**Hand-in Assignment Question**

Plan a strategy for introducing or improving a mobile Web site in your organisation. Write a report outlining how your choice of strategy will affect the ability of your organisation to reach different groups of users. Address the question of whether concentrating on smartphone users with WebKit browsers is a viable option for your kind of business.

1. Introduction
   1. The company I work for, Life Technologies has different versions of its website: the “full” version, which automatically loads when accessed through a desktop or laptop computer browser, and a mobile version, which automatically loads when accessed through a browser on a smartphone (e.g., iPhone, Android phone). However, our company was acquired by Thermo Fisher Scientific, which is a much older and bigger corporation, and only has one version of its website. This is also the case for it’s other 3 divisions, Thermo Scientific, Fisher Scientific, and Unity Lab Services. I recommend that a mobile version of these websites be developed, in the interest of catering to smartphone users and expanding their customer base. Since I do not work for, nor am I involved with any of these 3 other entities/divisions, I recommend the following strategy for the development of their mobile websites.
2. Goals and Objectives
   1. Business goals
   2. Project goals
   3. Scope
   4. Time and budget constraints.
3. Strategy
   1. Casel, 2011
      1. Define Your Need for a Mobile Site
         1. Usually a mobile website design project comes about through one of the following circumstances:
            1. It’s a brand new website in need of both a desktop and mobile strategy.
            2. It’s a redesign of an existing website, which will include a new mobile site.
            3. It’s an addition of a mobile site to an existing desktop site, which won’t be changing.
            4. Each of these circumstances brings a different set of requirements, which will help you determine the best way forward as you consider the items discussed below.
      2. Consider the Business Objectives
         1. In most cases, you, as the designer/developer are being hired by a client to design a mobile site for their business. What are the business objectives as they relate to the website, specifically the mobile site? As with any design, you’ll need to prioritize these objectives, then communicate that hierarchy in your design. When translating your design to mobile, you’ll need to take this a step further and focus on just a couple of top priority objectives for the business.
         2. Take the website for Hyundai as an example. If you load hyundai.com in a desktop browser, the first thing you’ll see are big, bold images that evoke an emotional connection to their vehicles. In addition, you see a robust navigation, callouts to various benefits of owning a Hyundai, site search and social media links.
         3. Now load hyundai.com in your mobile browser and you have a stripped-down version of the website. Yet the most prominent feature is still the same: a relatively big image of their latest vehicle model, followed by several other (mobile-optimized) images of vehicles. You don’t see the complex navigation and other callouts in the mobile version. They chose to focus their mobile site on their primary business objective, which is to evoke an emotional connection with their cars through bold imagery.
      3. Study the Data of the Past Before Moving Forward
         1. If this project is a redesign (most web design projects are these days), or an addition of a mobile site to an existing website, hopefully the site has been tracking traffic with Google Analytics (or another metrics tracking software). It is wise to study the data before diving into design and development.
         2. Analyze things like which devices and browsers your users are accessing the site from. While you want to be sure the site is built with device support in mind, you can target these browsers as high priorities when you go from design, through development, testing and launch.
      4. Practice Responsive Web Design
         1. With so many new mobile devices being released every year, the days of checking your site in a few web browsers and launching are over. You’ll need to optimize your site for a vast landscape of desktop and mobile browsers, each bringing a different screen resolution, supported technologies, and user-base. As recommended in the well-known article Responsive Web Design, you can craft the desktop and mobile site experiences simultaneously. To quote from that article:
            1. “Rather than tailoring disconnected designs to each of an ever-increasing number of web devices, we can treat them as facets of the same experience.”
         2. Utilizing the latest and most forward-thinking web technologies like HTML5, CSS3, and web fonts, you can design your site to scale and adapt to any device it’s viewed on. That’s what we call responsive web design.
      5. Simplicity Is Golden, But ...
         1. As a general rule of thumb when converting a desktop site design to mobile format, you want to simplify things wherever possible. There are several reasons for this. Keeping file size and load times down is always a good idea for a mobile site. Wireless connections — while faster than years past — are still relatively slow, so the faster your mobile site loads, the better.
         2. Usability considerations on the mobile web also call for a simplified approach to design, layout, and navigation. With less screen real estate at your disposal, you need to choose your placement of elements wisely. In short: Less is more.
         3. However, we can still create beautiful designs that are optimized for mobile. CSS3 gives us an amazing set of tools for creating things like gradients, drop-shadows, and rounded corners, all without resorting to bulky images. That’s not to say you can’t use images at all.
      6. Single-Column Layouts Usually Work Best
      7. Vertical Hierarchy: Think in Collapsible Terms
      8. Go From “Clickable” to “Tappable”
      9. Provide Interaction Feedback
      10. Test Your Mobile Website
   2. Identify business needs of each division
   3. Impact of strategy on organization reach.
4. Viability of targeting “users with WebKit browsers” (assignment instructions).
   1. What is WebKit?
      1. Wikipedia
         1. WebKit is a layout engine software component for rendering web pages in web browsers. It powers Apple's Safari web browser and was previously used in Google's Chrome web browser. As of September 2013 WebKit browser market share[5] was larger than that of both the Trident engine used by Internet Explorer, and the Gecko engine used by Firefox.
         2. WebKit is used as the rendering engine within Safari and was formerly used by Google's Chrome web browser on Windows, OS X, iOS and Android (Chrome only used WebCore, and also incorporated its own JavaScript engine and multi-process system).[37] Other applications on OS X make use of WebKit, such as Apple's e-mail client Mail and the 2008 version of Microsoft's Entourage personal information manager, both of which make use of WebKit to render e-mail messages with HTML content.

References:

Casel, B. (2011) 10 Key Considerations for Your Mobile Web Design Strategy [Online]. Available from: <http://mashable.com/2011/03/24/mobile-web-design-tips/> (Accessed: 6 July 2014)

W3C (2013)  *Mobile Accessibility* [Online]. Available from: <http://www.w3.org/WAI/mobile/> (Accessed: 6 July 2014)