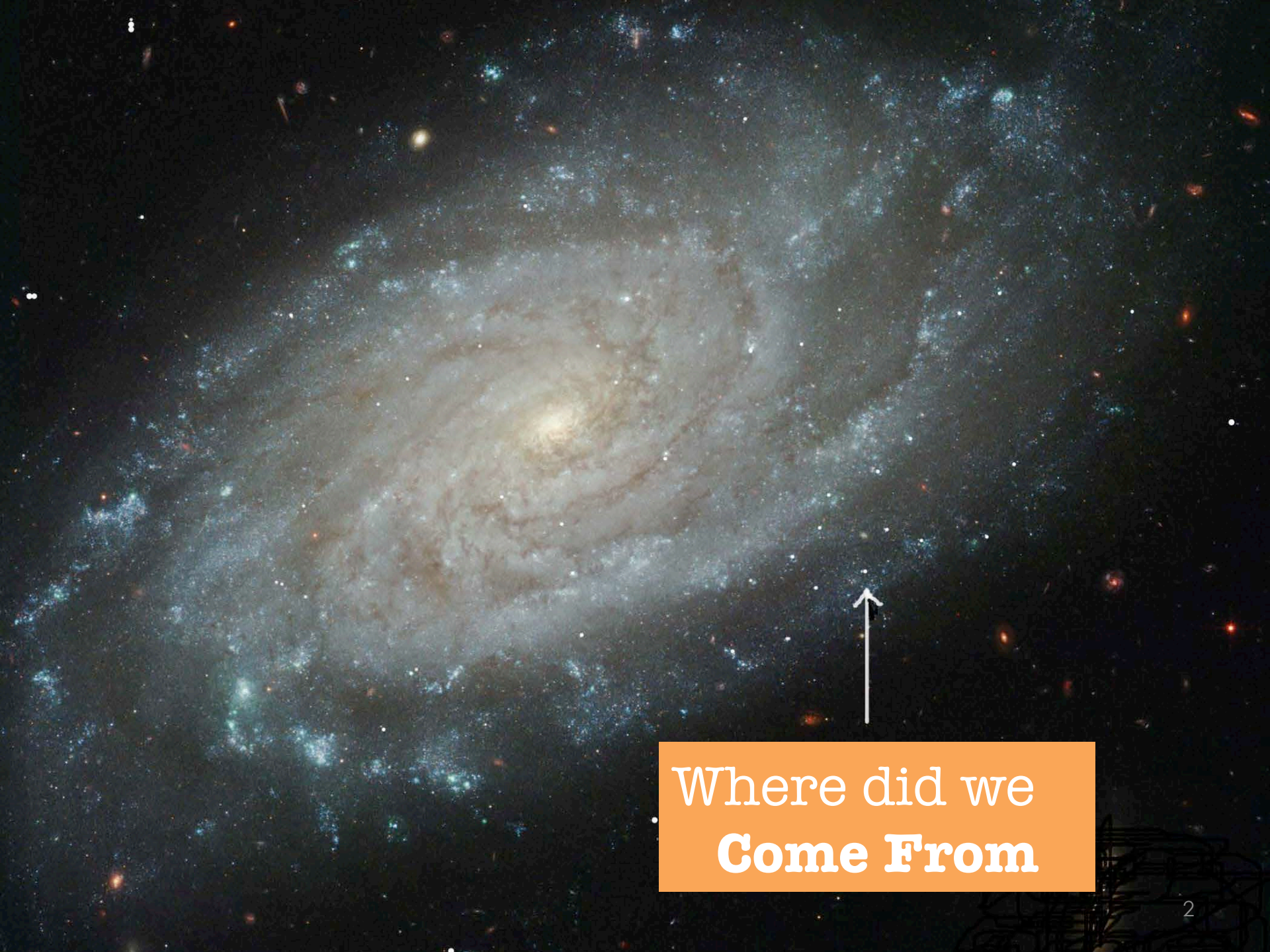
MOBILE FIRST!

July 2012


Where did we
Come From

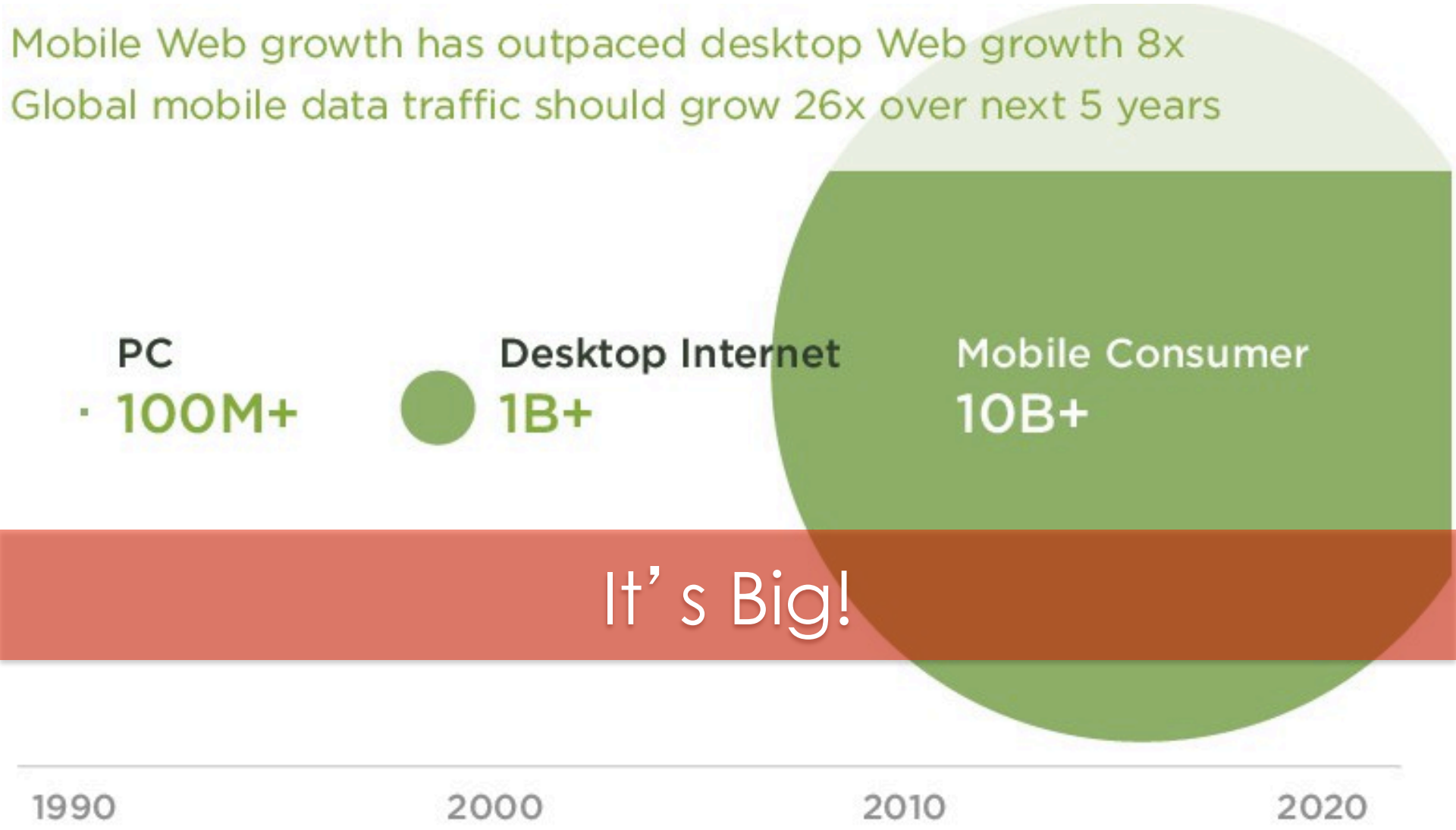
Market Trends

In 1983, the first commercial wireless call was placed with a Motorola DynaTac. The phone cost $3,995, weighed over 2.5 pounds, and was 10 inches tall (without the antenna).

Mobile has come a long way…

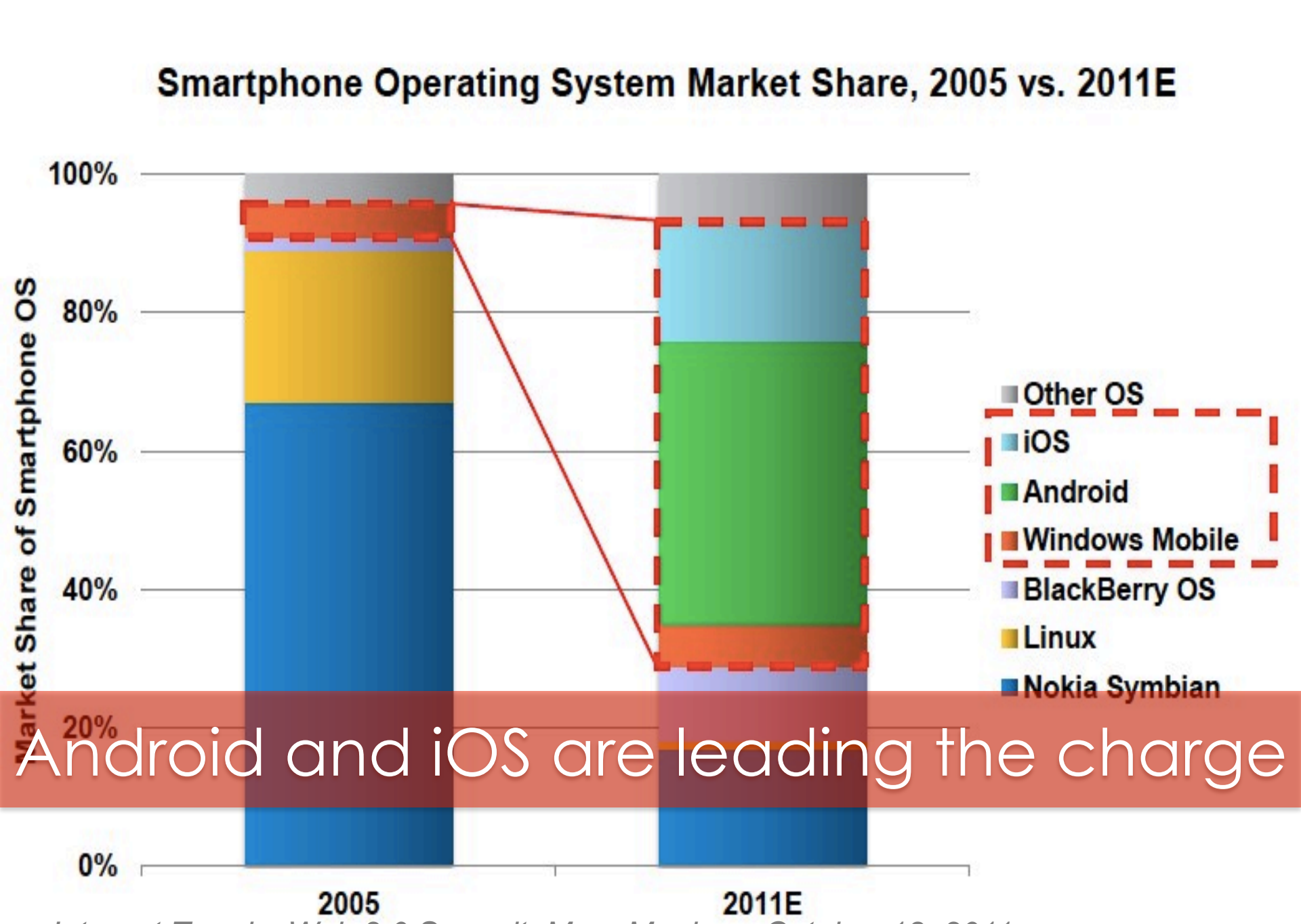
Mobile Web growth has outpaced desktop Web growth 8x

Global mobile data traffic should grow 26x over next 5 years

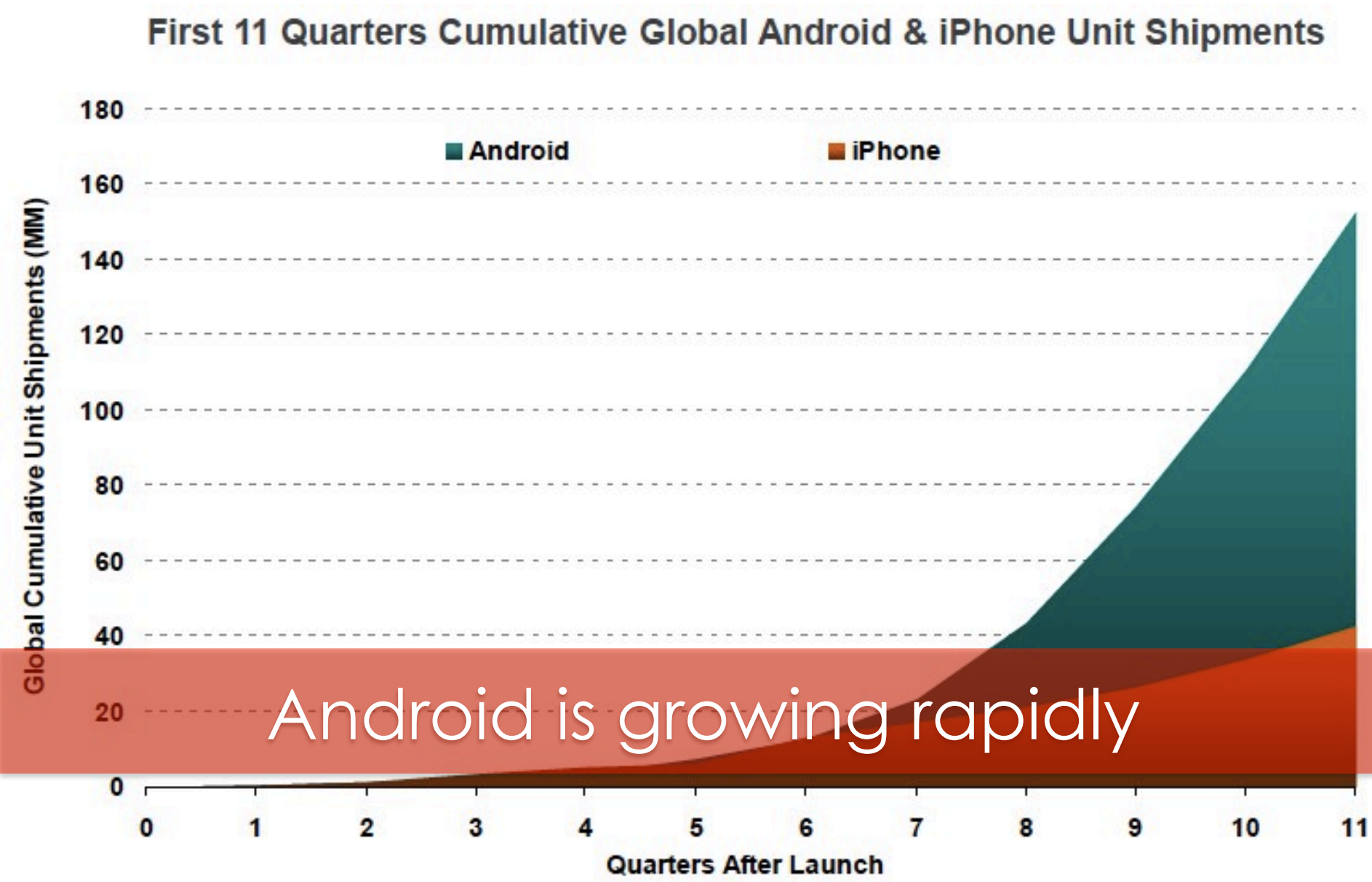


It's Big!

Mobile First, Luke Wroblewski, October 2011

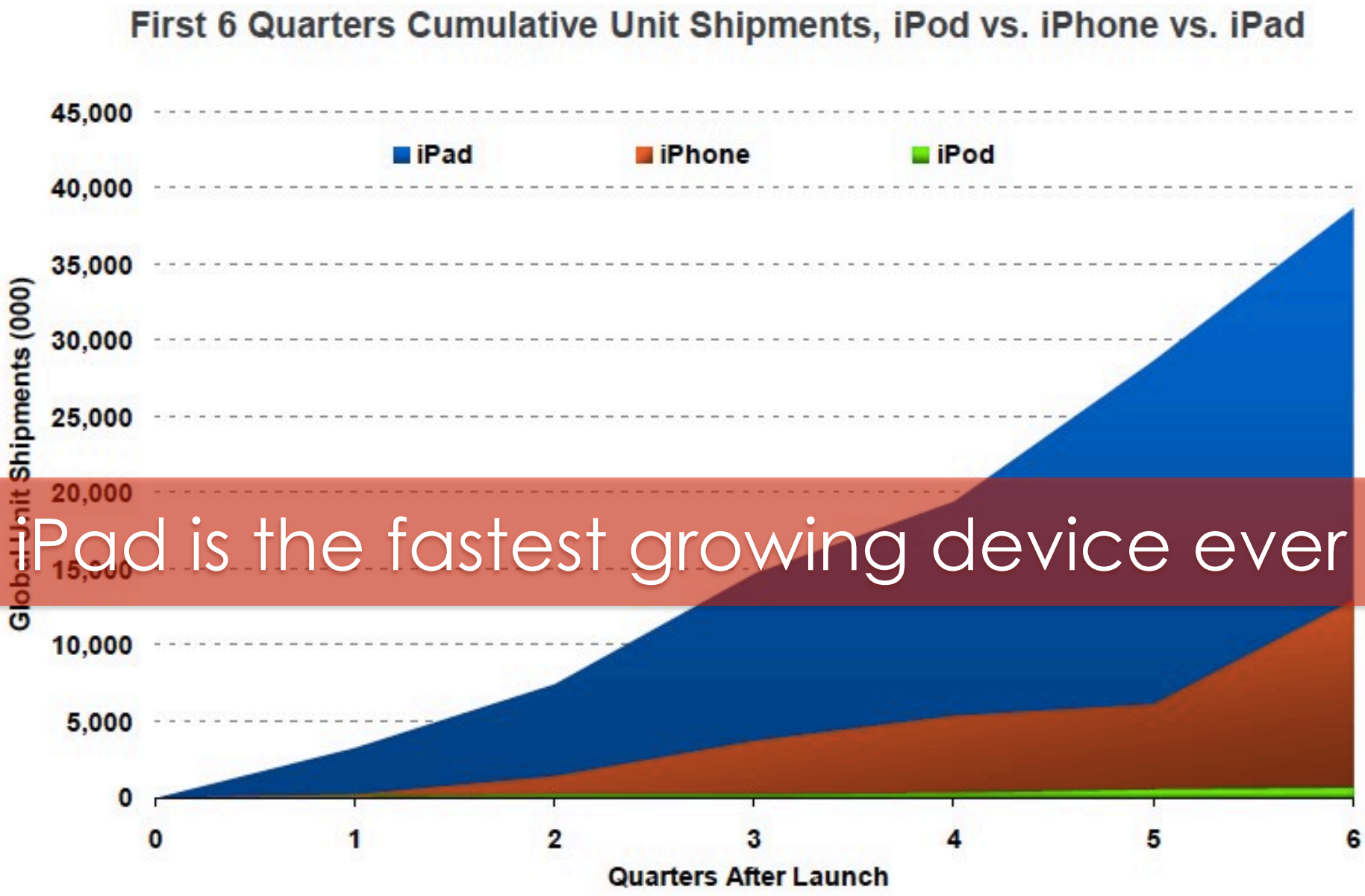


Internet Trends, Web 2.0 Summit, Mary Meeker - October 18, 2011



Android is growing rapidly

Internet Trends, Web 2.0 Summit, Mary Meeker - October 18, 2011

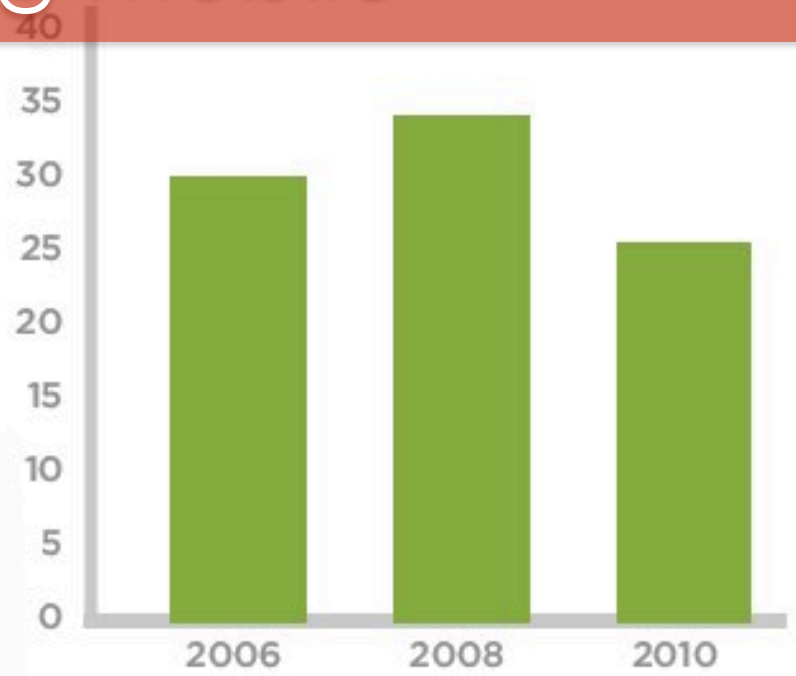


iPad is the fastest growing device ever

Internet Trends, Web 2.0 Summit, Mary Meeker - October 18, 2011

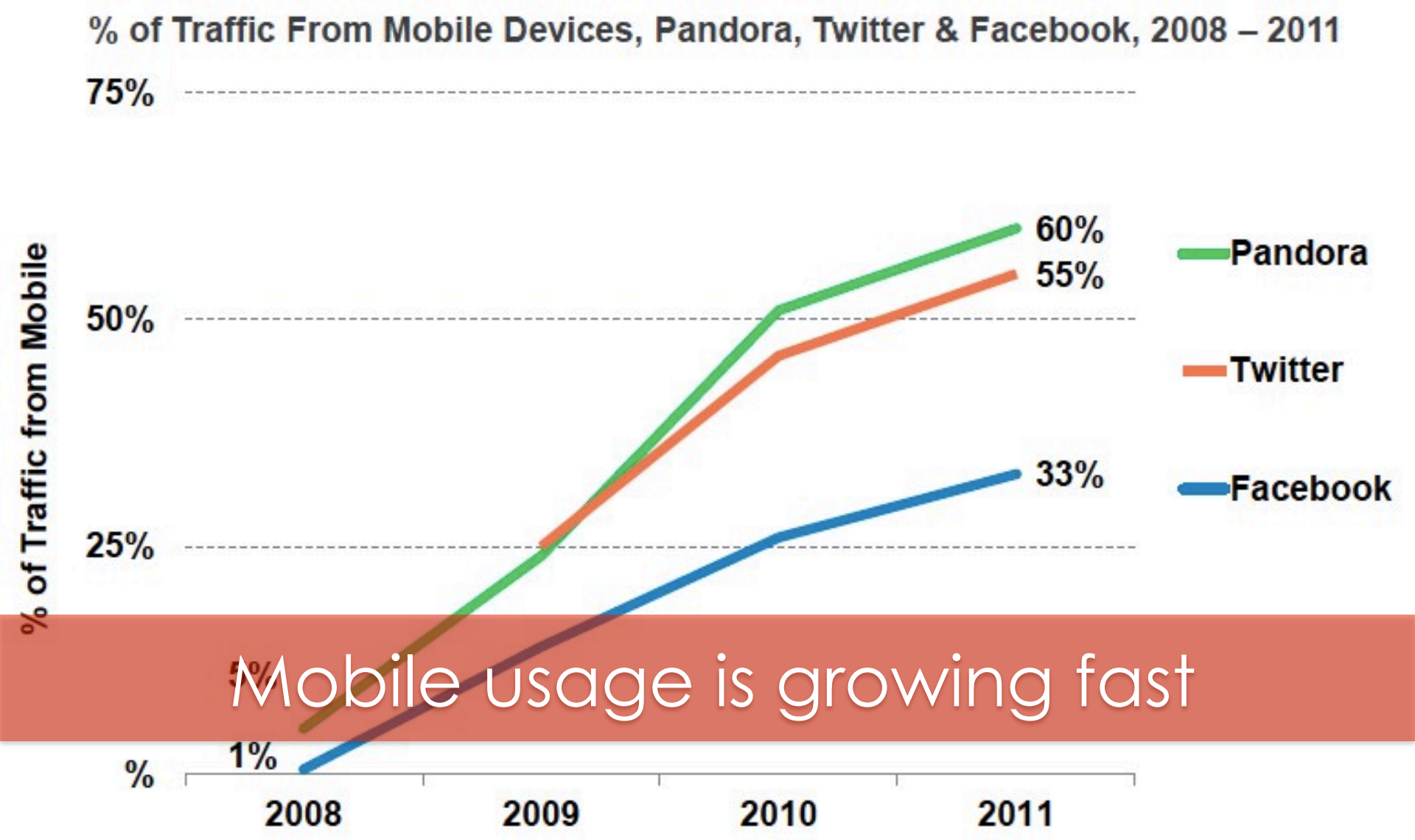
Usage is shifting mobile

-20% Home usage of PC since 2008



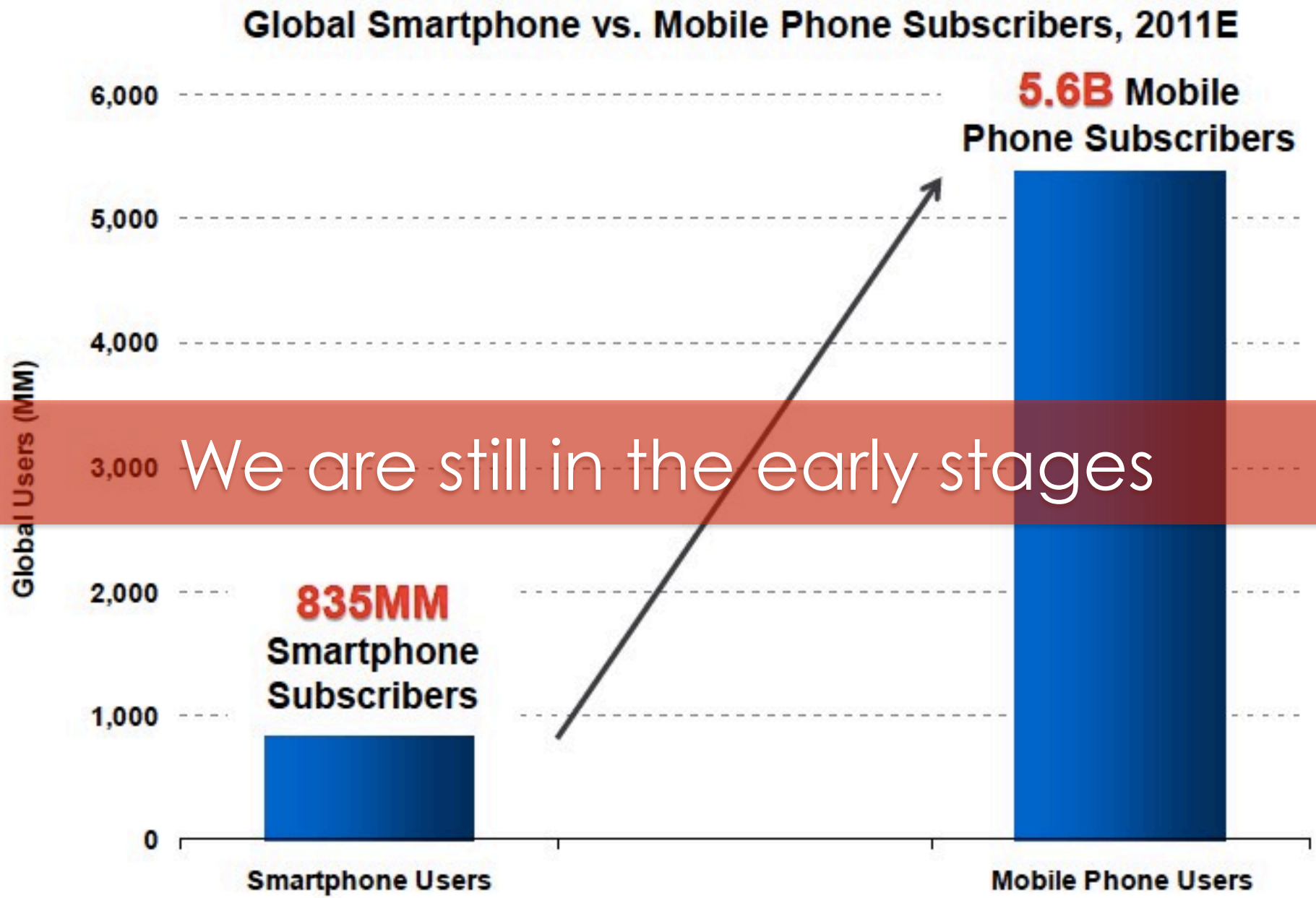
Why? Smartphones & tablets

Mobile First, Luke Wroblewski, October 2011



Mobile usage is growing fast

Internet Trends, Web 2.0 Summit, Mary Meeker - October 18, 2011



We are still in the early stages

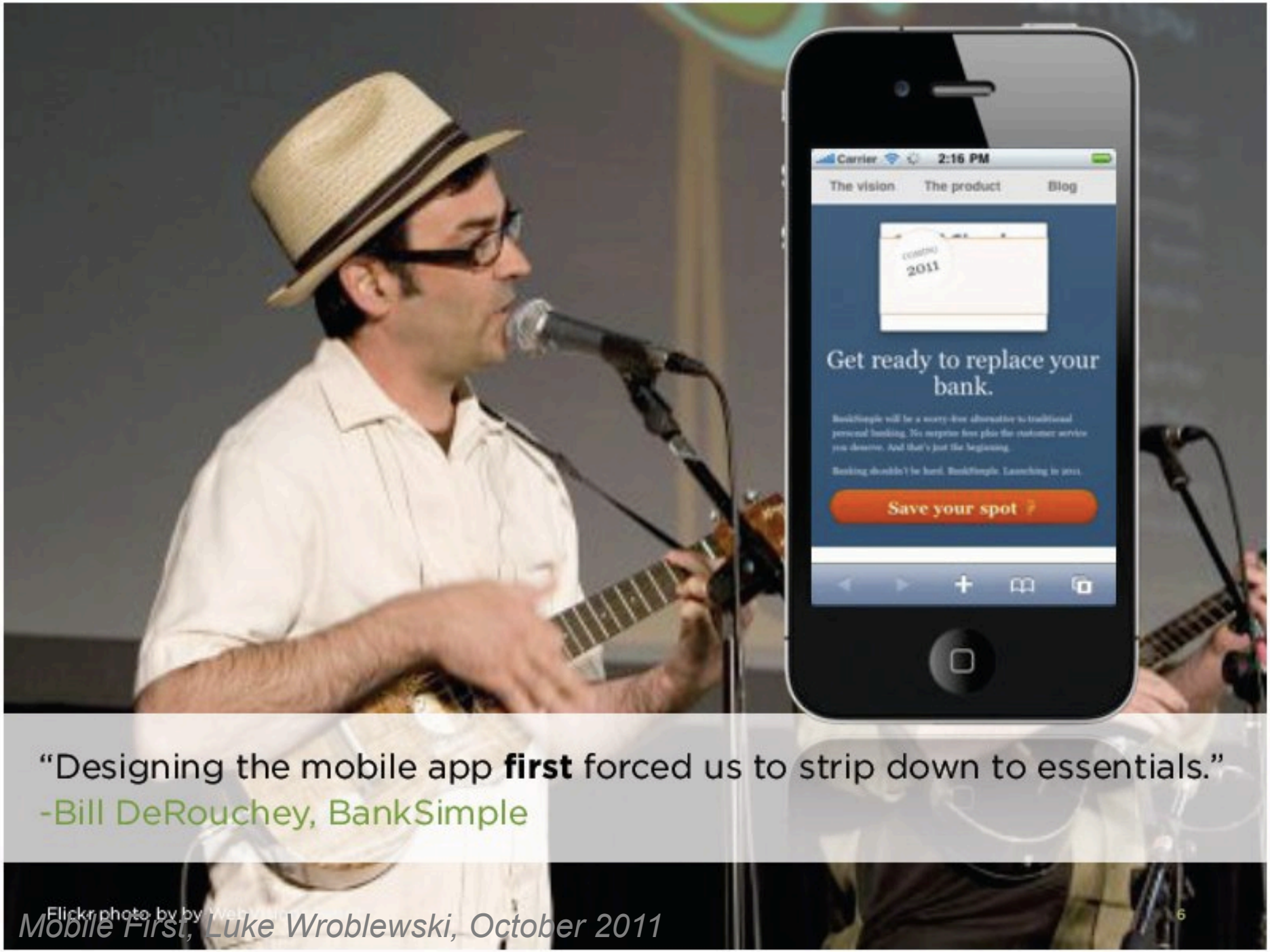
Internet Trends, Web 2.0 Summit, Mary Meeker - October 18, 2011

2014

Mobile will become the most common way of accessing the Internet.

Best Practices

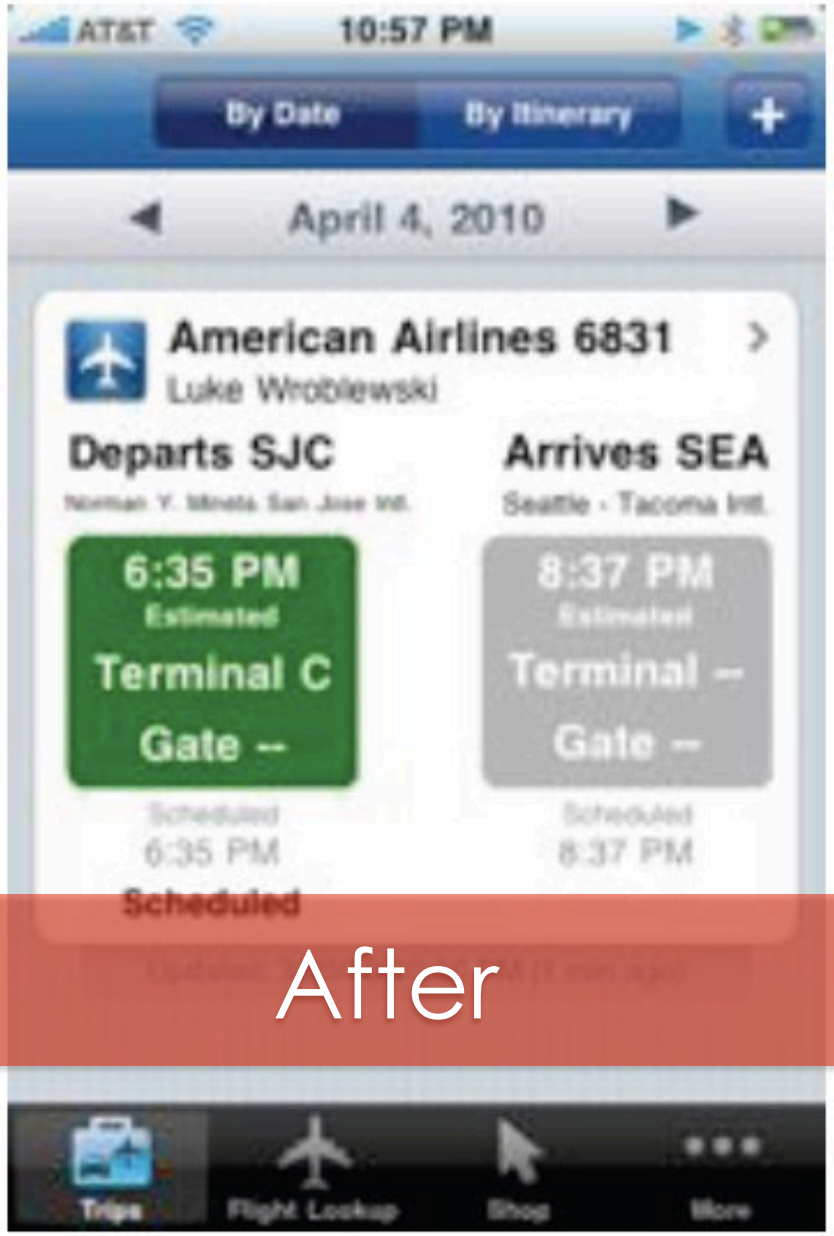
Mobile First, Luke Wroblewski, October 2011



"Designing the mobile app **first** forced us to strip down to essentials."
-Bill DeRouchey, BankSimple

Flickr photo by by

Mobile First, Luke Wroblewski, October 2011



After

Before

Mobile First, Luke Wroblewski, October 2011

Google programmers are doing work on **mobile applications first**, because they are better apps and that's what top programmers want to develop.
–Eric Schmidt, Google Chairman

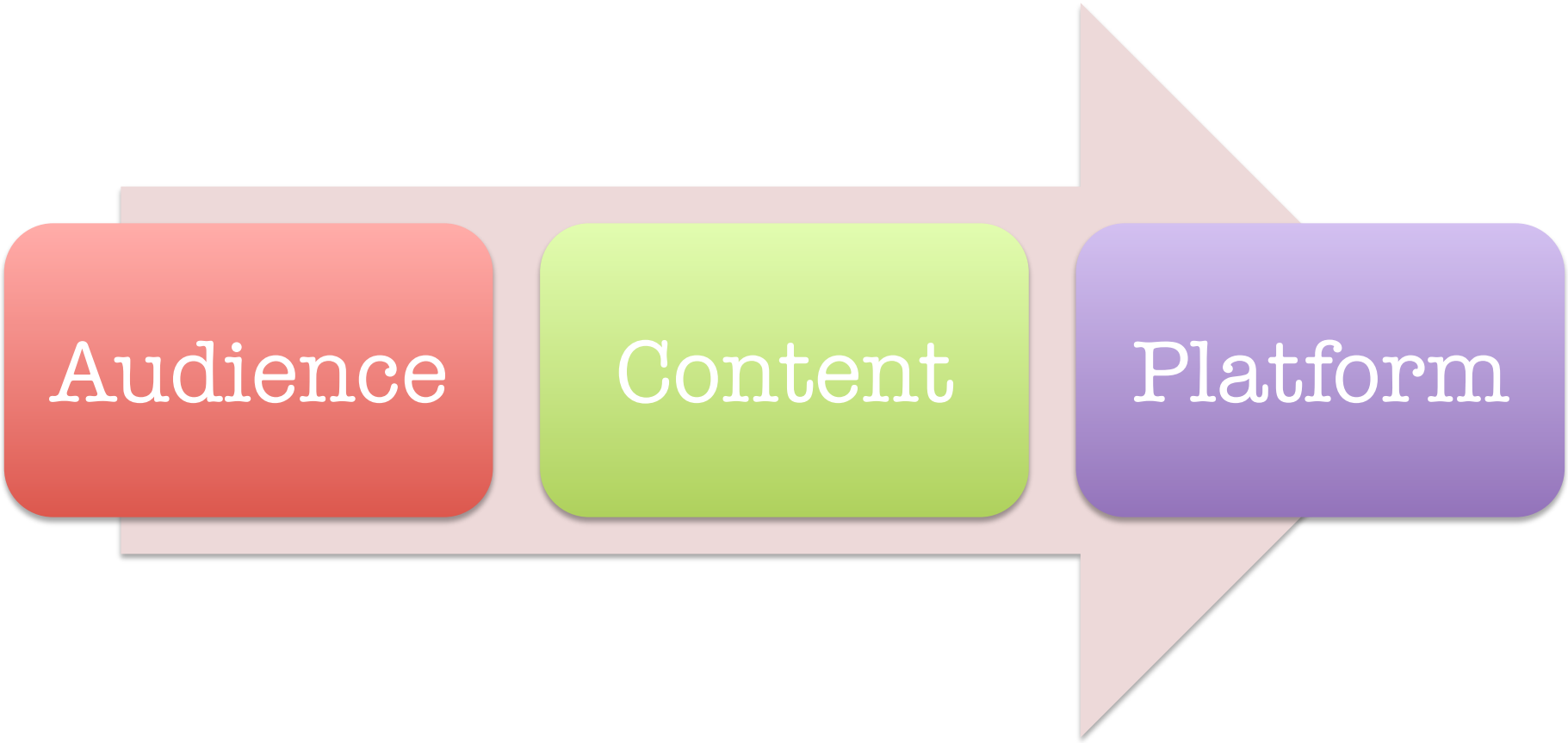
Mobile First, Luke Wroblewski, October 2011

Mobile First, Luke Wroblewski, October 2011

Mobile First, Luke Wroblewski, October 2011

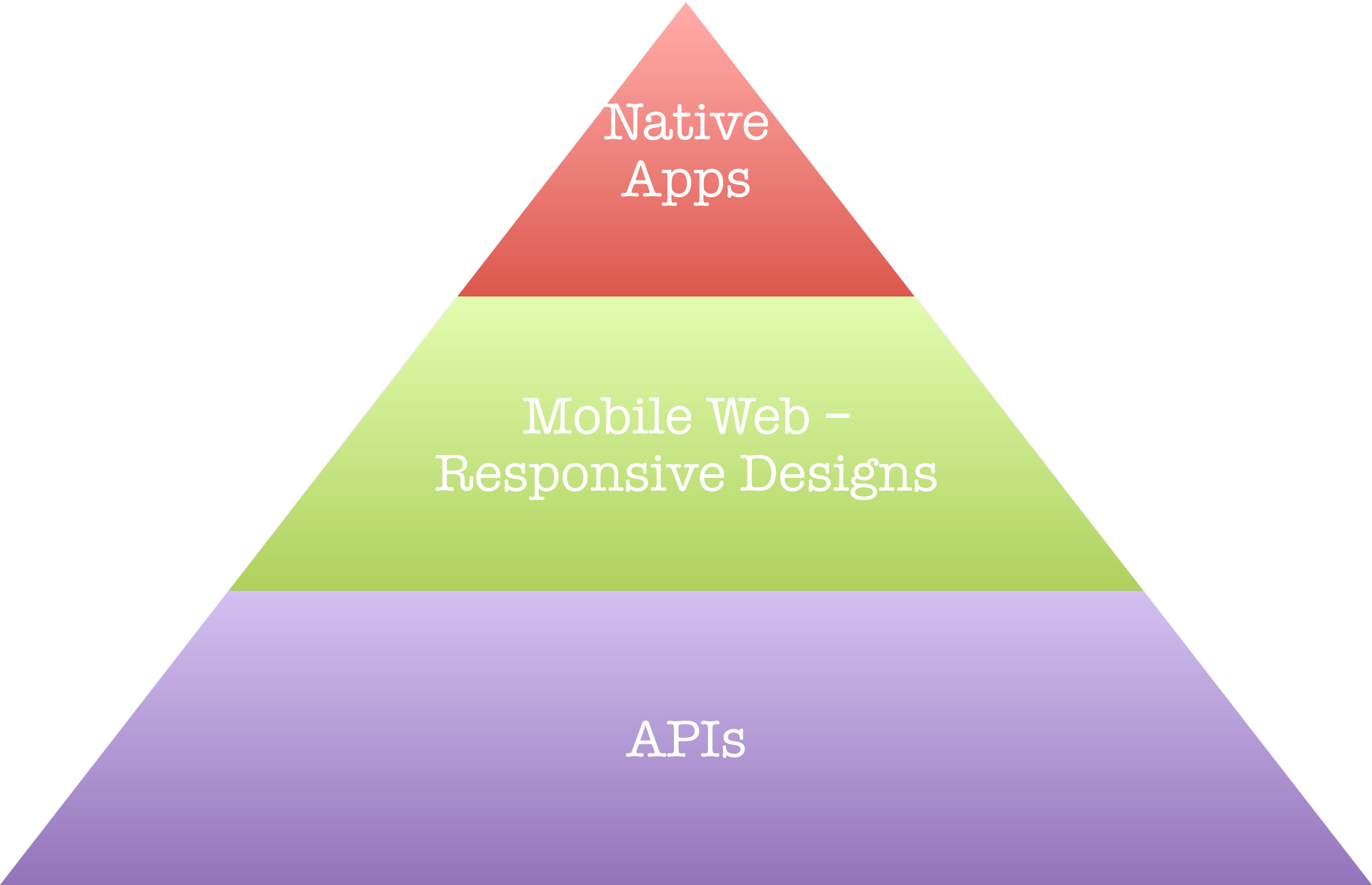
Mobile First?
People First!

Understand our audience and content

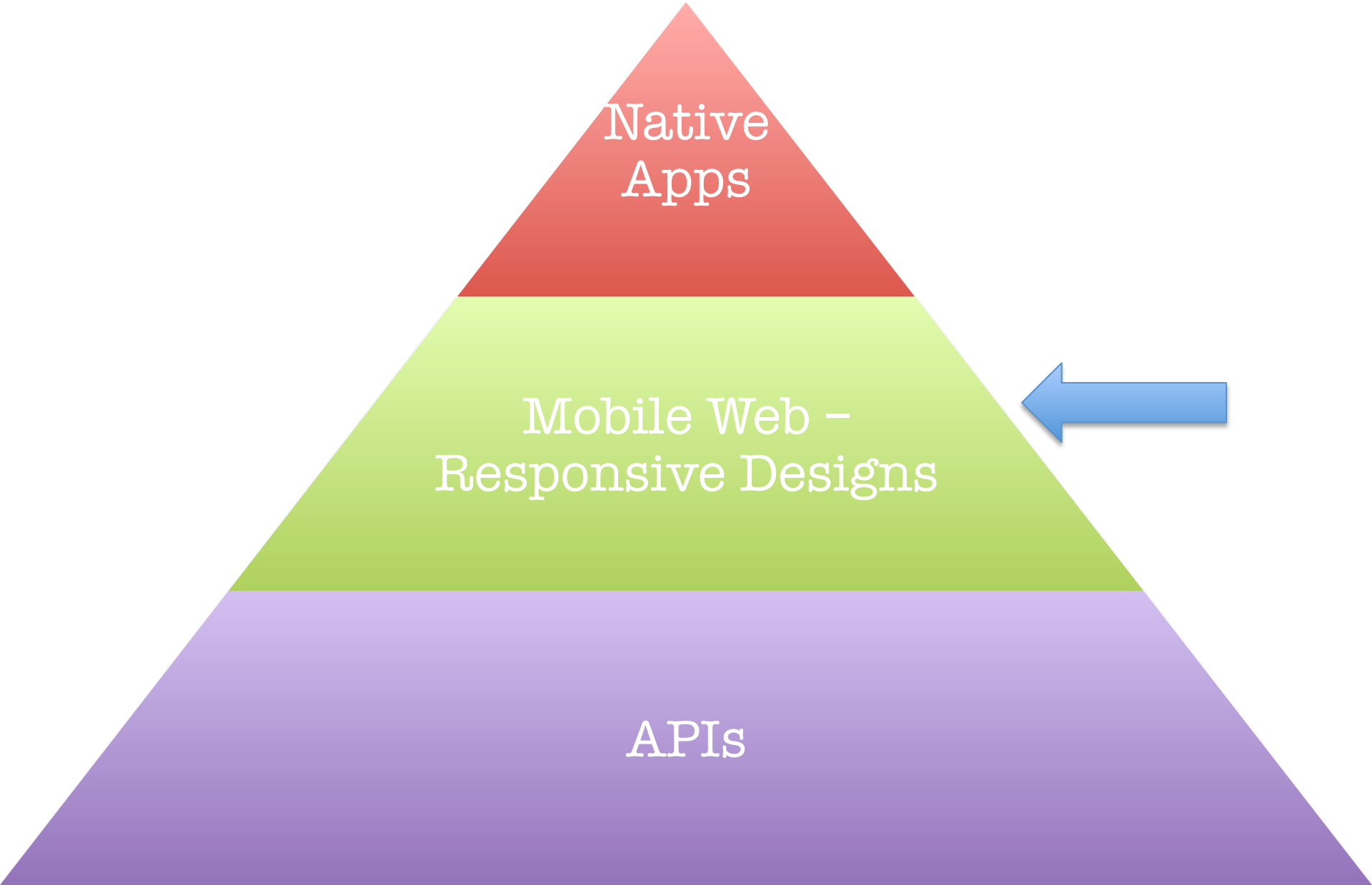


Cross Disciplinary

Mobile Technology Approach



Mobile Technology Approach



The future of the web is...

RESPONSIVE

How did we get
Here?

We were born to move around.

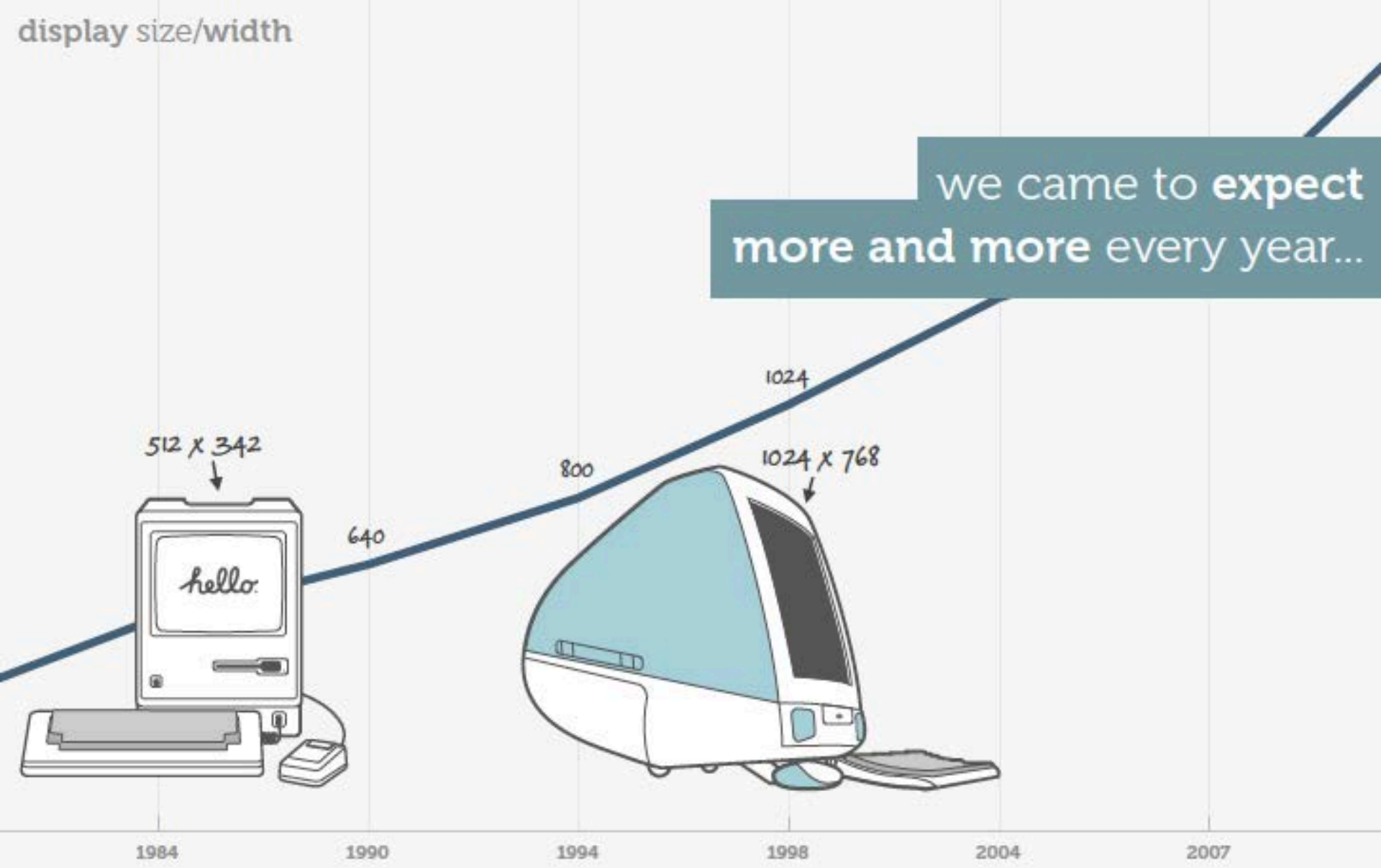
display size/**width**

in the **beginning**
we had **computers...**

1984 1990 1994 1998 2004 2007

display size/**width**

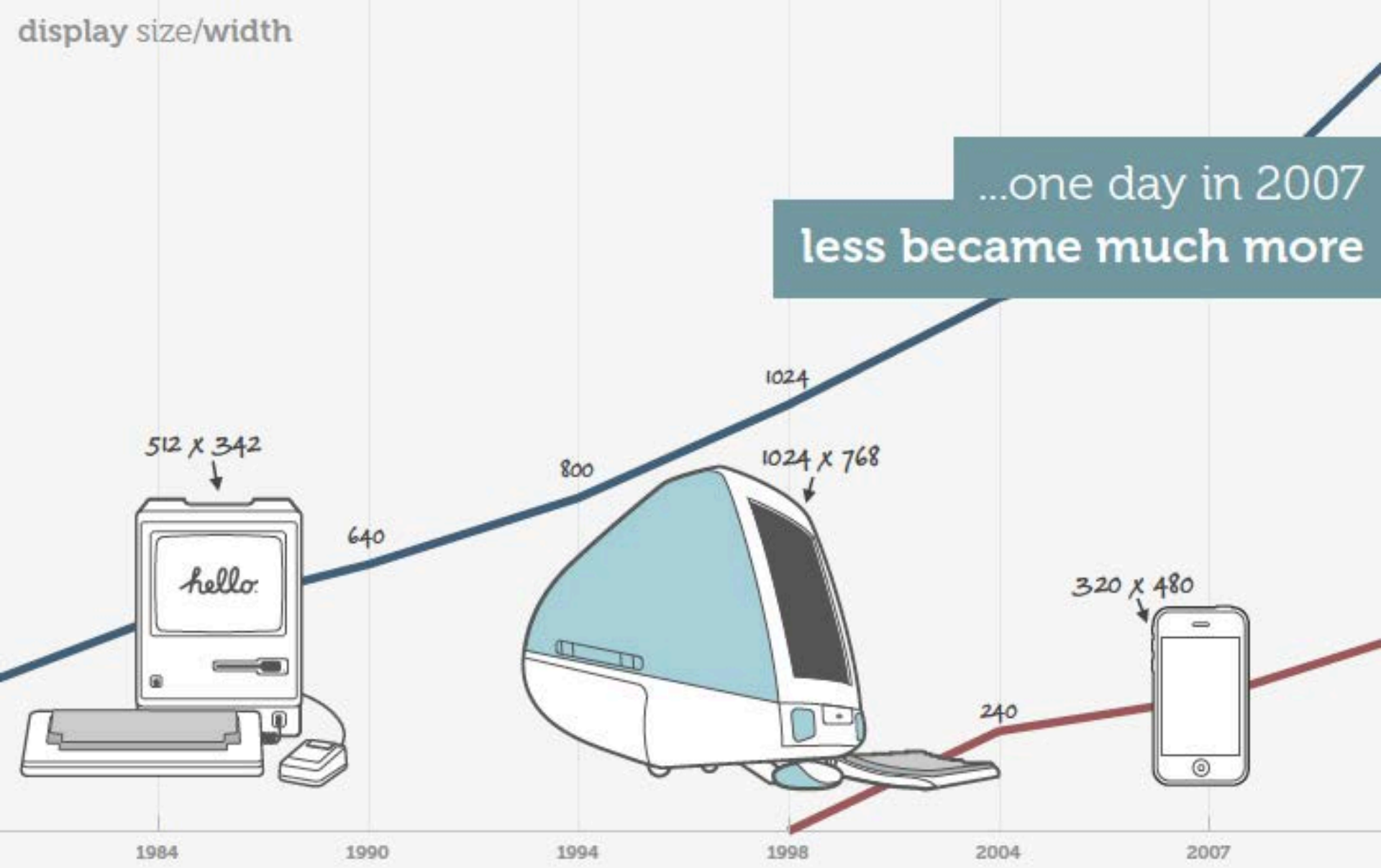
we came to **expect**
more and more every year...



display size/width

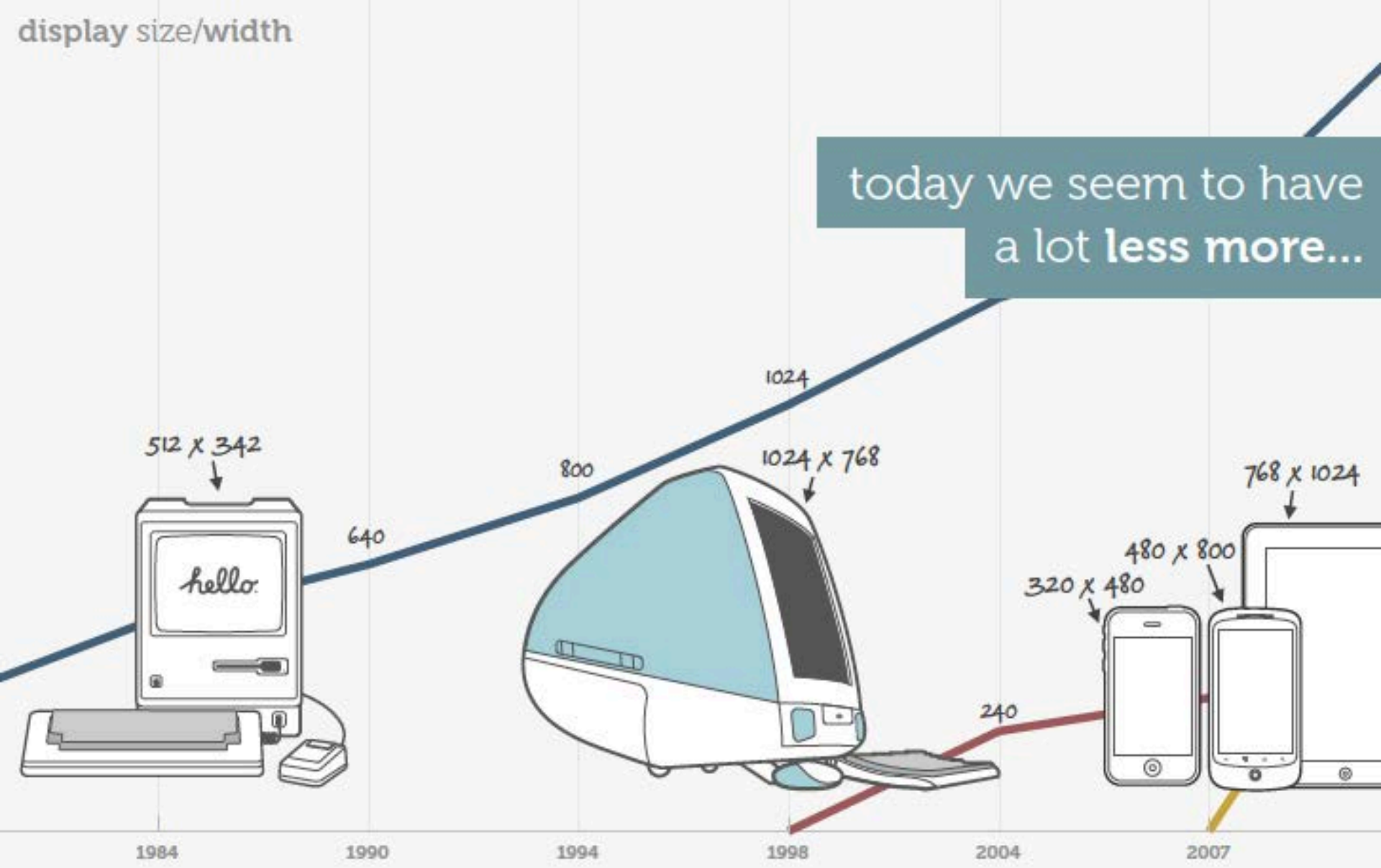
...one day in 2007

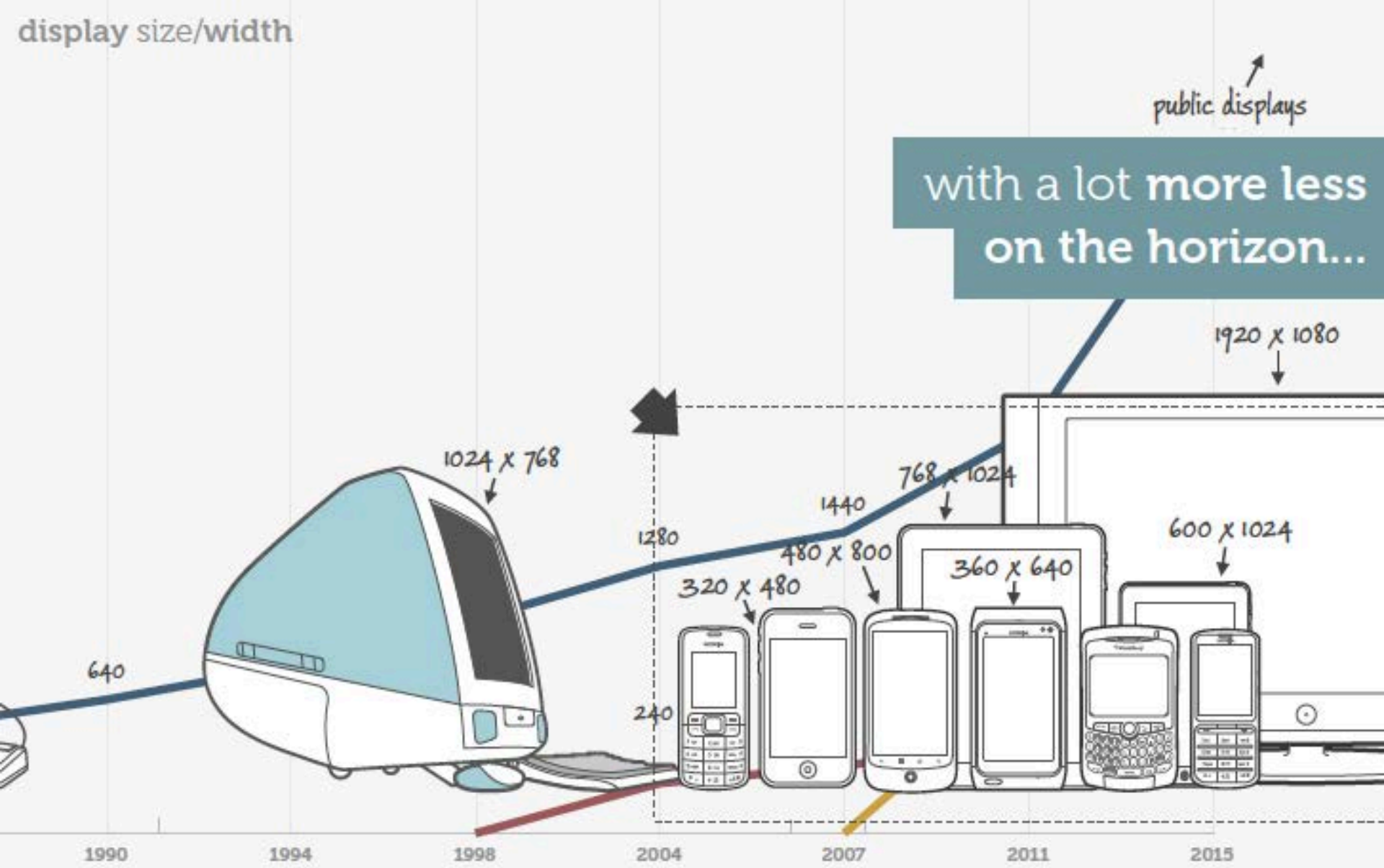
less became much more



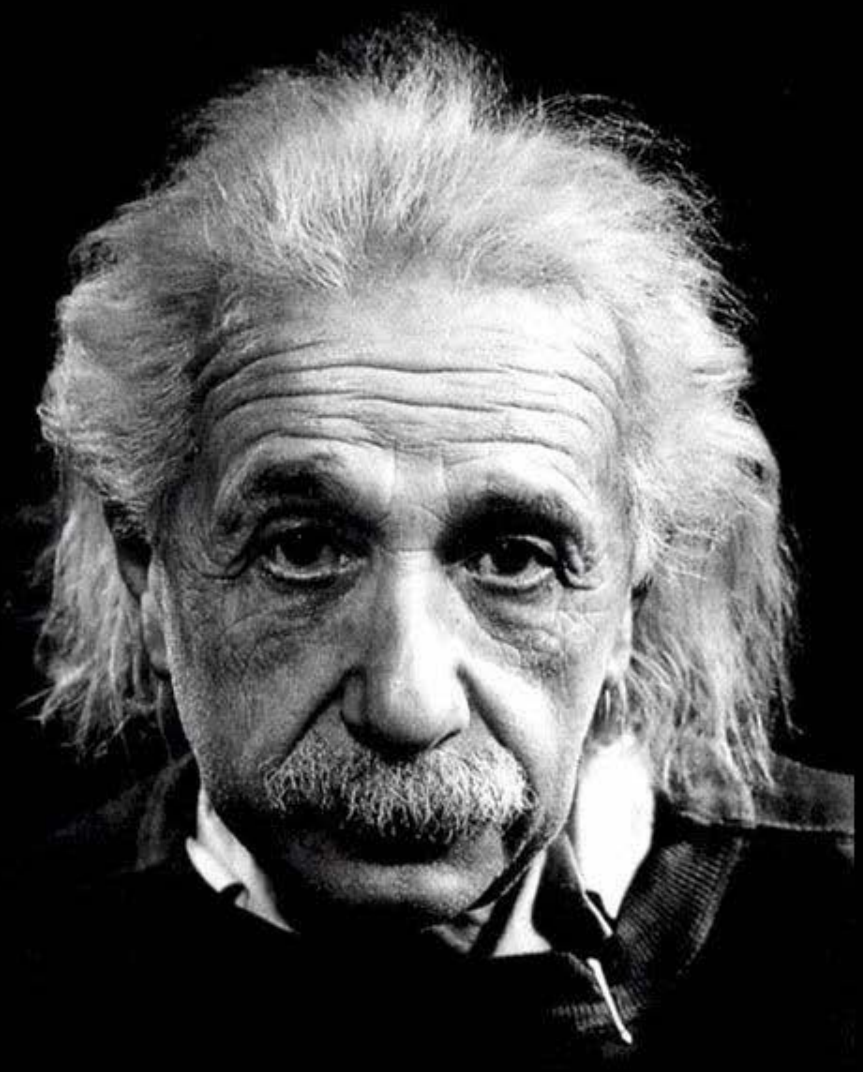
display size/width

today we seem to have
a lot **less more...**




display size/width
public displays
with a lot more less on the horizon...
1920 x 1080
1024 x 768
768 x 1024
1440
1280
480 x 800
600 x 1024
320 x 480
360 x 640
640
240
1990
1994
1998
2004
2007
2011
2015

you can't plan for **every contingency...**



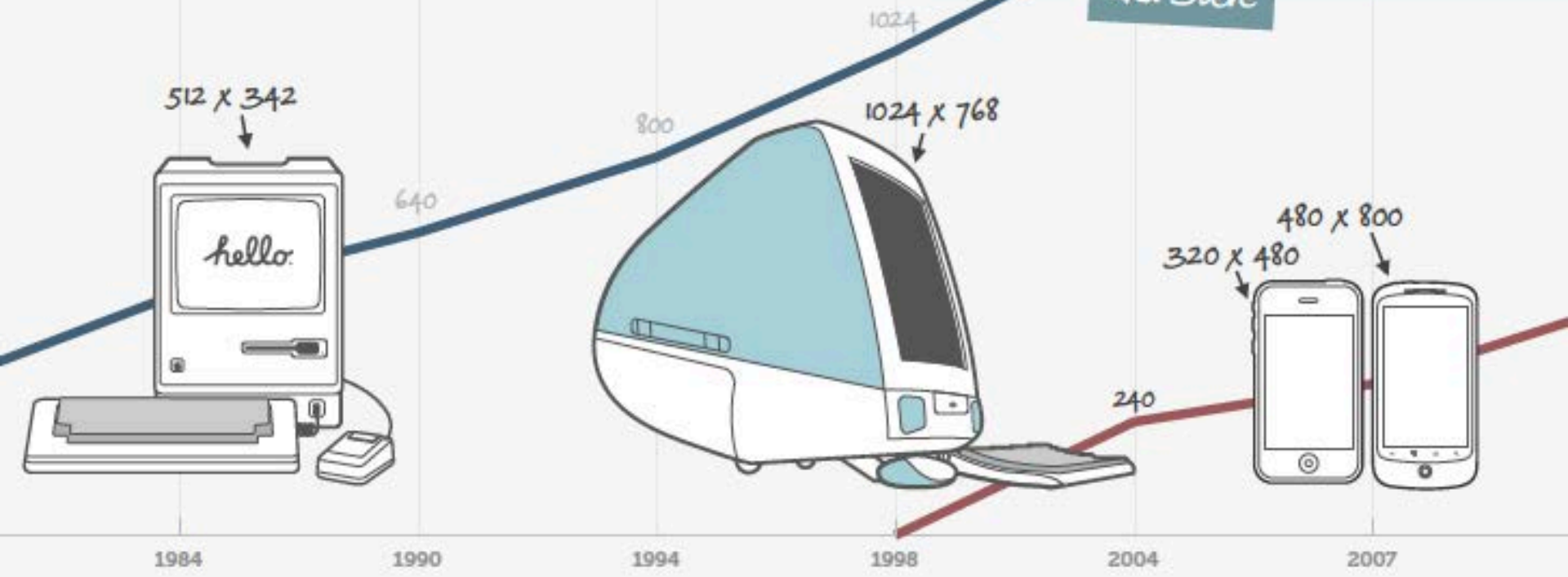
RETHINK OUR APPROACH

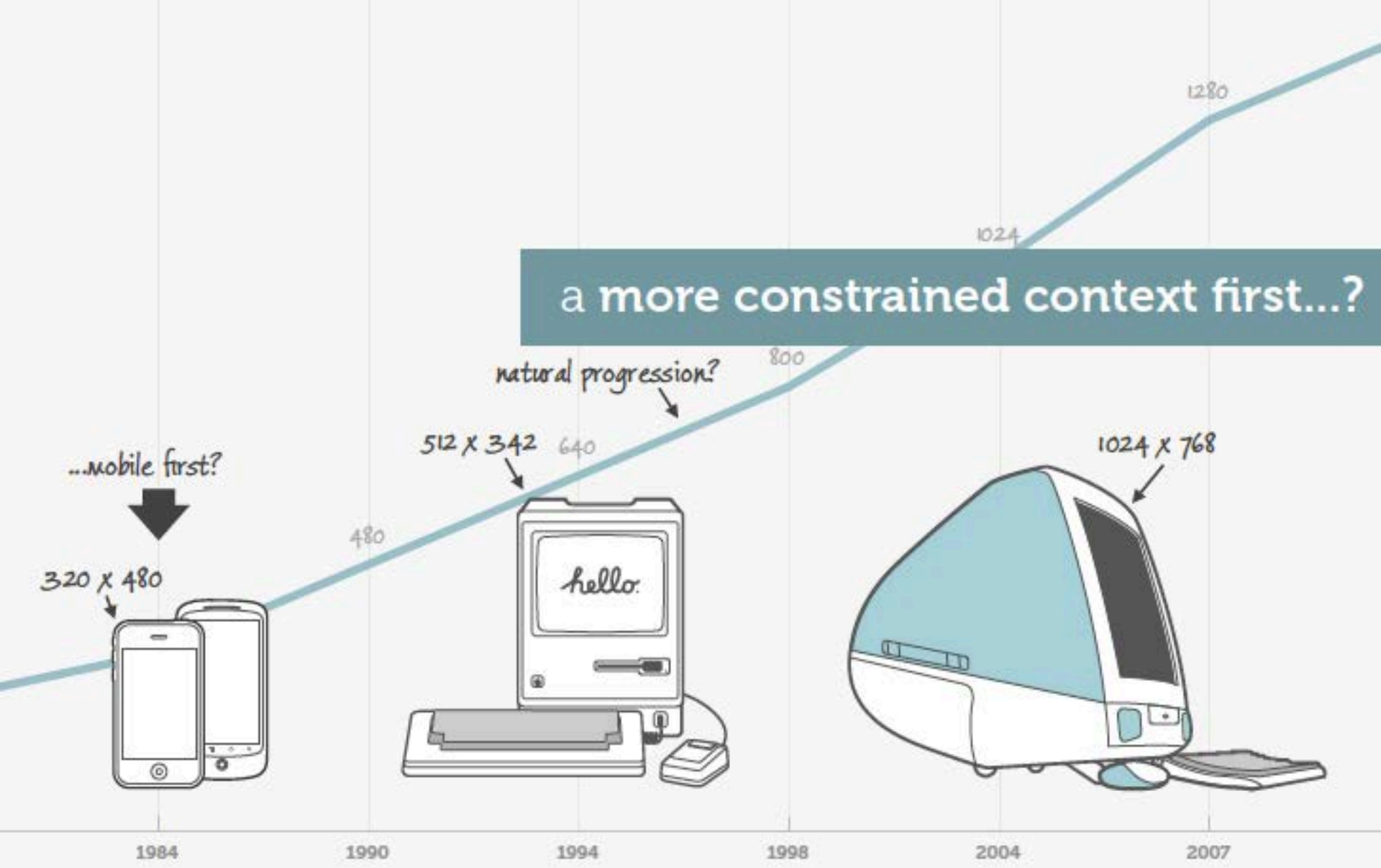
display size/**width**
+ a little **cerebral gymnastics**...

how would the **web be different** if **history** had given us...

and our perception of it

and Steve




a more constrained context first...?
...mobile first?
320 x 480
480
512 x 342
640
natural progression?
800
1024
1280
hello.
1024 x 768
1984
1990
1994
1998
2004
2007

We need to go

to Think forward...

Luke Wroblewski
mobile first
http://www.lukew.com/ff/entry.asp?933
http://www.flickr.com/photos/pete-karl/4657024524

traditional thinking goes like so...

is technically served to everyone...

Established Nottingham 2003

THE CELEBRATED NEW MISCELLANY OF

MR. SIMON COLLISON

A.K.A COLLY

Bottled for your pleasure

Potted Autobiography

Hello. I'm a freelance designer, speaker, and author based in Nottingham, England. I've written a few books, and I love doing presentations and workshops, plus occasional interviews. Read More →

Dropping science like it's hot

The Splendid Journal

§ New Adventures

Last week, I announced New Adventures in Web Design, a unique and affordable web event that will take place in Nottingham, England. A… More →

Catalogued nocturnal matter

Exhaustive Archives

809—Carry On Responsively
808—Glastonbury Festival 2010
807—Memories of another trip
806—Thoughts on FOWD 2010
805—Design To Communicate

Mr. Collison is currently

Available For Hire

Opinions & queries this way

Drop me a line if you wish. I'm currently considering all new projects, including design and development, writing, presentations, workshops, and consultation. →

External References { view all }

Playing on the gramophone

Last.fm Scrobbles

Notable items from other folk

Delicious Bookmarks

Images from the field

Flickr Photographs

The tweets of @simoncollison

Twitter Happier

a **full desktop** site

Ignoring old acquaintances

Bloody Facebook

Slides from my presentations

SlideShare

Sneak-peaks at my work

Dribbble Shots

I've been, therefore I am

Gowalla Passport

Established Nottingham 2003

THE CELEBRATED NEW MISCELLANY OF

MR. SIMON COLLISON

A.K.A COLLY

sprinkle on a few @media queries...

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F

The tweets of @stevencollison

+ @media **queries**

a **full desktop** site

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Dropping science like it's hot

The Splendid Journal

§ New Adventures

Last week, I announced New

Englan

Exhaustive Archives

...if the @media query resolves to true, tada - a mobile site!

= **mobile** site

\+ @media **queries**

a **full desktop** site

but here's **the problem...**

there is too much diversity...

these are also **mobile...**

approximations based on actual device testing - font rendering **will** vary...

as are **these...**

the iPhone is #1 device for OperaMini

*OperaMini is often preferred by many users as it **optimises content** prior to download, which **reduces data costs**.

http://colly.com/

and **these...**

expect many more tablet devices on the market soon...

so it's far **more effective** when we **start with...**

USA.gov Mobile
Government Made Easy

Español

Mobile Apps Gallery

(Accessible Format)

Government apps and mobile sites offer official information and services from the palm of your hand. Learn more about apps.

StudentAid.gov

Department of Education (ED)

Get information about planning and paying for college.

Newest Apps

Newest Apps | Categories

- StudentAid.gov
- m.cancer.gov

is technically served to everyone...

a **mobile** site

USA.gov Mobile
Government Made Easy

Español

Mobile Apps Gallery

(Accessible Format)

Government apps and mobile sites offer official information and services from the palm of your hand. Learn more about apps.

StudentAid.gov

Department of Education (ED)

Get information about planning and paying for college.

Newest Apps

Newest Apps | Categ

Federal Student Aid — **StudentAid.gov** ›

National Cancer Institute — **m.cancer.gov** ›

for browsers that support them, other browsers will just ignore them...

+ @media queries

a **mobile** site

tada – a desktop site! ;)

USA.gov Government Made Easy

Get E-mail Updates | Español

SEARCH

1-800-FED-INFO (333-4636)

Mobile Apps Gallery

(Accessible Format)

Government apps and mobile sites offer official information and services from the palm of your hand. Learn more about apps.

StudentAid.gov
Department of Education (ED)

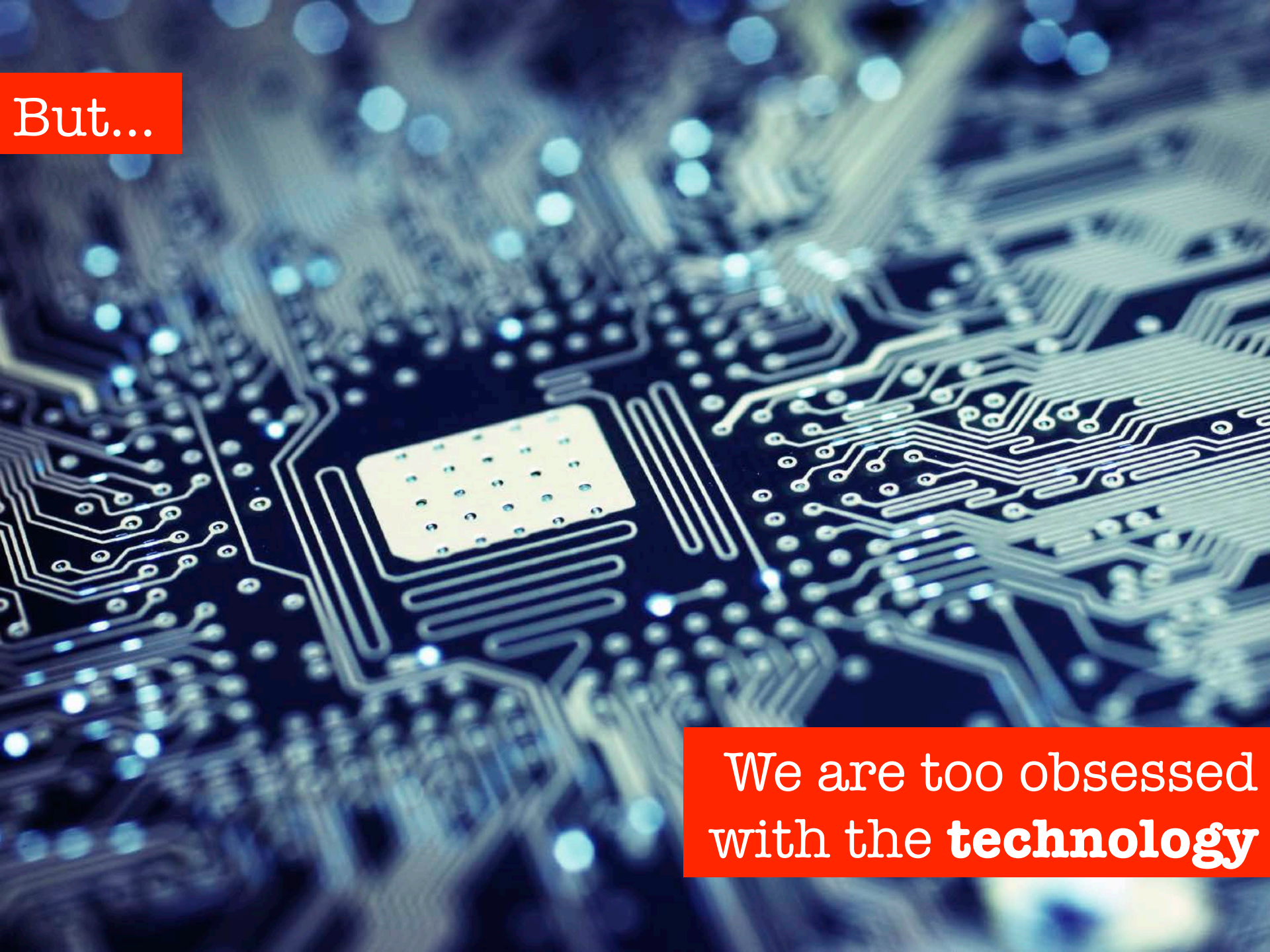
Get information about planning and paying

= full desktop site
+ @media queries
a mobile site

Filter by: All | Android | Apple | Mobile Web | Blackberry OS

Newest Apps

Newest Apps | Categories

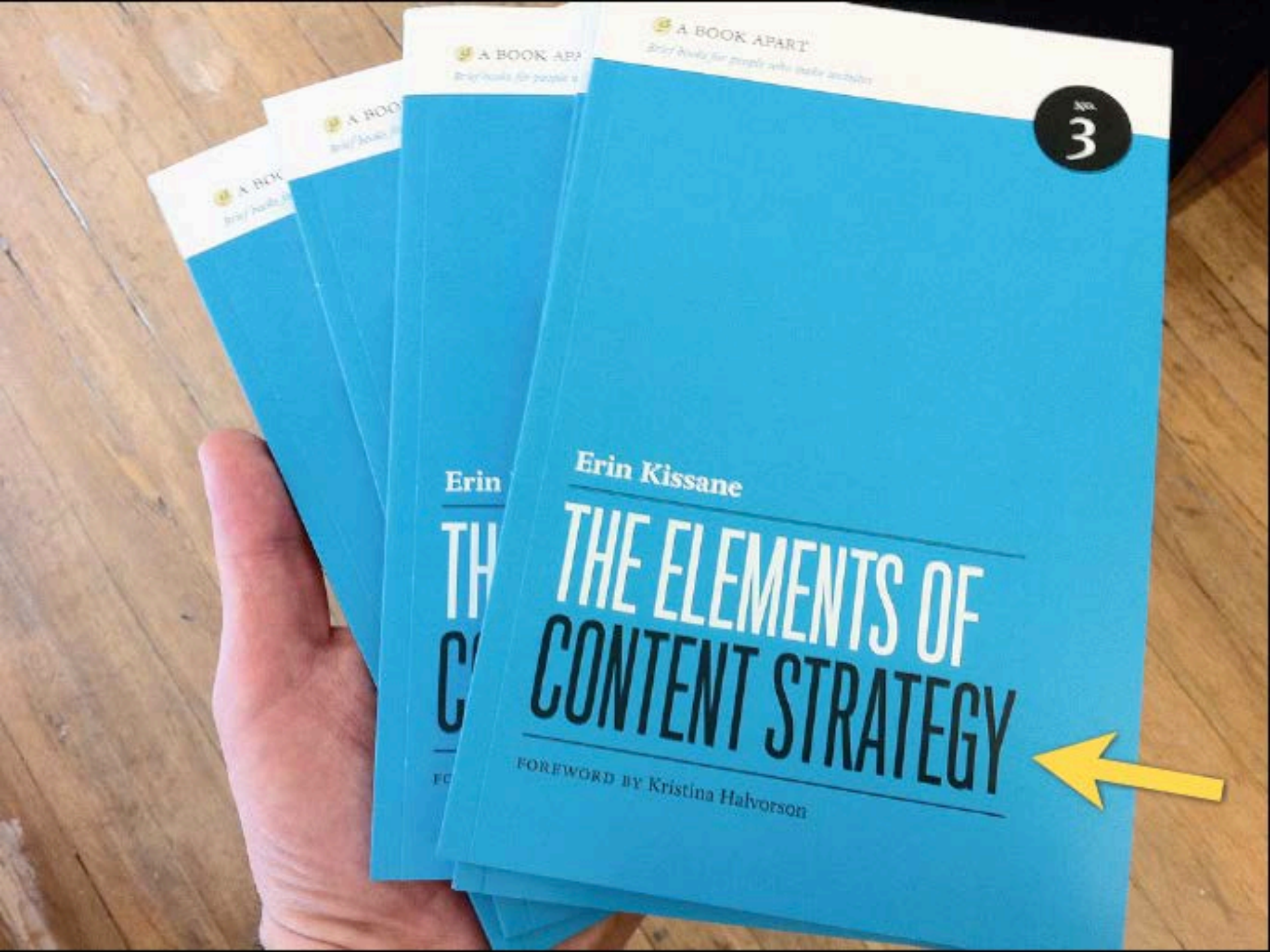

But...
We are too obsessed with the **technology**

a

Progressive Mobile Strategy

has three parts....

Audience Strategy


A BOOK APART
3
Erin Kissane
THE ELEMENTS OF CONTENT STRATEGY
FOREWORD BY Kristina Halvorson

Oh…then technology :-)
DRUPALCON SF
THE CONFERENCE
SESSIONS BY DAY
SESSIONS BY TRACK
COMMUNITY
LOGISTICS
FUN
LOGIN
MY SCHEDULE
DRUPALCON SF
NIGHTLIFE
AFTER HOURS FORUM
INSIDER'S GUIDE TO SF
Platform Strategy

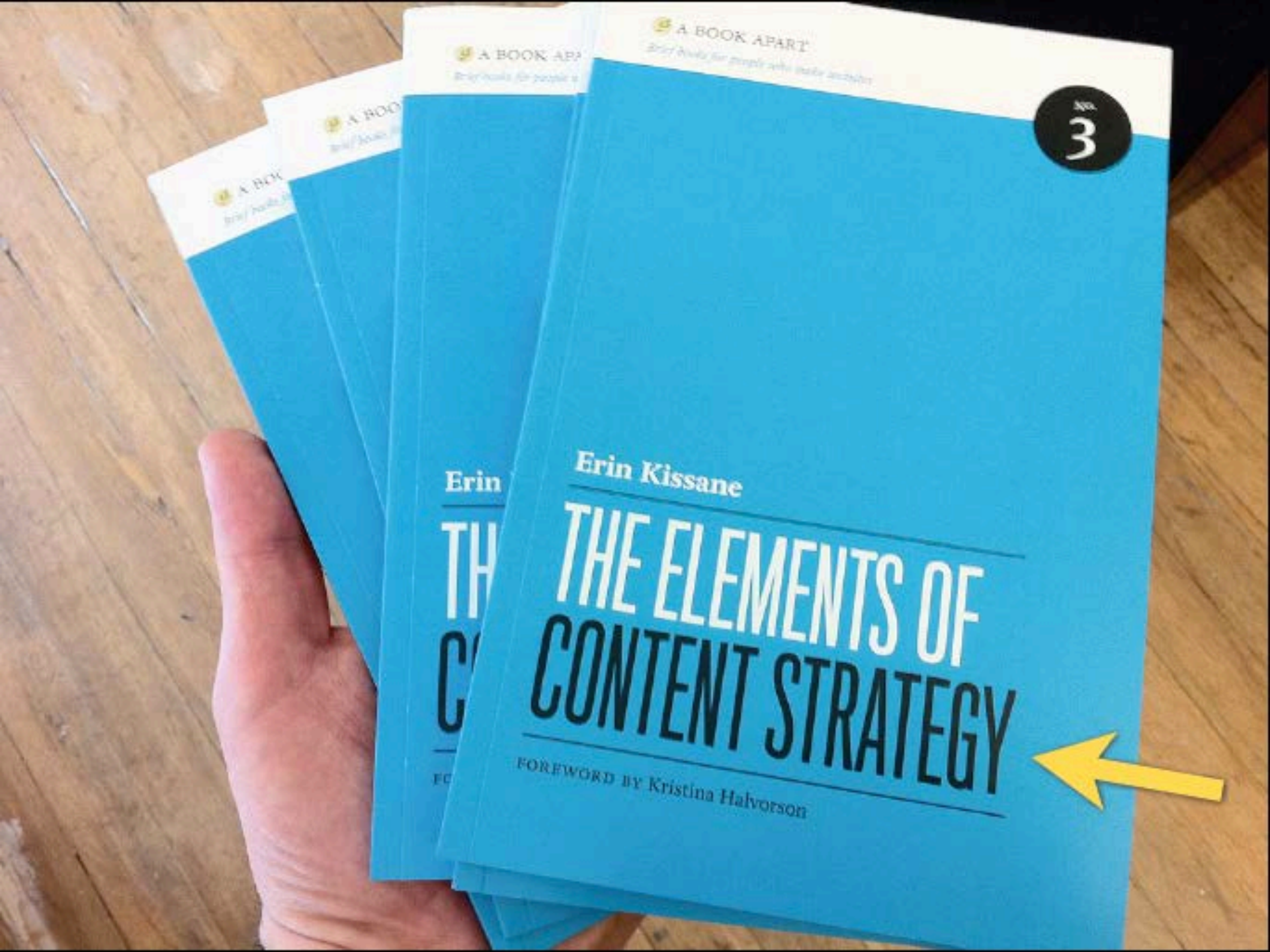
Again, the **goal** is to identify needs by reviewing audiences and content. Then, work **one-by-one** through the platform implementations.

Our Audience

Our **Citizens**

We don't know **enough**

What do
we know?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THE ELEMENTS OF CONTENT STRATEGY
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Pages (4687)	Visits	% Δ	Views
1 USA.gov: The U.S. Governm…cial Web Portal	2,011,484	- 30.9%	2,610,463
2 Government Jobs: USA.gov	332,753	- 4.33%	479,454
3 USA.gov Updates News and Features	323,319	+ 13.7%	416,468
4 A-Z Index of U.S. Governm…s (A) | USA.gov	238,083	+ 29.4K%	351,110
5 USA.gov Website: Error Page	234,761	+ 3.66%	316,346
6 FormButton:fg_search_form	198,020	+ 144%	220,853
7 Government Benefits, Gran…izens | USA.gov	153,670	+ 0.04%	236,464
8 Government Sales and Auctions: USA.gov	143,651	- 18.7%	204,295
9 Offsite:	136,795	+ 128%	148,164
10 Government Departments an…encies: USA.gov	132,418	+ 58.6%	210,814
11 Unclaimed Money from the …rnment: USA.gov	119,044		
12 State and Local Governmen… Sales: USA.gov	95,394		
13 http://www.usa.gov/nojavascript	93,503		
14 Contact Elected Officials | USA.gov	88,582	- 23.5%	149,893

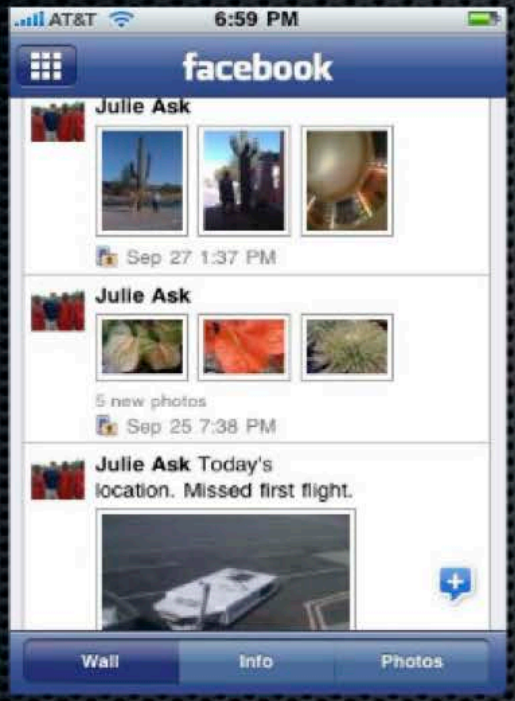
We know what they are looking for

We know what they are interested in

Can we ask for more?

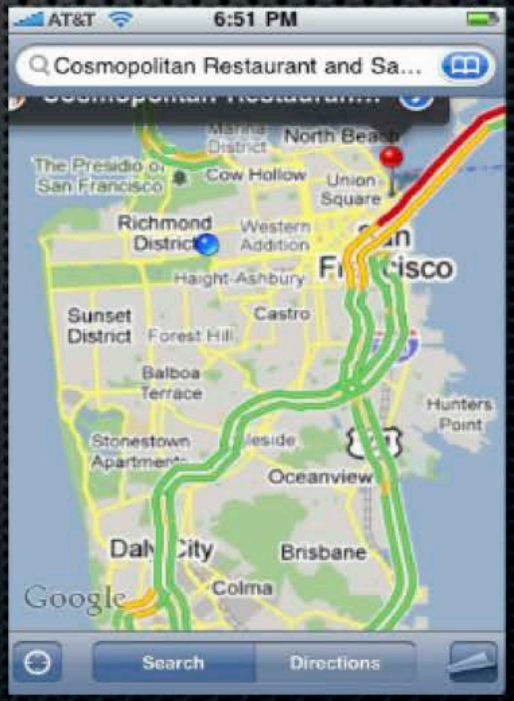
According to Forrester research, **Mobile services** should offer 3 core benefits

Immediacy



Simplicity

Context



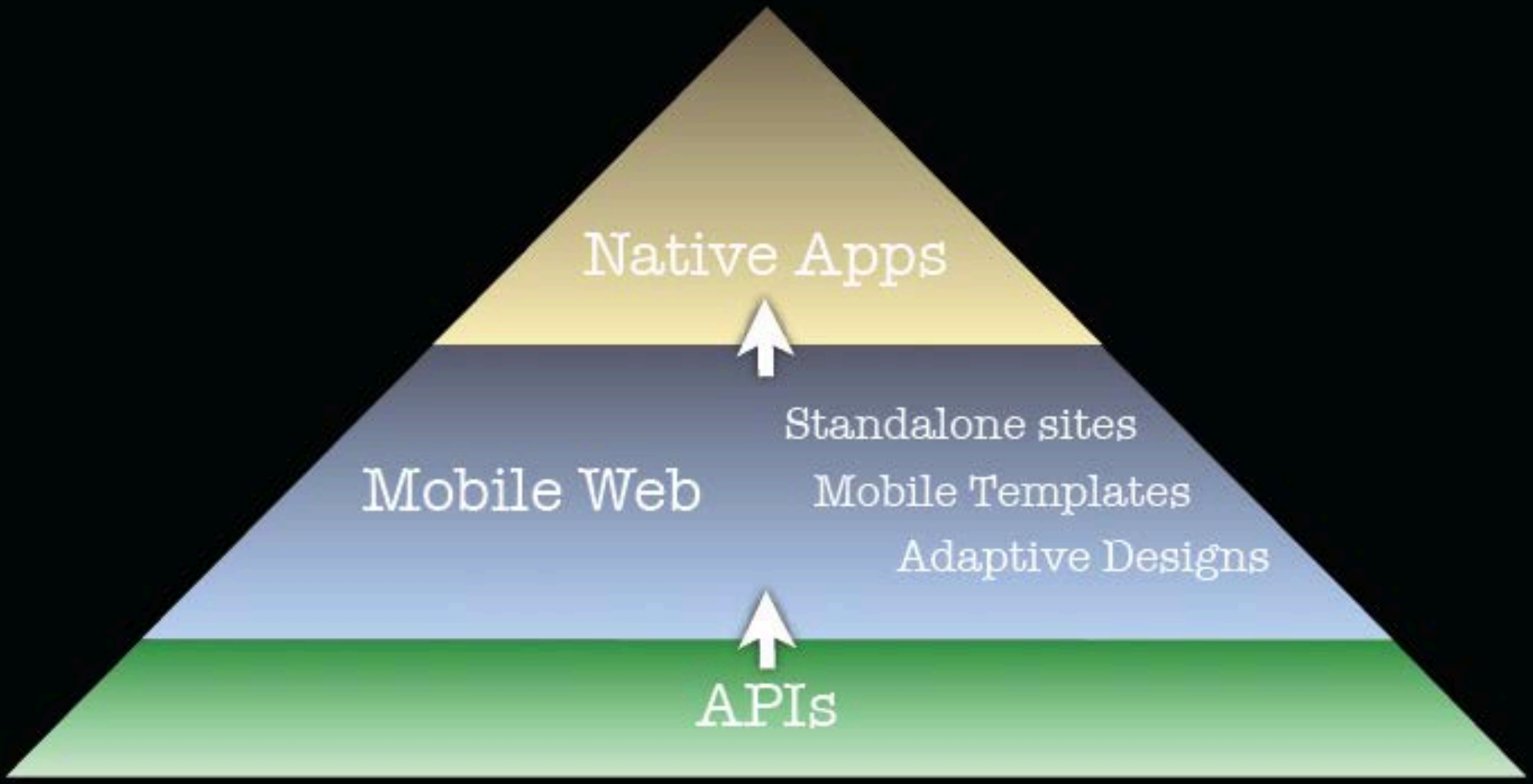
From: How to maximize Mobile Website & Application ROI, Gomez/Forrester webinar, Dec. 15 20

DRUPALCON SF
THE CONFERENCE
SESSIONS BY DAY
SESSIONS BY TRACK
COMMUNITY
LOGISTICS
FUN
LOGIN
MY SCHEDULE
DRUPALCON SF
NIGHTLIFE
AFTER HOURS FORUM
INSIDER'S GUIDE TO SF
Platform Strategy

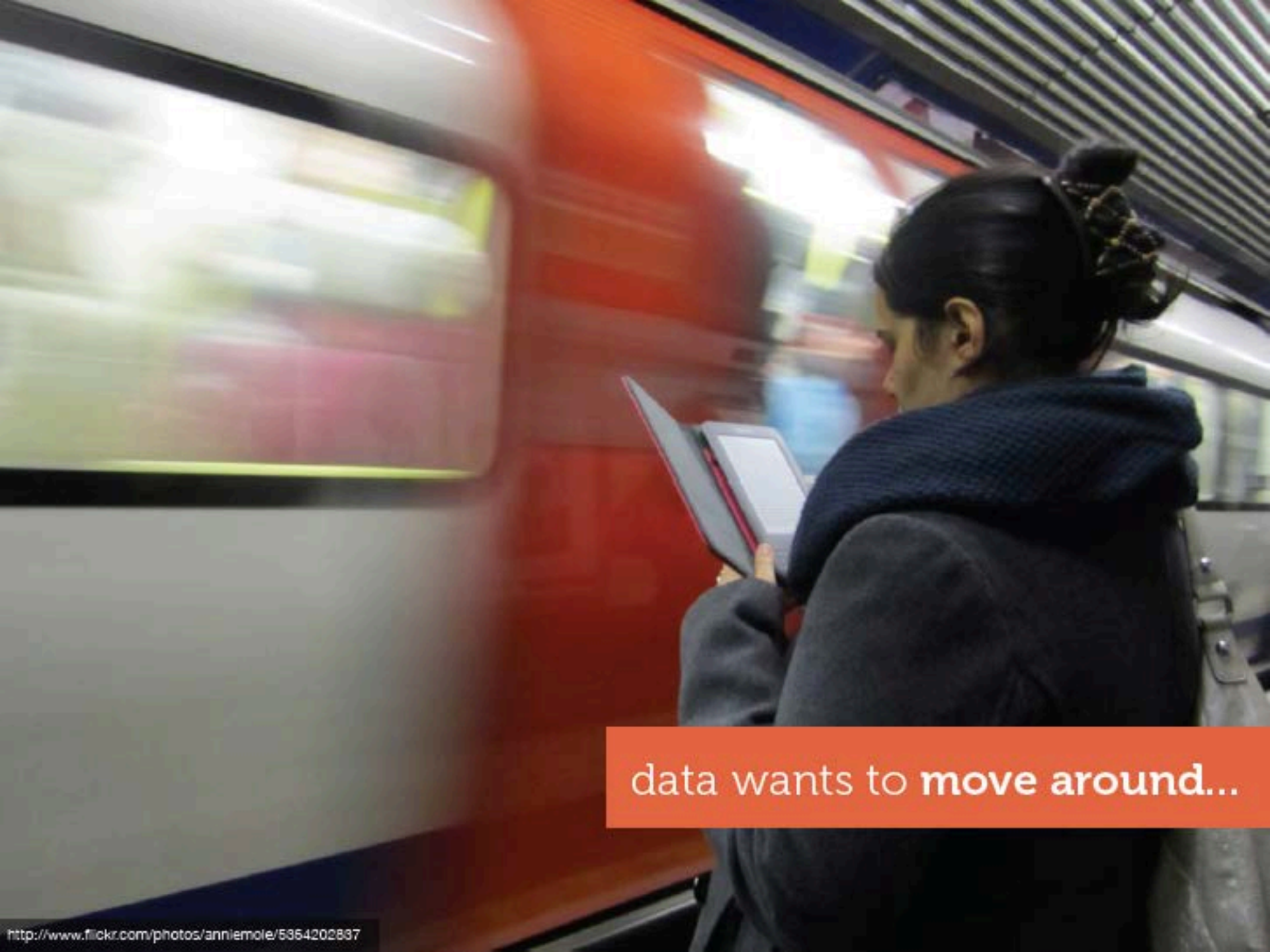
The question is no longer, “Which do we develop for, native **or** mobile web?” but...

“How do we develop solutions to handle **both** mobile web & native **now** as well as the devices of the future?”

A poor representation of the ideal platform strategy...



APIs are the **infrastructure** for your mobile initiatives...


data wants to **move around**...
http://www.flickr.com/photos/anniemole/5354202837

we've already **set much of our content free...**
http://www.flickr.com/photos/scobleizer/3044172251/

Find Your Polling Place for Election Day

Shared 6 hours ago

blog.usa.gov • We welcome your comments if you are 13 or older, and hope that our conversations here will be polite. You are responsible for the content of your comments.

We do not discriminate against any views, but may delete any of the following:

violent, obscene, profane, hateful, or racist comments

• comments that threaten or harm the reputation of any person or organization

• advertisements or solicitations of any kind

• comments that suggest or encourage illegal activity

• multiple off-topic posts or repetitive posts that are copied ...

EyeNote

Shared Yesterday

apps.usa.gov • EyeNote is a mobile device application to denominate Federal Reserve Notes (U.S. paper currency) as an aid for the blind or visually impaired to increase accessibility.

Using EyeNote, a user can have the denomination of a note scanned and communicated back to the user. EyeNote works on the iPhone 3G and 3Gs, the iPhone 4, the 4th Generation iPod touch, and the iPad 2.

This application does not authenticate a note as either real or counterfeit. Please refer to the license agreement on the iTunes App Store.

U.S. Department of Defense

Shared Friday

militaryhomefront.dod.mil • Giving Thanks

During the month of November, celebrate and honor service members and their families by thanking them for their sacrifices and dedication to our country.

Lung Cancer Home Page – National Cancer Institute

Shared 7 hours ago

cancer.gov • Definition of lung cancer: Cancer that forms in tissues of the lung, usually in the cells lini
types are small cell lung cancer an
These types are diagnosed based o
microscope.

Estimated new cases and deaths
cell and small cell combined) in the

New cases: 221,130

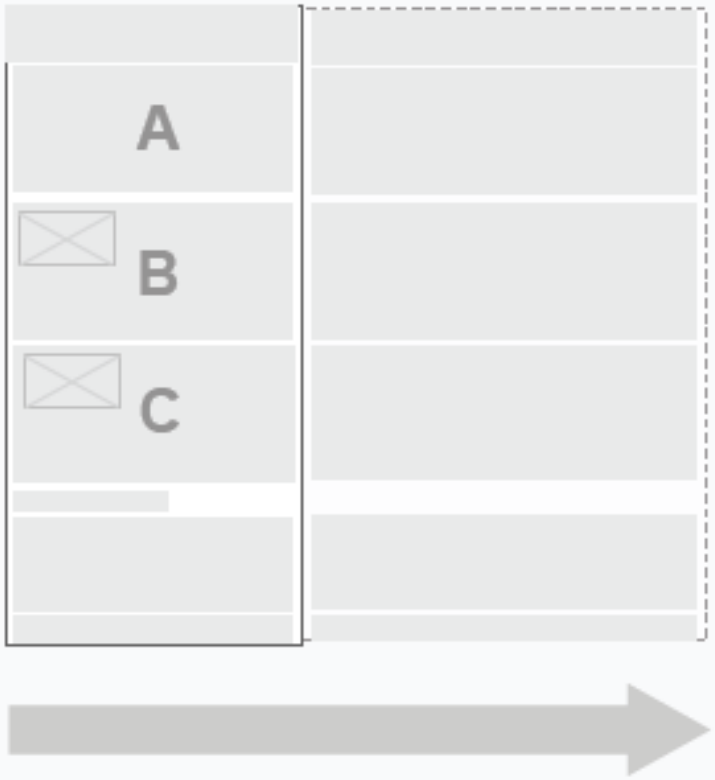
Deaths: 156,940

...we never really know **where it will end up**

The **absence** of a media query is in fact, **the first media query.**

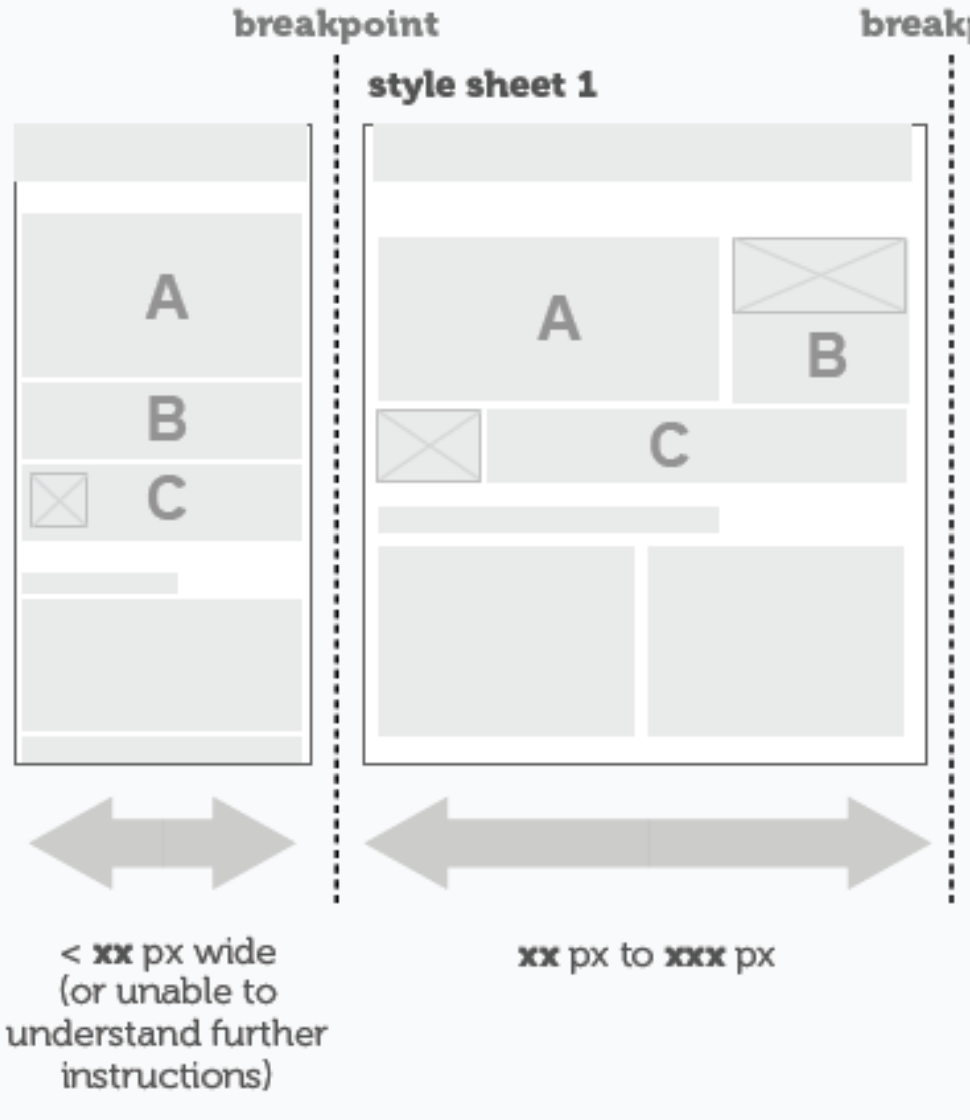
Bryan Rieger, Rethinking the Mobile Web

begin with a **lightweight default**



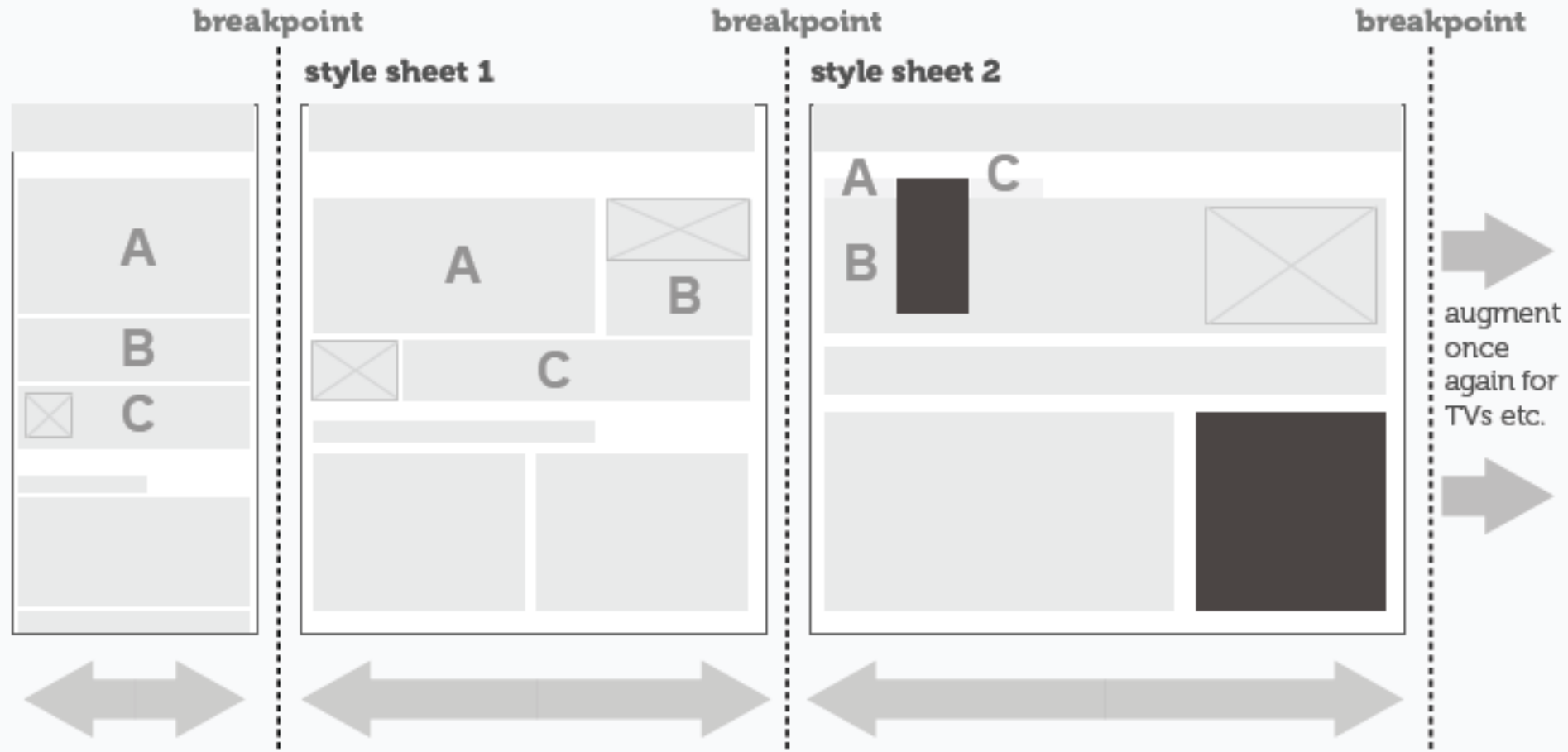
fully flexible with default styles for navigation, fonts, content and **no media query**

each style sheet **augments the others**



augment original style sheet with (**only**) the style changes that are needed to enhance the layout

each style sheet **augments the others**



What are people looking for?

What have they subscribed to?

1. Identify the **audience**.

Can we ask for more (location, have then register, collect profile information)

What is the top content (desktop and mobile)?

Can we make it dynamic?

2. Identify the **content** for that audience.

Can we make it contextual

How do we optomize for mobile?

APIs

3. Implement **platform** solutions.

Responsive Design