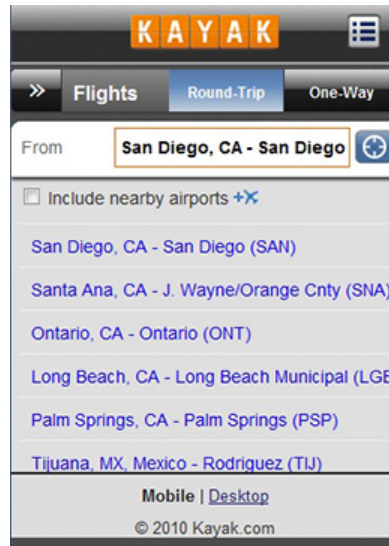


commonplace for mobile applications and Web sites to take advantage of this functionality by integrating it into value-adding services such as mobile search.

Many mobile devices can automatically detect where users are and give them local search results, as exemplified by the store location search on Best Buy, restaurant search on Yelp, and airport suggestions on Kayak, shown in Figure 16. This capability offers powerful opportunities for businesses to promote their products or services based on a person's proximity to their place of business and their immediate intent.

Figure 16—Autodetection of geographical location to suggest an airport on Kayak




In Summary

Based on my company's research, which looked at a number of mobile sites from various industries, I've discovered 10 ways in which mobile sites differ from desktop Web sites:

1. In comparison to desktop Web sites, which usually contain a wide range of content and information, mobile sites usually include only the most crucial and time- and location-specific functions and features.
2. On desktop Web sites, horizontal navigation at the top of a page is a widely accepted way of structuring and presenting a site's content. However, vertical navigation replaces horizontal navigation on more than 90% of the mobile sites we analyzed.
3. Hypertext is the signature component of the Internet and the Web. However, on mobile sites, there are few or no hypertexts on pages.
4. On desktop Web sites, designers use graphics for many different purposes, including promoting, marketing, and navigating. Mobile sites avoid using promotional and marketing graphics and use minimal graphics for navigation.
5. Various types of navigation are available on desktop Web sites. Some are global, so are consistent across a site, while others are contextual and change depending on where users are on a site. In contrast, while most mobile sites have global navigation, contextual navigation is rare on mobile sites.
6. On desktop Web sites, footers typically provide either links to content users might expect to see on a site's home page or quick links that are available across a site to provide access to content users often need. Mobile sites employ a minimal form of the first type of footer, but they do not use footers containing quick links.

TOP

7. On desktop Web sites, breadcrumbs reassure users that they are on the right page and let them backtrack on their navigational path. Breadcrumbs are rare on mobile sites and really aren't necessary, because of the relatively flat structure of mobile sites.
8. Process funnels on desktop Web sites frequently use a progress indicator at the top of each page to guide users through the process. Such progress indicators do not appear on mobile sites.
9. Mobile sites offer better integration with phone functions—and present marketing opportunities such as facilitating direct orders by phone or sending promotional text messages.
10. Mobile sites can take advantage of technology that automatically detects where users are to present local search results. When users set up their preferences or profile, personalized search results become even more relevant and valuable to them. 

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(https://www.uxmatters.com/authors/archives/2010/09/shanshan_ma.php) Shanshan has extensive research experience in understanding how human beings organize and find information on the Web and in their own personal computing environment. Her expertise includes designing and conducting user research, handheld device and Web site usability, and user experience consulting. Shanshan received her PhD degree in the area of Human-Computer Interaction from Drexel University. **Read More** (https://www.uxmatters.com/authors/archives/2010/09/shanshan_ma.php)

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