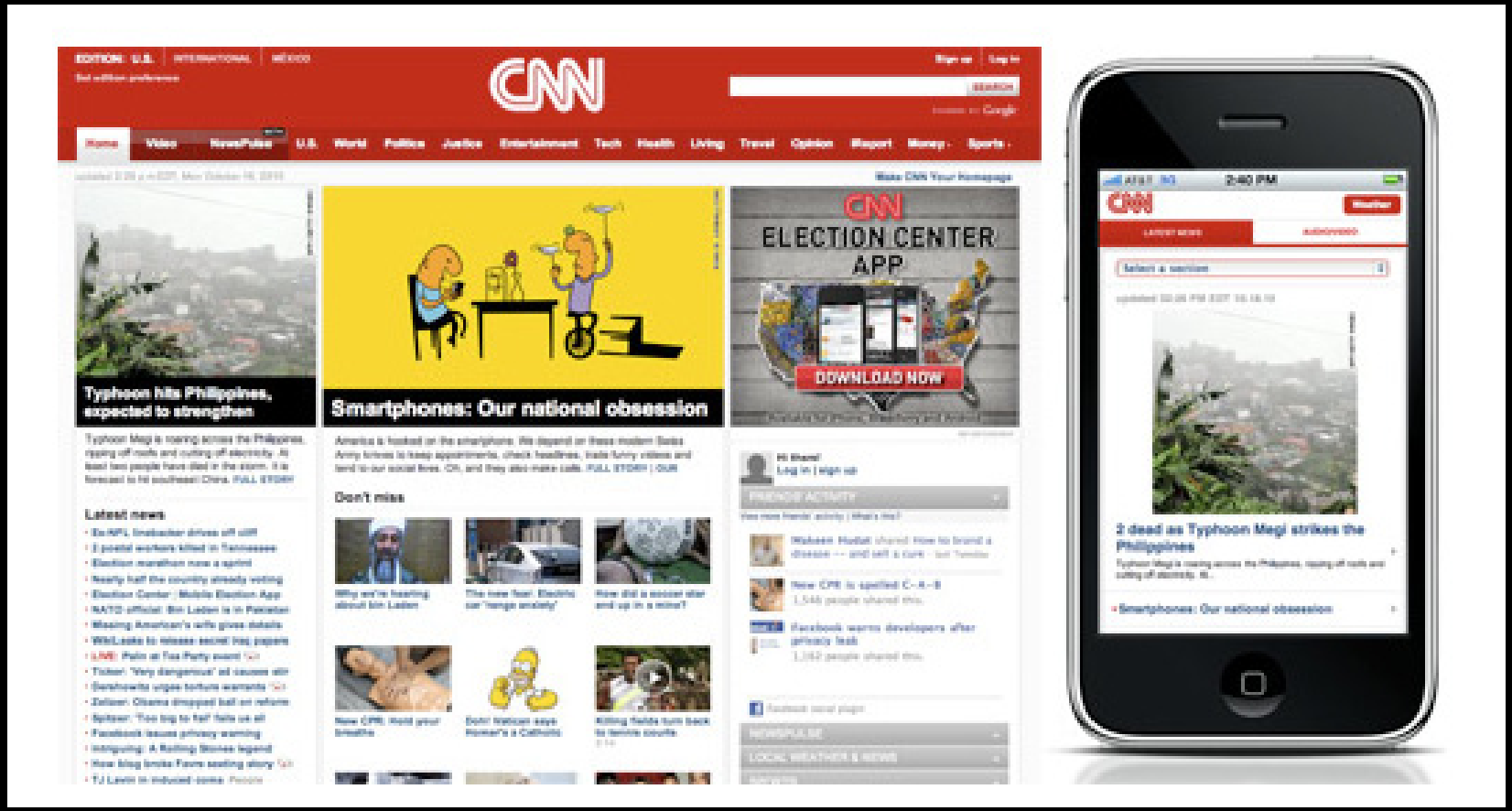
mobile sites

:)

mobile devices / considerations

a good mobile site keeps in mind the limitations of mobile devices!



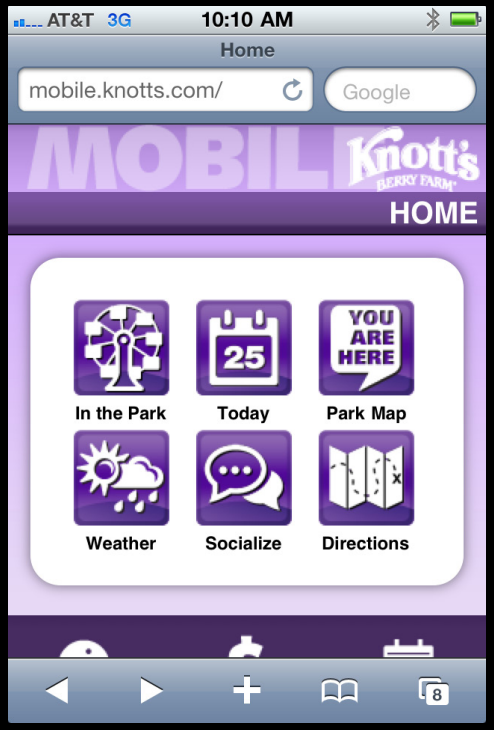
mobile devices / tips

>>> Adjust Layout <<<

increase and alter screen real estate

- make your mobile site convenient for the user. consider placing the most important/relevant info at the top of the page
- navigation should definitely be easy to find (WELL above the fold)
- adjust the logo for mobile
- minimize left/right navigation, try single column
- make sure info is easy to find and navigate
- use web-safe colors as most mobile devices have limited color support

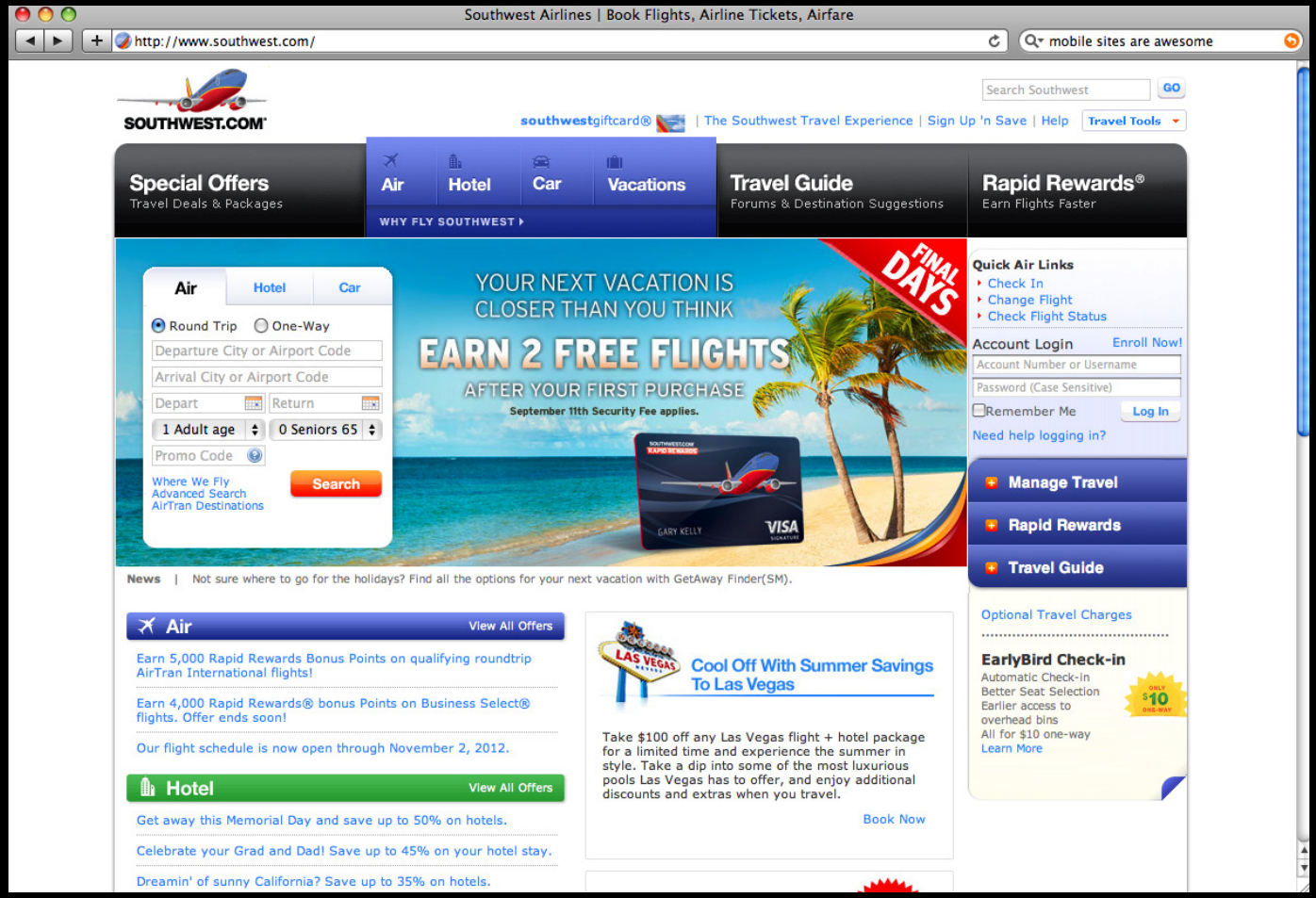
California's Best Amusement Park | Knott's Berry Farm
http://www.knotts.com/
Google
Knott's BERRY FARM
BUY. PRINT. GO!
Lodging
Tickets
Season Passes
My Cart | 0 Items
Enter Promo
GO
10AM - 6PM
What's New
Things To Do
Places To Stay
Plan a Visit
Online Fun
Group Sales
Hours & Directions
Search
Endless Fun All Year Long With a Season Pass!
only $69.99
BUY NOW
Knott's Season Pass...Year Round Fun!
SOAK CITY
EASY PAY


AT&T 3G
10:10 AM
Home
mobile.knotts.com/
Google
MOBIL
Knott's BERRY FARM
HOME
In the Park
Today
Park Map
Weather
Socialize
Directions

mobile devices / tips

>>> Type <<<

- limited type choices
- configure type using relative units of measure (percent or ems)
- make sure type is easy to read at 100% to avoid the need to zoom in
- consider using h tags to control sizing
- choose type color carefully for maximum contrast

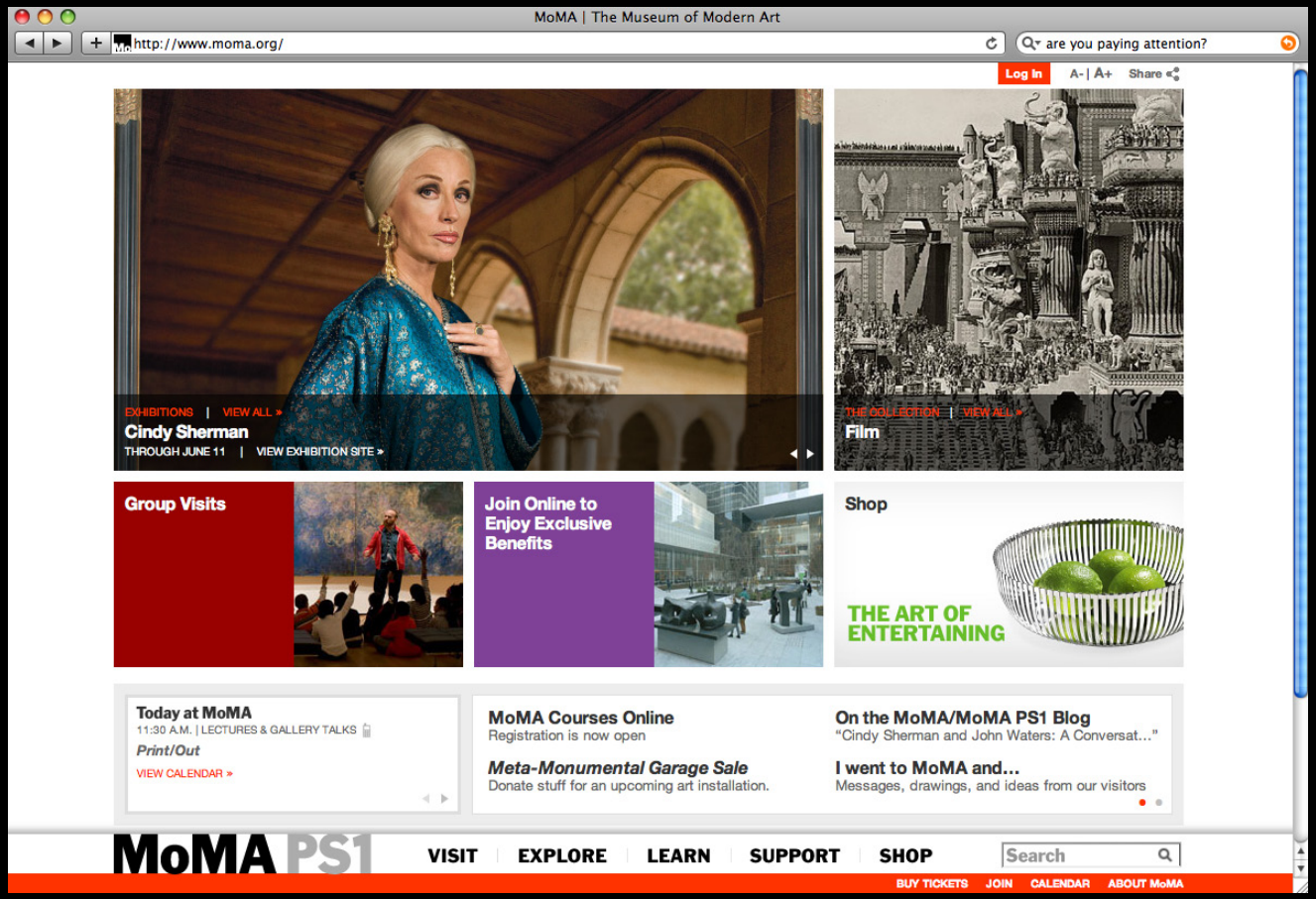

Southwest Airlines | Book Flights, Airline Tickets, Airfare
http://www.southwest.com/
mobile sites are awesome
SOUTHWEST.COM
Search Southwest
GO
southwestgiftcard®
The Southwest Travel Experience | Sign Up 'n Save | Help
Travel Tools
Special Offers
Travel Deals & Packages
Air
Hotel
Car
Vacations
WHY FLY SOUTHWEST
Travel Guide
Forums & Destination Suggestions
Rapid Rewards®
Earn Flights Faster
Air
Hotel
Car
Round Trip
One-Way
Departure City or Airport Code
Arrival City or Airport Code
Depart
Return
1 Adult age
0 Seniors 65
Promo Code
Where We Fly
Advanced Search
AirTran Destinations
Search
YOUR NEXT VACATION IS CLOSER THAN YOU THINK
EARN 2 FREE FLIGHTS
AFTER YOUR FIRST PURCHASE
September 11th Security Fee applies.
FINAL DAYS
Quick Air Links
Check In
Change Flight
Check Flight Status
Account Login
Enroll Now!
Account Number or Username
Password (Case Sensitive)
Remember Me
Log In
Need help logging in?
Manage Travel
Rapid Rewards
Travel Guide
News | Not sure where to go for the holidays? Find all the options for your next vacation with GetAway Finder(SM).
Air
View All Offers
Earn 5,000 Rapid Rewards Bonus Points on qualifying roundtrip AirTran International flights!
Earn 4,000 Rapid Rewards® bonus Points on Business Select® flights. Offer ends soon!
Our flight schedule is now open through November 2, 2012.
Hotel
View All Offers
Get away this Memorial Day and save up to 50% on hotels.
Celebrate your Grad and Dad! Save up to 45% on your hotel stay.
Dreamin' of sunny California? Save up to 35% on hotels.
LAS VEGAS
Cool Off With Summer Savings To Las Vegas
Take $100 off any Las Vegas flight + hotel package for a limited time and experience the summer in style. Take a dip into some of the most luxurious pools Las Vegas has to offer, and enjoy additional discounts and extras when you travel.
Book Now
Optional Travel Charges
EarlyBird Check-in
Automatic Check-in
Better Seat Selection
Earlier access to overhead bins
All for $10 one-way
Learn More
ONLY $10 ONE-WAY
AT&T 3G
11:25 AM
Welcome to Southwest
mobile.southwest.com/#
Google
Welcome to Southwest
SOUTHWEST.COM MOBILE
Air Reservations
Flight Check In
Flight Status
Flight Schedules
Rapid Rewards
Car Reservations
Contact Southwest
View Full Site

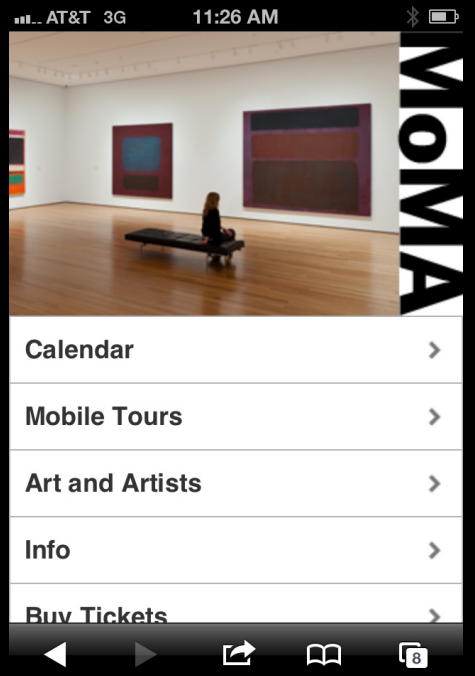
mobile devices / tips

>>> Images <<<

- use images/graphics as little as possible, avoid using images for navigation
- if you do use images, optimize and compress them for the smaller screen
- be sure to use 'alt' attribute on images because
  some mobile devices have images turned off

- keep in mind that Apple products cannot use Flash and
  some mobile devices do not implement javascript, so adjust accordingly.
  (provide a backup plan for those elements on your mobile site)


MoMA | The Museum of Modern Art
http://www.moma.org/
are you paying attention?
Log in
A- | A+
Share
EXHIBITIONS | VIEW ALL »
Cindy Sherman
THROUGH JUNE 11 | VIEW EXHIBITION SITE »
THE COLLECTION | VIEW ALL »
Film
Group Visits
Join Online to Enjoy Exclusive Benefits
Shop
THE ART OF ENTERTAINING
Today at MoMA
11:30 A.M. | LECTURES & GALLERY TALKS
Print/Out
VIEW CALENDAR »
MoMA Courses Online
Registration is now open
Meta-Monumental Garage Sale
Donate stuff for an upcoming art installation.
On the MoMA/MoMA PS1 Blog
"Cindy Sherman and John Waters: A Conversat..."
I went to MoMA and...
Messages, drawings, and ideas from our visitors
MoMA PS1
VISIT
EXPLORE
LEARN
SUPPORT
SHOP
Search
BUY TICKETS
JOIN
CALENDAR
ABOUT MoMA


AT&T 3G
11:26 AM
MoMA
Calendar
Mobile Tours
Art and Artists
Info
Buy Tickets

mobile devices / tips

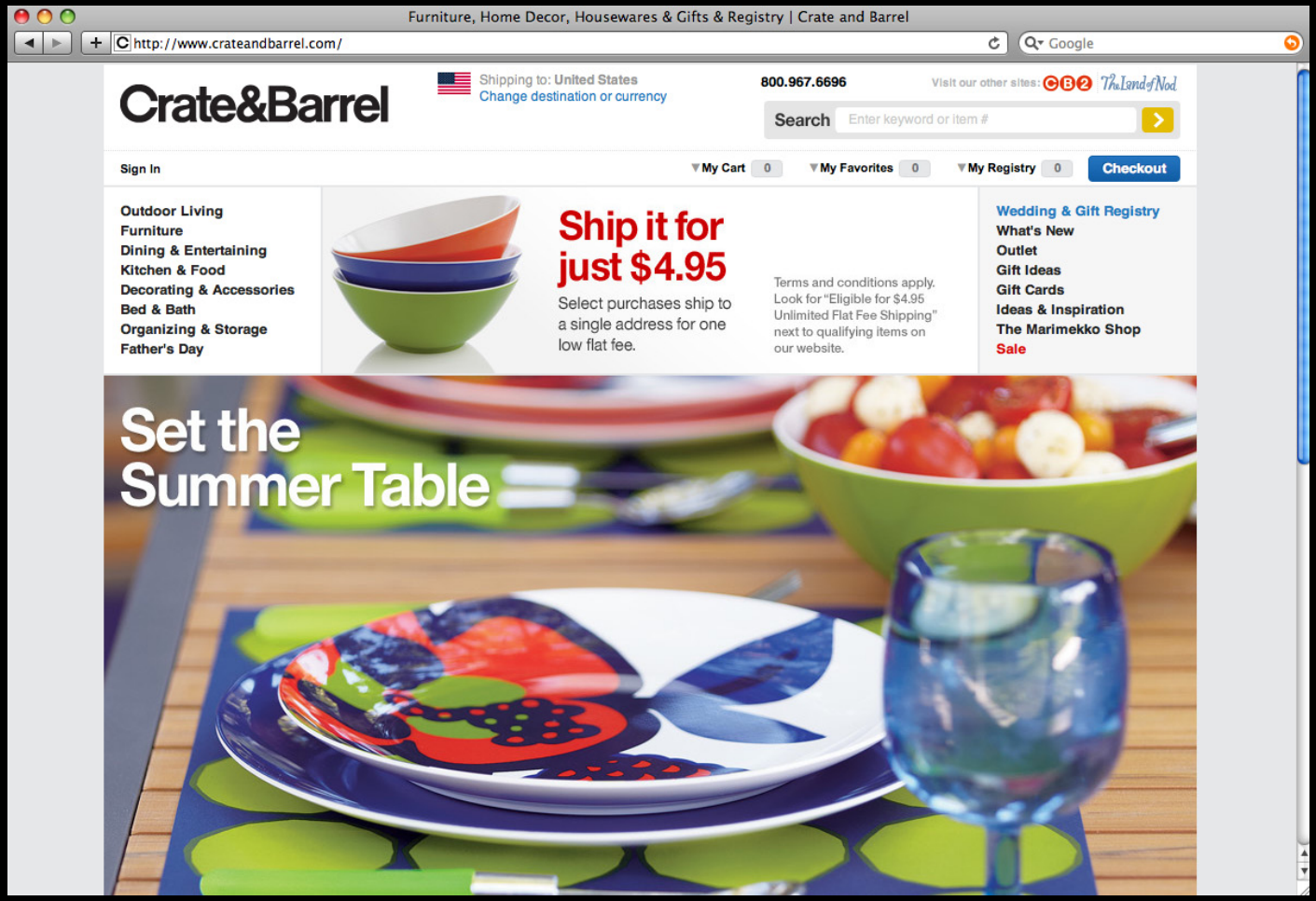
>>> Page Size <<<

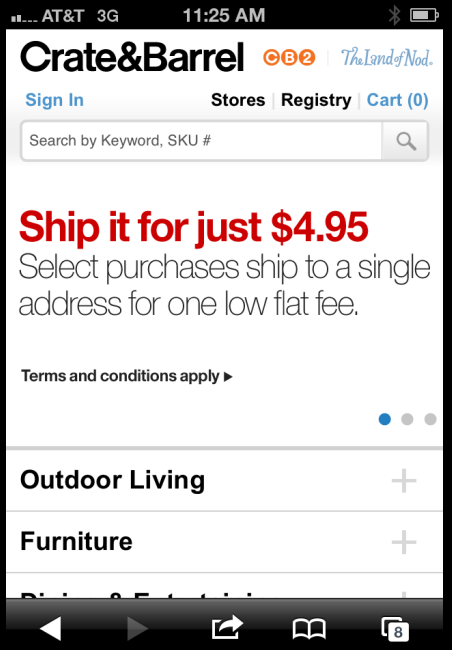
bandwidth

- streamline page sizes: avoid using images for navigation, replace large images with smaller versions
- maximum page size for a mobile page is only 20kb
- shoot for 10kb as some users are charged per kb of data

screen:

- keep in mind that there are variable screen sizes and resolutions of mobile devices, so use liquid width
- use one column design and avoid using floats, absolute positioning and tables. centered content and borders can work well.


Furniture, Home Decor, Housewares & Gifts & Registry | Crate and Barrel
http://www.crateandbarrel.com/
Google
Crate&Barrel
Shipping to: United States
Change destination or currency
800.967.6696
Visit our other sites: CB2 The Land of Nod
Search
Enter keyword or item #
Sign In
My Cart 0
My Favorites 0
My Registry 0
Checkout
Outdoor Living
Furniture
Dining & Entertaining
Kitchen & Food
Decorating & Accessories
Bed & Bath
Organizing & Storage
Father's Day
Ship it for just $4.95
Select purchases ship to a single address for one low flat fee.
Terms and conditions apply. Look for "Eligible for $4.95 Unlimited Flat Fee Shipping" next to qualifying items on our website.
Wedding & Gift Registry
What's New
Outlet
Gift Ideas
Gift Cards
Ideas & Inspiration
The Marimekko Shop
Sale
Set the Summer Table


AT&T 3G
11:25 AM
Crate&Barrel
CB2
The Land of Nod
Sign In
Stores | Registry | Cart (0)
Search by Keyword, SKU #
Ship it for just $4.95
Select purchases ship to a single address for one low flat fee.
Terms and conditions apply ▸
Outdoor Living
Furniture

mobile devices / tips

>>> Page Links <<<

- make sure all pages are linked to each other to escape dead ends
- also, some users prefer to use the full site, so please include a link to the full site on all pages of the mobile site

mobile devices / tips

>>> Other <<<

- for some users it may be difficult to enter text in mobile sites.
  consider using radio buttons and lists to make this easier
- make phone numbers call links
  <a href="tel:15032084566" class="phone-link">(503) 208-4566</a>

  Now mobile users can click this number to call it. The number in the actual link starts with a 1 which is vital since the web is for an international audience (1 is the US country code). Also, this link is clickable whether or not the user has a mobile device. Simply hide the fact that the number is clickable via CSS. So use the phone-link class to disable the link styling in your screen stylesheet, and then include it again for mobile.

>>> Implementation <<<

One way to do a mobile site is to use mobile stylesheets:
(a) open your external .css file

(b) "Save As" and give a name that indicates the stylesheet is for 'mobile' (i.e. mobile.css)

(c) Modify the css

(d) once you are satisfied with the changes to your new 'mobile' css file, you need to add the html code to associate the new css file with the web page.

```
<link rel="stylesheet" href="mobile.css" media="only screen and (max-device width:480px)"/>
```

will target handheld devices by detecting screens that are 480px and smaller:

mobile stylesheets / tips for changing the css

additional considerations for mobile devices:

small screen size:

use one column design and avoid using floats, absolute positioning and tables. centered content and borders can work well.

low bandwidth:

avoid using images for navigation, replace larger images with others sized for small screen display.

font issues:

limited font choices. configure fonts using relative units of measure... percentages or ems.

color issues:

most mobile devices have limited color support. use web-safe colors. also, choose colors carefully for maximum contrast.

>>> Implementation <<<

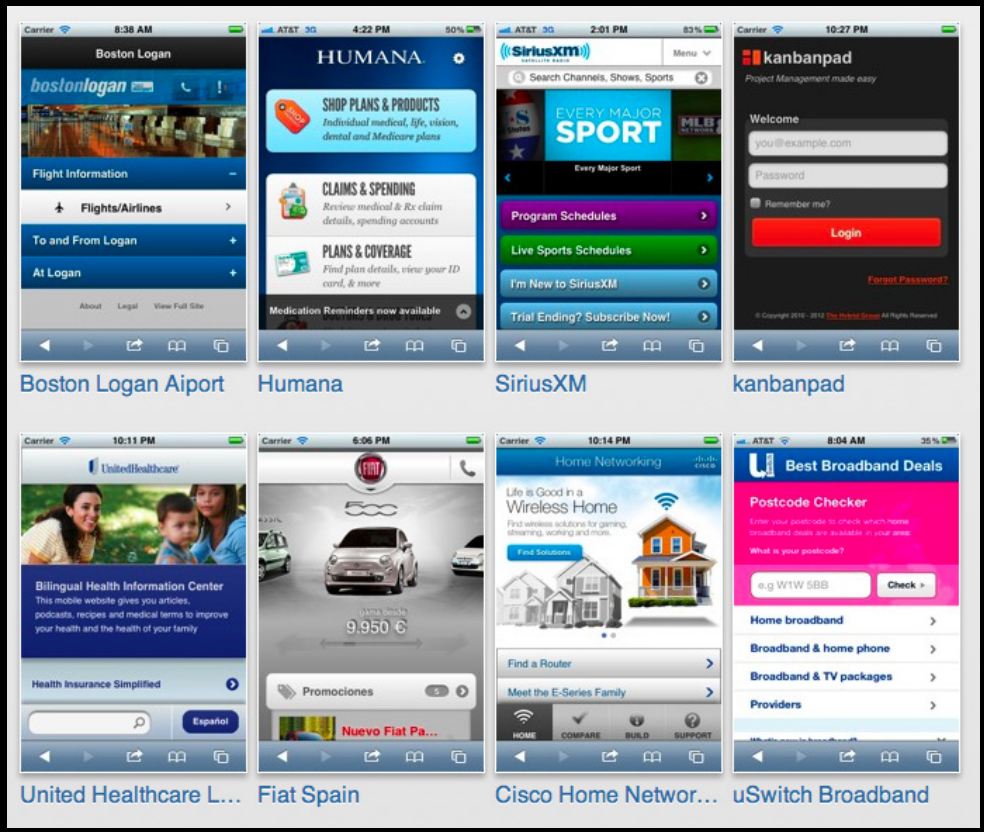
Another way to do a mobile site is to simply provide a link to your mobile site on every page of your main site:

- code the mobile site with xhtml and css
- use css to control mobile layout
- consider using a subdomain for the mobile site or at least a mobile directory (such as "http://www.melissa.com/mobile"

>>> Implementation <<<

Yet another way to do a mobile site is to use jquery mobile:

- http://jquerymobile.com/
- http://www.jqmgallery.com



testing, testing... 1, 2, 3

It is recommended that you test on multiple mobile devices.

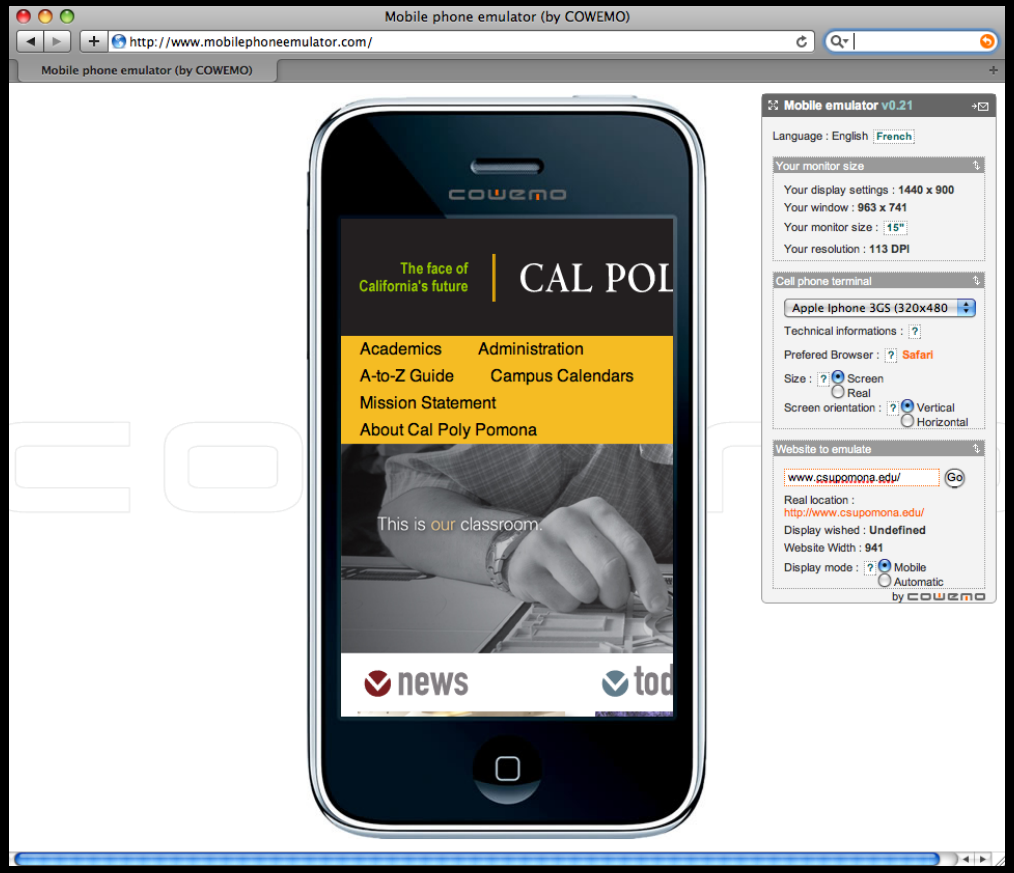
1
http://www.mobilephoneemulator.com/

2
http://iphonetester.com

3
Use Dreamweaver to test
visit this link for a video tutorial:
http://www.youtube.com/watch?v=vo1gCp37zx0

mobile devices / testing

http://www.mobilephoneemulator.com/



mobile devices / testing

using Dreamweaver to test

Choose "Preview in Browser" then click on Adobe Device Central from the resulting menu. This changes your interface from a desktop to a mobile.

In Adobe Device Central, try to choose a target device (look at the Available Devices panel found on the left of the screen) which through which the mobile cards will be displayed. You have the option to choose them manually, or you can build a custom device profile which contains all the possible devices that you wish to support.

As soon as you are finished, your code can be loaded and rendered on the devices you have chosen.

visit this link for a video tutorial:
http://www.youtube.com/watch?v=vo1gCp37zx0

mobile devices / resources

CSS for iPhone

http://cssiphone.com/

W3C mobile web best practices

http://www.w3.org/TR/mobile-bp/

inspiration

http://blog.templatemonster.com/2011/05/05/mobile-web-design-trends-2011/