Introduction to the mobile web

Peter-Paul Koch
http://quirksmode.org
http://twitter.com/ppk
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)

By Tomi Ahonen
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
Market shares 2013

Sales
- iOS: 16%
- Android: 78%

Installed
- iOS: 21%
- Android: 66%
- Others: 6%

Browser
- Android: 29%
- Safari: 24%
- UC: 11%
- Others: 10%
- Opera: 17%

Source: Tomi Ahonen and StatCounter.com
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**
- Android 29%
- Safari 24%
- Opera 17%
- UC 10%

**US**
- Safari 53%
- Android 33%
- Chrome 5%

**India**
- Android 33%
- UC 29%
- Opera 29%
- Others 28%

Source: StatCounter.com
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

• 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

By Tomi Ahonen
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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Unfortunately this is nonsense. It’s much more complicated.
“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
“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 website 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.

Invented by Luke Wroblewski
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.

Invented by Luke Wroblewski
MOBILISM 2012, 10TH AND 11TH OF MAY, AMSTERDAM

Featuring Remy Sharp and Jeremy Keith

Buy tickets

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.

Join our mailing list

Please leave your email address if you want to receive Mobilism 2012 information as soon as it becomes available.

Email address
MOBILISM 2012, 10TH AND 11TH OF MAY, AMSTERDAM

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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