

Introduction to the mobile web

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Workshop, 21 May 2014

The 7th mass medium

1. Print (ca. 1500)

2. Recordings (late 19th century)

3. Cinema (ca. 1900)

4. Radio (ca. 1920)

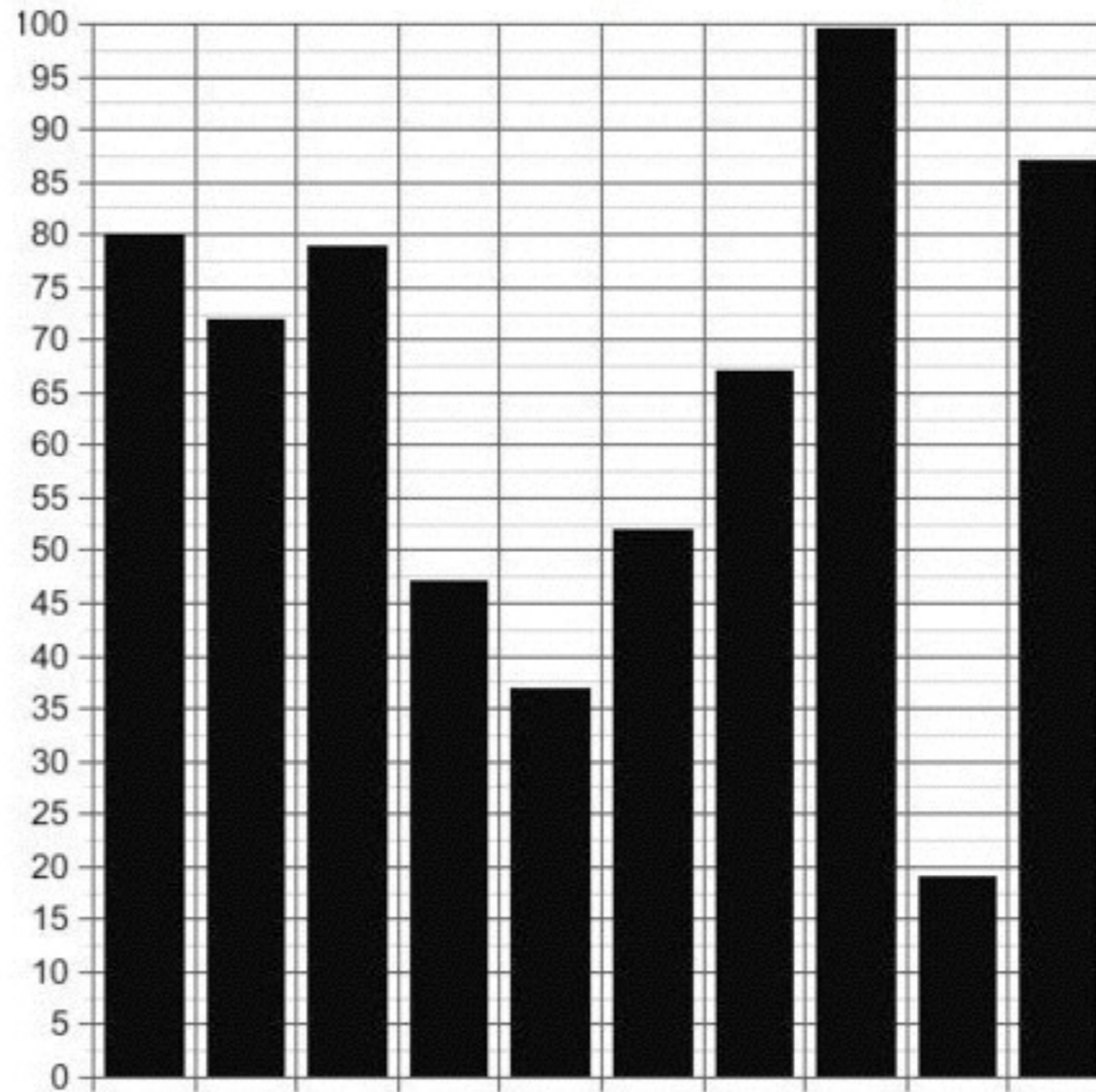
5. TV (ca. 1950)

6. Internet (ca. 1990)

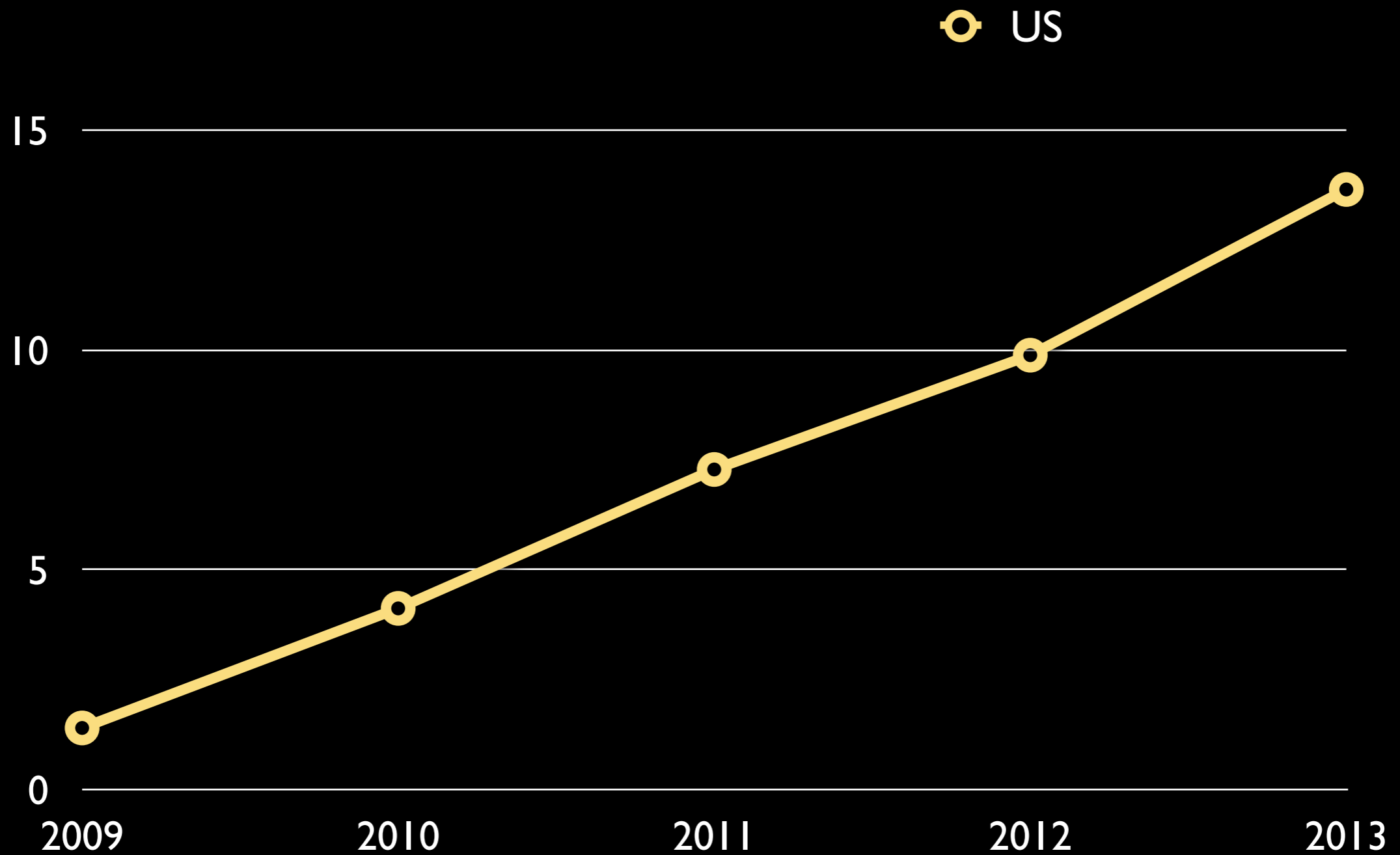
7. Mobile (from 2005)

I: Mobile
stats

Percent Chance That Each Of These Bars Will Reach The Top Of This Graph

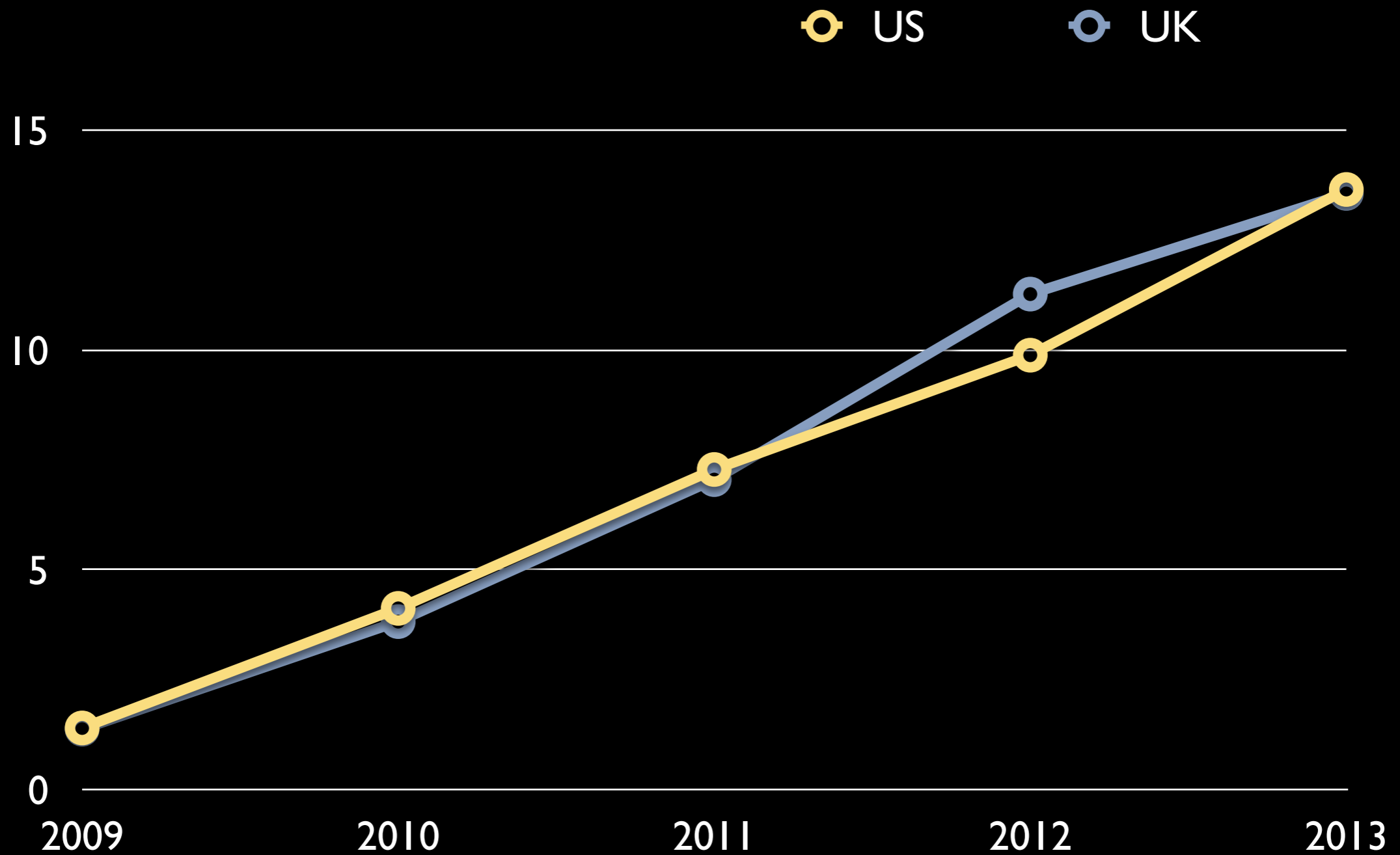


Mobile browser share



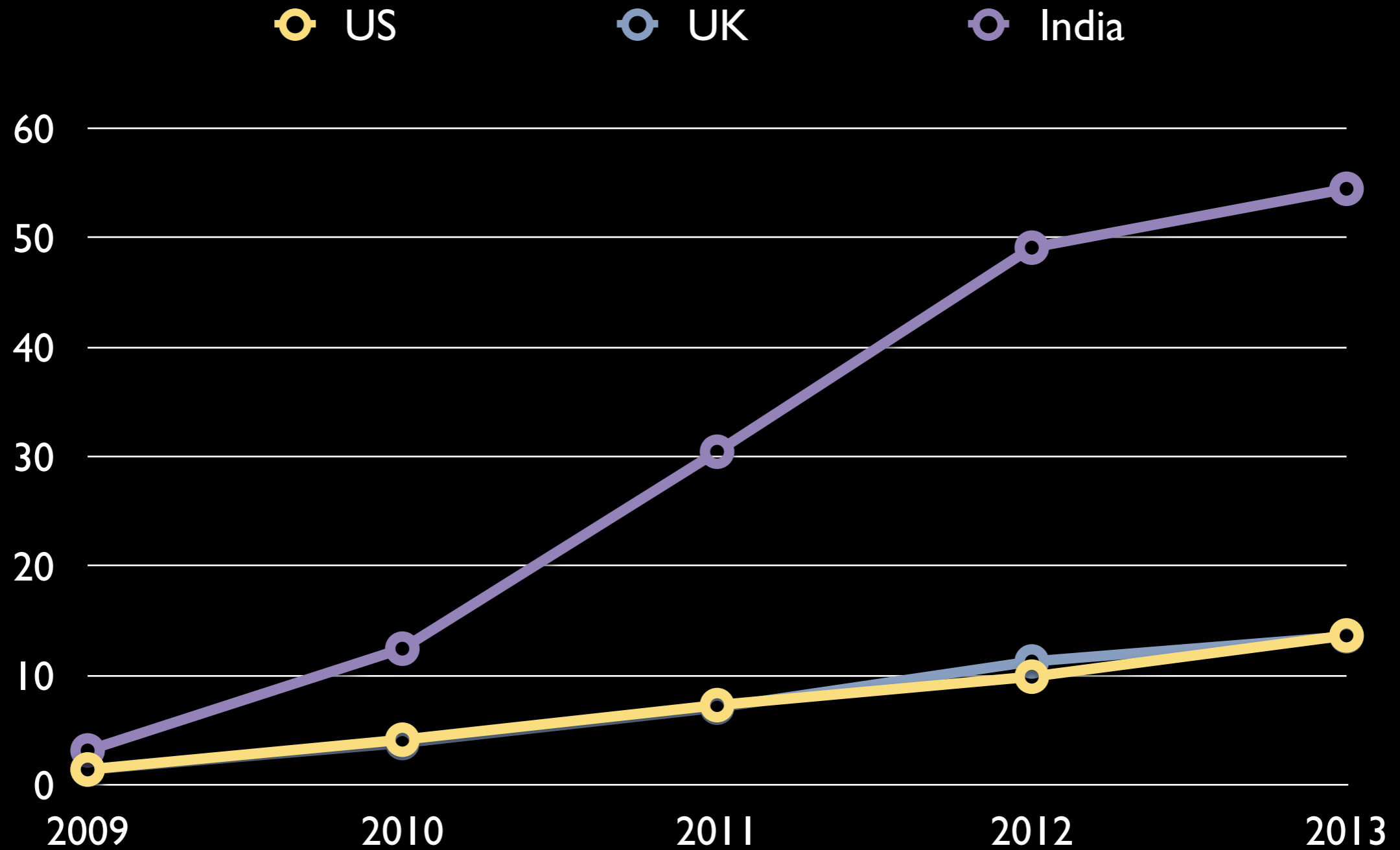
Source: StatCounter.com
Smartphones only; no tablets

Mobile browser share



Source: StatCounter.com
Smartphones only; no tablets

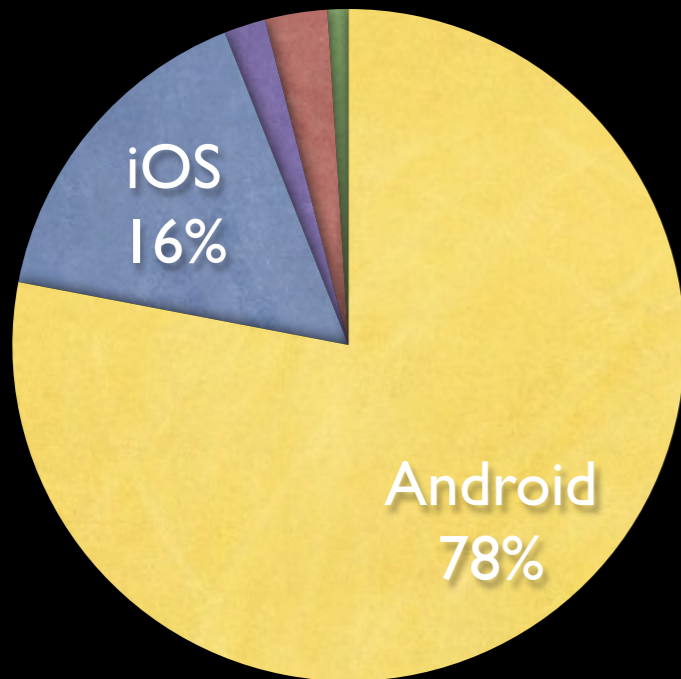
Mobile browser share



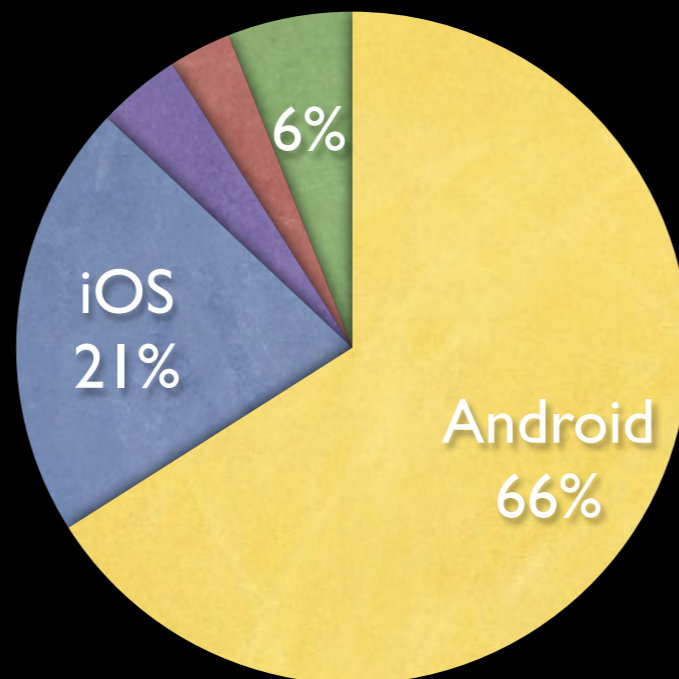
Source: StatCounter.com
Smartphones only; no tablets

Market shares 2013

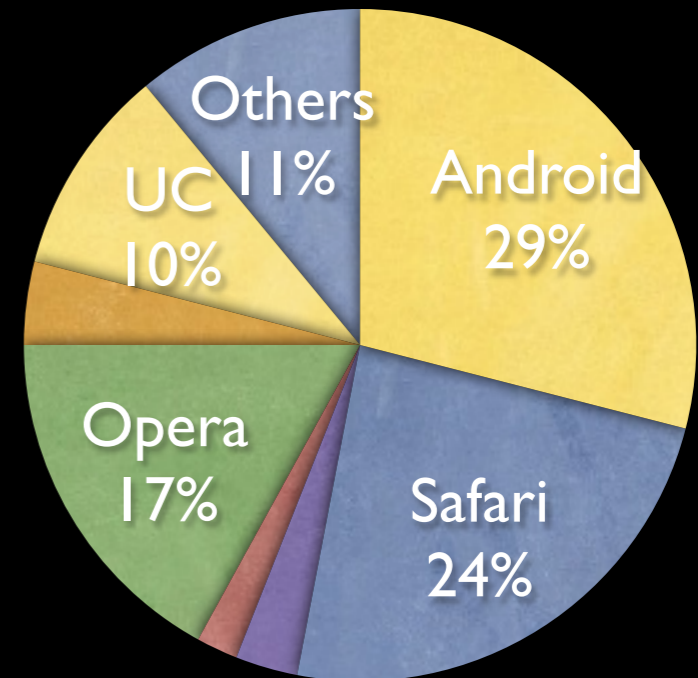
Sales



Installed



Browser



- Android
- iOS
- Blackberry
- Windows Phone
- Others

- Android
- Safari
- BlackBerry
- IE
- Opera
- Chrome
- UC
- Others

Market shares

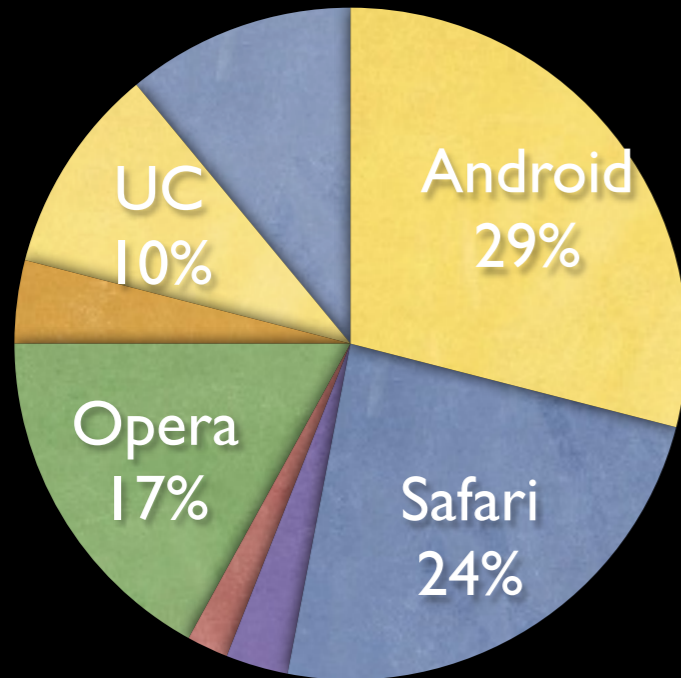
- Mobile browser traffic share
- Sales share
- Installed base share

If someone quotes statistics, always think very carefully on what these statistics mean and how important they are to your situation.

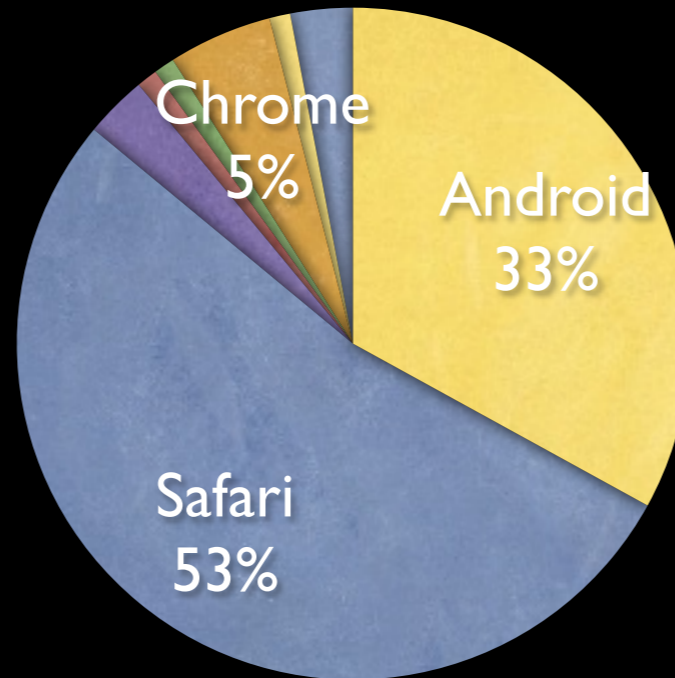
Browser share is the most important, since that tells you what your visitors use.

Browser market shares 2013

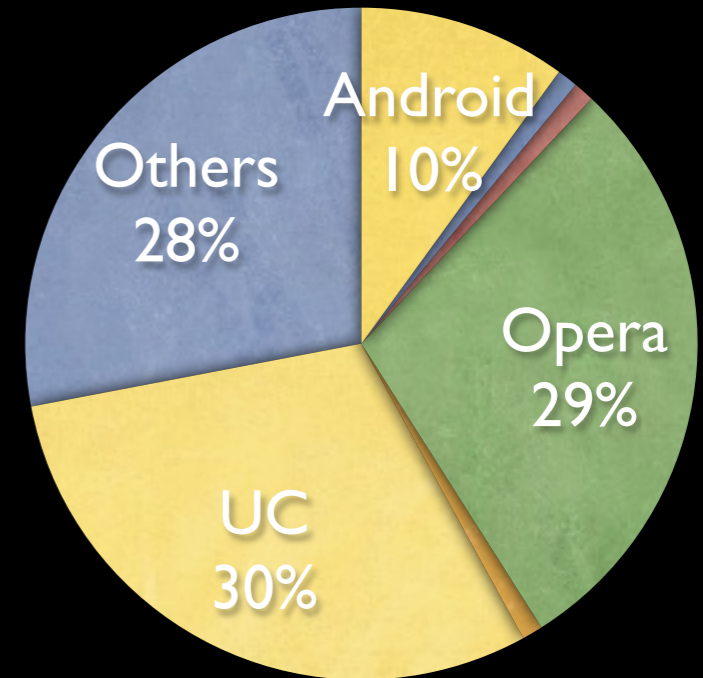
Global



US



India



- Android
- Safari
- BlackBerry
- IE
- Opera
- Chrome
- UC
- Others

Browser market shares

- Look at your server logs. That's the most important information.
- If you don't have reliable server logs, look at your country's general stats on [StatCounter.com](https://www.statcounter.com)
- Use global stats only if all else fails.

II: Mobile context

Eight unique abilities

1. Personal
2. Permanently carried
3. Always on
4. Built-in payment mechanism
5. Available at creative inspiration
6. Accurate audience measurement
7. Captures social context of media consumption
8. Augmented reality

Mobile context

We know one thing: context does not depend on your device, but on your situation.

- User wants to catch a train
- Mobile device sees he's at the station
- Mobile device offers departure times and platforms so that user can see them at once.

Mobile context

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- ~~User wants to catch a train~~
- ~~Mobile device sees he's at the station~~
- ~~Mobile device offers departure times and platforms so that user can see them at once.~~

Unfortunately this is nonsense. It's much more complicated.

Mobile context

“What was formerly the ‘mobile context’ is becoming increasingly difficult to define. Context can’t predict the way a user is going to use the site.”

Luke Wroblewski

Mobile context

“What was formerly the ‘mobile context’ is becoming increasingly difficult to define. Context can’t predict the way a user is going to use the site. Mind reading is no basis for fundamental content decisions.”

Luke Wroblewski

Mobile context

We don't know yet what the context of web site use on a mobile device is.

Just as TV copied radio, and early websites copied print,

we're copying the desktop web, adjusted for smaller screen size, to mobile.

Are we right? Are we wrong?

Mobile context

And even if we correctly define the mobile usage context

what about the tablet usage context?

And cars?

And TV?

And refrigerators?

III: Proxy browsers

Proxy browsers

- A proxy browser leaves the fetching and rendering of resources to a server.
- The client receives a compressed bitmap.
- Advantage: cheap device and low data costs
- Disadvantage: no client-side interaction.
Every JavaScript call requires a server request.

Proxy browsers

- Opera Mini (Presto)
- UC Mini (Gecko)
- Nokia Xpress (Gecko)

IV: Mobile First!

Mobile First!

- It's a design philosophy, and not technical trick.
- Design your sites for mobile first.
- You'll be forced to decide what is so important that it **MUST** be shown in the mobile device's tiny display.
- The things you leave out of the mobile version don't really need to be in the desktop version, either.

Mobile First!

- Make a list of features and items that are on your current homepage. This includes navigation.
- Make choices!
- Remove at least half of them by asking yourself what's most important for your users. You should end up with three or four features.

Mobile First!

- Navigation: usually it's best to put it at the bottom of the mobile page.
- This is called a “pivot point”: when the user has read through the current page, she wants to know what else she can do on the site. Then a navigation is useful.
- Don't put it at the top, except maybe for one or two vital links.



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- [Fast Track announced; session descriptions available](#), 13-03-2012
- [James Pearce announced](#), 06-03-2012
- [Heiko Behrens announced](#), 28-02-2012
- [Workshops announced](#), 21-02-2012
- [Remy Sharp announced](#), 14-02-2012

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Mobile is becoming increasingly important to web designers and developers because users expect a site to work on their phones. Simultaneously, the web is becoming increasingly important to the mobile world because it is the only way to deploy an application to any phone.

Nowadays most web conferences feature a mobile session, and most mobile conferences a web session. The obvious next step is Mobilism: a conference wholly dedicated to mobile web design and development.

Just like in 2011 we'll invite some of the best [speakers](#) from the web development and the mobile world to guide you through the confusing jumble of platforms, screen sizes, and browsers that is the mobile ecosystem.

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Mobile First!

- So this is really for designers - graphic and UX
- And secretly it's not only about mobile, but about websites on all devices.
- And you can also use it for native apps; the questions are the same; you just implement the answers in another programming language.

V: Device lab

Device lab

- Save about \$100 per month. That allows you to buy two high-end or 6 mid-range devices per year
- Buy a non-iPhone, non-Android, a non-touchscreen
- Buy an Android from a different vendor, with a different screen size and Android version
- Swap devices with other companies or freelancers in your area and coordinate with them when buying new devices
- Visit (or found) an open device lab
- Test in shops and stores