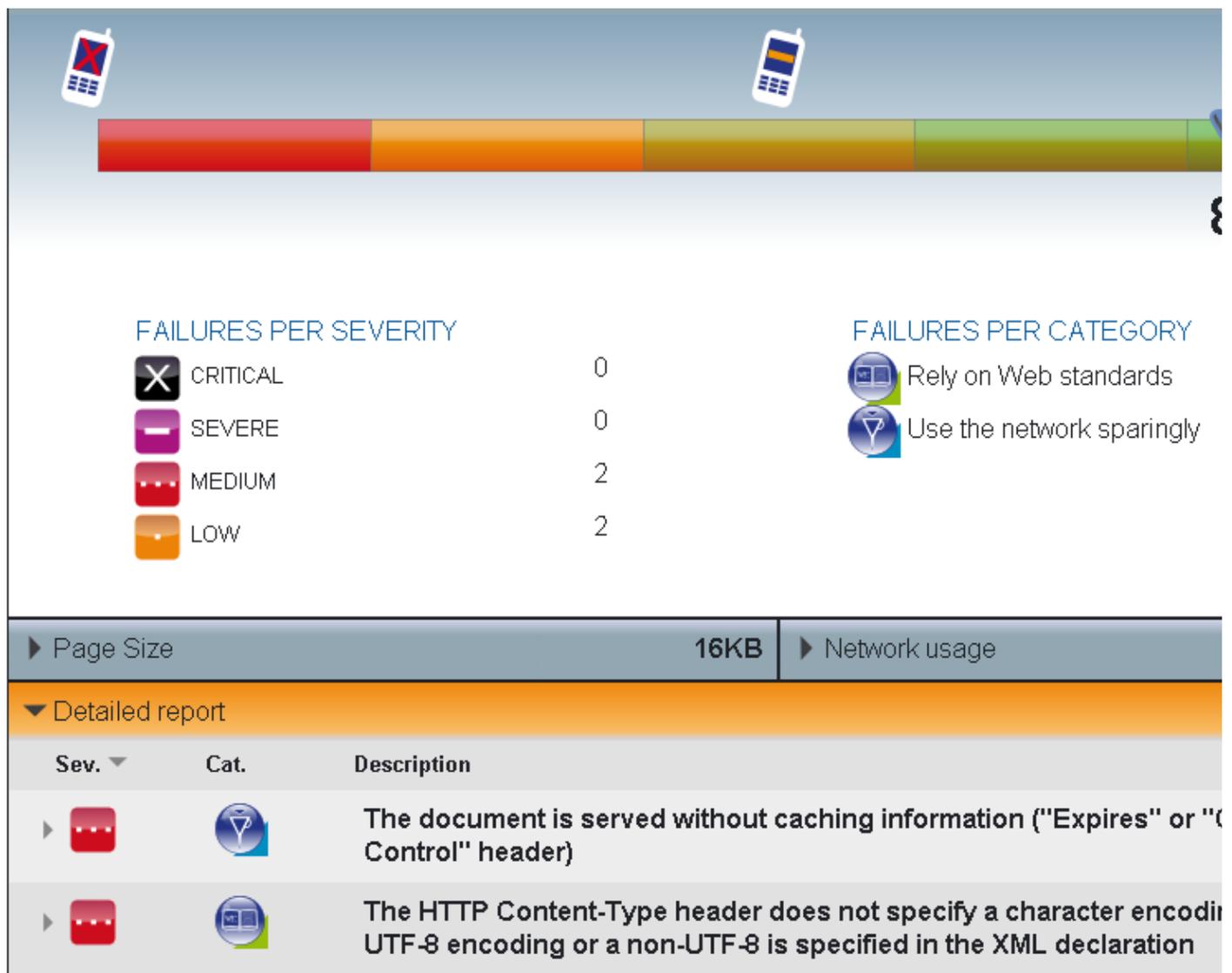


Validate by URI **Validate by File Upload** **Validate by Direct Input**

Address:

mobileOK Checker

Results include a lot of detailed feedback for developers.



Best Practice in Practice

FORSIDE

MASSAGE

PRISLISTE

PROFIL

SVANEBRIKSEN

OM MIG SELV

Mit navn er Nina A. Thomsen.

Jeg er født i 1976, og uddannet som pædagog. I en årrække har jeg arbejdet som socialpædagog.

Gennem mit pædagogiske arbejde fik jeg interesse for at hjælpe mennesker med ondt i bevægeapparatet og uddannede mig til lægeeksamineret fysiurgisk massør.

Jeg oplever at massagen er med til at mennesker får det bedre fysisk og psykisk. Jeg vil gerne hjælpe mine klienter til at få en mere afbalanceret tilværelse.

FIRMAET SVANEBRIKSEN

Birkhøjen 3 b
8382 Hinnerup
Tlf: 29 40 57 08
Email: [Svanebriksen](mailto:info@svanebriksen.dk)

CVR/SE NR: 30 34 19 29

TRÆFFETID

Telefonisk:
Mandag - fredag:
09.00 - 20.00

Er jeg ikke ved telefonen er du velkommen til at indtale en besked på min telefonsvarer eller sende en sms.



Svanebriksen/v Nina A. Thomsen, Birkhøjen 3 b, 8382 Hinnerup, Danmark Tlf: 29 40 57 08, Email: info@svanebriksen.dk

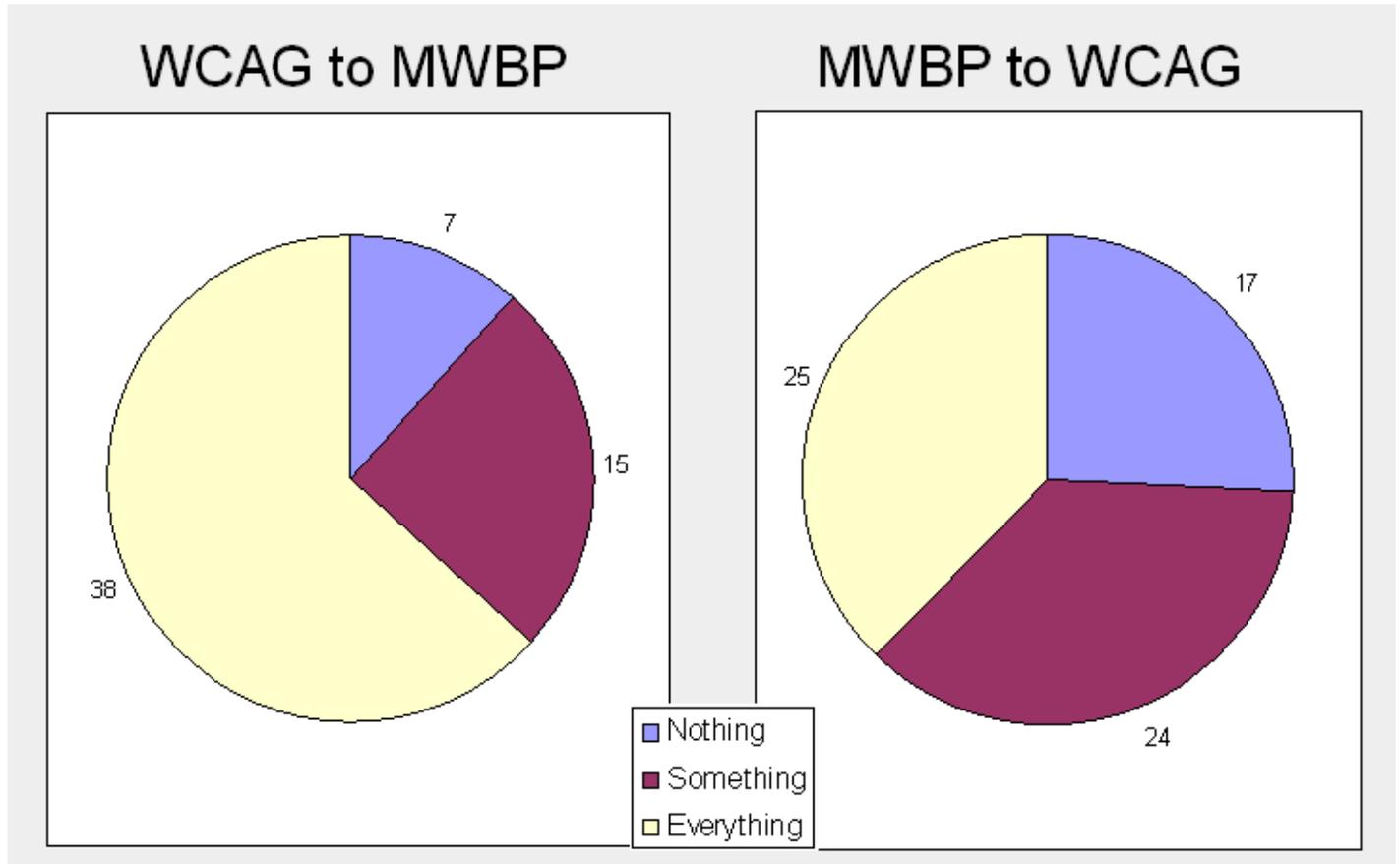
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Best Practice in Practice



Relationship with Accessibility

There is a close relationship between designing for the mobile Web and making Web content Accessible



Other Mobile-related Work at W3C

- Geolocation
- Device APIs
- Web Applications (widgets)

Geolocation API

Technically at Last Call Working Draft, but already implemented in

- Android
- iPhone
- Firefox 3.5+ (we're now on 3.6.3)



And used by:

- Google Maps and Google Local
- Flickr
- Travelocity iPhone
- Ask Laila
- and more...

[Live Demo](#)

Device APIs



- access to the compass and accelerometer
 - the messaging system for point and click sending of SMS, MMS etc.
 - system information (battery state, network type & availability etc.)
 - the gallery and more!
-
- [the contact book](#)
 - [clipboard operations](#)
 - [the calendar](#)
 - [the filesystem](#)
 - [access to the camera and microphone](#) for audio, image and video capture

APIs Make Development Easy

`getCurrentPosition()`

Hence forthcoming W3C Workshops on

- [Privacy for Advanced Web APIs](#)
- [Augmented Reality on the Web](#)

Widgets (Web Apps)

- HTML (incl. HTML 5)
- CSS
- JavaScript
- An XML Config file
- An Icon for the Application
- Delivered as a zip file (with the extension changed from .zip to .wgt)
- Can be Digitally Signed

[Widget Spec](#) is at Candidate Recommendation as of December 2009.

What Can Others Do?

These are the recommendations of the Mobile Web for Social Development WG's [Roadmap](#) (this is the WG that began with the [workshop in Bangalore](#), in December 2006).

- Network operators
 - Extend low cost data services, low bandwidth is sufficient
 - Implement Unicode for SMS
- Handset manufacturers
 - Provide GPRS, J2ME and/or browser
 - Allow installation of new character sets
 - Include text2speech engine (see W3C Workshop on [Conversational Applications](#) 18 - 19 June, New Jersey)

What Can Others Do?

- Public authorities
 - Use mobile platform for ICT services
 - Policies to ease work of entrepreneurs
 - Enforce universal availability of low-cost minimal data service
- Service developers
 - Share, cooperate and collaborate to avoid redevelopment
 - Use open data formats

The Web is a Platform

- Based on Royalty-Free open standards

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