HTML5 and CSS3 for Mobile Applications

What Makes a Good Mobile Site?

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developers.google.com

Web Fundamentals

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What Makes a Good Mobile Site?

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By Pete LePage

Pete is a Developer Advocate

Google and AnswerLab conducted a research study to answer this question.

> Mobile users are very goal-oriented. They expect to be able to get what they need, immediately, and on their own terms.

The study was held through 119 hour-long, in-person usability sessions with participants in the US. Participants were asked to perform key tasks across a diverse set of mobile sites. iOS and Android users were included, and users tested the sites on their own phones. For each site, participants were asked to voice their thoughts aloud as they completed conversion-focused tasks like making a purchase or booking a reservation.

The study uncovered 25 mobile site design principles, grouped into five categories.

Home page and site navigation

✅ **Success:** Focus your mobile homepage on connecting users to the content they're looking for.

Contents

- Home page and site navigation
  - Keep calls to action front and center
  - Keep menus short and sweet
  - Make it easy to get back to the home page
  - Don't let promotions steal the show
- Site search
  - Make site search visible
  - Ensure site search results are relevant
  - Implement filters to narrow results
  - Guide users to better site search results
- Commerce and conversion
  - Let users explore before they commit
  - Let users purchase as guests
  - Use existing information to maximize

What do we want?

Mobile users are very goal-oriented. They expect to be able to get what they need, immediately, and on their own terms.

Googlebot Mobile Friendly Test

https://search.google.com/search-console/mobile-friendly

Checks to make sure your site:

• Avoids software that is not common on mobile devices, like Flash

• Uses text that is readable without zooming

• Sizes content to the screen so users don't have to scroll horizontally or zoom

• Places links far enough apart so that the correct one can be easily tapped
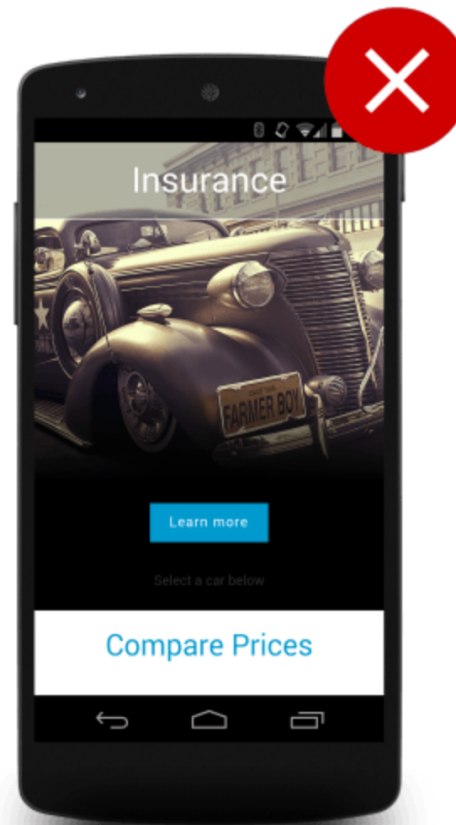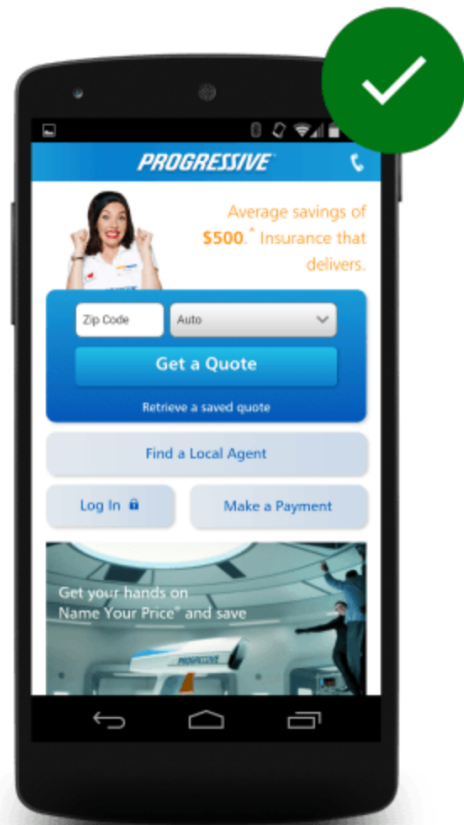
More Informative Guidelines

- 119 hour-long, usability sessions

- Revealed 25 mobile site design principles broken down into 5 categories
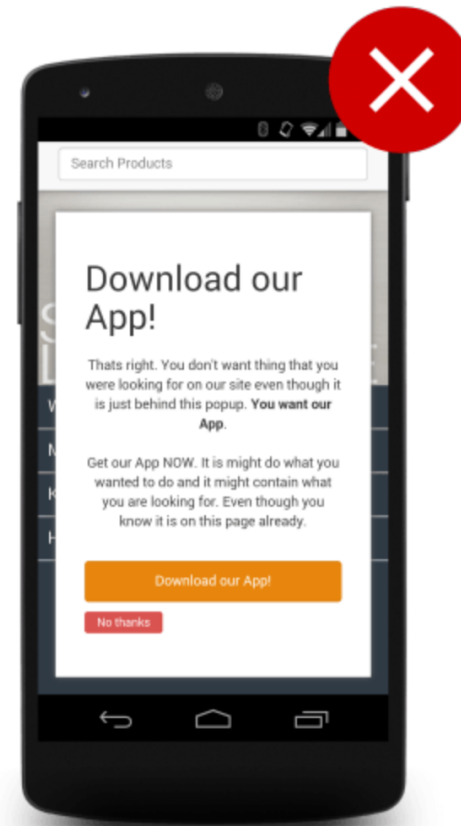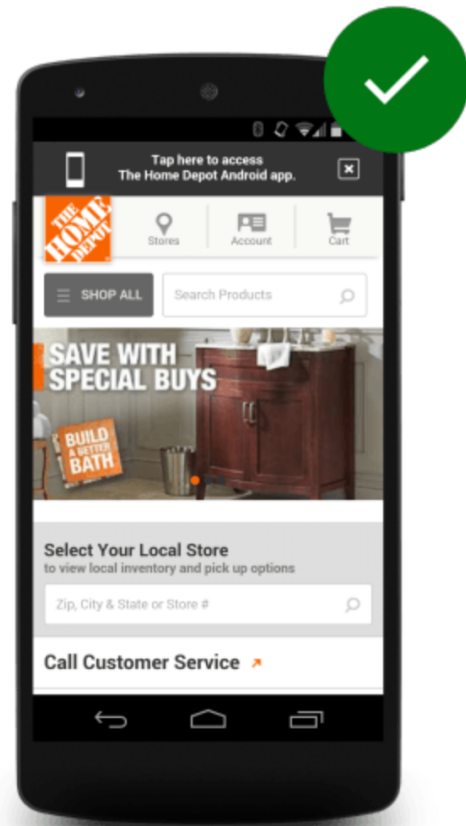
1.1 Home Page and Site Navigation

- Keep Calls to Action Front and Centre
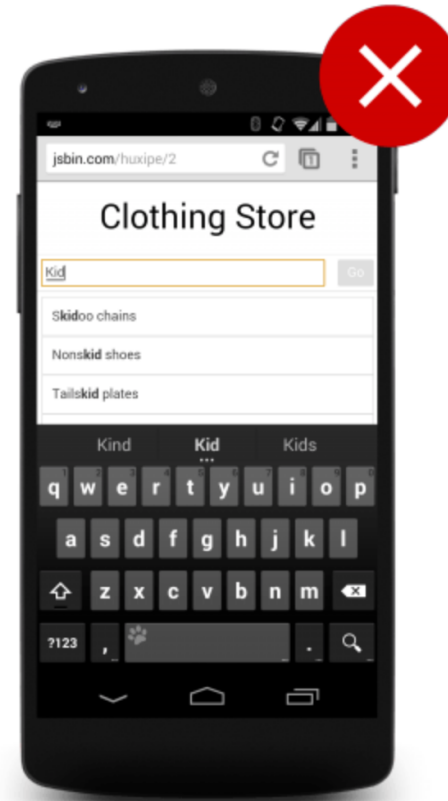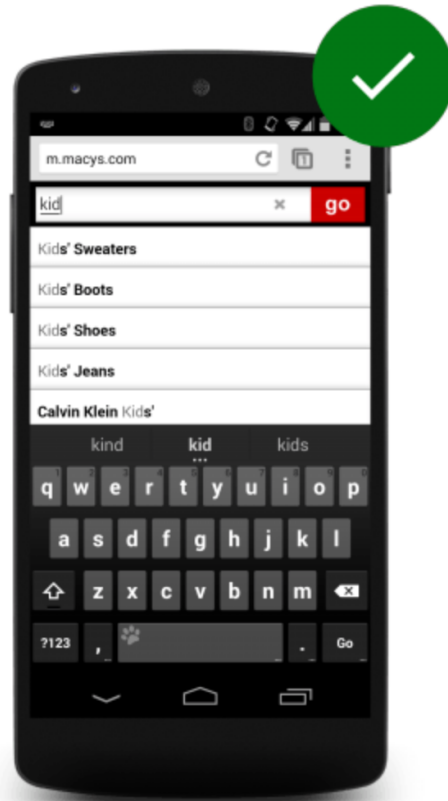
1.4 Home Page and Site Navigation

- Don't let Promotions steal the show

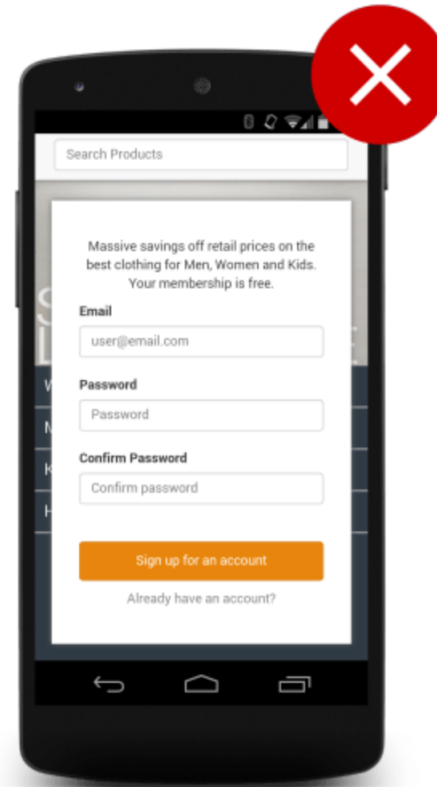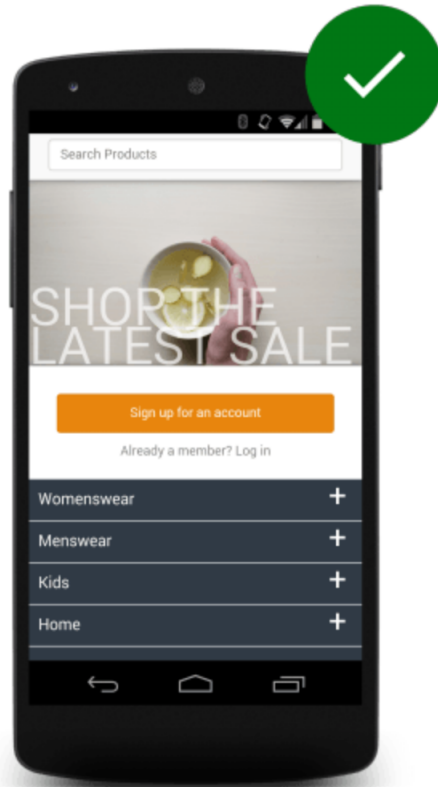# 2.2 Site Search

• Ensure site search results are relevant

3.1 Commerce and conversion

- Let Users explore before they commit

4. Form Entry

5. Usability and Form Factor

Mobile First

Minimising the number of navigation options on each screen helps users focus on what they need to do and helps to prevent errors such as accidentally tapping through to another task.

Review carefully the key Mobile use cases like lookup/find, explore/play, check-in/ status, and edit/create to allow you to think through how your site will be used on mobile and adjust its structure appropriately.

Focusing on content first, navigation second gets people to the information and tasks they want quickly.

Relevant and well-placed navigation options allow people to dive deeper or pivot to explore other parts of your site.

Reducing the amount of navigation choices and chrome on key tasks maintains clarity and focus on what people need to accomplish—helpful when they are hurried or in less than ideal situations.

In general - remember to be parsimonious
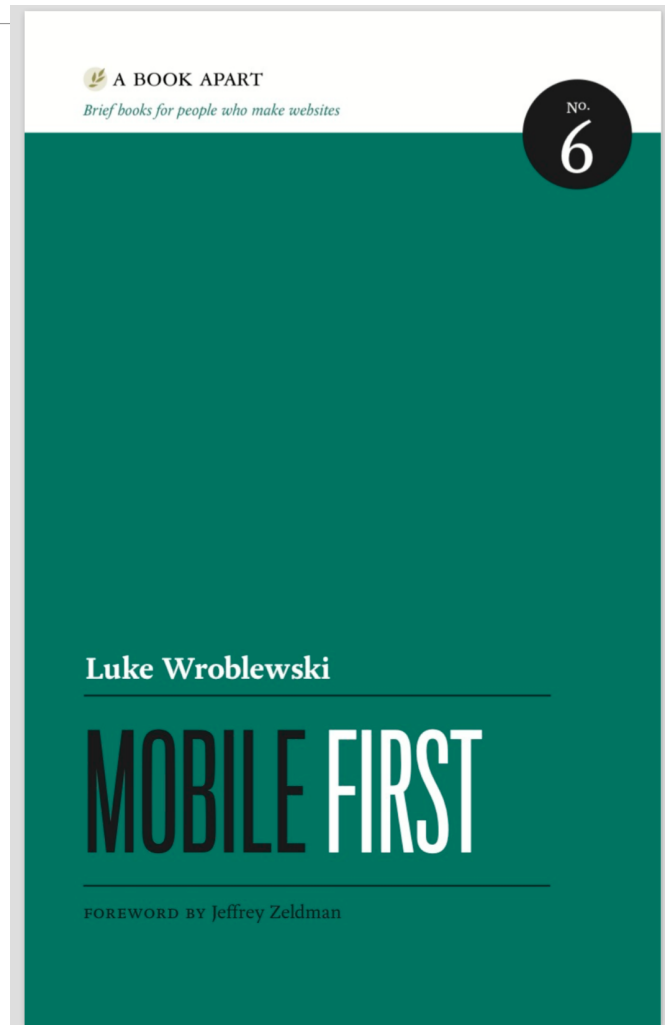
Your Details:

First Name

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Your Details:

First Name

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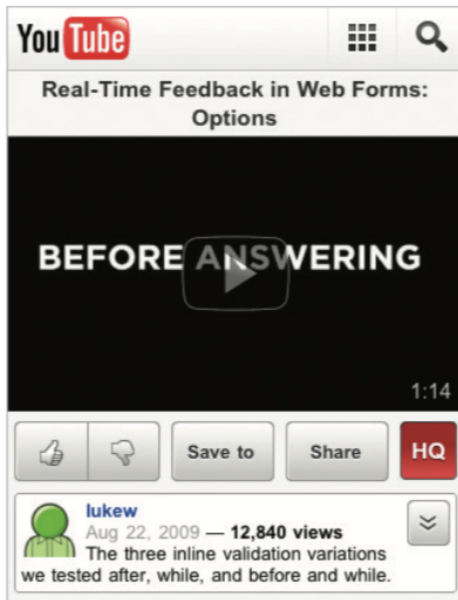More space for useful stuff

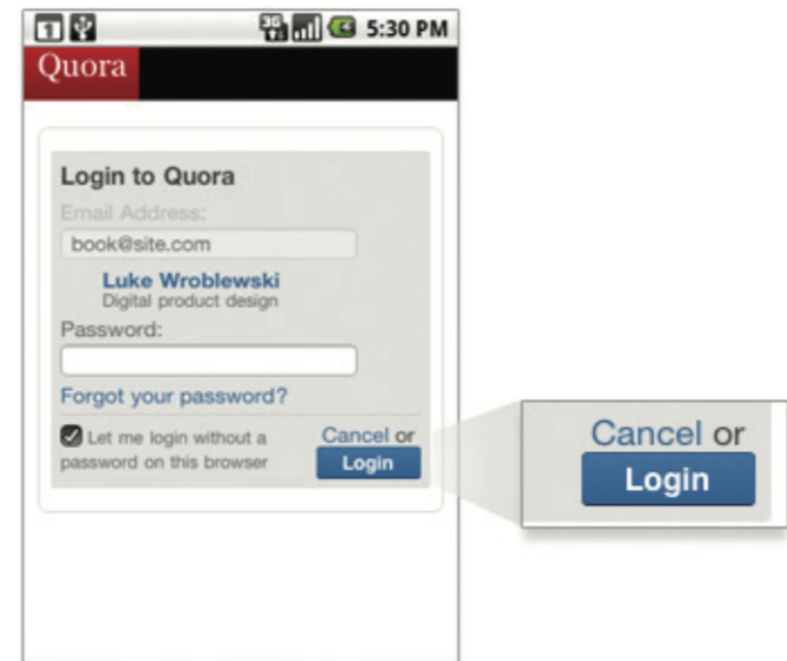# Useful Guidelines on Mobile First Development

Go big with appropriately sized and positioned touch targets

vs.

Learn the language of touch by familiarizing yourself with common touch gestures and how they are used to navigate and interact with objects and screens.

BASIC ACTIONS

user action	gesture		description
Change mode		press	Touch surface for extended period of time
Select		tap	Briefly touch surface with fingertip

OBJECT-RELATED ACTIONS

user action	gesture		description
Delete		drag (across item or off-screen)	Move fingertip over surface without losing contact
Duplicate		tap (source and destination)	Touch object, then touch elsewhere on surface

NAVIGATING ACTIONS

user action	gesture		description
Scroll		drag	Move fingertip over scrollbar without losing contact
Scroll (fast)		flick	Quickly brush surface with fingertip in the direction you want to scroll

Don't be afraid to push toward natural user interfaces (NUIs) that make content (not chrome) the focus of people's actions.

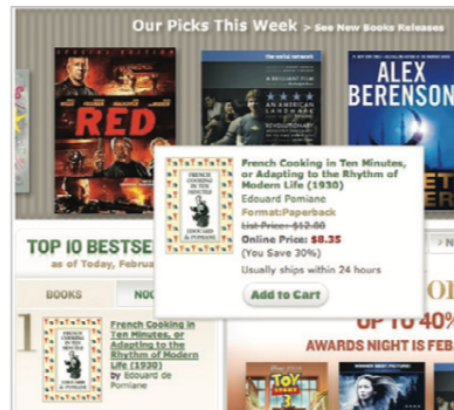http://www.lukew.com/ff/entry.asp?1197

Transition your on-hover menus to mobile using the most appropriate solution for your site.

Remember to consider non-touch and hybrid
devices when designing your mobile web interactions

Look up "Progressive Enhancement":
https://en.wikipedia.org/wiki/Progressive_enhancement