

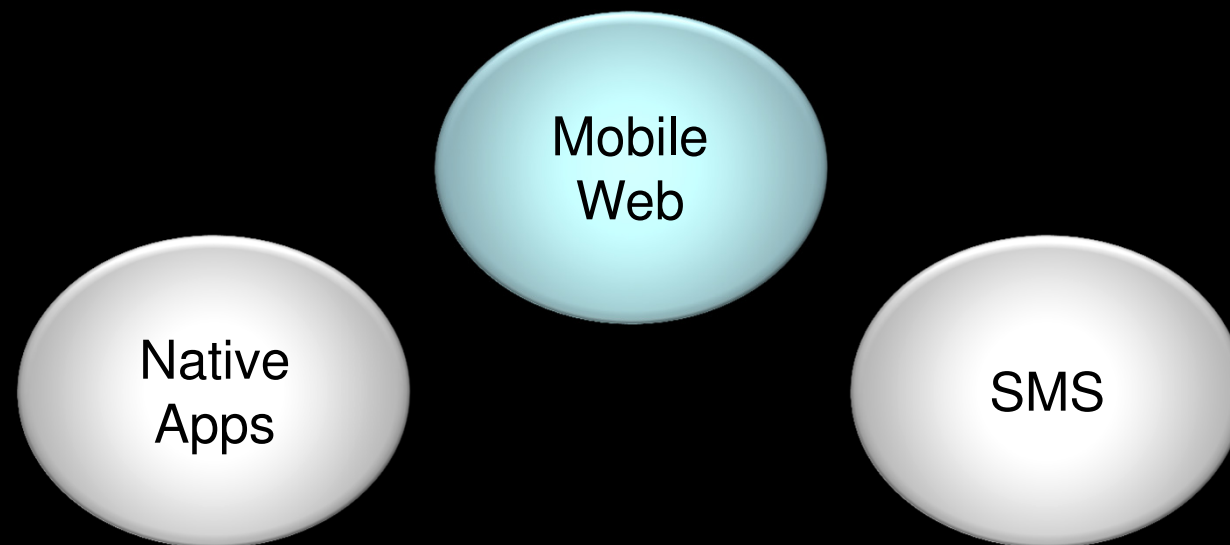
How mobile-friendly is your organization's website?

Melissa Clark – VP of Project Management

SITEWORX.

#swxmobile

Mobile Landscape



- **Mobile Optimized Web**
- **Custom Mobile Web**

How mobile-friendly is your organization's website?

Mobile Optimized Web

Optimizing the desktop experience for mobile devices

It is critical that you optimize your current site for mobile devices:

- There are too many different devices to easily provide a consistent custom experience
- Even with a custom mobile experience, users may still prefer the existing desktop site
- Many practices in optimizing mobile will improve performance of your current site

It is ideal to use responsive design practices from the onset

- W3C “One Web”

- **Device Detection** – You can use device detection to provide a mobile optimized experience.
- **Light Weight** – HTML5, CSS3, and caching through a CDN will help.
- **System Text** – Make sure all text is system text (HTML) rather than images.
- **Replace Flash** – Replace flash elements with HTML5/CSS3, or even just static images.
- **No Pop-Ups, Hover States or Overlays** – Poor/unusable experience with mobile
- **Mobile Capabilities** – Take advantage of native functionality using HTML5 and JS:
 - Maps
 - Push to call
 - Native keyboards
 - Touch events/Gestures (swiping)
 - Create a home screen icon

Custom Mobile Web

- Provides a rich, custom design experience for the mobile interface
- Targets a larger audience than native applications
- Can be designed and developed to look like a native app
- Better capabilities of managing content
- Provide the ability to access the desktop version (and remember selection)

Touch Devices

- Faster load times
- More support for rich graphic presentations
- Enhanced functionality (swiping, zoom, etc.)
- Designed for touch
- Content structure can go deeper

Non-Touch Devices

- Slow load times
- Limited support for rich graphics
- Limited functionality
- Designed for scrolling and clicking
- Content structure needs to be very shallow

Does your CMS support custom mobile presentation?

- Many have the ability to create a unique publication for a mobile channel
- Changes on to the desktop site will filter to the mobile publication
- Some have plugins that enable a mobile interface
 - Help with reduction in testing complexities
 - Increases the complexity of implementing a truly custom interface and functionality

Avoid creating a mobile channel that is not tied into your main content source

- Content on your mobile site should be the same as your desktop site
- Any content that is searchable should be accessible through your mobile experience

Implementation

Devices x Networks x Browsers

- Devices

- Check metrics to see which mobile devices are hitting your current site

- Networks

- Domestic and international networks

- Browsers

- Do you want to support non-standard browsers?

Graceful Degradation:

- Created for the optimal experience and degrades to accommodate deficiencies
 - Optimal if you are targeting only more sophisticated devices
 - This option works well for content sites, marketing sites, luxury sites, etc.
 - Ideal if your goal is to be cutting edge, providing a very rich interactive experience

Progressive Enhancement:

- Created for the lowest common denominator and enhancing for advanced capabilities
 - Optimal if you targeting as many device types as possible
 - Works well for web applications
 - Can reduce the required effort for testing and coding per device
 - Ideal if your goal is to have a consistent experience regardless of device

Testing is by far one of the biggest challenges for any mobile initiative.

- Acquiring hardware for testing can be very costly
- There is limited commonality between the hundreds of device types
 - Screen resolution
 - Font treatments
 - Operating system differences

Solutions:

- Use your analytics to target the top 10 devices currently hitting your desktop website
 - This will most likely address up to 90% of your user base
- Additional testing can be accomplished in an iterative fashion after launch
- Use emulators or testing services for the majority of testing (Device Anywhere)
 - Final testing should performed on actual hardware
- If you can use a mobile plugin, a lot of the testing has already been accomplished

Resources

W3C:

- The Web & Mobile Devices: <http://www.w3.org/Mobile/>
- Mobile Web Best Practices: <http://www.w3.org/TR/mobile-bp/>
- Mobile Web Application Best Practices: <http://www.w3.org/TR/mwabp/>

Testing:

- Device Anywhere: <http://www.deviceanywhere.com/>

Siteworx White Papers:

- <http://www.siteworx.com/Company/Thought-Leadership/Whitepapers>
 - Mobile Landscape
 - Mobile User Experience
 - Brand on the Mobile Web
 - Mobile & Brand (Forrester)

Melissa Clark: melissa@siteworx.com