How mobile-friendly is your organization’s website?

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#swxmobile
Mobile Landscape

Native Apps

Mobile Web

SMS
How mobile-friendly is your organization’s website?

- Mobile Optimized Web
- Custom Mobile Web
Mobile Optimized Web
Optimizing the desktop experience for mobile devices

It is critical that you optimize your current site for mobile devices:

- There are too many different devices to easily provide a consistent custom experience
- Even with a custom mobile experience, users may still prefer the existing desktop site
- Many practices in optimizing mobile will improve performance of your current site

It is ideal to use responsive design practices from the onset

- W3C “One Web”
- **Device Detection** – You can use device detection to provide a mobile optimized experience.

- **Light Weight** – HTML5, CSS3, and caching through a CDN will help.

- **System Text** – Make sure all text is system text (HTML) rather than images.

- **Replace Flash** – Replace flash elements with HTML5/CSS3, or even just static images.

- **No Pop-Ups, Hover States or Overlays** – Poor/unsusable experience with mobile

- **Mobile Capabilities** – Take advantage of native functionality using HTML5 and JS:
  - Maps
  - Push to call
  - Native keyboards
  - Touch events/Gestures (swiping)
  - Create a home screen icon
Custom Mobile Web
### Custom Mobile Web

- Provides a rich, custom design experience for the mobile interface
- Targets a larger audience than native applications
- Can be designed and developed to look like a native app
- Better capabilities of managing content
- Provide the ability to access the desktop version (and remember selection)

### Touch Devices
- Faster load times
- More support for rich graphic presentations
- Enhanced functionality (swiping, zoom, etc.)
- Designed for touch
- Content structure can go deeper

### Non-Touch Devices
- Slow load times
- Limited support for rich graphics
- Limited functionality
- Designed for scrolling and clicking
- Content structure needs to be very shallow

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**How mobile-friendly is your organization's website?**
Does your CMS support custom mobile presentation?

- Many have the ability to create a unique publication for a mobile channel
- Changes on to the desktop site will filter to the mobile publication
- Some have plugins that enable a mobile interface
  - Help with reduction in testing complexities
  - Increases the complexity of implementing a truly custom interface and functionality

Avoid creating a mobile channel that is not tied into your main content source

- Content on your mobile site should be the same as your desktop site
- Any content that is searchable should be accessible through your mobile experience
Implementation
Devices \(\times\) Networks \(\times\) Browsers

- **Devices**
  - Check metrics to see which mobile devices are hitting your current site

- **Networks**
  - Domestic and international networks

- **Browsers**
  - Do you want to support non-standard browsers?

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Graceful Degradation:
- Created for the optimal experience and degrades to accommodate deficiencies
  - Optimal if you are targeting only more sophisticated devices
  - This option works well for content sites, marketing sites, luxury sites, etc.
  - Ideal if your goal is to be cutting edge, providing a very rich interactive experience

Progressive Enhancement:
- Created for the lowest common denominator and enhancing for advanced capabilities
  - Optimal if you targeting as many device types as possible
  - Works well for web applications
  - Can reduce the required effort for testing and coding per device
  - Ideal if your goal is to have a consistent experience regardless of device
Testing is by far one of the biggest challenges for any mobile initiative.

- Acquiring hardware for testing can be very costly
- There is limited commonality between the hundreds of device types
  - Screen resolution
  - Font treatments
  - Operating system differences

Solutions:

- Use your analytics to target the top 10 devices currently hitting your desktop website
  - This will most likely address up to 90% of your user base
- Additional testing can be accomplished in an iterative fashion after launch
- Use emulators or testing services for the majority of testing (Device Anywhere)
  - Final testing should performed on actual hardware
- If you can use a mobile plugin, a lot of the testing has already been accomplished
Resources
W3C:
- The Web & Mobile Devices: http://www.w3.org/Mobile/
- Mobile Web Best Practices: http://www.w3.org/TR/mobile-bp/
- Mobile Web Application Best Practices: http://www.w3.org/TR/mwabp/

Testing:
- Device Anywhere: http://www.deviceanywhere.com/

Siteworx White Papers:
- http://www.siteworx.com/Company/Thought-Leadership/Whitepapers
  - Mobile Landscape
  - Mobile User Experience
  - Brand on the Mobile Web
  - Mobile & Brand (Forrester)

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