Going Mobile

Developing a mobile website presence
Why a website for Mobile?

- Of the world’s 4 billion mobile phones in use, 1.08 billion are smartphones.
- 91% of all U.S. citizens have their mobile device within reach 24/7.
- 86% use their mobile devices in conjunction with watching TV.
- One half of searches are done via a mobile device: smart phone, tablet, etc.
- There are more than 250 million active users [50 percent] currently accessing Facebook through their mobile devices. People that use Facebook on their mobile devices are twice as active on Facebook as non-mobile users.
- The number of people accessing the mobile Internet is growing fast and is expected to overtake the PC as the most popular way to get on the Web within five years.
- Many mobile Web users are mobile-only, i.e. they do not, or very rarely also use a desktop, laptop or tablet to access the Web.
- One in four mobile apps once downloaded is never used again.
The rise of mobile

![Graph showing the rise of mobile internet users from 2007 to 2015E. The graph indicates a significant increase in mobile internet users compared to desktop users.](image-url)
One Web

One Web means making, as far as is reasonable, the same information and services available to users irrespective of the device they are using. However, it does not mean that exactly the same information is available in exactly the same representation across all devices. The context of mobile use, device capability variations, bandwidth issues and mobile network capabilities all affect the representation. Furthermore, some services and information are more suitable for and targeted at particular user contexts.

- W3C
Thinking Mobile

• Having a mobile site isn’t just about making your current site look pretty on mobile phones. Usability is different. Accessibility is different. Trends are different. (Michael Fienen)

• Mobile devices require a tight focus in content presentation, with the first screen limited to only the most essential information. (Nielsen)
Challenges of Mobile

• Slower downloads
• No physical keyboard for data entry
• No mouse for selection; no mouse buttons to issue commands and access contextual menus
• Small screen (often with tiny text)
• When reading from an iPhone-sized screen, comprehension scores for complex Web content were 48% of desktop monitor scores
Creating a separate mobile site

A dedicated mobile site is a must...

Measured usability varied substantially, depending on whether people used a mobile site or a full website. (By way of definition, a "mobile" site is one designed specifically for use on mobile devices, whereas a "full" site is a regular website designed mainly for use on a full-screen desktop computer.)

This leads to the first, and maybe most important, guideline for improving the mobile user experience: design a separate mobile site. Don't expect users to access the same site from both desktop and mobile browsers.

- Jakob Nielsen, Usability Expert
Mobile Content Considerations

• When reading from an iPhone-sized screen, comprehension scores for complex Web content were 48% of desktop monitor scores.

• When writing for mobile users, heed this maxim: **If in doubt, leave it out.**

• **Cut** the fluff. In particular, ditch the blah-blah verbiage.

• **Defer** background material to secondary screens that are shown only to users who explicitly ask for more info.
Mobile first

Web products should be designed for mobile first.
- Luke Wroblewski, “Mobile First” author

We're just now starting to think about mobile first and desktop second for a lot of our products.”
- Kate Aronowitz, Design Director Facebook

We really need to shift now to start thinking about building mobile first. This is an even bigger shift than the PC revolution.”
- Kevin Lynch, CTO Adobe
Responsive Design
Deciding to Address Mobile
Are you already mobile?
Moving Beyond Social Media

• UVM Mobile (Kurogo Framework)
• Mobile option for Web Template Publishing System
• Mobile UVM Template
UVM Mobile
More Mobile at UVM