

DESIGNING & DEVELOPING *for the* FUTURE OF MOBILE



Garrett Murray

*Web 2.0 Expo – New York
September 16, 2008 – 1A08/10*

WELCOME!

(2.0)

WHO AM I?

- Web & mobile developer since 1998
- Co-creator of Leaflets
- Created the OS X application xPad and the open-source Rails application SimpleLog
- Clients include Lonely Planet, Big Think, Pfizer and the United Nations Development Programme
- Host of Maniacal Rage TV & Podcast and Qwick Reviews

WHO ARE YOU?

- How many of you are developers?
- How many of you are designers?
- How many of you own an iPhone (2.5G or 3G)?
- How many of you have created a mobile site for any mobile platform?
- How many have created iPhone-specific sites?
- How many of you shouldn't be here because you're actually chefs?



Note to self: If more than half the audience raised their hands when you asked that chef question, just close your MacBook and leave.

THE MOBILE WEB

(2.0)

ACTUALLY...

THE MOBILE WEB

(1.0!)

IT WAS ROUGH...

- We had to deal with a lot of junk!
- ARPU, depending on application goals
- Operators (Sprint, Verizon, AT&T, et al)
- Different languages (Java, C++, BREW)
- Poor support for web standards (CSS, XHTML, JS)
- The “Deck”
- Handsets (about a bajillion of them)



JARGON ALERT: ARPU

Average Revenue Per User, a term used
to describe the financial value of a
program, application or service.



HANDSETS!

V3m: Openwave 6.2.3.1.c.1.115

V3: Openwave 6.2.3.

This isn't even HALF OF
THE MODELS!

V3xxi: Opera 8.0 (96.80.53R)

Pera 8.5 (08.B7.23R)

09



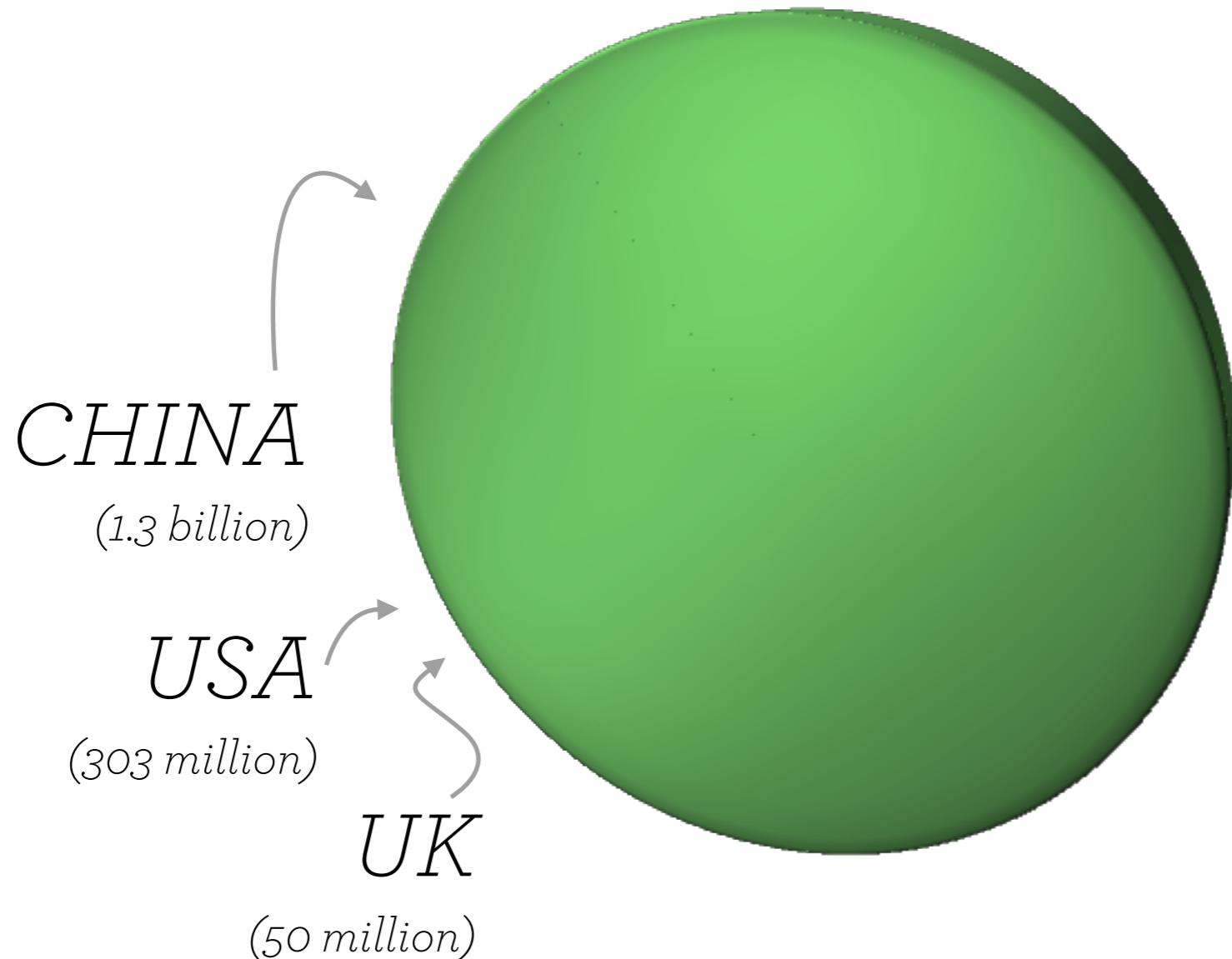
THE MOBILE WEB

(2.0)

JUST HOW BIG IS THE MOBILE WEB?

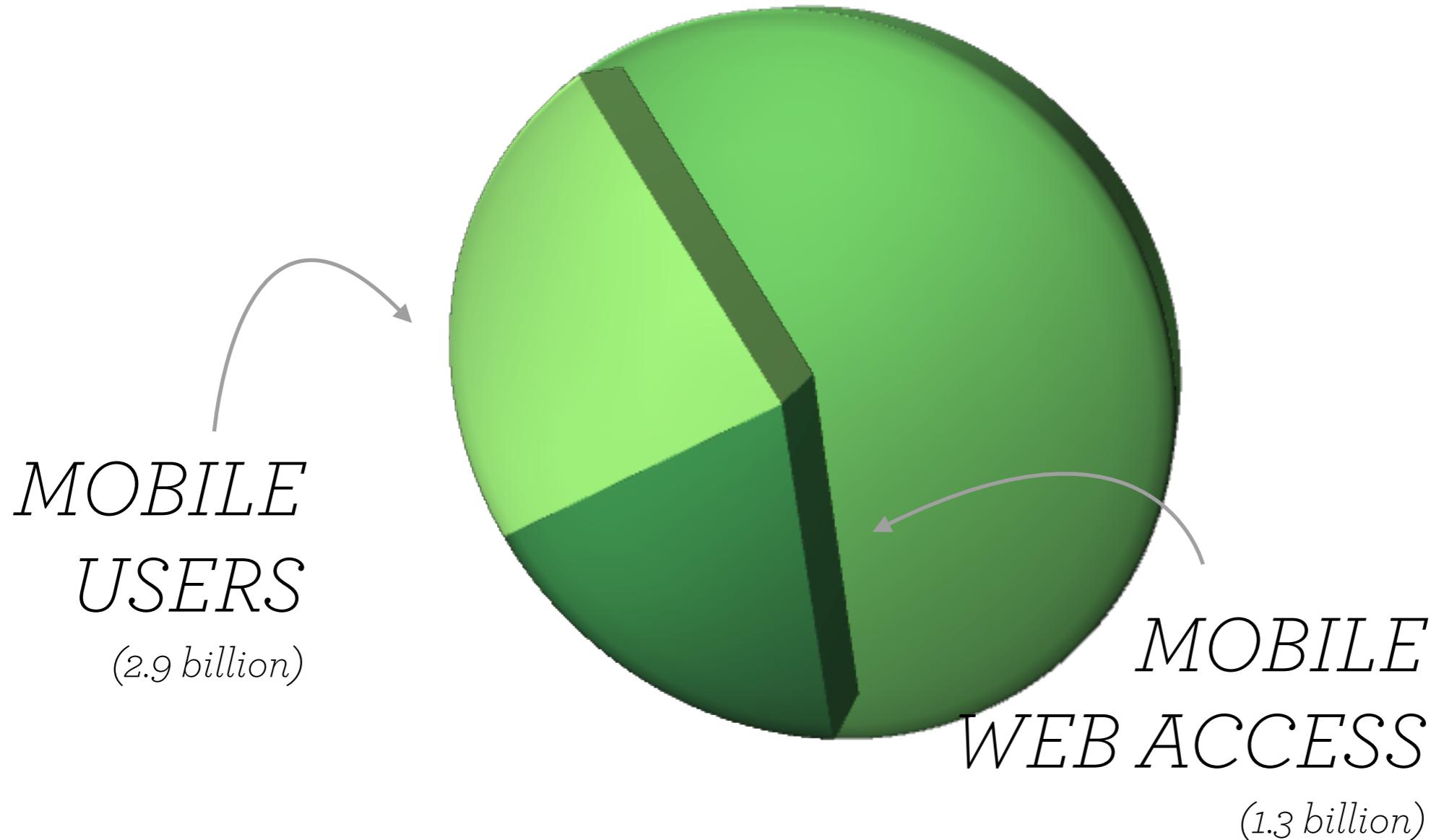
POPULATION OF THE EARTH

Source: Wikipedia



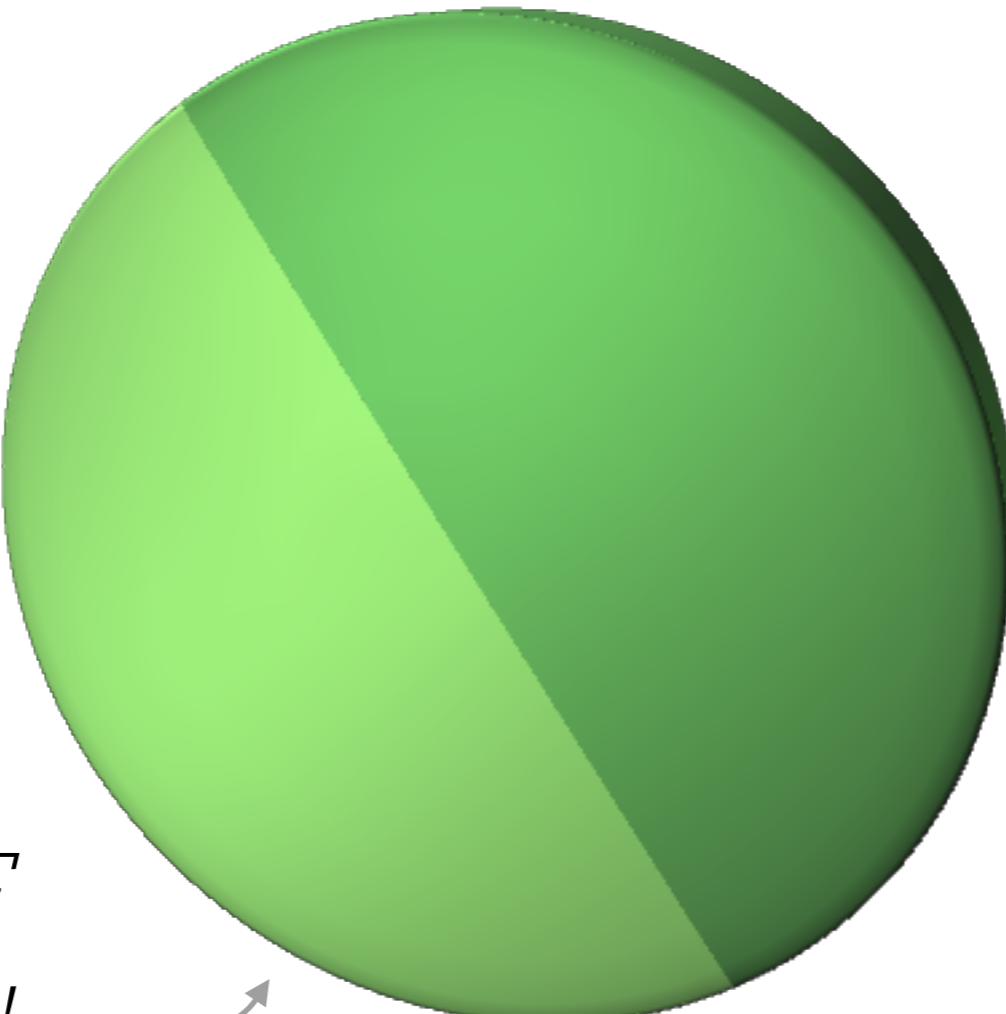
MOBILE WEB OF TODAY

Sources: GSM Association, T-Mobile, Credit Suisse, Pyramid Research



MOBILE WEB OF TOMORROW

Source: Informa Telecoms & Media 2006



*HALF OF
THE PLANET!*



MASS MEDIA

7th

MASS MEDIA

1. Printing Press
2. Recordings
3. Cinema
4. Radio
5. Television
6. The Internet
- 7. Mobile**



**MOBILE IS THE ONLY
MASS MEDIA THAT CAN
DO **EVERYTHING** THE
PREVIOUS SIX CAN DO.**

5 UNIQUE BENEFITS

1. First truly personal mass media

e.g. We don't share our phones with our spouses

2. First always-on mass media

Information is always available 24/7, even when idle

3. First always-carried mass media

7 out of 10 people sleep with their phones within reach

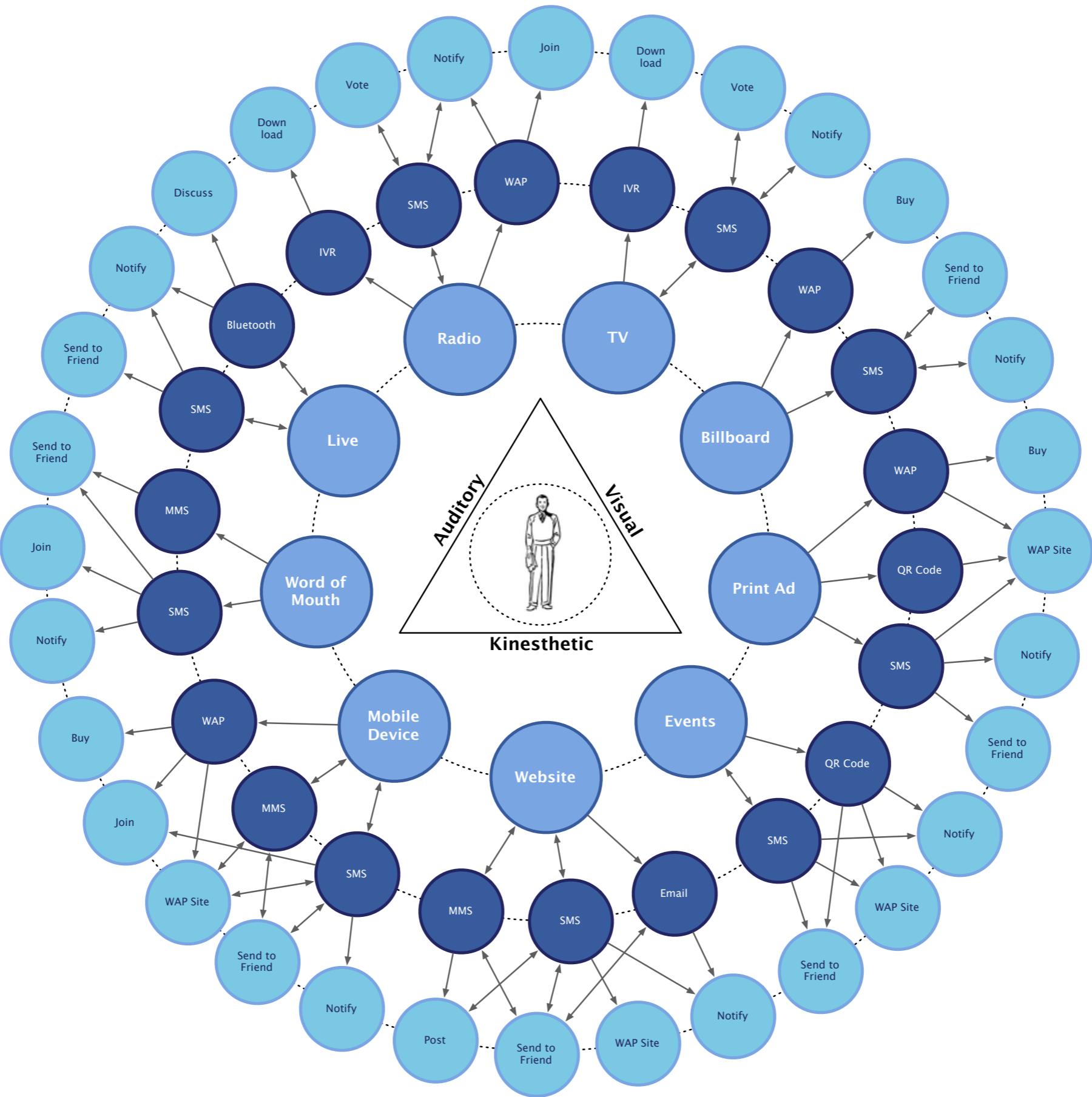
4. Only mass media with a built-in payment channel

Universal click-to-buy—twice as many people have phones than credit cards

5. Offers point of thought

Ability to create or consume content whenever the mood strikes

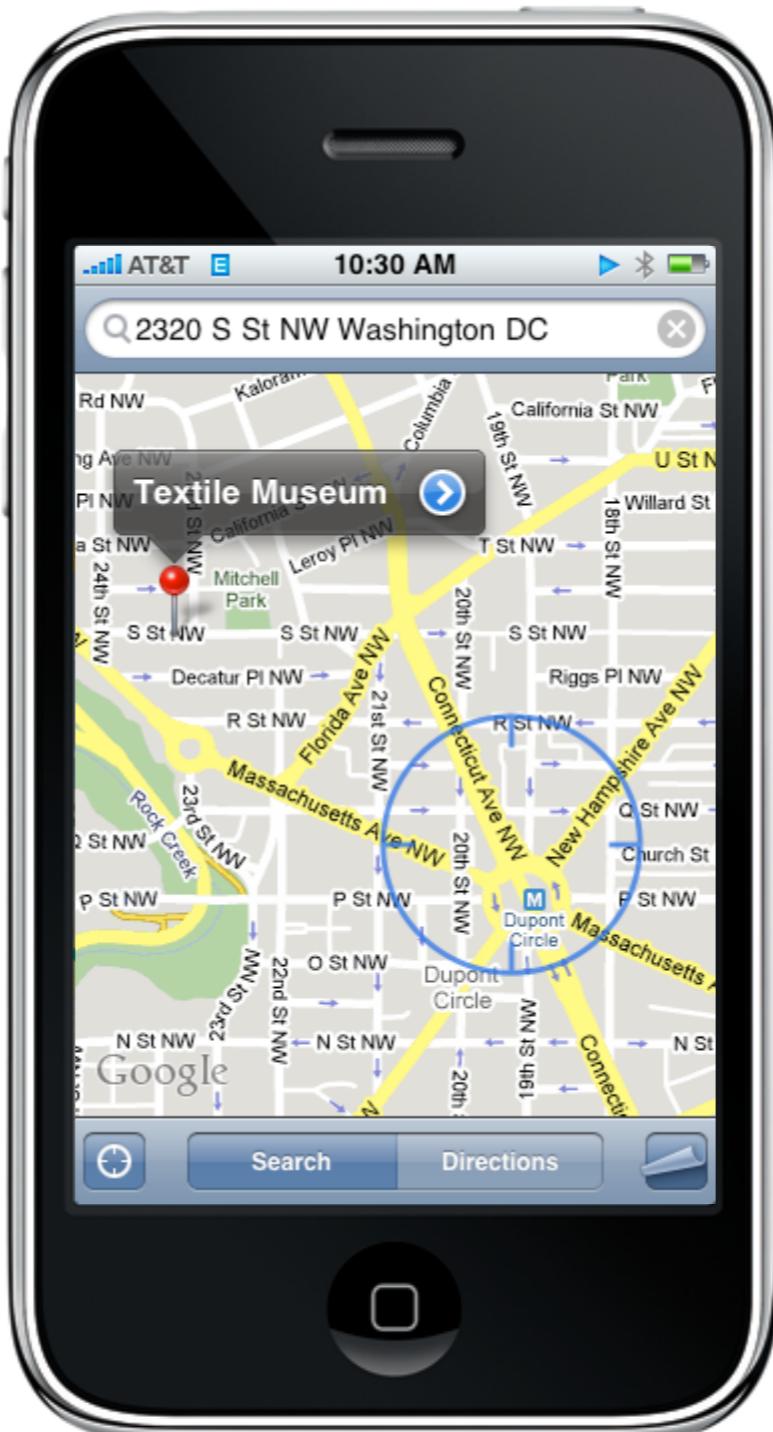






JARGON ALERT: LBS

Location-Based Services, the ability for a mobile device to provide info relevant to its physical location via GPS.



TRIANGULATION

**PREPARE FOR A TRULY
CONTEXTUAL WEB.**

3 Cs OF MOBILE WEB

- **Cost**

If you don't develop your mobile site responsibly, the user could get stuck with a big bill in order to view your content.

- **Content**

Issues like navigation, image sizes, page weight and scripts all need to be considered when thinking about your site on a mobile device.

- **Context**

What does your website add to the user's mobility? How do you add value to their physical context? What is the context in which they will use your site? On a bus or train?



JARGON ALERT: CONTEXT

The circumstances that form the setting for an event, statement or idea, and in terms of which it can be assessed.



JARGON ALERT: ONE WEB

The principal of making the same information and services available to users regardless of the device used.

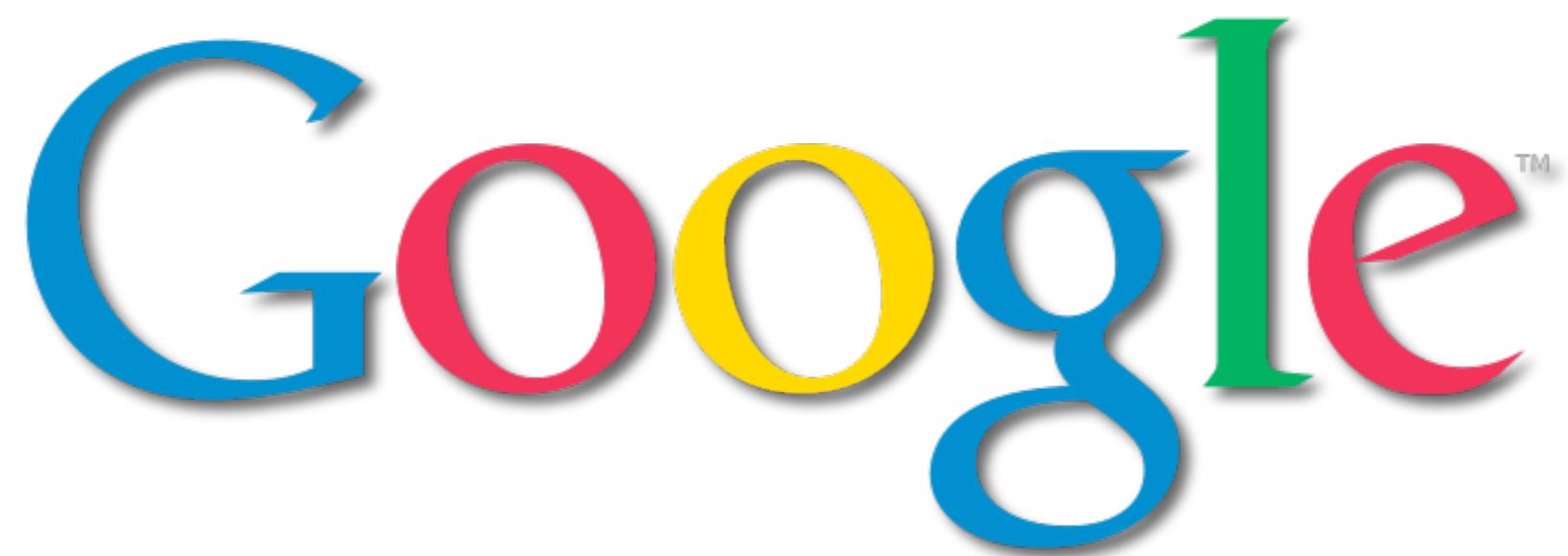
**ADAPT TO DIFFERENT
MEDIUMS.**



JAIL ON ALERT:
principal of making the
information and services available to
users regardless of the device used.

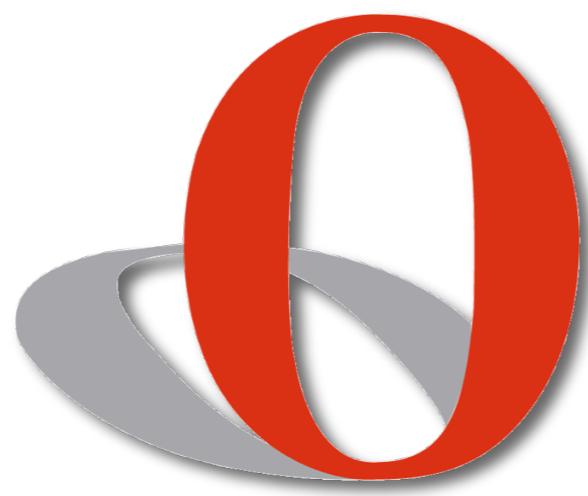
**WE ARE AT THE
PRECIPICE OF THE
NEXT GENERATION
OF THE WEB.**

**TWO COMPANIES IN
PARTICULAR...**

The Google logo is displayed prominently in the center of the image. It consists of the word "Google" in a bold, sans-serif font. Each letter is a different color: the 'G' is blue, the first 'o' is red, the second 'o' is yellow, the 'g' is blue, the 'l' is green, and the 'e' is red. A small "TM" symbol is located at the top right of the 'e'. The letters have a slight 3D shadow effect.



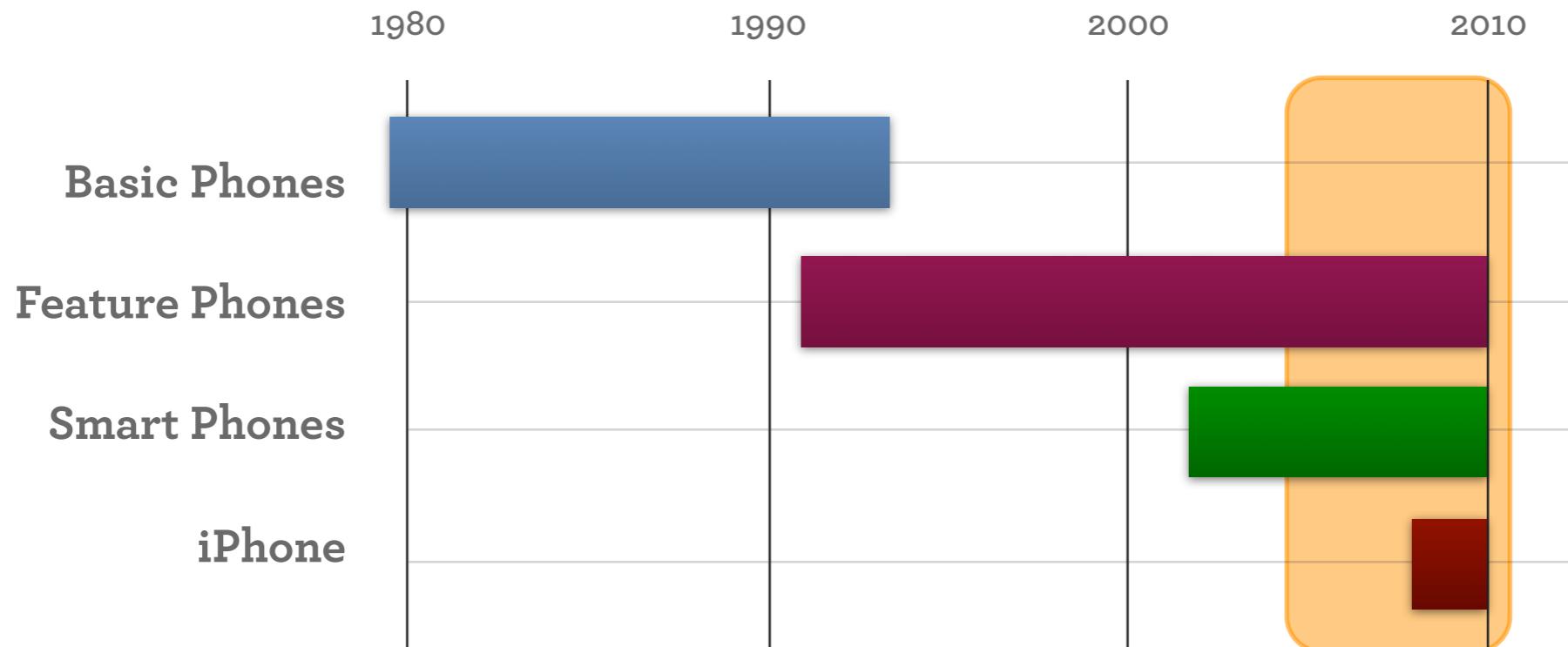
LET'S NOT FORGET...



OPERA
software



**THE IPHONE IS THE
SHAPE OF THINGS TO
COME.**



MOBILE EVOLUTION

A CONFESSION





**WHEN WE TALK ABOUT
IPHONE, WE'RE REALLY
TALKING ABOUT WEBKIT.**

WEBKIT FEATURES

- Supports all standard flavors of XHTML
- Supports CSS 1, 2 and a good deal of CSS 3
- Javascript, including AJAX and advanced scripting
- Replaceable fonts
- This means complex layouts, styling and interaction...

**PLUS, WEBKIT CAN
DISPLAY FULL WEBSITES.
AS IN, THE REAL WEB.**

WTF?



JARGON ALERT: ONE WEB

The principal of making the same information and services available to users regardless of the device used.

LIMITATIONS

- 10MB download limit
- Javascript execution time limit of 5 seconds for each top-level item
- No Flash
- No Java
- No mouse-over, hover, tooltip mouse events
- No file downloads or uploads!
- Slower processor, so intensive scripting can be laggy or choppy



NOKIA N95



ANDROID



LOOK FAMILIAR?



IPOD TOUCH



The iPod touch is an “entirely new type of iPod,” one that Apple sees moving the iPod beyond its roots as a mere media player, becoming “the first mainstream Wi-Fi mobile platform.”

—Peter Oppenheimer, Apple CFO

**OVER 22 MILLION IPODS SOLD
IN Q1 OF 2008. OVER 160
MILLION IPODS SOLD IN FEWER
THAN SIX YEARS.**



**THE IPHONE IS THE
SHAPE OF THINGS TO
COME.**



A SHORT BREAK

DESIGNING & DEVELOPING *for the* FUTURE OF MOBILE



Garrett Murray

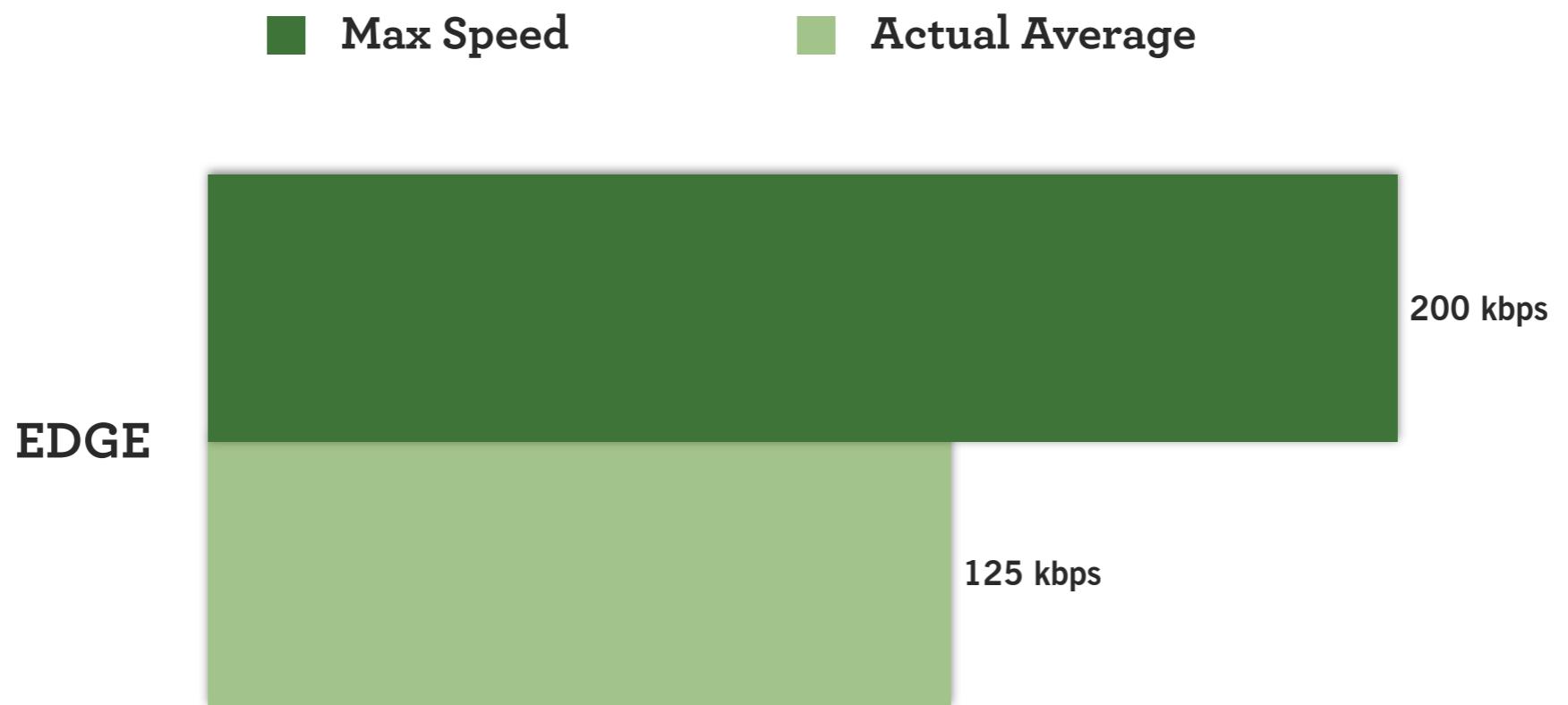
*Web 2.0 Expo – New York
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CONTEXT IS KEY

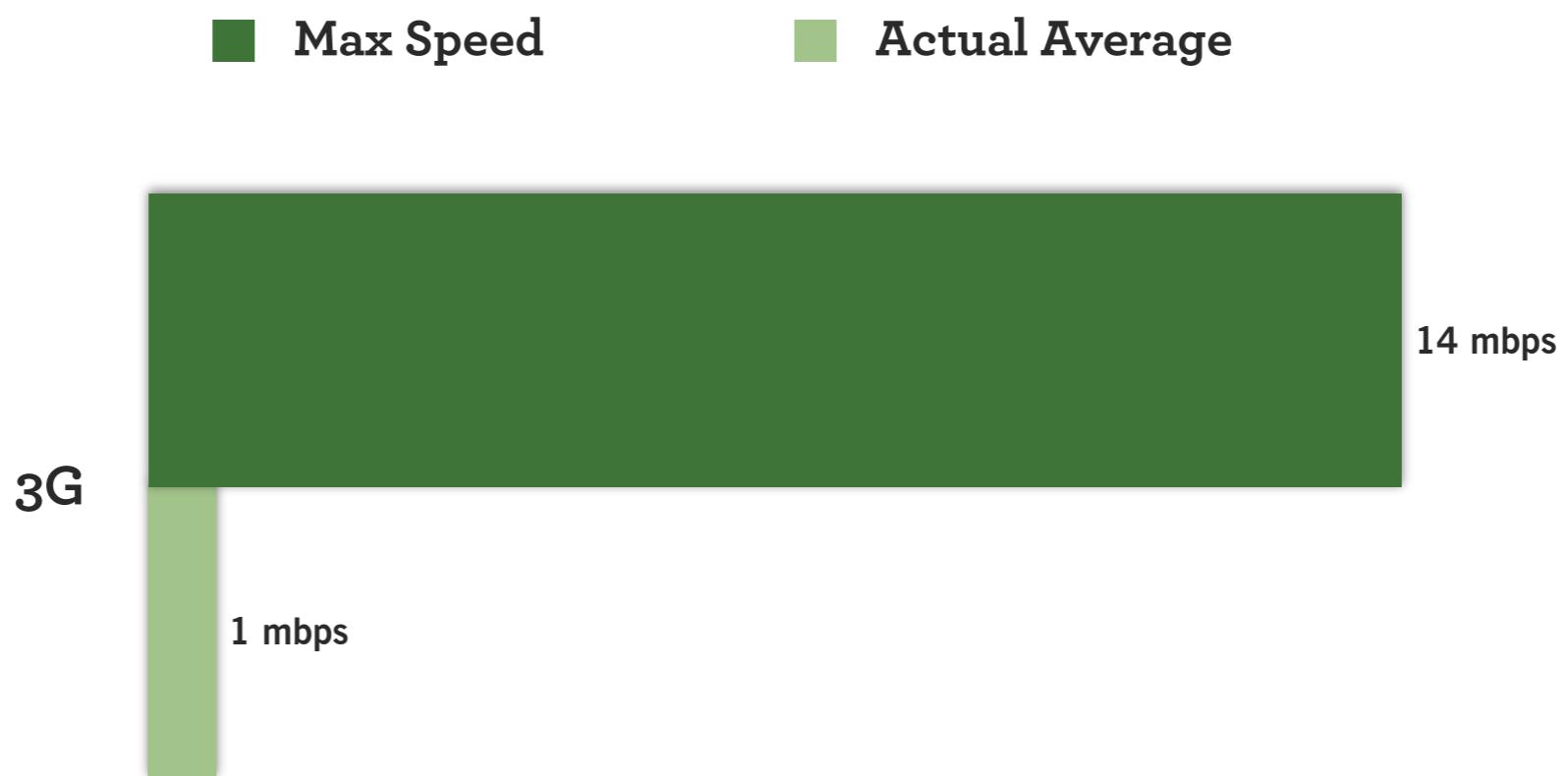
It really is. I swear. You'll thank me later, hopefully.



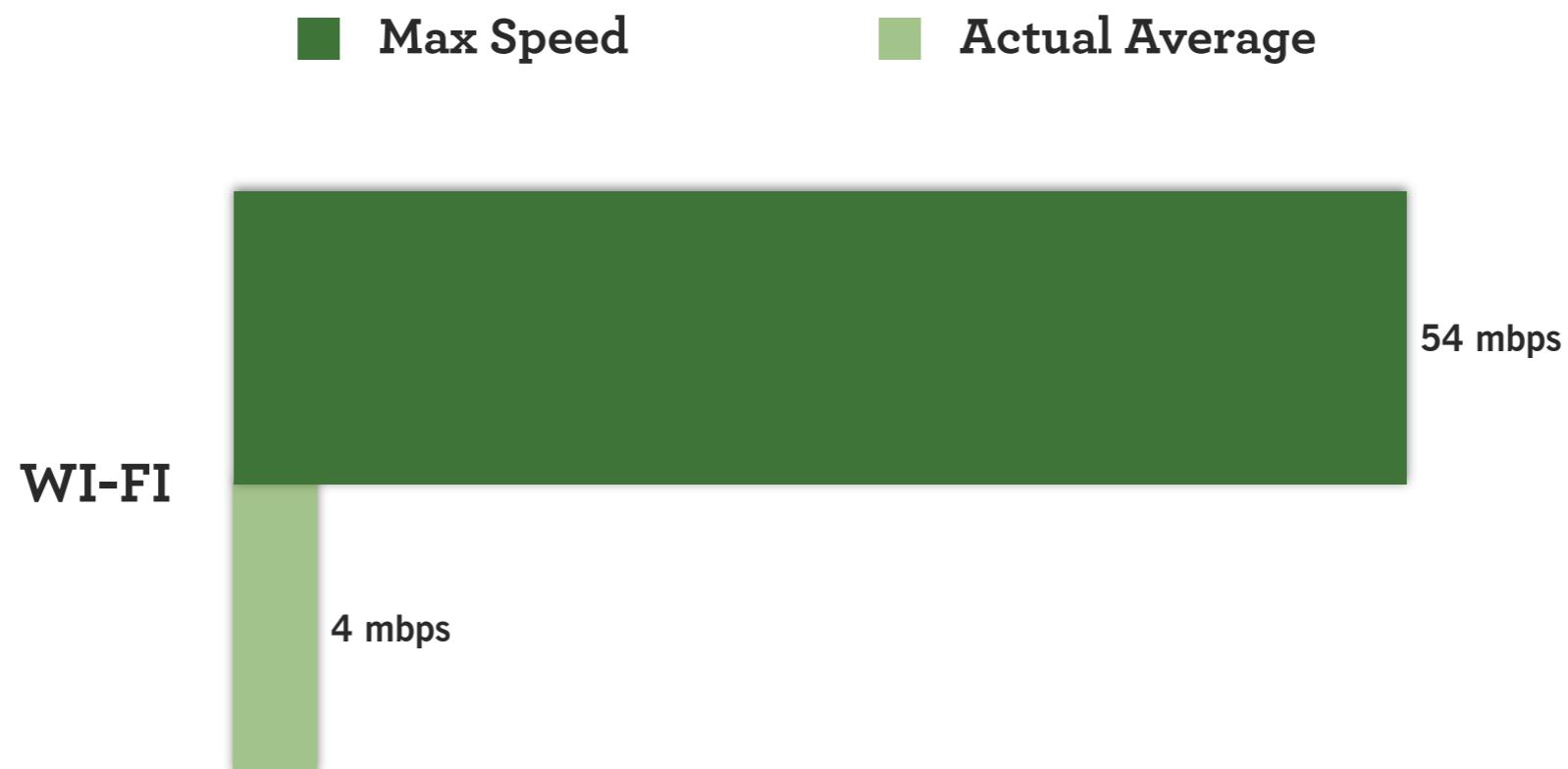
THE SPEED REALITY



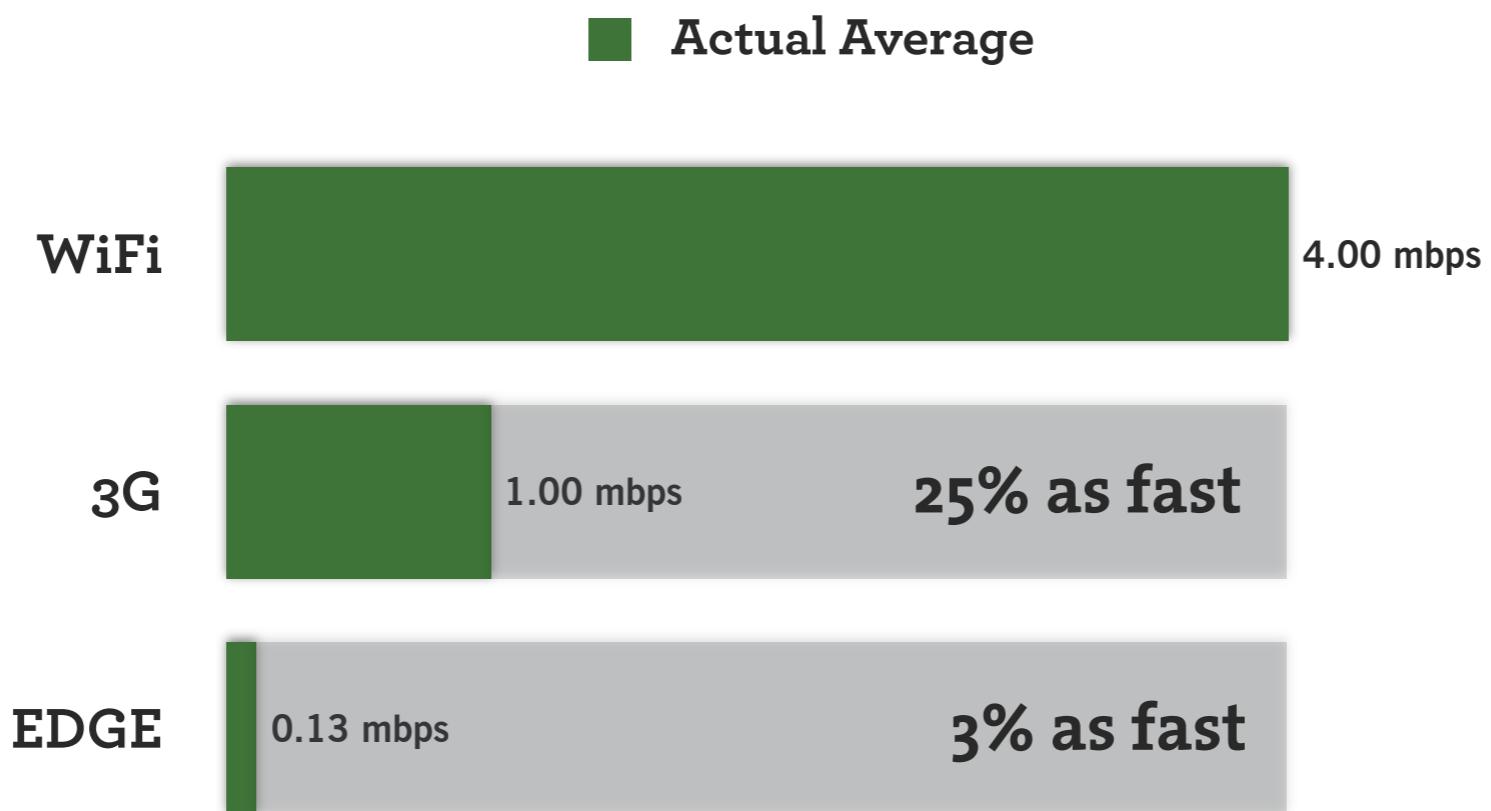
EDGE



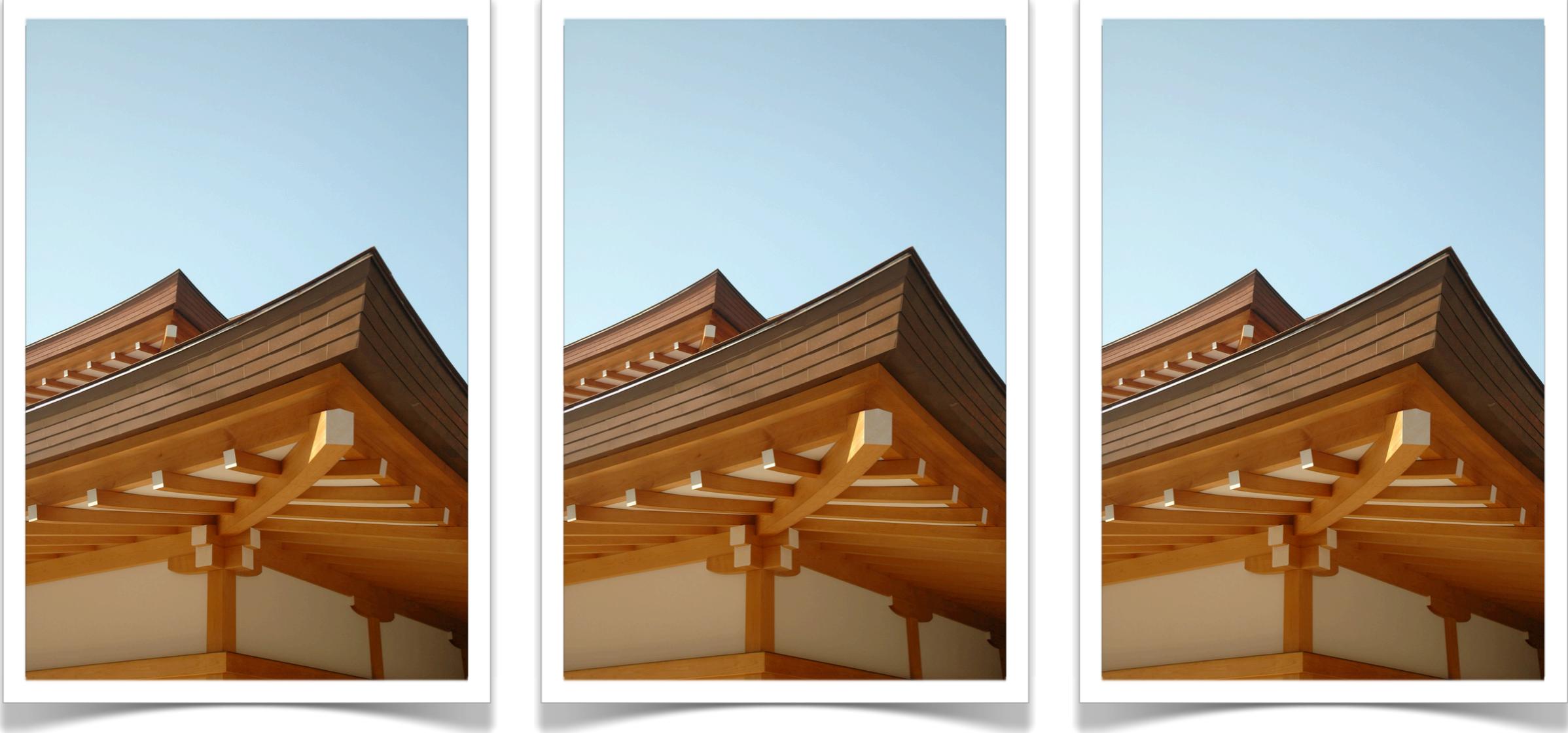
3G (HSDPA)



WI-FI via BROADBAND



SPEEDS, COMPARED



A 300kb FILE: EDGE, 3G & WI-FI

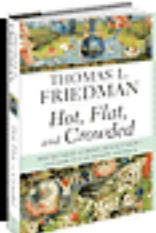
**EVEN THOUGH WE
HAVE WI-FI, WE CAN'T
ALWAYS RELY ON IT.**



Photo copyright Peter Dean

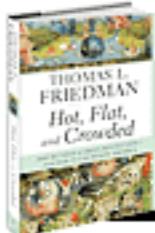
THE SCREEN REALITY

NEW FROM
**THOMAS L.
FRIEDMAN**



The New York Times

Thursday, September 11, 2008 Last Update: 6:12 PM ET



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Puzzles
Blogs

NYTART
CLASSIFIEDS
MOTORS

Lehman Said to Be Looking for a Buyer as Pressure Builds

By JENNY ANDERSON and ANDREW ROSS SORKIN 7 minutes ago

Barclays of Britain and the Bank of America are seeking help and assurances from the Federal Reserve to help make a potential acquisition palatable, people briefed on the conversations said.

• Times Topics: Lehman Brothers

Oil Slips Close to \$100 a Barrel

By MICHAEL M. GRYNBAUM 4:00 PM ET

Oil prices continued their sharp decline as investors shrugged aside worries about the impact of Hurricane Ike.

Hurricane Ike Nears, Shutting Down Houston



James Estrin/The New York Times

McCain and Obama Share Somber Moment

By PATRICK HEALY 4:59 PM ET

Senators John McCain and Barack Obama suspended their political advertising on Thursday and made a joint visit to ground zero.

- Those Awaiting Biden Gaffes Aren't Disappointed 3:46 PM ET
- The Hockey Way of Life in Wasilla 11:38 AM ET

KATHARINE Q. SEELYE

MORE POLITICS

DESKTOP-SIZED NYTIMES.COM

MOVIES »

A License to Laugh

"Burn After Reading" has a tricky plot and visual style, er, to burn, but little heart.



Catfights and Class Struggles

The new version of "The Women" stumbles toward screwball.

THE
WOMEN
IN THEATERS
SEPTEMBER 12TH

OPINION »

- Collins: Misery for Dems
- Cohen: Seventh Year
- Lesson Plans: Nature Walk
- Editorial: Ballot Trick
- Comment (173)

MARKETS » At close 09/11/2008

S.&P. 500	Dow	Nasdaq
1,249.05	11,433.71	2,258.22
+17.01	+164.79	+29.52
+1.38%	+1.46%	+1.32%

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nytimes.com/politics



IPHONE-SIZED NYTIMES.COM

The New York Times
Tuesday, September 16, 2008 Last Update 4:52 PM ET

Not just 29 daily flights from the US to France

AIR FRANCE

JOBS
New, Revised and Set Job Market

WORLD
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Carnivals
Hurricane
Catastrophe
Catastrophe
Gaines
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MTI Store
Topics
Topics Reader
ADVERTISEMENT
Call Center
Customer Care
Electronic Edition
Customer Support

Lehman Said to Be Looking for a Buyer as Pressure Builds
By ALICE COOPER and Associated Press Writer T. MELISSA AP

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Texas Topics: Lehman Brothers

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Hurricane Ike Tears, Shanting Down Houston
By STEPHEN LEE and Associated Press Writer T. MELISSA AP

Hundreds of thousands evacuated out of Houston and neighboring cities as Hurricane Ike intensified on its collision course with the central coastlines of Texas.

► Bank Story With Jason C. Motlagh Jr. (jcm1)

COMPLETE COVERAGE 9/14, 7 Voices On
Panoramic images from Hangar 7 at Kennedy International Airport, an audio interview with a survivor and more.
Read Baloney Looks Back
► Photographs

KATHARINE Q. SEELYE
ON LINE

What Barack Obama is up against in Pennsylvania.

► Post a Comment

MORE POLITICAL
The Early Bird
Ad on His Education
District Obama Policy
Palin's Homecoming

PEACE DEAL REACHED IN ZIMBABWE
By CELIA W. DUGGER 39 minutes ago

Zimbabwe opposition leader Morgan Tsvangirai emerged from talks with President Robert Mugabe to say that the two men had struck a deal, but did not provide details.

► Term Topics: Zimbabwe

FIGURE IN ROSENBERG CASE ADMITS SPYING FOR SOVIET
By SAM ROBERTS 2:16 PM ET

Morton Sobell, who is 91 and served nearly 19 years in Alcatraz and other federal

MOVIES
A Litany in Love
"Born After Reading" has a wacky plot and visual style, or, in focus, but little heart.

CATHY AND CLAIRE STRUGGLES
The new version of "Crazier" straddles screwball.

THE WOMAN REPORTER
THE ACT

REAL ESTATE
CARIBBEAN COUCH
From the Area
More companies
say they
value military
experience in
terms of skills,
training, work ethic
and especially
loyalty and integ-

ADVISOR
Tiffany



James Estrin/The New York Times

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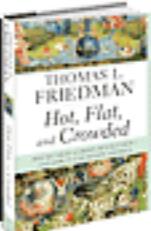
- **Those Awaiting Biden Gaffes Aren't Disappointed 3:46 PM ET**
- **The Hockey Way of Life in Wasilla 11:38 AM ET**



NYTIMES.COM ON ANDROID PHONE

CONTEXT! (!!)

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The New York Times

Thursday, September 11, 2008 Last Update: 6:12 PM ET



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Puzzles
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08 2008 CAMPAIGN



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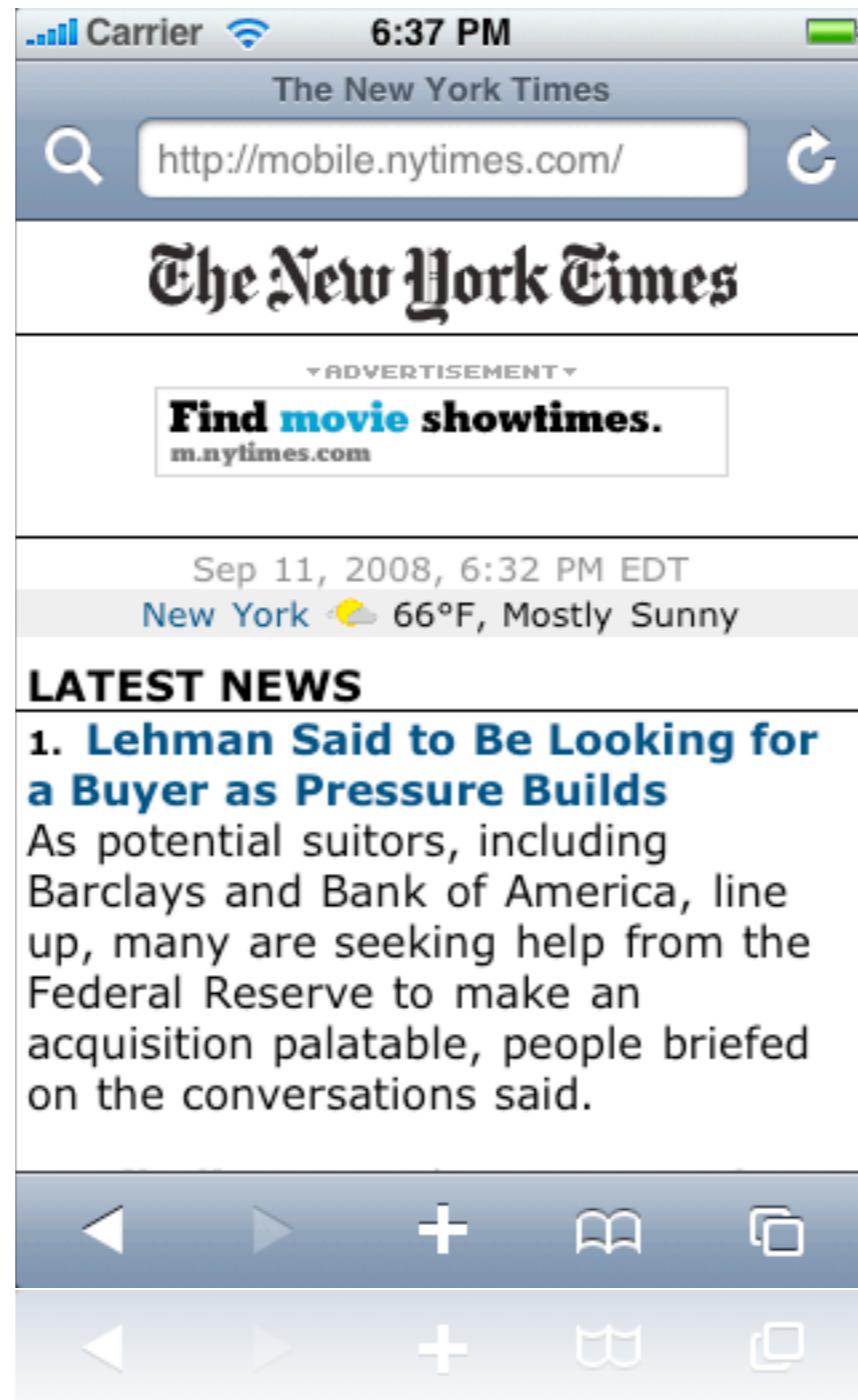
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Stock, ETFs, Funds Go

THE
WOMEN
IN THEATERS
SEPTEMBER 12TH

nytimes.com/politics



WHAT'S IMPORTANT HERE?



MOBILE NYTIMES.COM



Leaflets

iPhone apps that grow on you

WHY MAKE LEAFLETS?

- We wanted to showcase the merger of Web 2.0 with Mobile 2.0
- The use of web standards and semantics in mobile
- Designing for the mobile context
- Mobile web best practices
- Designing specifically for the iPhone/iPod Touch
- Rapid and iterative development

A QUICK DEMO

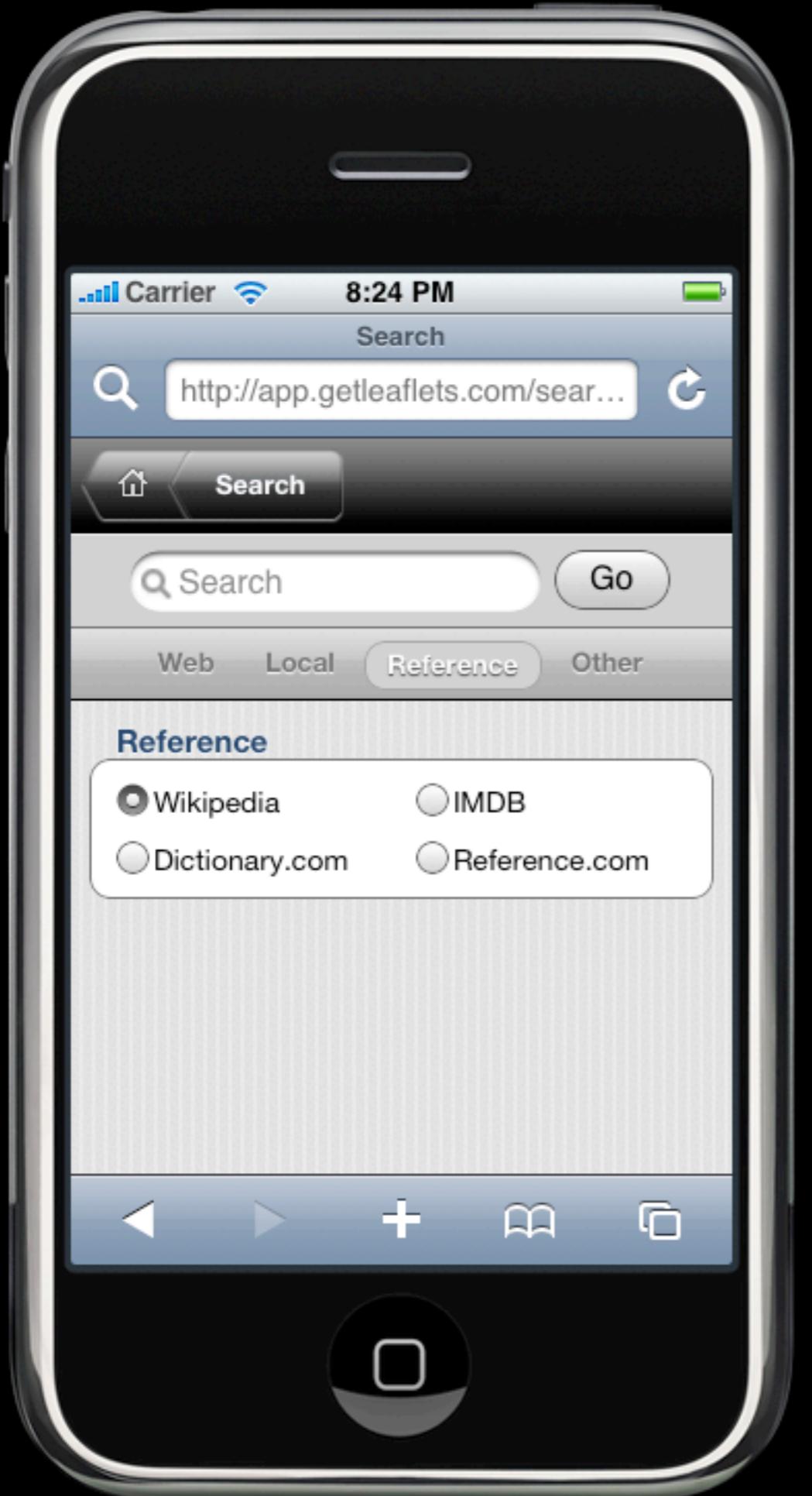


Note: These are only screenshots. To view Leaflets in all its useful glory, visit getleaflets.com on your iPhone/iPod Touch.



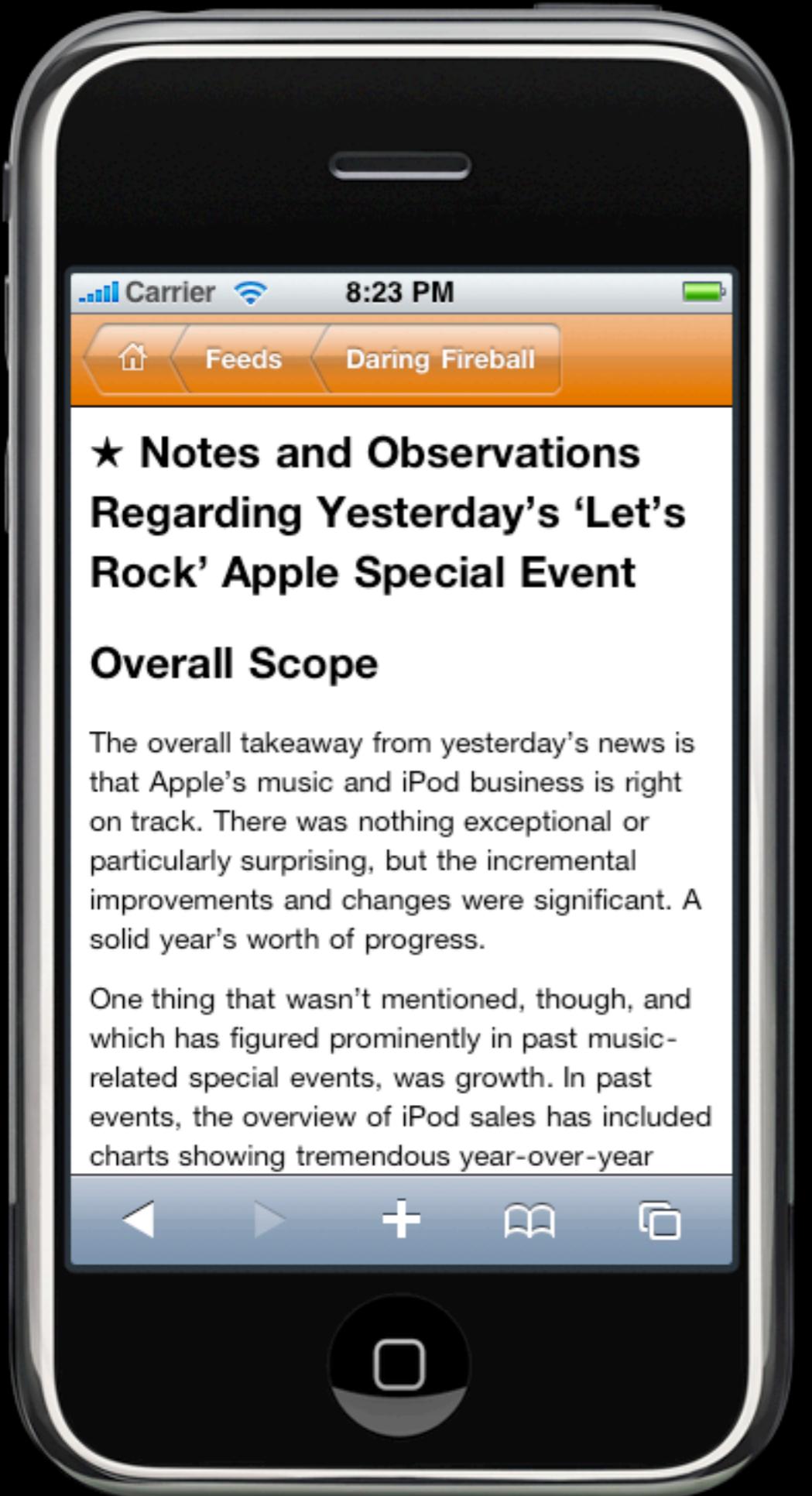
HOME SCREEN

- Simple, iPhone-esque
- Loading indicator for images in case of slow network
- Users know how to use it right away because it uses metaphors they're used to



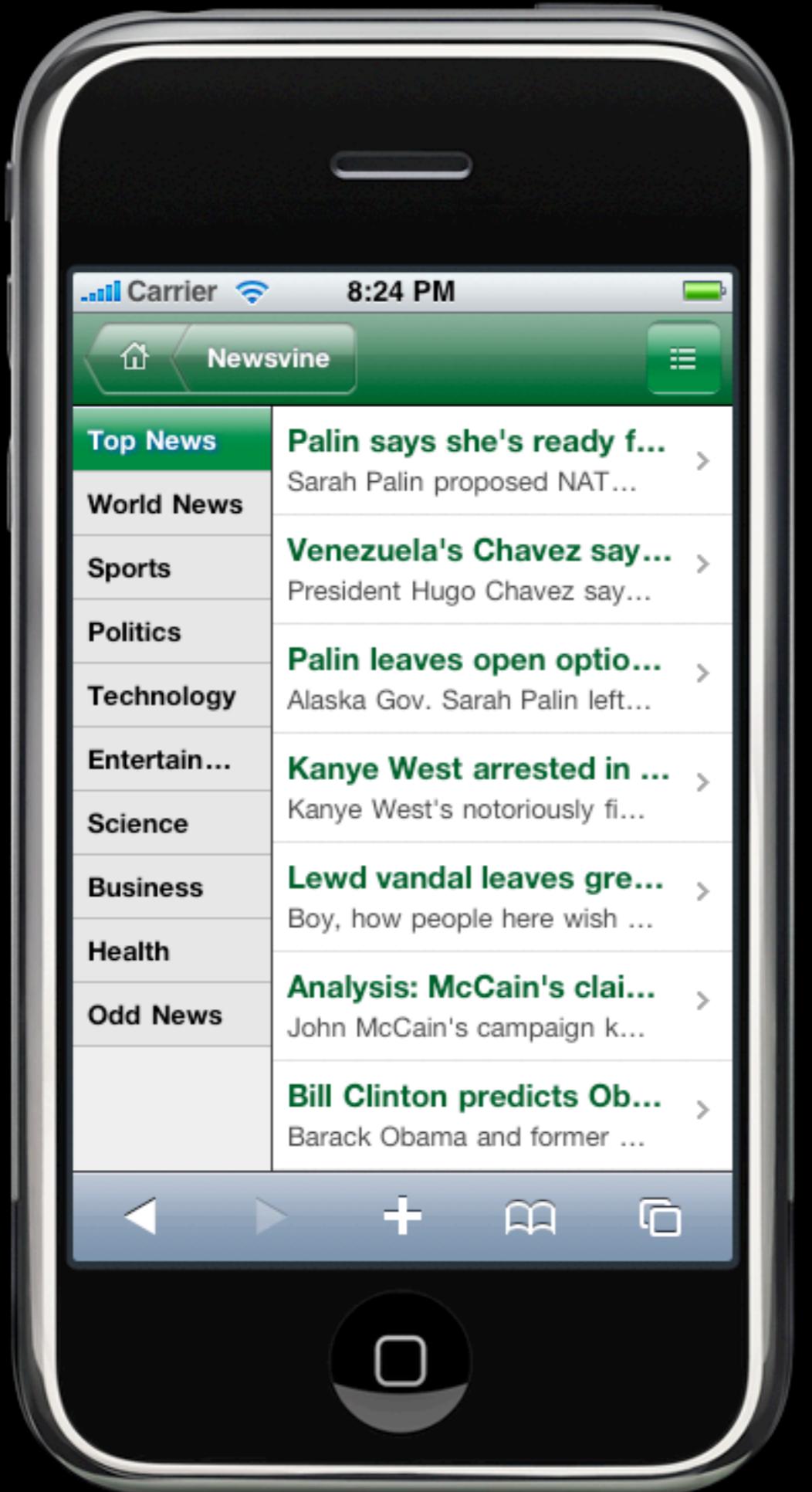
SEARCH

- Send users to mobile versions of search results where possible
- Give users as many search options in one screen without having to reload
- More than just simple search (dictionary, shopping, et cetera)



FEEDS

- Simple feed reader (the first for the iPhone, BTW)
- Subscribe, unsubscribe, but don't bother with read status
- Allow users to change from two-column to single-column for readability
- Read full articles, link to websites



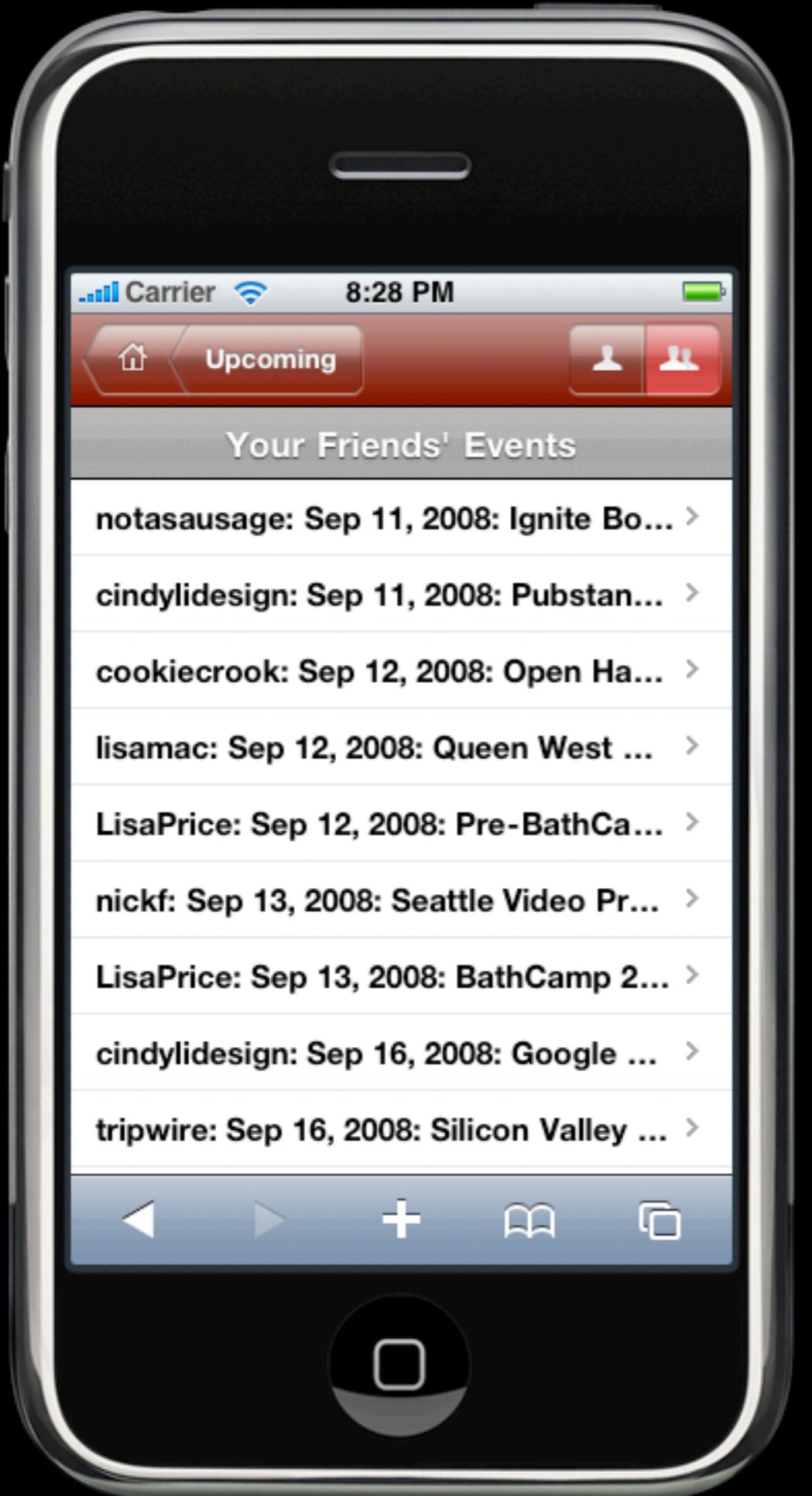
NEWSVINE

- Most of the Newsvine content but it loads much faster
- Works much like Feeds, allows for single column view, full text reading, et cetera



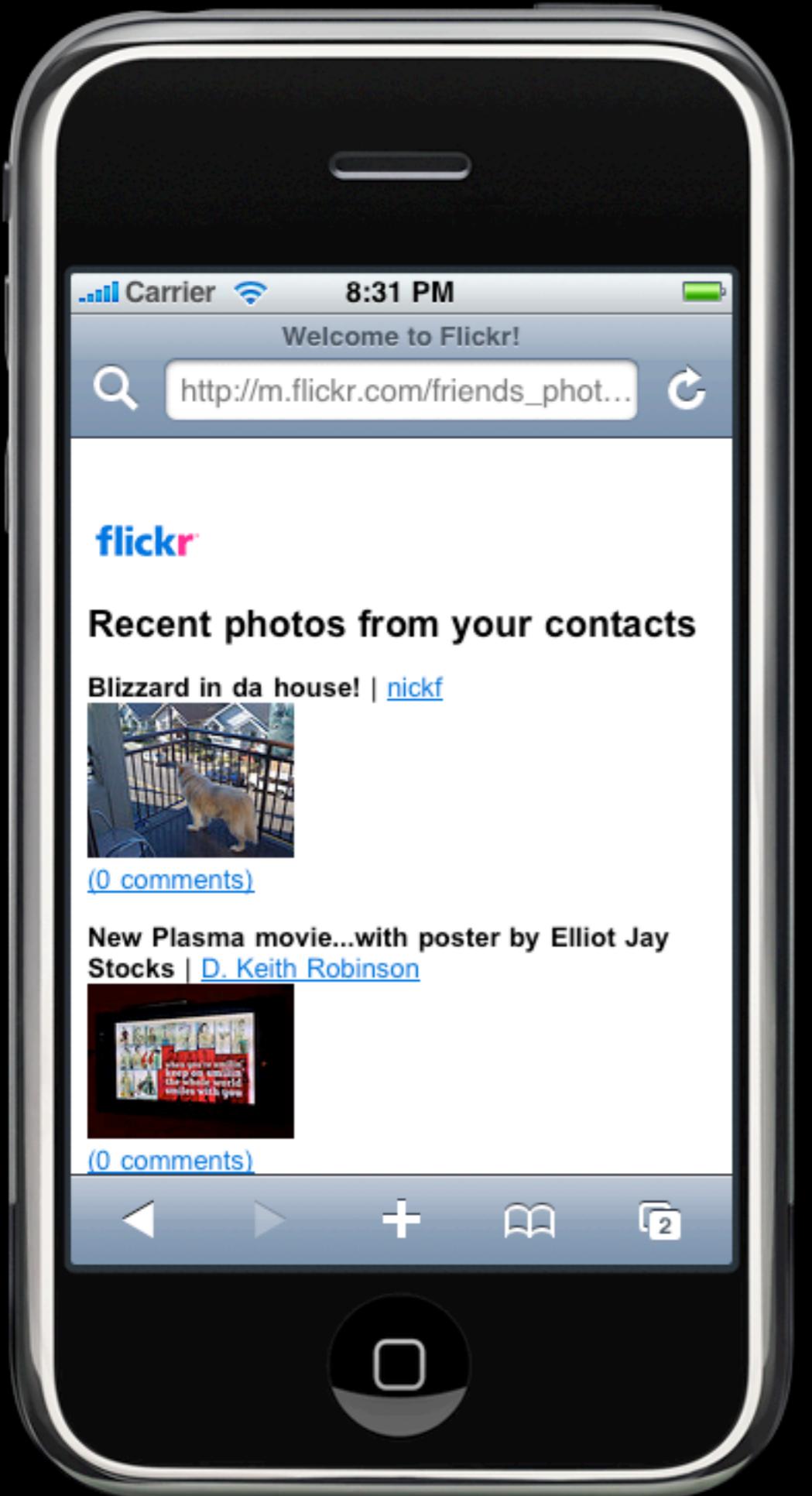
APP LIST

- Our version of “the deck,” collecting neat iPhone sites we liked
- Users can mark apps as “favorites” to access them easily in the future
- Users can rate apps and comment on them



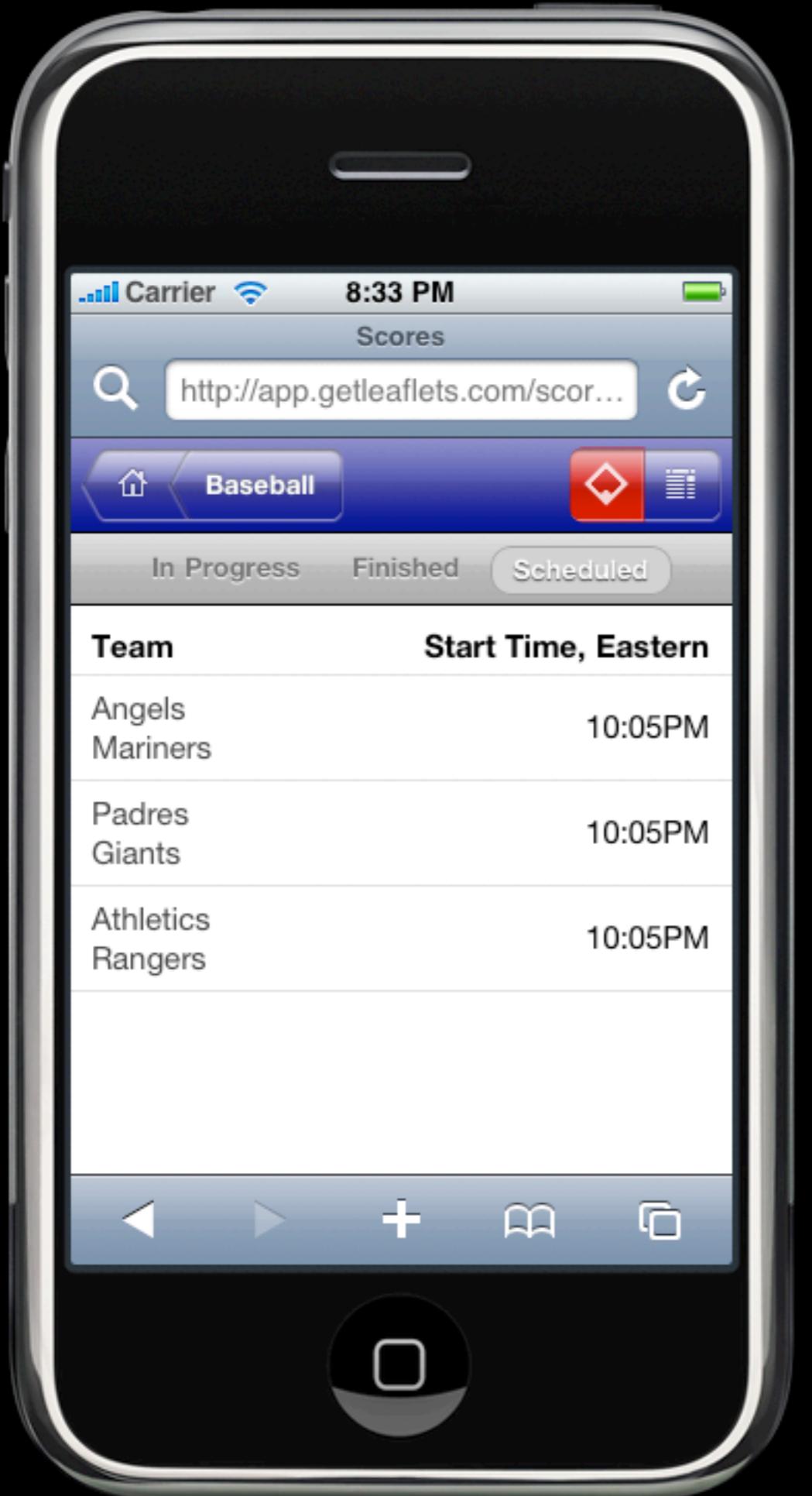
UPCOMING

- View your Upcoming events, including all details
- View your friends' events as well



FLICKR

- See your latest comments, your latest photos and your friends' latest photos
- Much faster than the full site, but provides a much nicer experience than the default mobile Flickr site



BASEBALL

- Nearly real-time updates for scores, base positions, batters
- Shows scores for the day's finished games
- Shows upcoming games
- Also provides baseball news



NEW YORK TIMES

- All the same content, less than a tenth of the loading time of nytimes.com
- Styled to look more like NY Times' own site

SUCCESSFUL EXPERIMENT

- Entire application built between WWDC and the iPhone launch (~3 weeks)
- TechCrunch called it a “must-have iPhone app”
- 105,000 hits the first week
- 12,000 unique users the first week
- 7,000 recurring users per week
- Average of 22 pages viewed per visit
- Virtually no drop off in traffic in the last year

TAKEAWAYS

- While we designed it for the iPhone, Leaflets could work on any capable mobile browser
- Standards, standards, standards
- Design for context
- Optimize for bandwidth
- Test, then test some more
- Javascript is crucial to the user experience
- CSS3 is ideal for mobile development

HTML, CSS & JS

The cause of and solution to all of life's problems

```
<div id="apps">
  <ul>
    <li id="navSearch"><a href="/search/">Search</a></li>
    <li id="navRSS"><a href="/feeds/">Feeds</a></li>
    <li id="navNewsvine"><a href="/newsvine">Newsvine</a></li>
    <li id="navLinks"><a href="/applist/">App List</a></li>
    <li id="navEvents"><a href="/upcoming/">Upcoming</a></li>
    <li id="navFlickr"><a href="/flickr/">Flickr</a></li>
    <li id="navDelicious"><a href="/delicious/">del.icio.us</a></li>
    <li id="navBaseball"><a href="/scores/">Baseball</a></li>
    <li id="navNYT"><a href="/nyt/">NY Times</a></li>
    <?php if ($_user): ?>
      <li id="navSettings"><a href="/user/settings.php">Settings</a></li>
    <?php endif; ?>
  </ul>
  <div id="loading_status">
     -
    <span id="ltext">Loading icons...</span>
  </div>
</div>
```

HOME ICON XHTML

```
#apps li {  
    float: left;  
    width: 56px;  
    height: 56px;  
    border: 1px hidden #666;  
    text-align: center;  
    margin: 7px 10px 20px;  
    background: #666 url(/media/images/button_glare.png) no-repeat;  
    -webkit-box-shadow: 0px 1px 3px black;  
    -webkit-border-radius: 10px;  
}  
  
#apps li a {  
    text-decoration: none;  
    color: #999;  
    display: block;  
    padding-top: 60px;  
    font-weight: bold;  
    font-size: 0.8em;  
}  
  
li#navNewsvine {  
    background: url(/media/images/button_glare.png) no-repeat, -  
        url(/media/images/home_newsvine_low.png) no-repeat;  
    background-color: #005422;  
}
```

HOME ICON CSS

**LAYER YOUR CSS
WHERE POSSIBLE TO
SAVE BANDWIDTH.**

The screenshot shows a CSS editor window titled "controls.css". The interface includes a toolbar with icons for Style, Group, Comment, New Selector, Search, Export, Preview, Milestones, Validate, and Editors. The left pane displays a list of styles under "Styles", including "#controls", "#controls li", "#controls li#appAdd:first-child", "#controls li a", "li#appRemove", "#appAdd", "li#appSources", and "#controls li a". The right pane shows the corresponding CSS code with line numbers:

```
1 #controls{  
2     position: absolute;  
3     top: 4px;  
4     right: 5px  
5 }  
6 #controls li{  
7     height: 37px;  
8     width: 37px;  
9     float: left;  
10    overflow: hidden;  
11    background: url(/media/images/  
12        header_btn_divider.png) no-repeat right center,url(/  
13        media/images/header_btn_center.png) repeat-x center  
14        center;  
15        line-height: 200px  
16 }  
17 #controls li#appAdd:first-child{  
18     background: url(/media/images/  
19        header_btn_divider.png) no-repeat right center,url(/  
20        media/images/icon_add.png) no-repeat center  
21        center,url(/media/images/header_btn_left.png) no-  
22        repeat left center  
23 }  
24 #controls li a{  
25     height: 35px;  
26     color: white;  
27     text-decoration: none;  
28     font-size: .7em;  
29     text-align: center;  
30     display: block;  
31     width: 35px  
32 }  
33 li#appRemove{  
34     background: url(/media/images/  
35        header_btn_divider.png) no-repeat right center,url(/  
36        media/images/icon_remove.png) no-repeat center  
37        center;
```

CONTROLS CSS

The screenshot shows the Leaflet CSS interface with the file 'newsvine.css' open. The left sidebar lists various CSS rules, many of which are highlighted in green, indicating they are currently selected or being edited. The main pane displays the corresponding CSS code.

```
newsvine.css
Style Group Comment New Selector Search Export Preview Milestones Validate Editors
newsvine.css
Styles
1 @import url("/media/css/common/layout.css");
2 @import url("/media/css/common/header.css");
3 @import url("/media/css/common/breadcrumb.css");
4 @import url("/media/css/common/controls.css");
5 @import url("/media/css/common/category_view.css");
6 @import url("/media/css/common/namebar.css");
7 @import url("/media/css/common/content.css");
8 @import url("/media/css/common/list_view.css");
9 @import url("/media/css/common/searchform.css");
10
11 body.newsvine #header{
12     background-color: #005422
13 }
14 body.newsvine #breadcrumb li{
15     text-shadow: #686f78 0 -1px 1px
16 }
17 body.newsvine li#appSources.on{
18     background: url(/media/images/icon_list_view.png)
19     no-repeat 40% center,url(/media/images/
20     header_btn_right.png) no-repeat right center;
21     background-color: #006127;
22     -webkit-border-top-right-radius: 7px;
23     -webkit-border-bottom-right-radius: 7px
24 }
25 body.newsvine #contentwrap.twocol{
26     background-color: #efefef
27 }
28 body.newsvine #categories li{
29     border-bottom: 1px solid #b3b3b3;
30     background: #e3e3e3;
31     padding: 7px 3px 7px 7px;
32     font-size: .9em
33 }
```

NEWSVINE LEAFLET CSS



+  3 Kilobytes

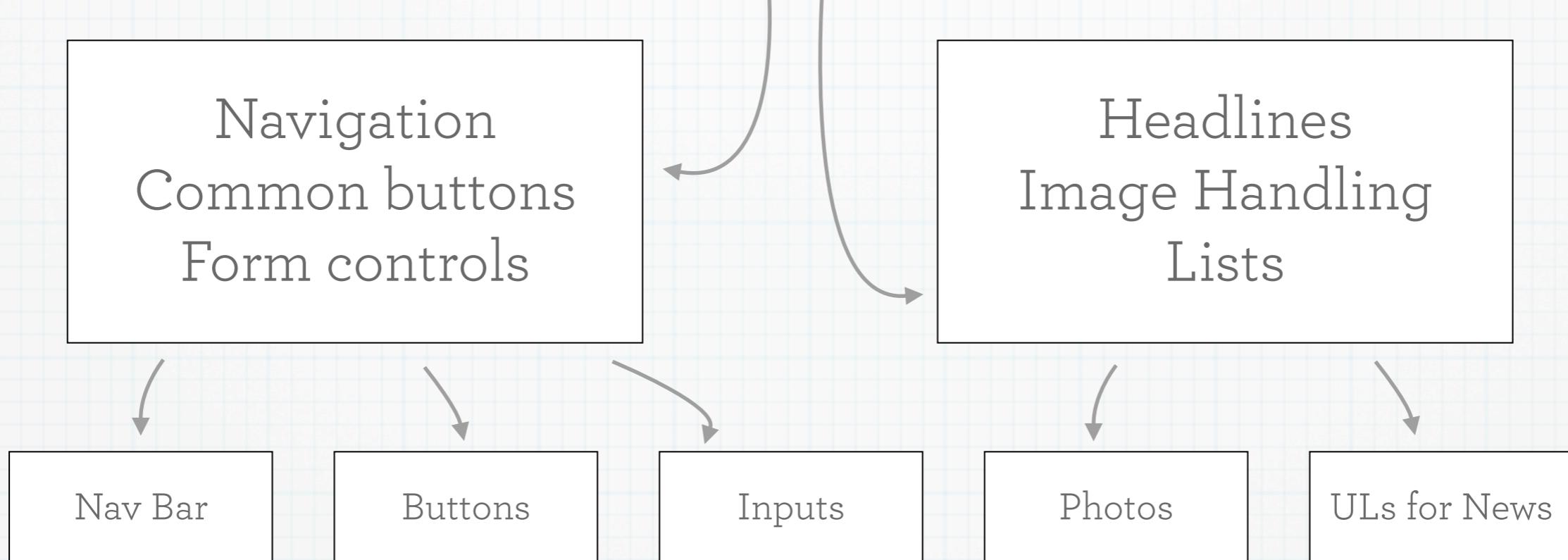
+  320 bytes

+ **-webkit-border-radius: 10px;**



**BUILD YOUR OWN
MINI-FRAMEWORK.**

Core layout
Base Typography
Links and colors



YOUR CSS

Core layout
Base Typography
Links and colors

Navigation
Common buttons
Form controls

Photos Buttons ULs for News

YOUR CSS, STACKED

**ONLY USE WHAT
YOU NEED.**

SAVE SPACE

- Use `ob_start("ob_gzhandler")` for PHP content
- Remove whitespace from HTML and CSS
- Refactor Javascript code to be more efficient and then remove unnecessary brackets and semi-colons
- Compress images or use CSS where possible
- Cache data on the server for fastest possible server-side load times

GETTING USERS TO YOUR IPHONE SITE

USING MEDIA QUERIES

- Calling an iPhone stylesheet:
`<link media="only screen and (max-device-width: 480px)" href="iphone.css" type="text/css" rel="stylesheet">`
- To specify a stylesheet for everything else:
`<link media="screen and (min-device-width: 481px)" href="other.css" type="text/css" rel="stylesheet"/>`
- Do not use:
`<link media="handheld" ...>`
- At least, not for the iPhone—it doesn't support handheld stylesheets.

DEVICE DETECTION

- We used a simple Javascript redirect:

```
if (navigator.userAgent.match(/iPhone/i))  
{  
    window.location.replace('http://app.getleaflets.com');  
}
```

- Or you can use other methods of detection:

WURFL (<http://wurfl.sourceforge.net>)

PHP (<http://andymoore.info/php-to-detect-mobile-phones>)

URLs (e.g. `m.site.com`, `site.com/m`, `site.mobi`)

CSS TRANSFORMS

Step 1:

```
<div id="card" class="card" onclick="flip(event)">
  <div id="front" class="front face">
    <p>♠ ♦<br> ♣ ♥</p>
  </div>
  <div id="back" class="back face">
    <p>♦ ♠<br> ♥ ♣</p>
  </div>
</div>
```

Step 2:

```
function flip (event)
{
  var element = event.currentTarget;
  /* Toggle the setting of the classname attribute */
  element.className = (element.className == 'card') ? -
    'card flipped' : 'card';
}
```

Step 3:

```
.card.flipped
{
  -webkit-transform: rotateY(180deg);
}
```

SIMPLE CODE

DEMOS

JAVASCRIPT PROBLEMS (AND SOLUTIONS?)

```

function gradient(id, start, end, ms)
{
    var speed = Math.round(ms/100);
    var timer = 0;

    if (start > end)
    {
        for (i = start; i >= end; i--)
        {
            setTimeout("set_opacity(" + i + ',' + id + ')", (timer * speed));
            timer++;
        }
    }
    else
    {
        for (i = start; i <= end; i++)
        {
            setTimeout("set_opacity(" + i + ',' + id + ')", (timer * speed));
            timer++;
        }
    }
}

function set_opacity(opacity, id)
{
    var object = document.getElementById(id).style;
    object.opacity = (opacity/100);
}

```

POTENTIAL CHOKEVILLE

```
#fader {  
    -webkit-transition: opacity 1s ease-out;  
}
```

POTENTIAL SMOOTHNESS

OBJECTIVELY SPEAKING

- SproutCore
In use by Apple, used primarily for non-mobile web applications, utilizes Ruby; available at sproutcore.com
- Cappuccino (aka Objective-J)
Developed by 280north, attempts to recreate Objective-C (namely Cocoa) in Javascript; available at cappuccino.org
- Fundamentally different ways to build web applications
- Closer to native application building
- Possibility of porting applications to the desktop

```

import <Foundation/CPObject.j>
import <Foundation/CPURLRequest.j>
import <Foundation/CPJSONPConnection.j>

import <AppKit/CPSlider.j>
import <AppKit/CPToolbar.j>
import <AppKit/CPToolBarItem.j>
import <AppKit/CPCollectionView.j>

var SliderToolbarItemIdentifier = "SliderToolbarItemIdentifier",
    AddToolbarItemIdentifier = "AddToolbarItemIdentifier",
    RemoveToolbarItemIdentifier = "RemoveToolbarItemIdentifier";

@implementation AppController : CPObject
{
    CPURLConnection          tagConnection;
    CPString                  lastIdentifier;
    CPDictionary               photosets;
    CPWindow                  theWindow;
    CPCollectionView           listCollectionView;
    CPCollectionView           photosCollectionView;
}

- (void)applicationDidFinishLaunching:(CPNotification)aNotification
{
    ...
}

```

CAPPUCCINO EXAMPLE

MULTI-TOUCH

Two finger swipes, three finger salutes, shaking fists...

EXPOSED

- iPhone OS 2.0+ exposes several multi-touch events to Javascript
- Utilize native-like behavior in your apps
- Combined with CSS Transforms you can make powerful animations and interactions with a small amount of code

DEMOS



A SHORT BREAK

DESIGNING & DEVELOPING *for the* FUTURE OF MOBILE



Garrett Murray

*Web 2.0 Expo – New York
September 16, 2008 – 1A08/10*

EASY APPS

Get to work already, will you? We need groceries!

THE QUICKEST WAYS

- Use RSS

Nearly all sites provide RSS feeds for their primary data and you can grab it, skin it and use it
- Re-style your existing site to simplify

Send iPhone users an iPhone-specific stylesheet that hides unnecessary content and restyles your site to fit the iPhone aesthetic
- Build a bare-bones version of your current site

Start fresh and only focus on contextually-relevant sections of your site
- Use Dashcode

For very simple sites, you might be able to whip up a quickie

RSS IS GREAT!

THE BENEFITS

- Very easy to cache
The feeds are text and have publish dates so you can quickly check them only when necessary
- You've probably already got the RSS feeds ready
Nearly all publishing platforms create RSS automatically and it's usually trivial to create additional feeds
- Easy to grab updates
- Very easy to re-style since it's XML
You've got a bunch of typed data ready to be wrangled
- Gives the impression of a full suite of data
With only the NY Times RSS feed, you can create an app

Step 1:

```
<?php
define('MAGPIE_CACHE_DIR', 'rss_cache');
require_once('magpierss/rss_fetch.inc');
$rss = fetch_rss('http://www.nytimes.com/services/xml/ \
rss/nyt/HomePage.xml');
?>
```

Step 2:

```
<?php foreach ($rss->items as $item): ?>
    <h2><?= $item['title']; ?></h2>
    <span><?= $item['description']; ?></span>
<?php endforeach; ?>
```

MAGPIE RSS

MAGPIE RULES!

- Automatically caches content

You can tweak how long content is cached for, where, all that good stuff

- Easy to install

Drag two folders into your app and include a file

- Does all the work for you

Give it a URL and that's pretty much it

- Free!

Zero cost to get it up and running, zero maintenance cost other than hosting



Secret: We use Magpie for a majority of Leaflets. It's the core technology.

You can too. Just send me some money when you're filthy rich.

iUI (AND OTHERS LIKE IT...)

FEATURES

- iPhone interface look and feel in a web app
Native-looking controls, backgrounds, layout
- Simple to implement
In some cases, doesn't require much more than adding the kit to your project and changing a few lines of code
- Handles orientation changes
- Can handle off-site links as well, with the same animations and feel
- Low overhead

DISADVANTAGES

- Most iUI sites tend to look the same
If you've seen one, you've seen them all
- Potential usability issues
While iUI makes an effort not to break things, depending on implementation the experience can suffer
- Should your app look like it was made by Apple?
Especially when iUI uses the most generic parts of the iPhone interface...

OTHER STUFFS

Things to consider, ponder or ignore.

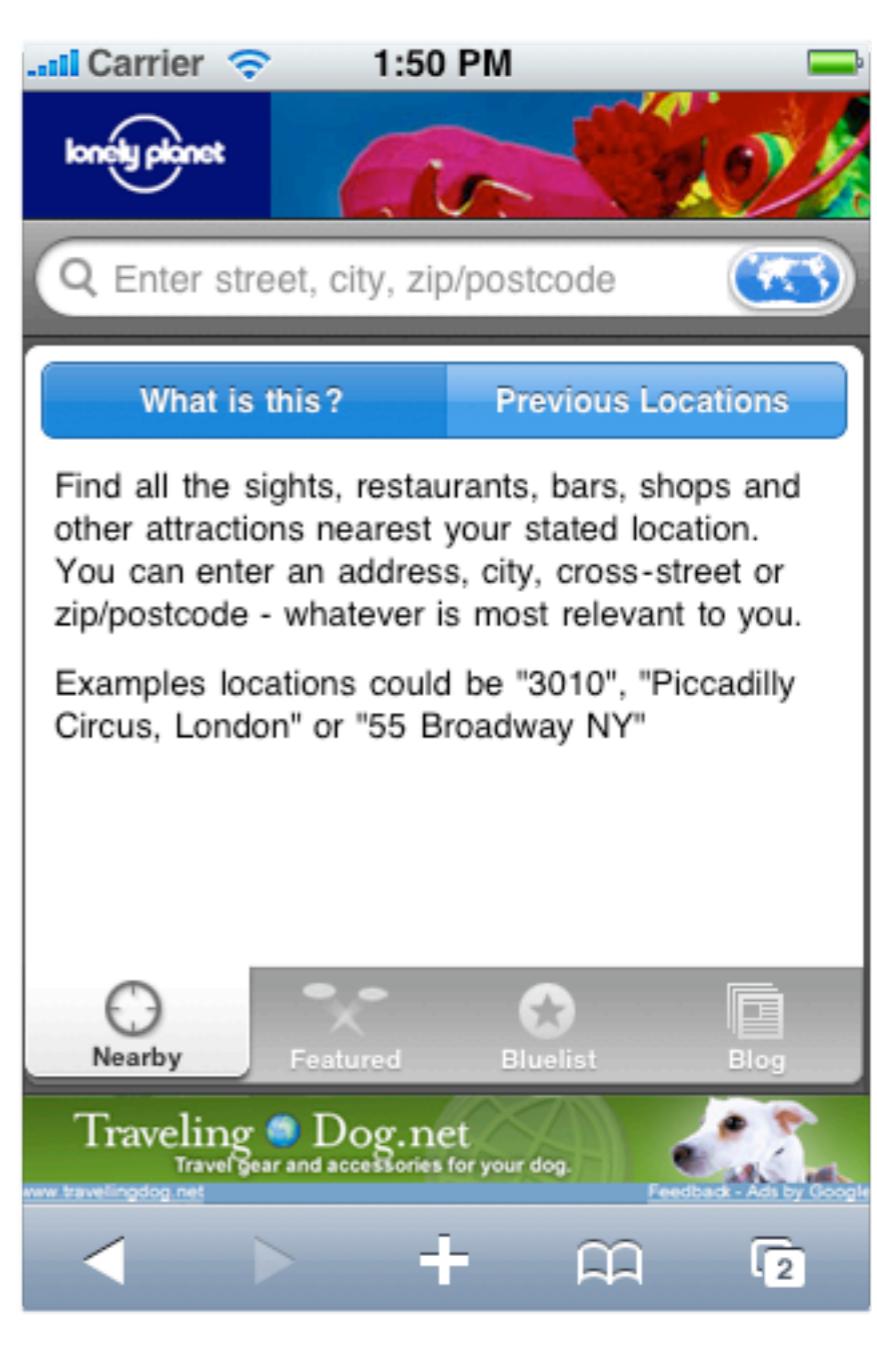
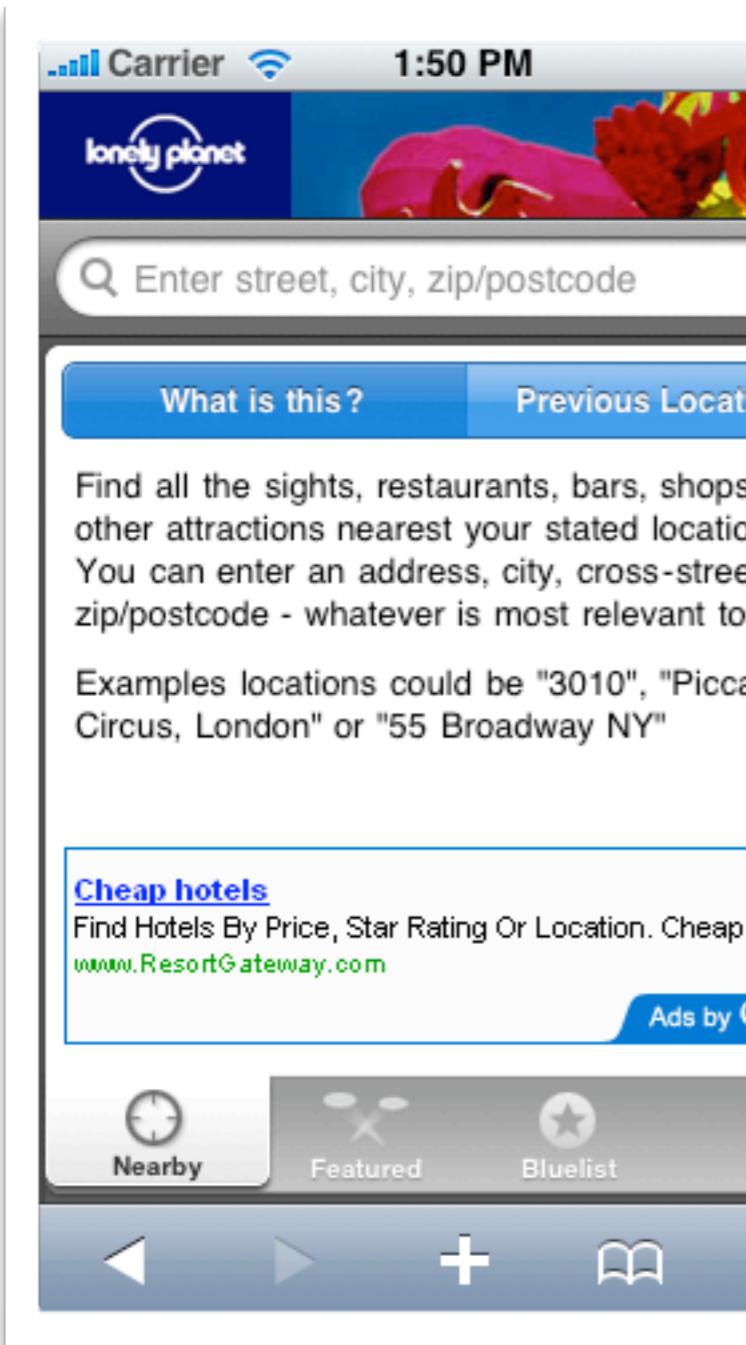
WHAT ABOUT ADS?

AD NETWORKS

- House ads

Link from one section to another to drive traffic to content a user might not realize they want (especially content relevant... what if a user sees a movie listing and then you can give them more content about the movie?)

- Google AdSense
- AdMob
- JumpTap
- Greystripe
- AppLoop



WHERE DO YOU PUT YOUR ADS?

**CAN YOU JUSTIFY THE
COSTS OF MOBILE?**

DON'T LIMIT

- It might be hard to justify an iPhone-only app for your site, but that doesn't mean you can't create a mobile site that looks nice and works well
- Make an effort to write standards-based code that will be backwards compatible
- If you're going to target other browsers, avoid CSS 3 and Javascript where possible
- XHTML-MP and Mobile CSS are very modern and very powerful, don't rule them out

EXAMPLES



Search

new york, ny

Search

Showing Results for:

You searched for: new york, ny

Narrow your search:

By Type:

[WorldGuide \(2\)](#)[Hotels & Hostels \(2\)](#)[Bluelist \(8\)](#)[Thorn Tree \(28\)](#)[Tips from Travellers \(1\)](#)[Blogs \(3\)](#)[Travel Stories \(3\)](#)[lonelyplanet.tv \(11\)](#)[Reference \(1\)](#)[Press Room \(3\)](#)

By Destination:

[Americas \(5\)](#)[Asia \(2\)](#)[Australia \(2\)](#)[Europe \(4\)](#)[Africa \(1\)](#)

Carrier 7:52 PM



New York, NY, U...

to 10 of 63 [Next](#) [Last](#)[See](#) [Eat](#) [Shop](#) [Play](#) [Sleep](#)

WorldGuide

Museum of Modern Art

art-related, art gallery (1.02km)

American Museum of Natural History

museum, kids (2.95km)

Central Park

park (3.29km)

Central Park

park (3.41km)

City Hall

architectural highlight, government (5km)

World Trade Center Site

building, monument (5.36km)

Federal Reserve Bank

library/archive (5.64km)



WorldGuide

1. New York City: Images

NORTH AMERICA | USA |



View of team si...

2. New York City: Transport

NORTH AMERICA | USA | NEW YORK | NEW YORK CITY

YORK CITY | NEW YORK CITY | NEW YORK CITY | NEW YORK CITY

YORK CITY | NEW YORK CITY | NEW YORK CITY | NEW YORK CITY

WorldGuide

TRAVEL INSURANCE
Buy, claim and extend online, 24/7!
GET A QUOTE

ADVERTISEMENT

**MEMBERS KNOW:
TRAVEL**

An online community with advice from the people who know best. Cardmembers.

**LONELY PLANET**



HOME

Shiraz

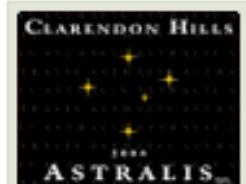
Results 1-10 of thousands for...

- Syrah (a synonym of Shiraz)

FILTER YOUR SEARCH: All In Stock

Price

Vintage

us \$312^{.42}

Clarendon Hills Astralis S

winery: Clarendon Hills
 varietal: Syrah
 region: Australia > South Australia
 type: Red Wine
 user tags: red grape, **syrah**, intense, berry, blackberry, resin

Carrier 10:58 AM

WINES

SEARCH RECOMMENDATIONS

snooth FIND WINES MY WINES

Shiraz

ALL WINES UNDER \$20 EDIT

	Clarendon Hills Astralis Syrah 2004 4.5 stars syrah, red grape, smokey... \$100.00
	Torbreck Run Rig 2001 4.5 stars berry, syrah, red grape... \$100.00
	Guigal E. Côte-Rôtie La Lande 1991 4.5 stars syrah, red grape, smokey... \$100.00
	Paul Jaboulet Aîné Hermitage 1990 4.5 stars berry, syrah, red grape... \$100.00
	Mollydooker Velvet Glove Sh... 2006 4.5 stars syrah, red grape, smokey... \$100.00

SMOOTH

SOCIAL
 SNOOTH TALK
 FRIENDS
 INVITES

YOU
 Login
 INBOX
 MY WINES
 ACCOUNT SETTINGS

LINK

are we
MISSING A WINE?

click here to
suggest a
missing wine



Connect to the core.
The New 911. ►



PORSCHE



What are you doing right now?

Carrier

7:47 PM

Requests

1 friend request

1 coolest person invitation

3 event invitations

Status

facebook

Search

Home

Profile

Friends

Inbox 2

News Feed

Status Updates

Photos

Posts

News Feed

Events

Requests (1)

Nater Kane New blog post: NextWeb 8/15/08 http://... seconds ago – Comment

Matthew Oliphant Special weapons and tactics, that's Comment

Eric Range is looking at the windsurfers on the Hood

Jina Bolton went from being "in a relationship" to "sin

Michelle DeForest is attending Flo's B-Day Happy Ho

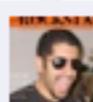
Mel Kirk wrote a new note.



4mations is Web User's site of the fortnight!

We've had a lovely email from the chaps at Web User that we're featured as their site of the fortnight. A fu of the site is available in this month's copy and is on until 25th September if you fancied a little read.... :)

[Continue Reading...](#)



Jon Saed at 4:39pm September 15
yay go 4mations!

Write a comment...

Write a comment...

Yay go 4mations!
You were the site of the fortnight in the September issue of Web User magazine.

FACEBOOK

Notifications

1 new notification

Applications

Ad Manager

Photos

Groups

Events

Notes

Simply RSS

more

Sponsor



Bizarre Barf Bag (Free)

There are 100,000 gifts available. Contents in your stomach may become depressurized after watching Bizarre Foods with Andrew Zimmern.

Give gift

Events and Birthdays

[See All](#)

Tomorrow, September 16 at 7:00pm
"The Books"

Tomorrow, September 16 at 7:00pm
Where Internet & Film Collide

Tomorrow
Timothy Gray

Wednesday
Peter Flaschner

Peter Flaschner
Where Internet & Film Collide

Timothy Gray
Wednesday

Peter Flaschner
Wednesday



You checked in 13 days ago at

Check in elsewhere

Help | Log out

Feedback

[Search & Check In](#)

[What's Happening?](#)

- [Me & My Friends](#)
- [Around Me](#)
- [Mentions](#)
- [Comments](#)
- [Universe](#)

[People Near Me](#)

[Friends](#)

[Visited Places](#)

[Placemarks](#)

[Messages](#)

[Account Settings](#)

garrettmurray
[View my profile](#)

Privacy: **PRIVATE**

Only your friends can see your checkins and posts at full accuracy.

Invite your friends (10)
(or) [Send them a invite](#)

What's

Me & My Friends

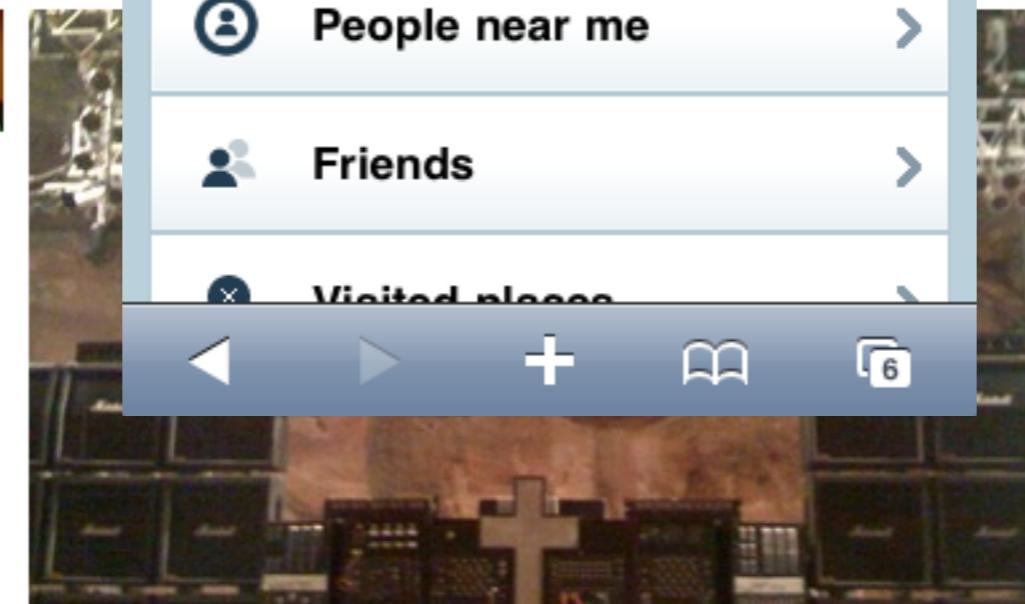


You're checked in @

...



s Universe

**Search & check in****What's happening?****Post notes & photos****People near me****Friends****Visited places**

BRIGHT KITE

Brightkite on your phone

Post photos and notes from any phone. [Get started now.](#)

Browse the mobile site at:
m.brightkite.com

On your iPhone, visit:
i.brightkite.com

[Text message starter guide](#)
[Mobile email guide](#)

Active Friends

- wishingline**
38 minutes ago @
Toronto, ON, Canada
- joshualane**
about 7 hours ago
Francisco, CA, US
- WanderingMatt**
about 18 hours ago @ Issaquah, WA
- chipd**
about 19 hours ago @ Red Rocks
Ampitheatre
otseabardnya
oige suund Oi siude
qqe baaq @ oige suund Oi siude
qqibid

the maniacal rage podcast

with Garrett Murray & Shawn Morrison

THE LATEST EPISODE!

Carrier 8:23 PM

MRTV

Episode 31:

Info: Well, guess what? Podcast w/ me and marshmallows... trust us??

Maniacal Rage TV
with Garrett Murray and Shawn Morrison

MRPC: Episode 31 9/3

MRTV: Episode 5 5/13

archives | contact

We Put the "Funny" in Funny

The Maniacal Rage Podcast is off limits, nothing is too obscure and nothing is off limits, nothing is fact, but we're having scientists look into it).

You can [read more](#) about it!

MRPC: Episode 30 4/7

MRPC: Episode 29 2/20

MRTV: Episode 4 1/20

MRPC: Episode 28 1/1

MRTV: Happy Holidays 12/19

MRTV: Episode 3 11/26

TV Episode 5

TV Episode 4

Holiday Greeting

TV Episode 3

TV Episode 2

Download MP3

Discuss this episode

Permalink

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MANIACAL RAGE PODCAST & TV

RESOURCES



iPhone Dev Center

[Log in](#)

Downloads

- iPhone SDK
- iPhone SDK Readme
- iPhone SDK Agreement



Getting Started Videos

Watch Apple experts discuss everything from getting started with the iPhone SDK, to using the development tools and technologies necessary to create applications for iPhone. Certain videos are only accessible to enrolled iPhone Developers in the Standard Program.

- Introduction to the iPhone SDK
- iPhone Development Tools Overview
- iPhone Application Development – Getting Started
- iPhone Application Frameworks – In Depth
- iPhone Graphics and Media Overview
- Using iPhone Features in Your Application

- User Interface Design for iPhone Applications
- Key Practices for iPhone Application Development
- Leveraging iPhone Location, Acceleration, Orientation, and System Information
- iPhone SDK for Web Developers
- Publishing on the App Store



Getting Started Documents

Read about the tools, frameworks, development best-practices, and design methods for creating your iPhone application.

- iPhone OS Overview
- Tools for iPhone OS Development
- Learning Objective-C: A Primer

- Creating an iPhone Application
- iPhone OS for Cocoa Developers
- Frequently Asked Questions

Registered iPhone Developers can log in to access the resources of the iPhone Dev Center.

[Log in](#)

Not a Registered iPhone Developer?
[Start now](#) ▶



Download the iPhone SDK

[Download now](#) ▶

iPhone Developer Program

The fastest path from code to customer.
[Apply now](#) ▶

Already applied to the Program?
We are currently processing your enrollment application and will be contacting you soon.

HTTP://DEVELOPER.APPLE.COM/IPHONE

**MOBILE
DESIGN**

W3C Mobile Web Test

I'm glad to see that someone finally put this together. Though I think that the test **greatly misses the mark** to providing designers and developers with a helpful tool for testing the capabilities of WAP 2.0 browsers.

For example, of all the CSS2 tests to run, min-width would probably be the last I would run. What about just seeing if the browser supports the Cascade of Cascading Stylesheets.

This test seems to be targeting the capabilities common of desktop grade browsers. And if that is the case, why not just run the [ACID2 test?](#)

[Read](#) added 4 days ago [Permalink](#)

From the BBC: Does Size Matter?

Ashley Highfield of the BBC asks, "do people want to consume a lot of information on a 3"x2" screen?"

Good question. I think so. If it is context to what they are doing, or adds value to the moment, then people will go to incredible lengths and overcome significant hurdles to access content that helps them in that instant. In that instant, size does not matter, the information does.

But Ashley continues to ask "But if the tide is starting to turn to mobile-IP, what devices will win? Mobile phone, e-readers, £100 Linux laptops, or full blown notebooks?"

About Mobile Design

Mobile Design is one of the largest communities of visual, interaction and web designers for mobile devices in the world.

Whether looking to start out in mobile, or just connect with others, this site is for you.

Join the Discussion

Subscribe to the Mobile Design discussion group on Yahoo!

Contributors

Mobile Design is seeded by the members of mobile design community. If you are interested in contributing get in touch with us.

Current Contributors

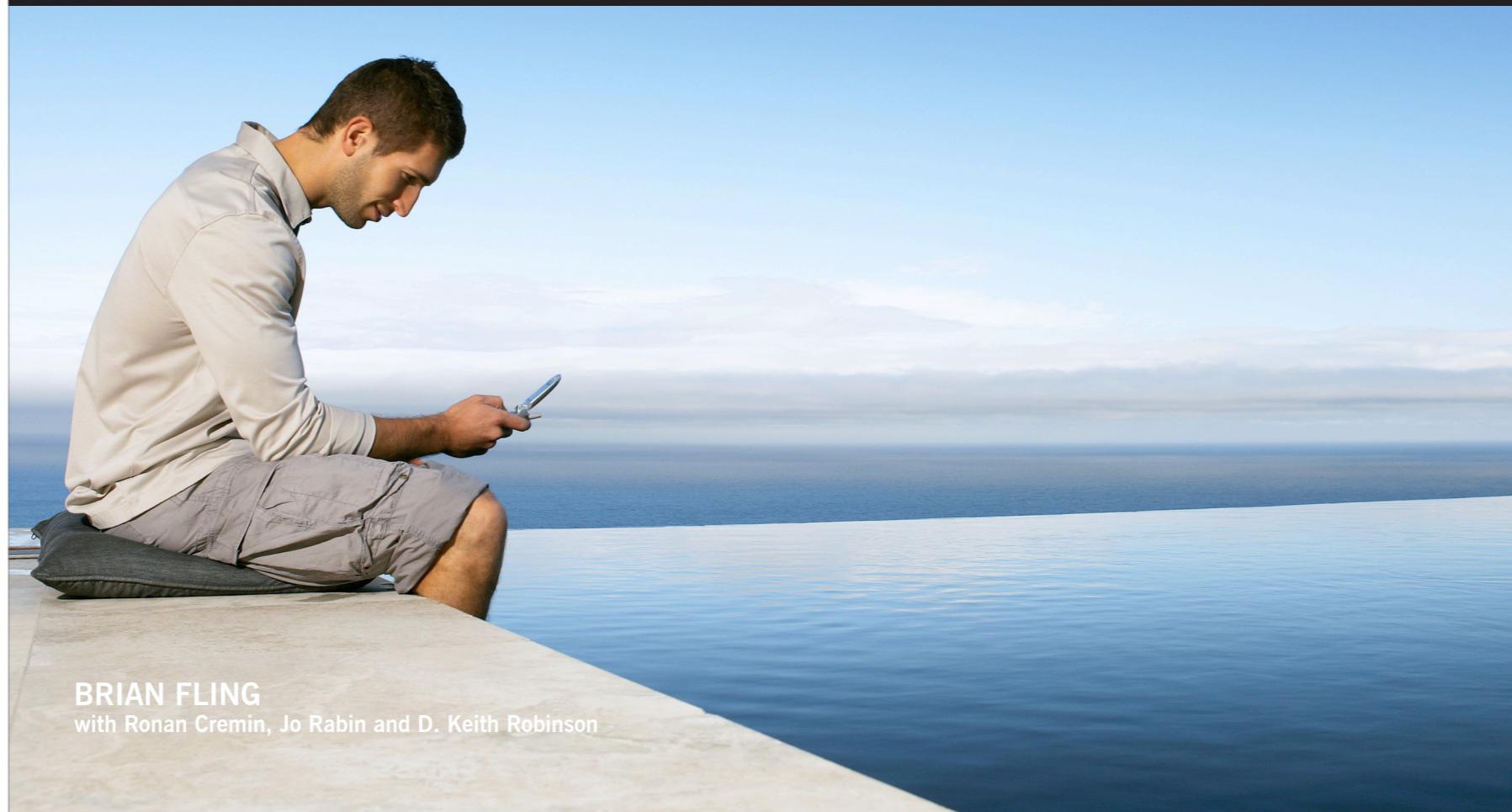
- Brian Fling

HTTP://MOBILEDESIGN.ORG



Mobile Web Developers Guide

Part I: Creating Simple Mobile Sites



BRIAN FLING

with Ronan Cremin, Jo Rabin and D. Keith Robinson

HTTP://DEV.MOBI

**THIS PRESENTATION WILL BE
AVAILABLE LATER TODAY AT:**

<http://garretmurray.net/presentations/web20>

THANKS FOR COMING

You're all my best friends now. For reals.

Q&A

If I don't know the answer, I'll lie.



Garrett Murray

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Web: <http://garrettmurray.net>

Blog: <http://maniacalrage.net>