

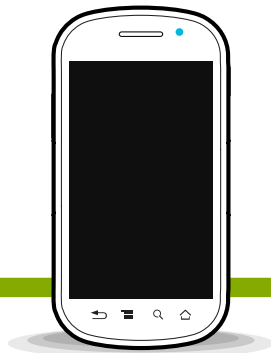
ORGANIZING MOBILE WEB EXPERIENCES



LUKE WROBLEWSKI

UIE VIRTUAL SEMINAR

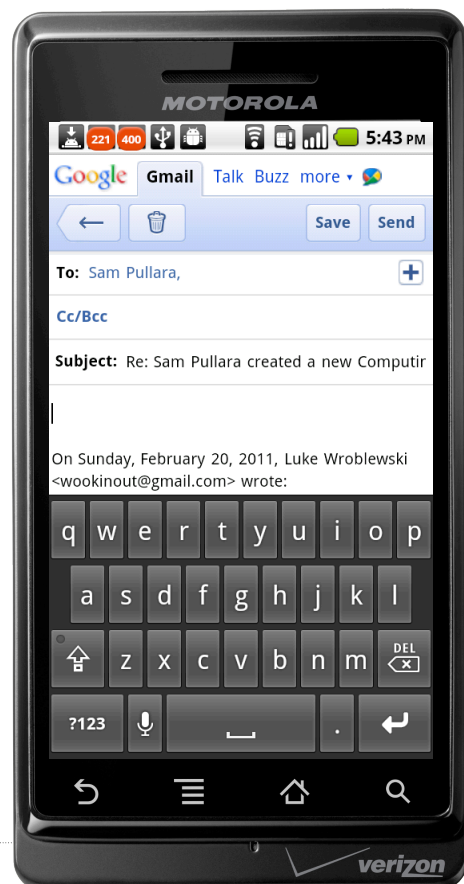
ORGANIZATION



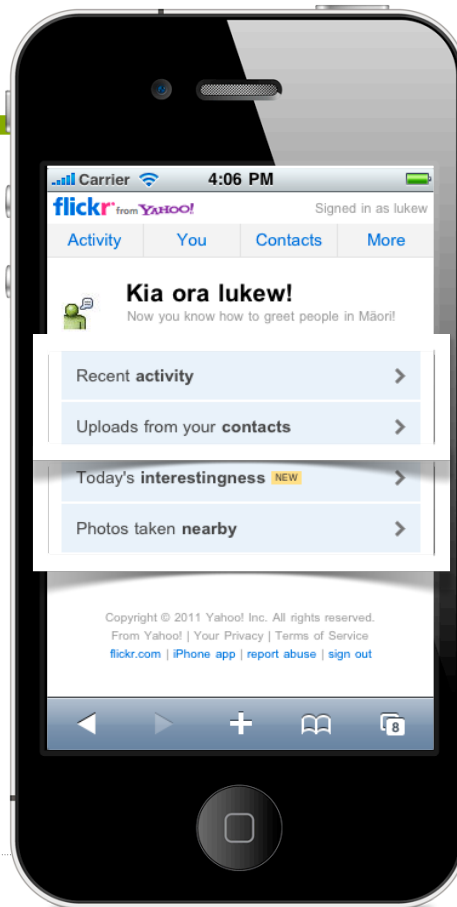
1. Mobile Behaviors
2. Content First
3. Navigation Elements



Lookup/Find
Explore/Play
Check In/Status
Edit/Create

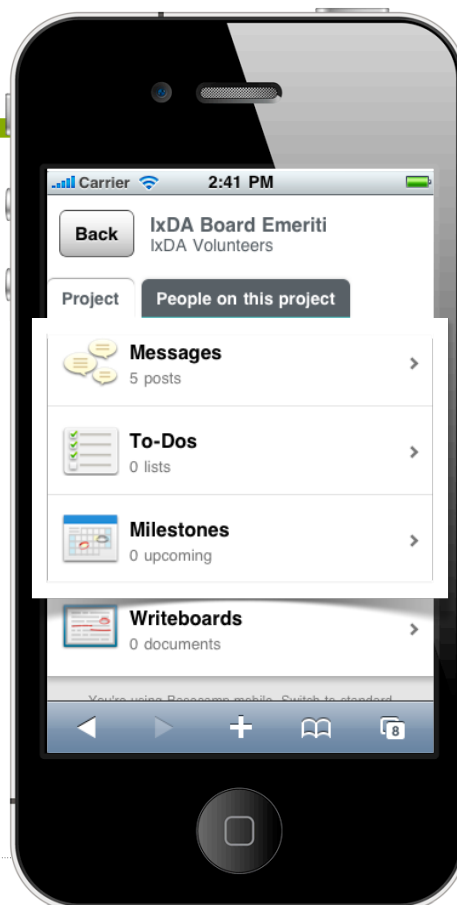


Check In/Status



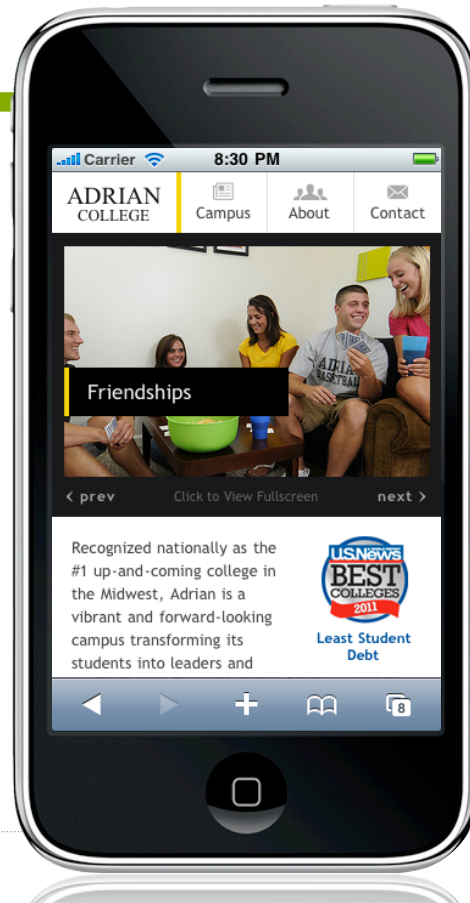
Explore/Play

Check In/Status

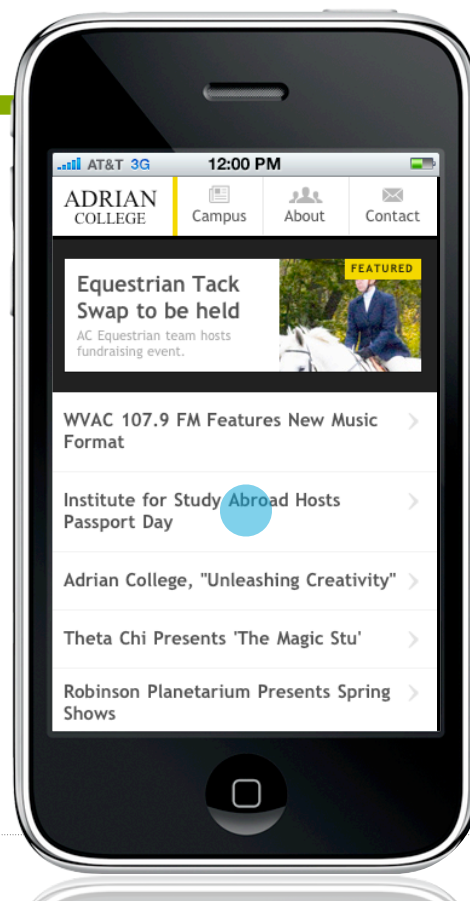


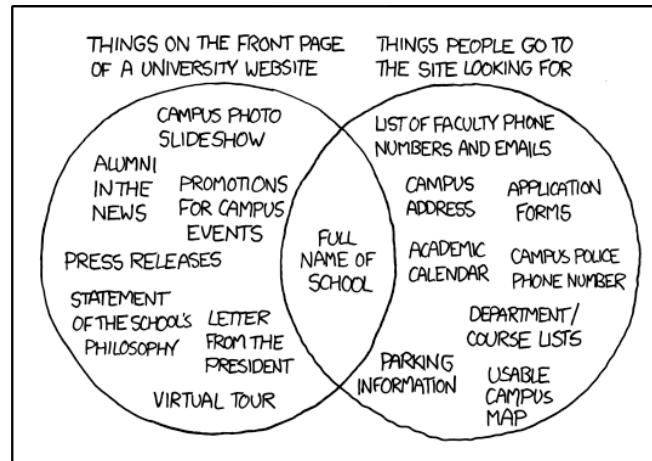
Edit/Create

Marketing



Menu





“I was looking at **the right side** of the Venn diagram I thought, ‘That looks like a lot of the current and planned content for **our mobile site.**’ I think the only thing we don’t have are the admissions application.”

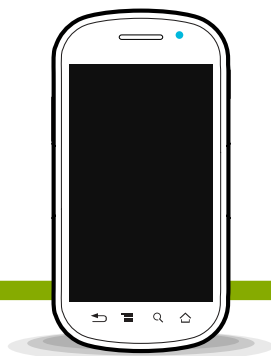
MOBILE FIRST

1. GROWTH = OPPORTUNITY
2. CONSTRAINTS = FOCUS
3. CAPABILITIES = INNOVATION

MOBILE BEHAVIORS

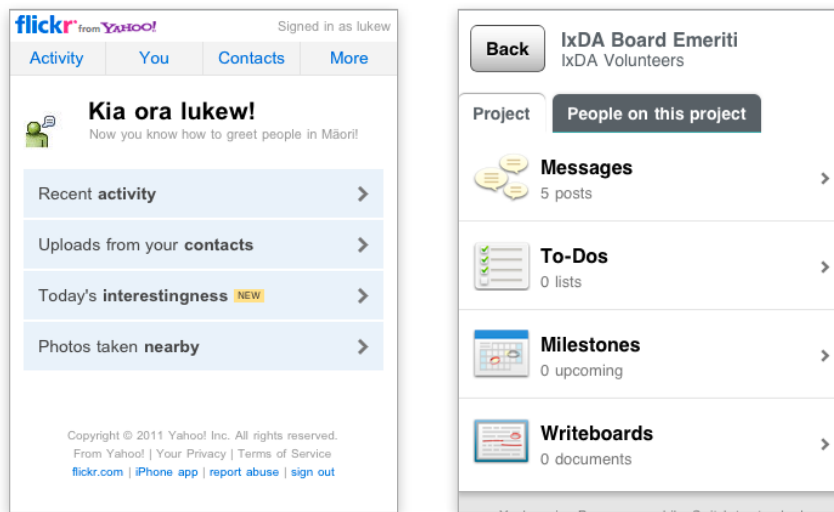
- Know what mobile is uniquely good at
- Think through how your content/services align with mobile behaviors
- Adjust site organization accordingly

ORGANIZATION

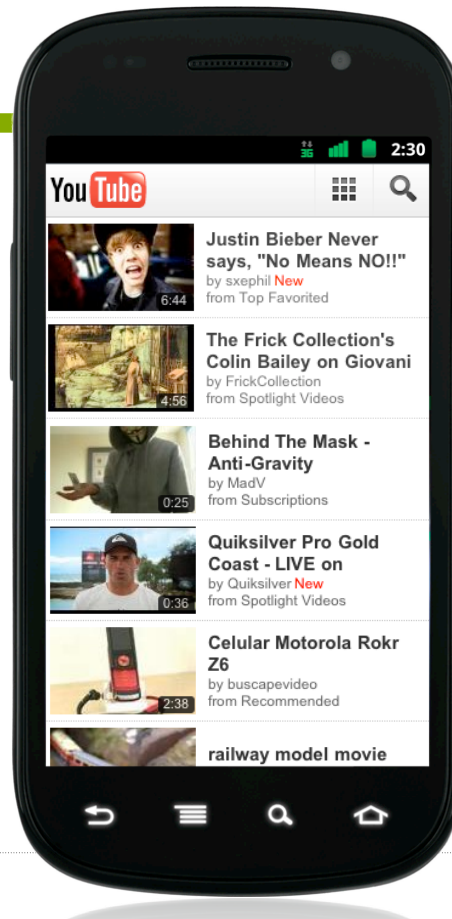


1. Mobile Behaviors
2. Content First
3. Navigation Elements

Navigation First, Content Second

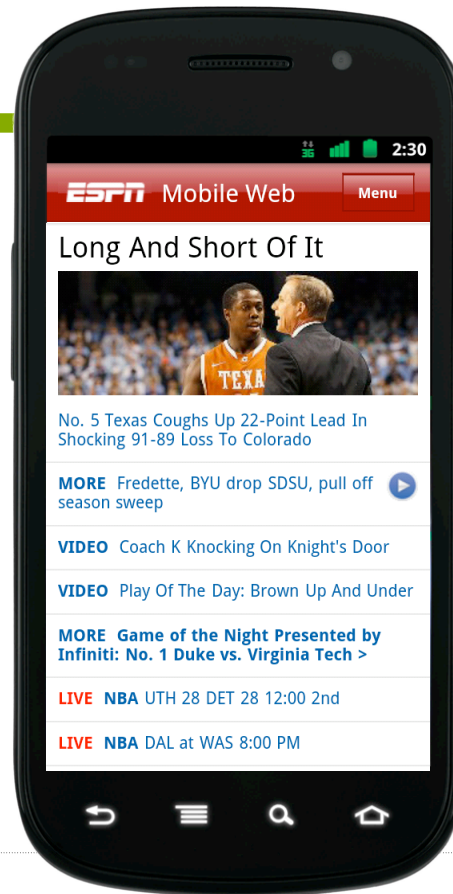


Minimal
Navigation



Maximum
Content

Minimal
Navigation



Maximum
Content

1024x768



Page Load Time

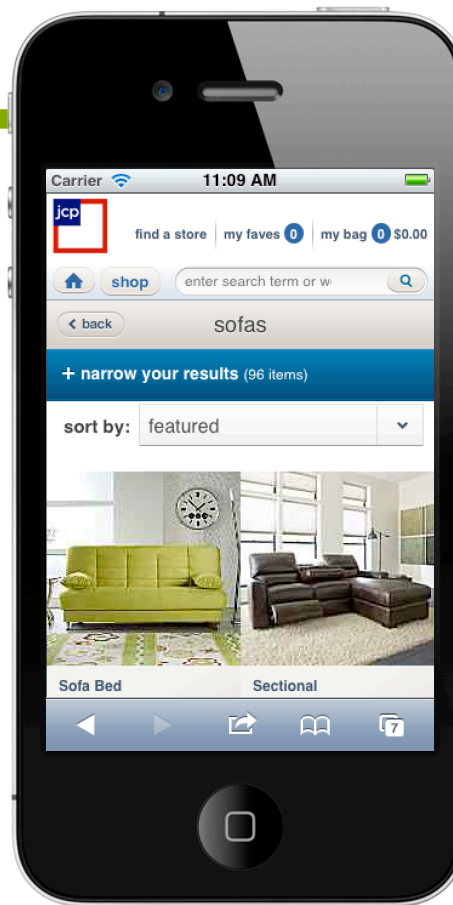
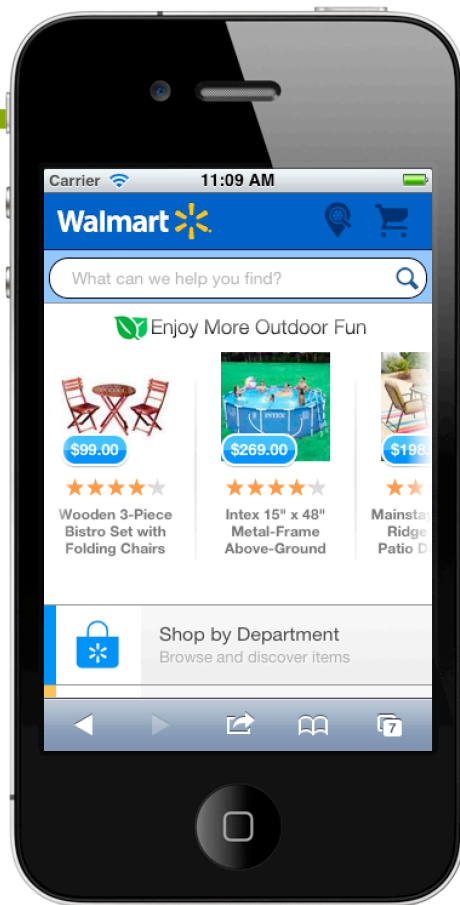
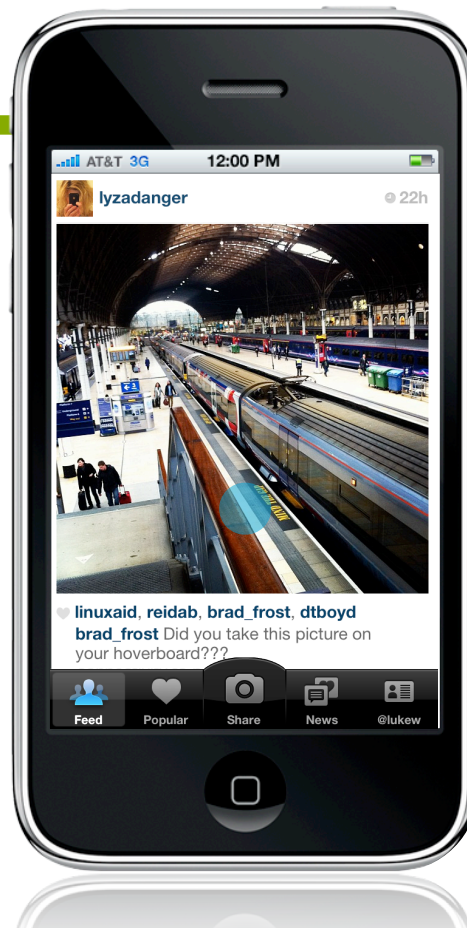
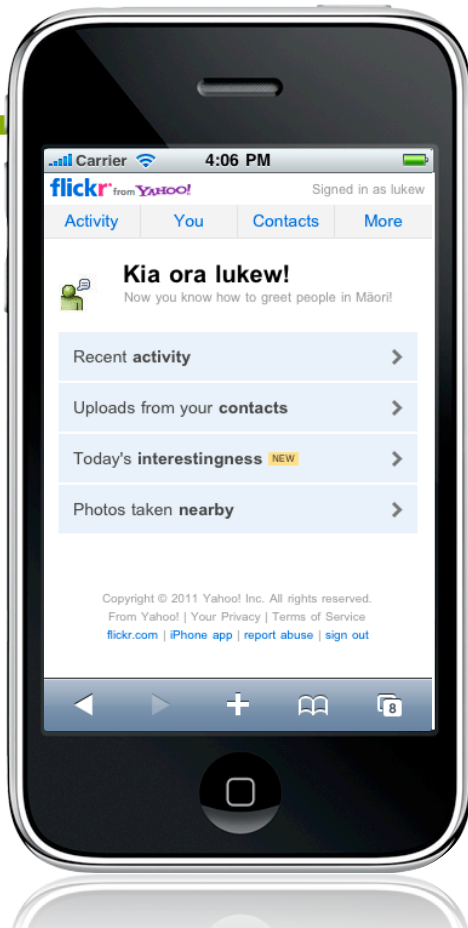
Mean Median

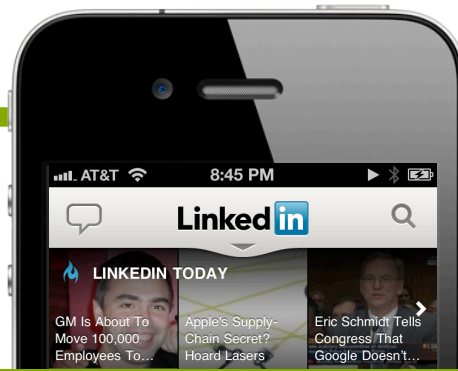
DESKTOP



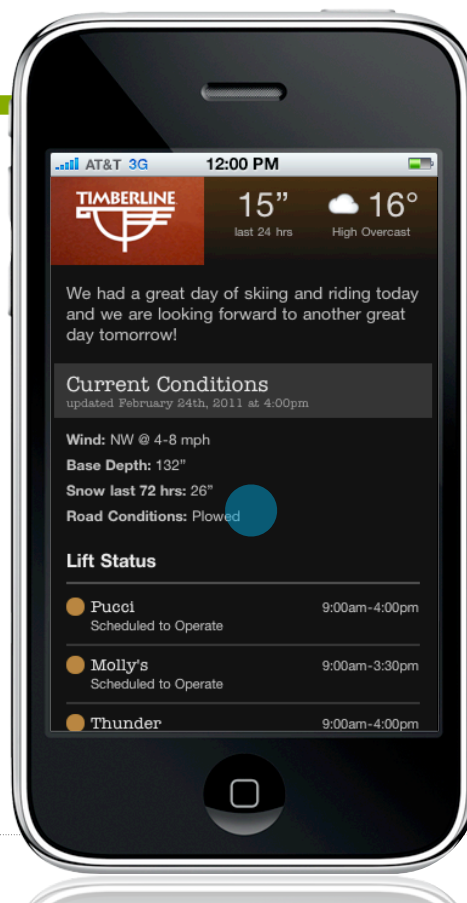
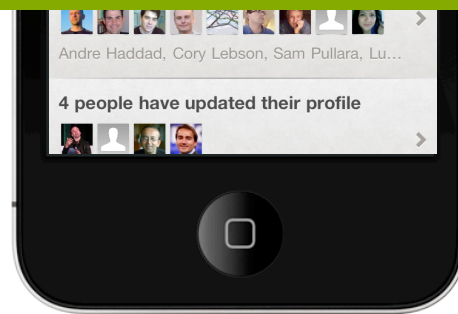
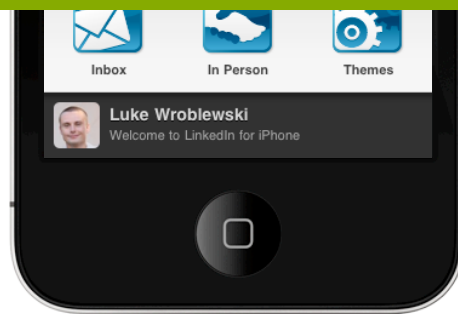
“[the] mobile experience is about 1.5x slower than desktop experience.”





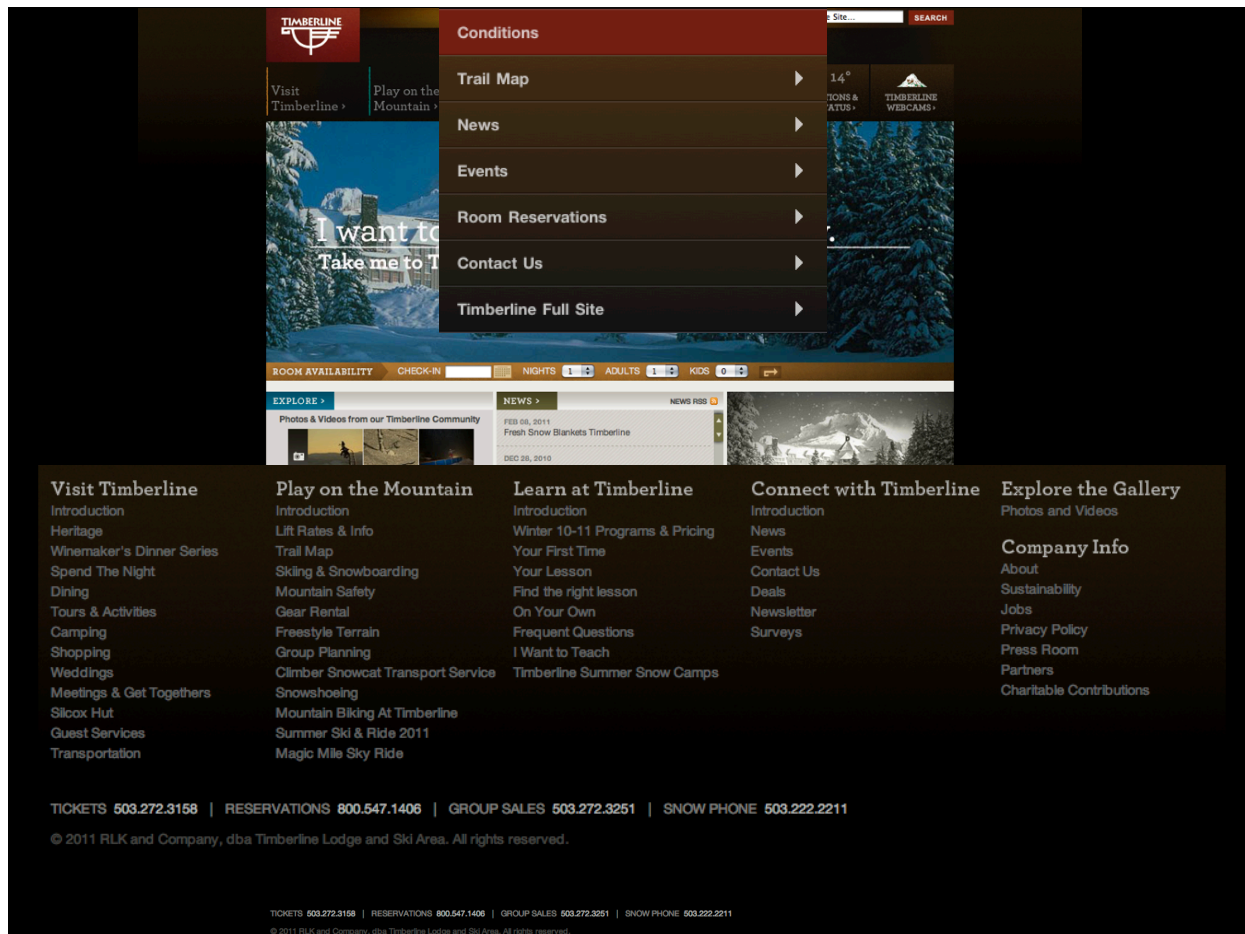


“In the new app, we present **relevant content up-front** and instantly notify users of new invitations and messages. In other words, we remove the friction of a dashboard and provide **immediate value on app launch.**”



Check In/Status

Navigation
Second



@wito
Mat "Wito" Marquis

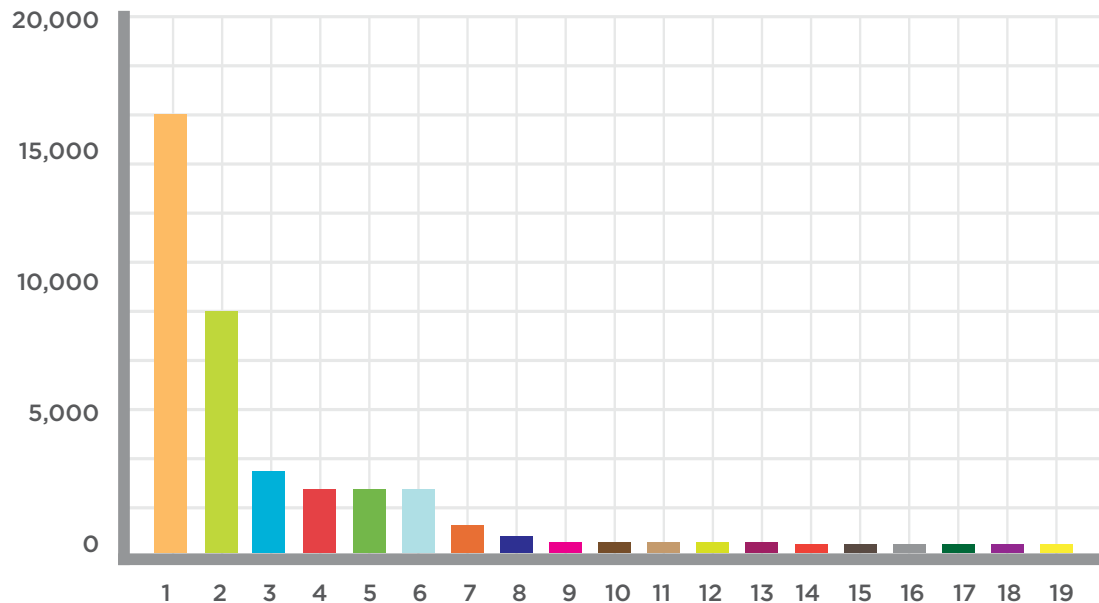
“Mobile users want to see our menu, hours, and delivery number. Desktop users definitely want this 1mb png of someone smiling at a salad.”

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759 of 759 flights shown – round-trip

Price*	Airline	Takeoff	Landing	Stops (Duration)
\$259 select	Alaska Airlines	OAK 6:30a → PDX 8:10a	PDX 6:30a → OAK 8:15a	0 (1h 40m)
				0 (1h 45m)

4 sites [details](#) [remember](#)

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Stops Best

- ☒ nonstop **\$259**
- ☒ 1 stop **\$270**

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“Kayak is now consciously taking design cues from its recently updated iPad and iPhone apps”

Airlines
select all | clear Best

- ☒ Alaska Airlines **\$259**
- ☒ American Airlines **\$269**
- ☒ Delta **\$418**
- ☒ Hawaiian Airlines **\$1315**
- ☒ JetBlue Airways **\$388**
- ☒ Northwest **\$981**
- ☒ Southwest **Info**
- ☒ United **\$1364**
- ☒ US Airways **\$304**
- ☒ Multiple Airlines **\$284**

\$269
select

AA.com

Airline	Takeoff	Landing	Stops (Duration)
American Airlines	OAK 6:30a → PDX 8:10a	PDX 6:30a → OAK 8:15a	0 (1h 40m)
			0 (1h 45m)

4 sites [details](#) [remember](#)

\$270
select

Alaska Airlines

Airline	Takeoff	Landing	Stops (Duration)
Alaska Airlines	OAK 7:00a → PDX 10:50a	PDX 8:20p → OAK 10:05p	1 (3h 50m)
			0 (1h 45m)

4 sites [details](#) [remember](#)

\$270
select

Alaska Airlines

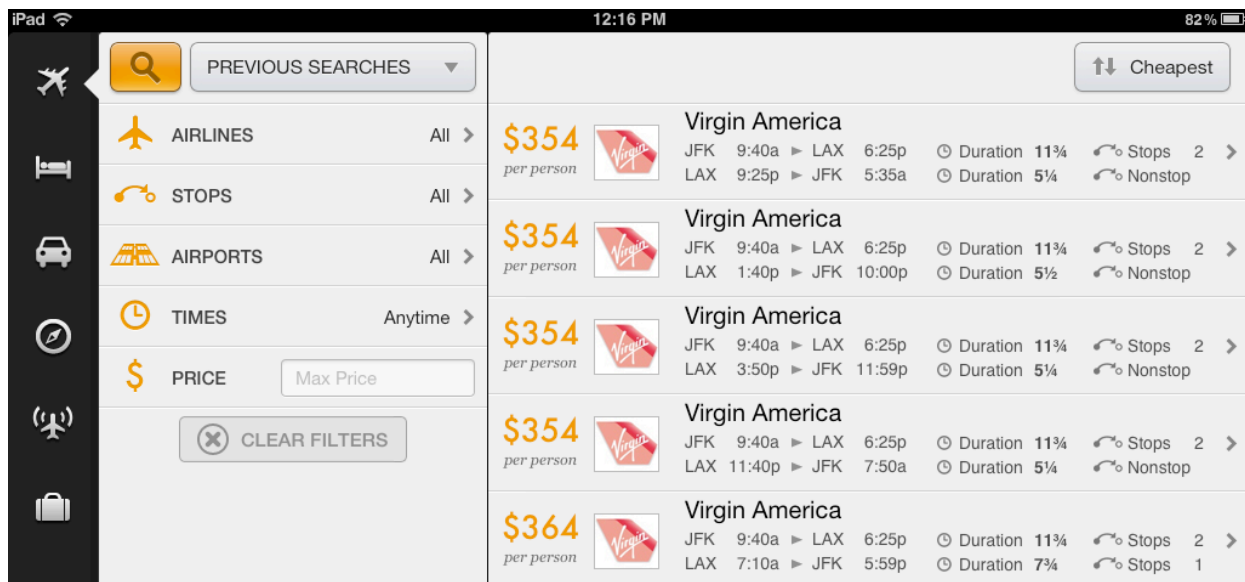
Airline	Takeoff	Landing	Stops (Duration)
Alaska Airlines	OAK 7:00a → PDX 10:50a	PDX 6:30a → OAK 8:15a	1 (3h 50m)
			0 (1h 45m)

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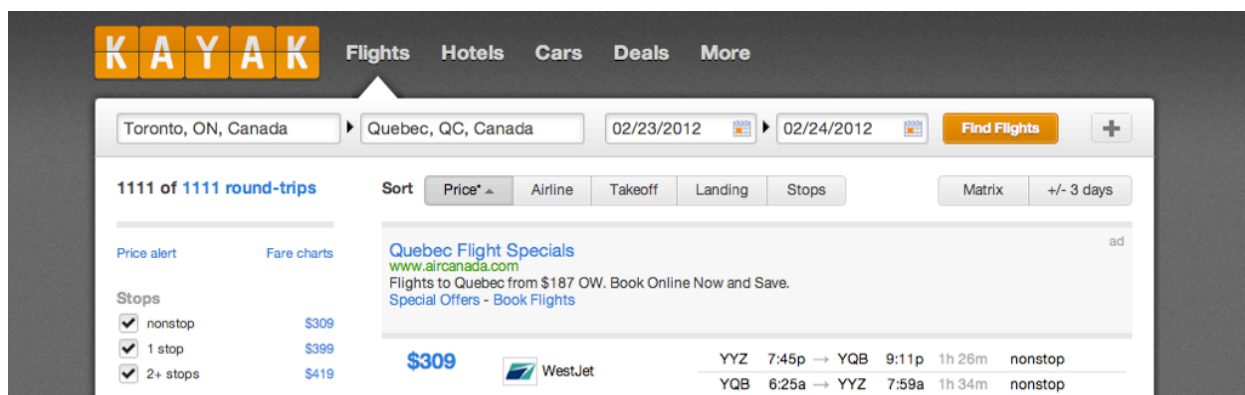
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“The goal in making the site more like a mobile app is to shed unnecessary details and simplify”

Source: <http://gigaom.com/2012/01/30/why-kayak-prefers-mobile/>



“If something is on the screen and people aren’t clicking on, we remove it”

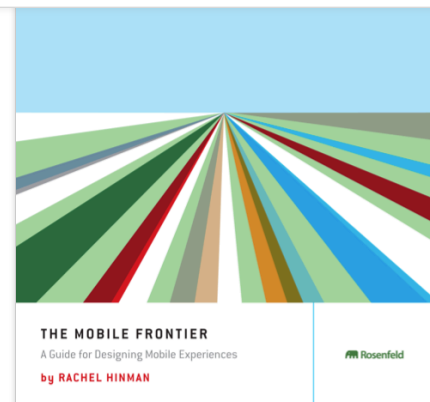


My Navigation is Deep & Wide

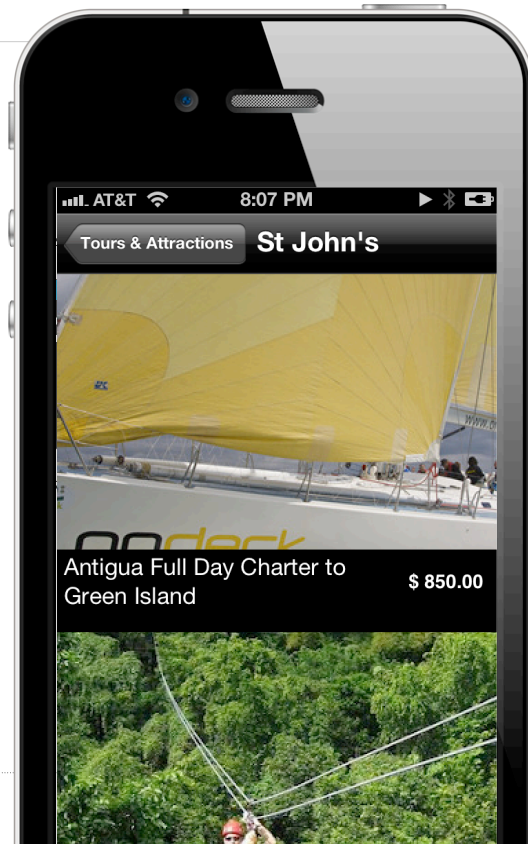
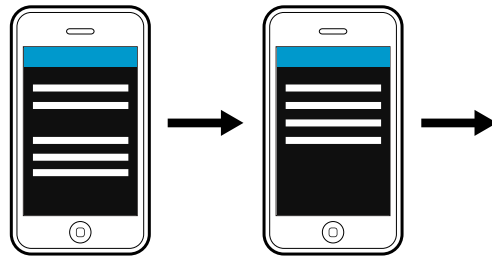


“How do you gradually reveal mobile experiences?”

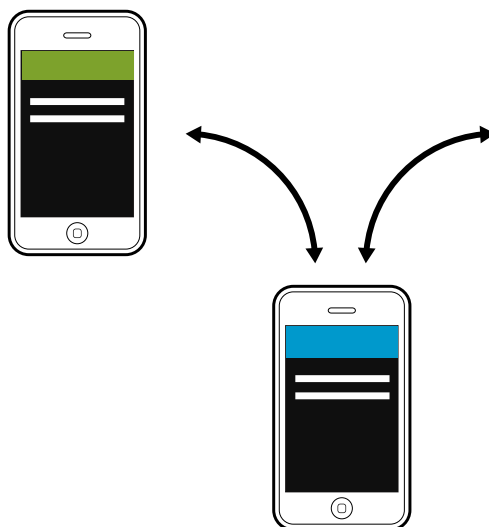
1. Nested Doll
2. Hub & Spoke
3. Bento Box
4. Filtered View



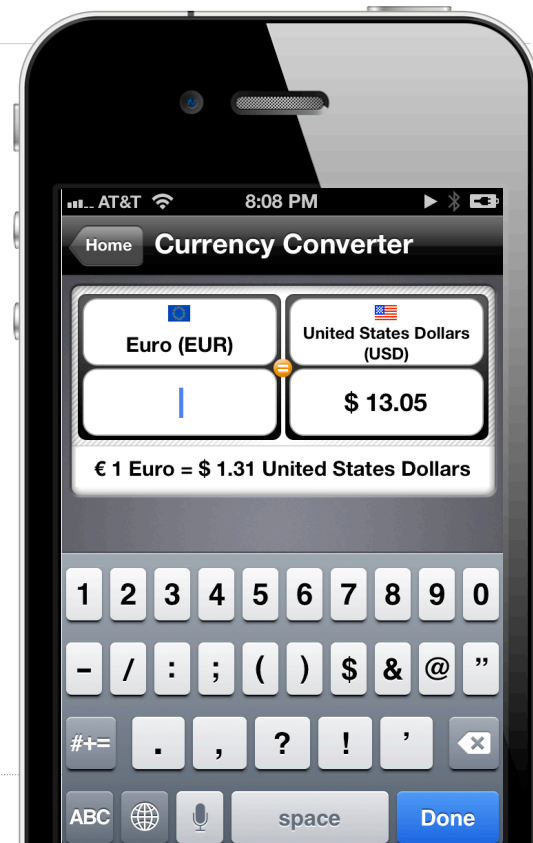
1. Nested Doll



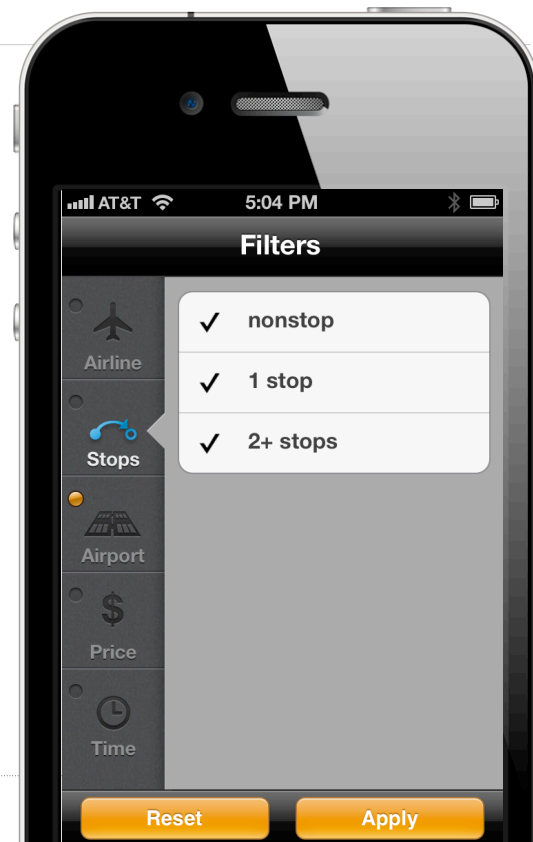
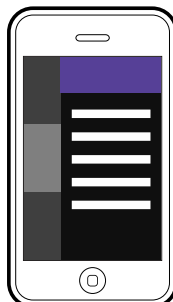
2. Hub & Spoke

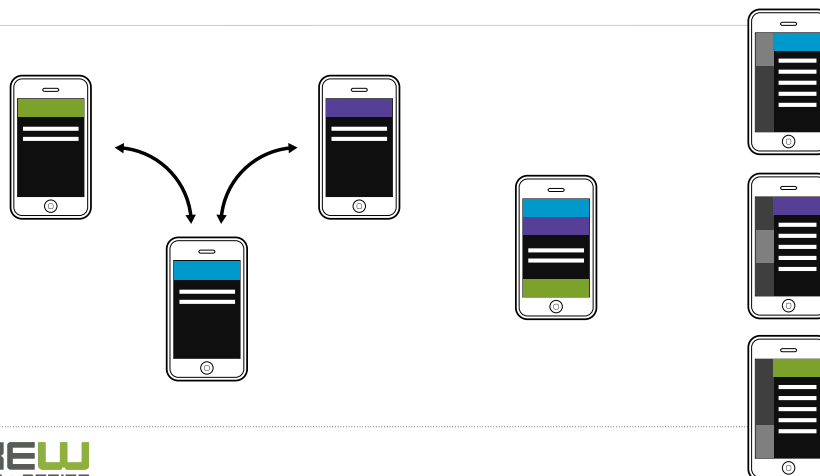
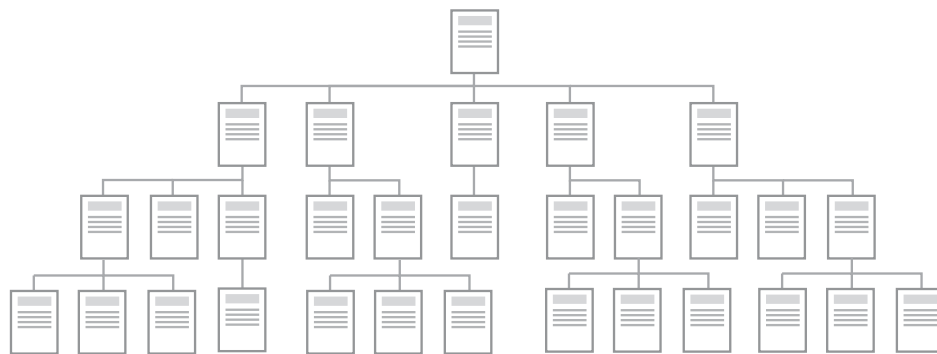
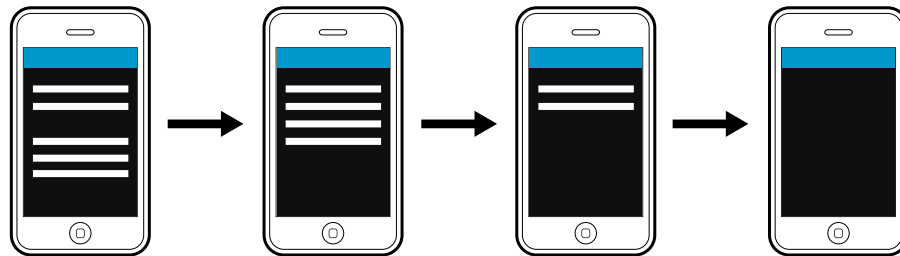
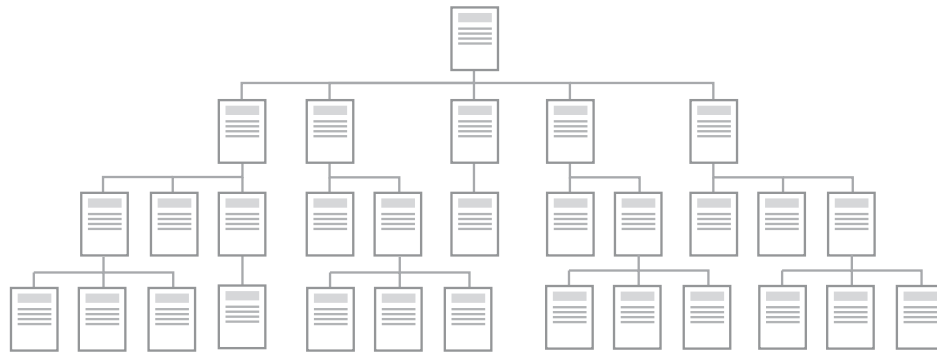


3. Bento Box



4. Filtered View

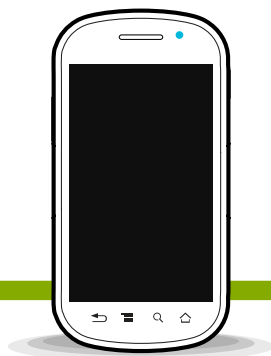




CONTENT FIRST, NAV 2ND

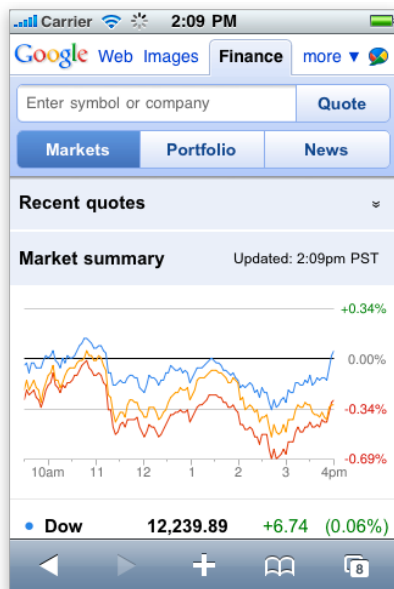
- Minimal navigation, maximum content
- Focus on what matters most
- Gradually reveal experiences

ORGANIZATION



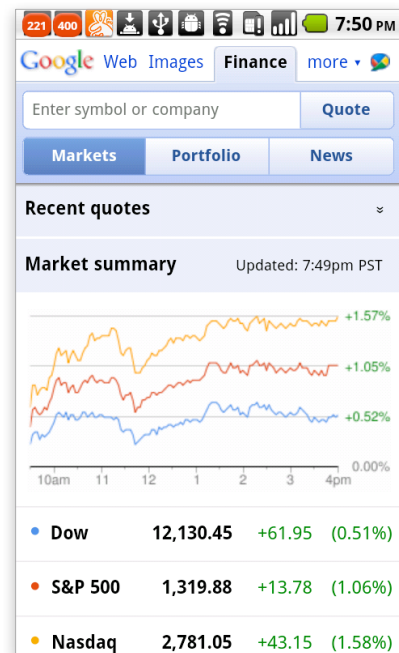
1. Mobile Behaviors
2. Content First
3. Navigation Elements

Navigation Elements

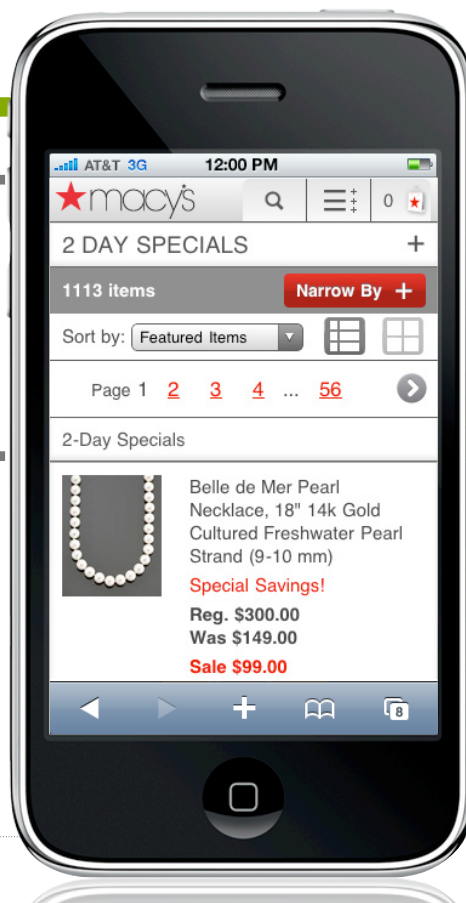


56% NAV/CHROME

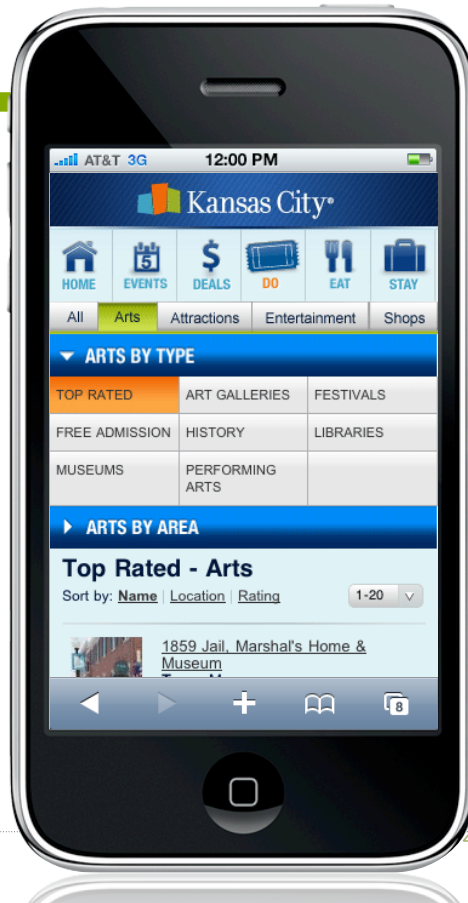
44% CONTENT



55% NAV OPTIONS

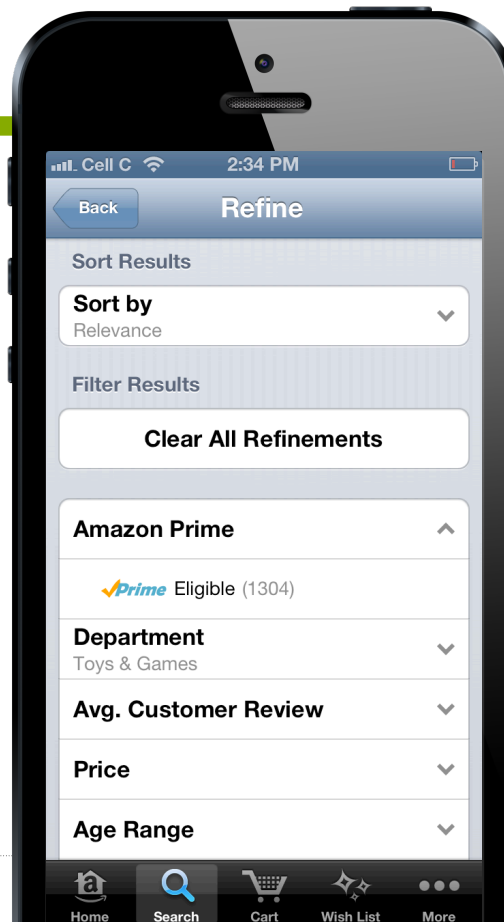


90% NAV OPTIONS



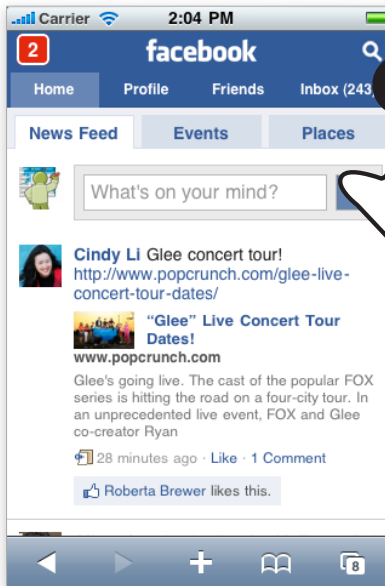
LUHEW
IDEATION + DESIGN

90% RESULTS



LUHEW
IDEATION + DESIGN

13 NAV ELEMENTS



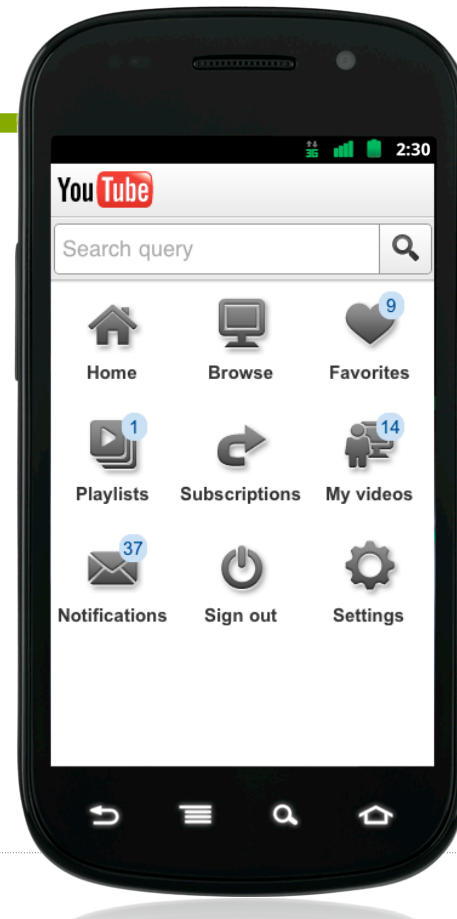
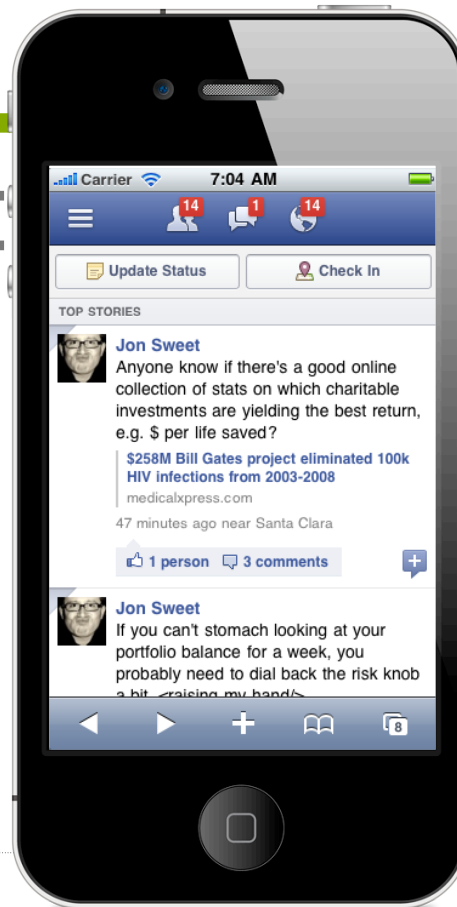
TOUCH TARGETS



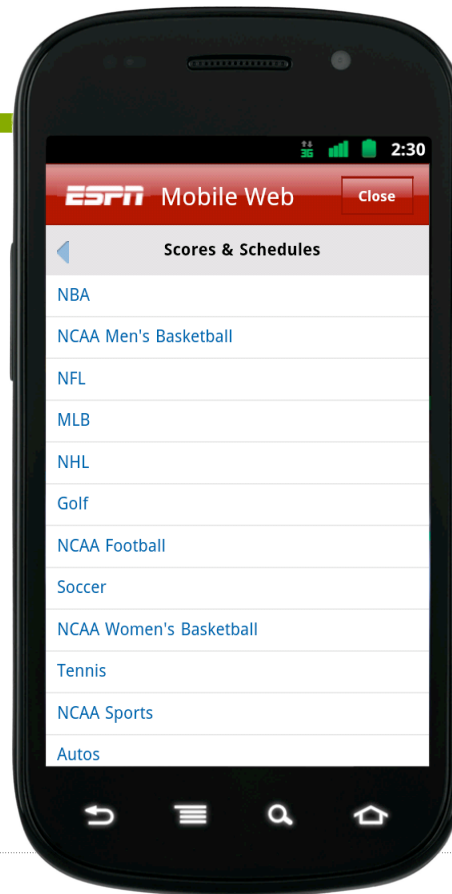
5 NAV ELEMENTS



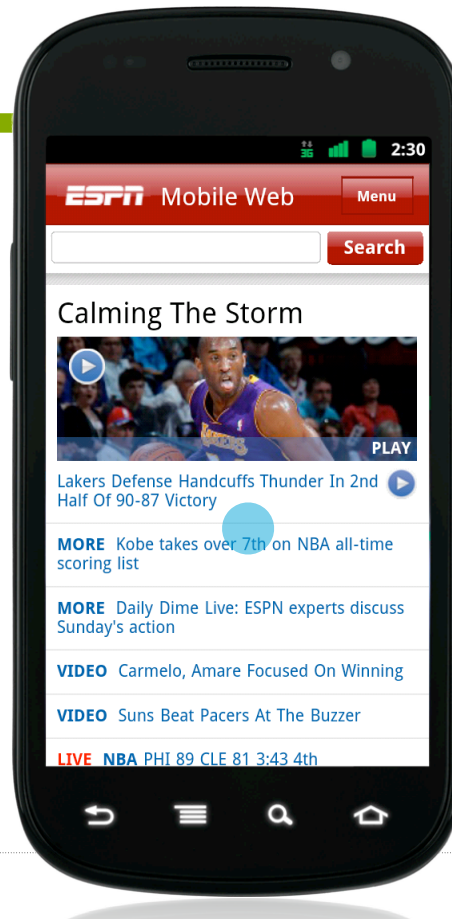
4 NAV ELEMENTS



Full Navigation Page

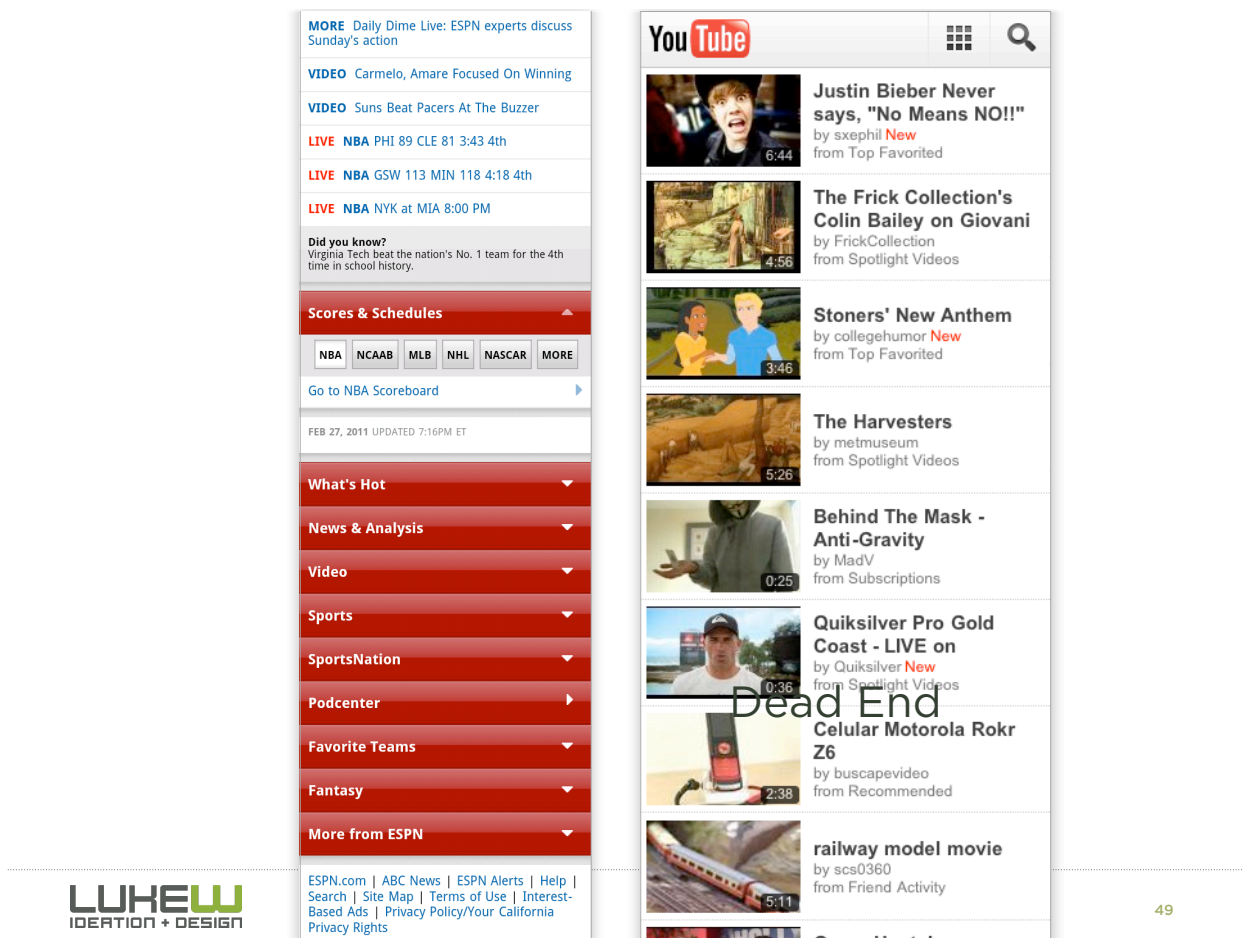


Top
Navigation
Overlay

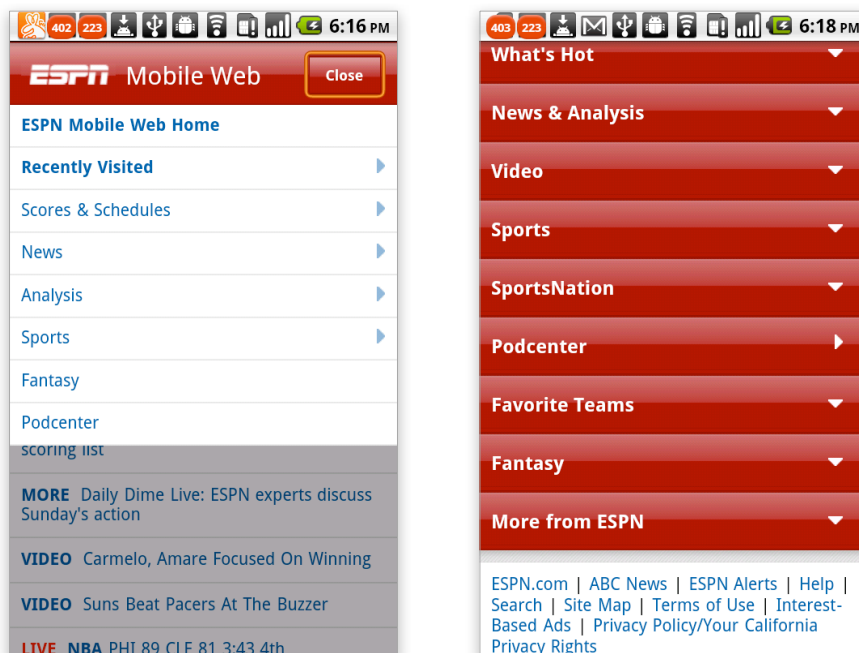


Pivot & Explore

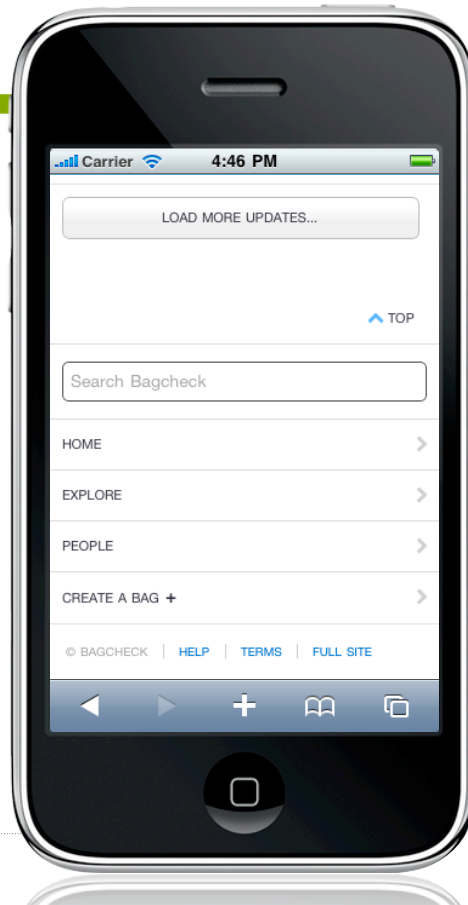
Bottom
Navigation
Menu



Duplicative Menus



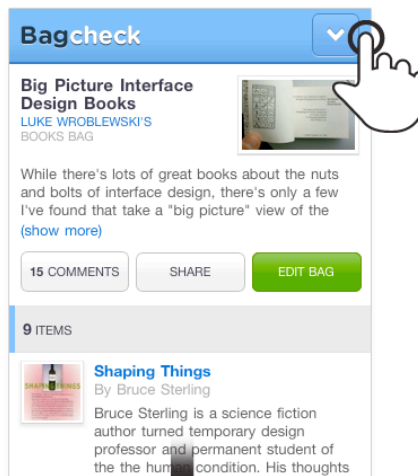
Bottom
Navigation
Menu



Top Navigation
Link

Best of Both Worlds?

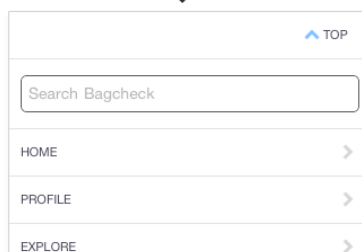
Minimal
Navigation



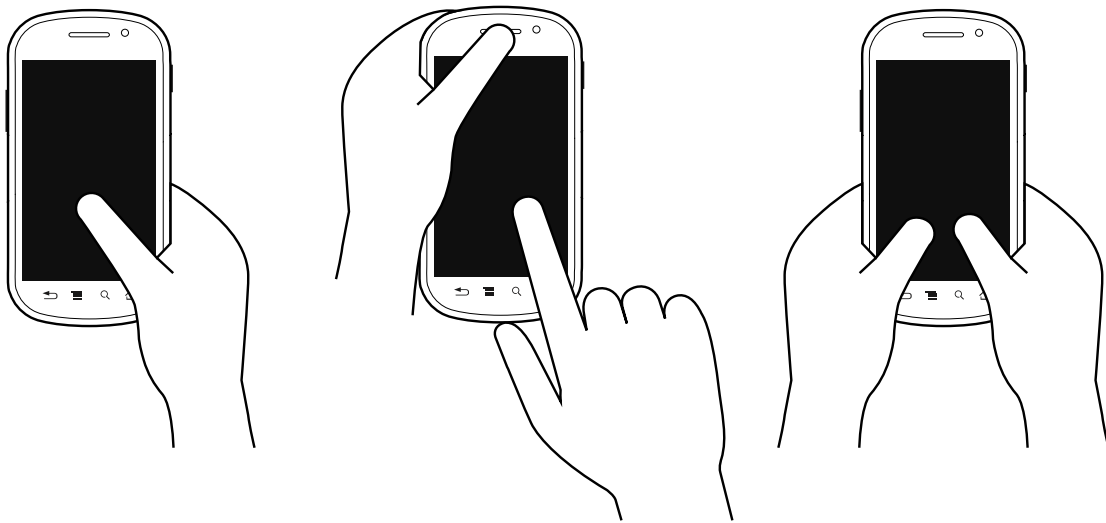
Just an
Anchor Link

No
Duplicative
Menus

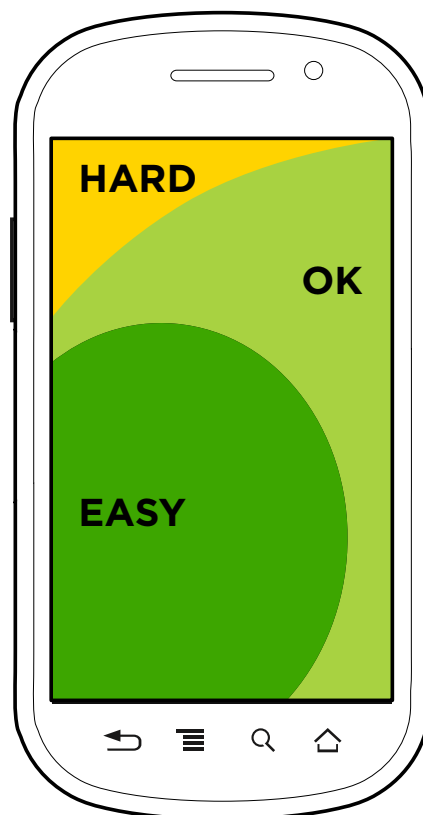
Pivot &
Explore



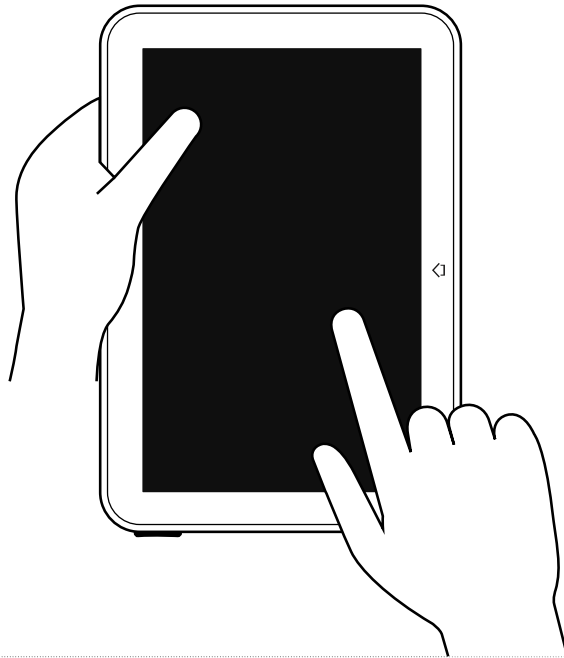
Smartphone Posture



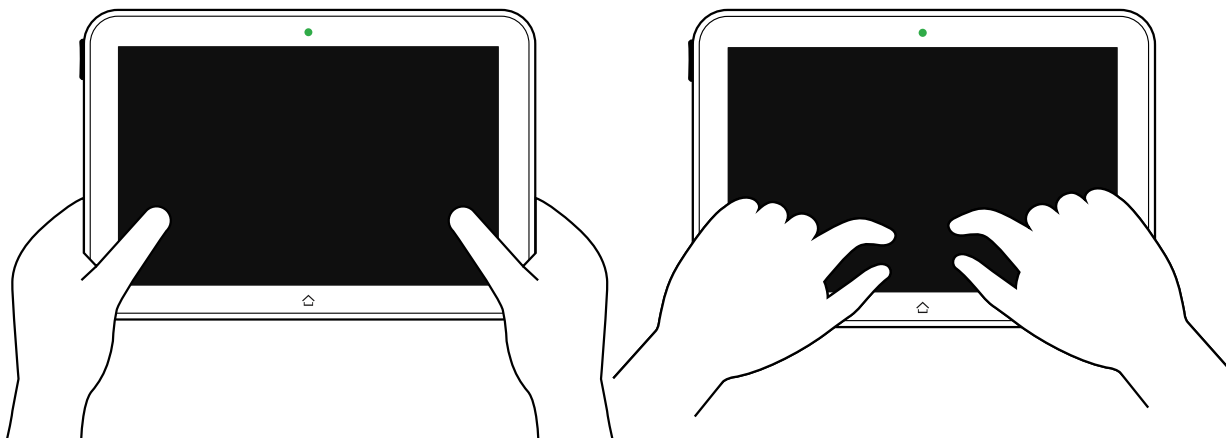
80-90% of people are right handed

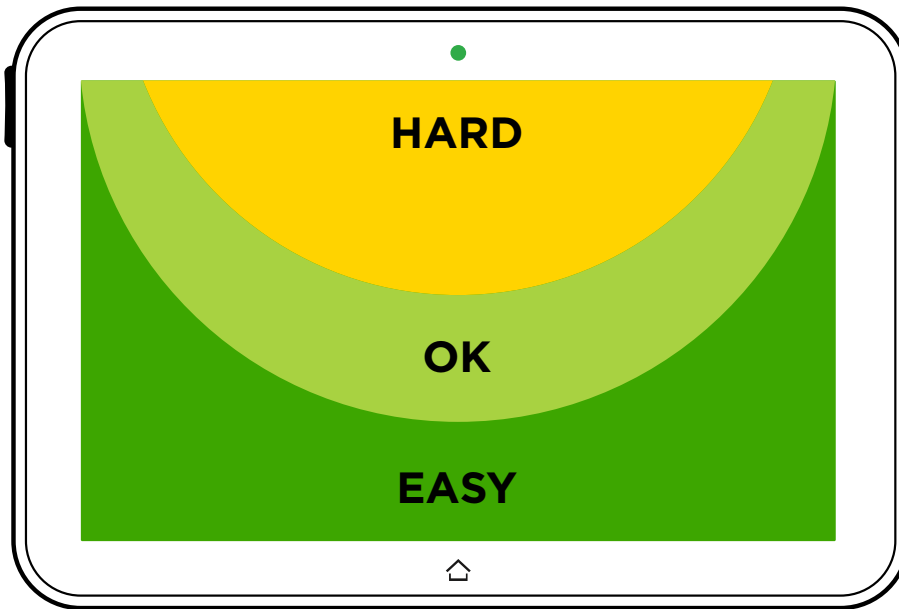


Tablet Posture

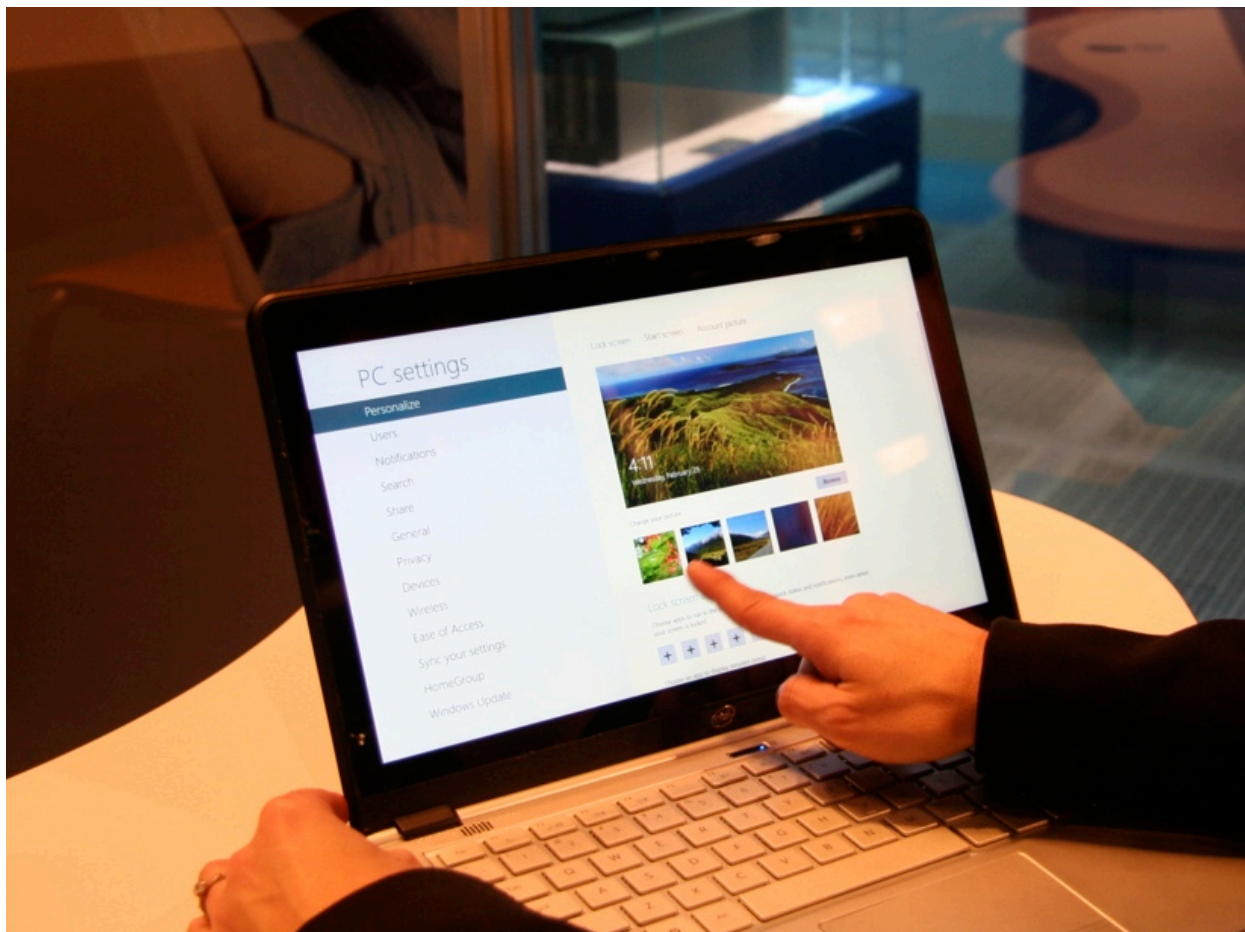
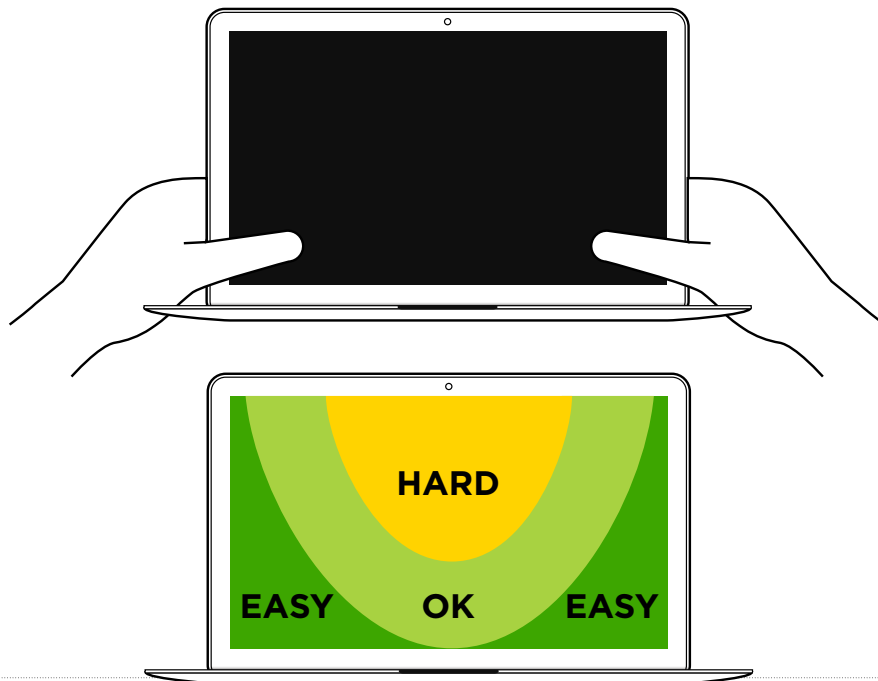


Tablet Posture

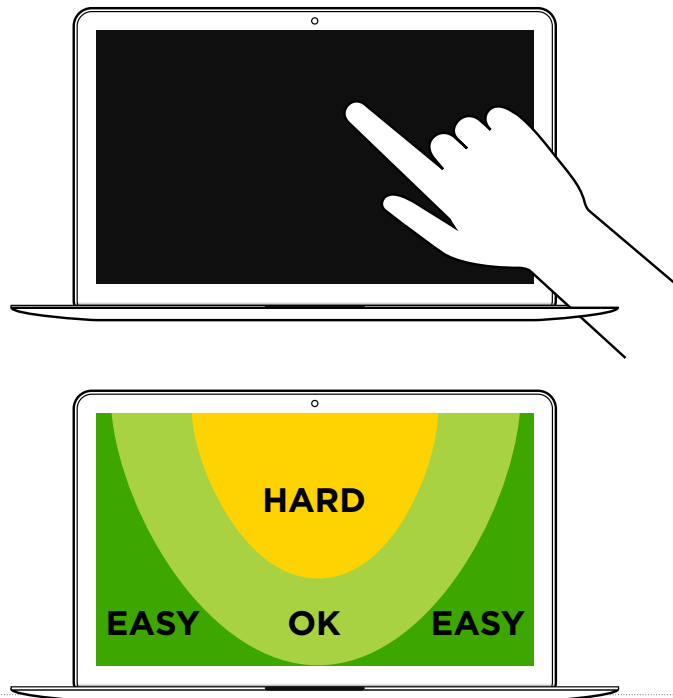




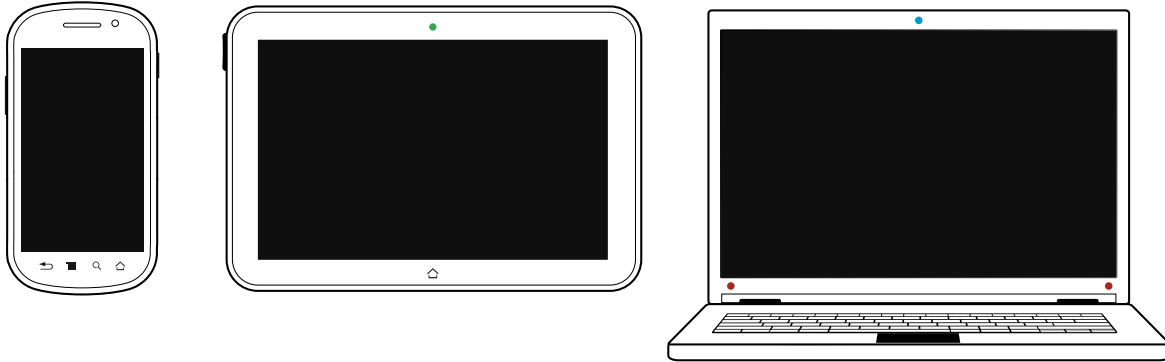
Ultrabook™ Posture



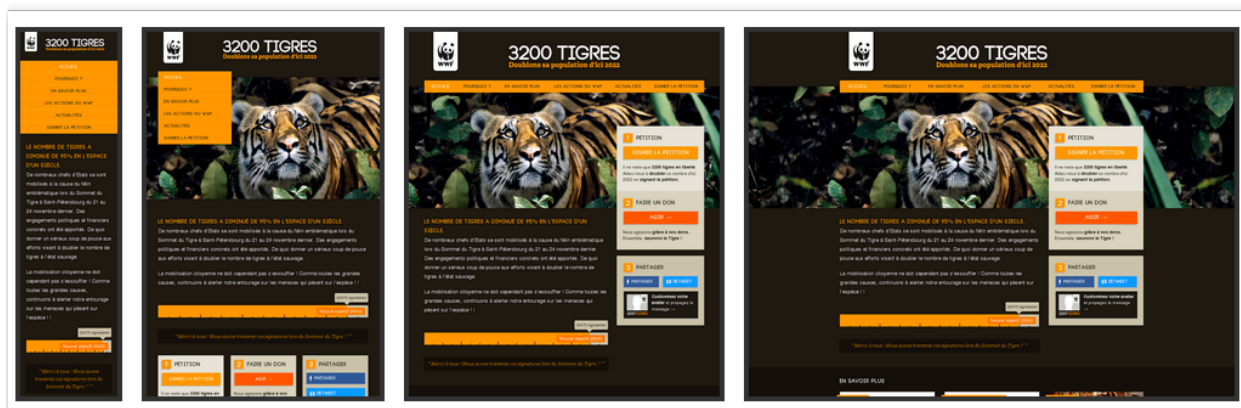
Ultrabook™ Posture



Device Differences



Responsive Web Design



Fluid grids • Flexible images • Media queries



Space To Breathe

by Nicole Jones for Issue № 2

The universe overwhelms me at times.

Things are complicated. Time is fragmented. Attention is scarce. Technology encourages interruption. As I get older, I find it harder and harder to function in the noise. I need space to breathe to make anything worthwhile. And I'm not alone in this. [The New York Times](#) and [The Atlantic](#) have ongoing features about how computers affect our quality of life. Harvard Business Review offers advice on [training your brain to focus](#) and [making room for reflection](#).

[Linda Stone](#), a tech writer and consultant, has studied this problem for years. "We've been operating in an increasingly noisy world and taking on the job of staying on top of everything," she said in 2007. "Even though the world may continue to be noisy, increasingly we are craving stillness, meaningful connections, and we're yearning to get to the bottom of things." There are more people, more problems, and more things to do. It's hard to find quiet in such a connected world.

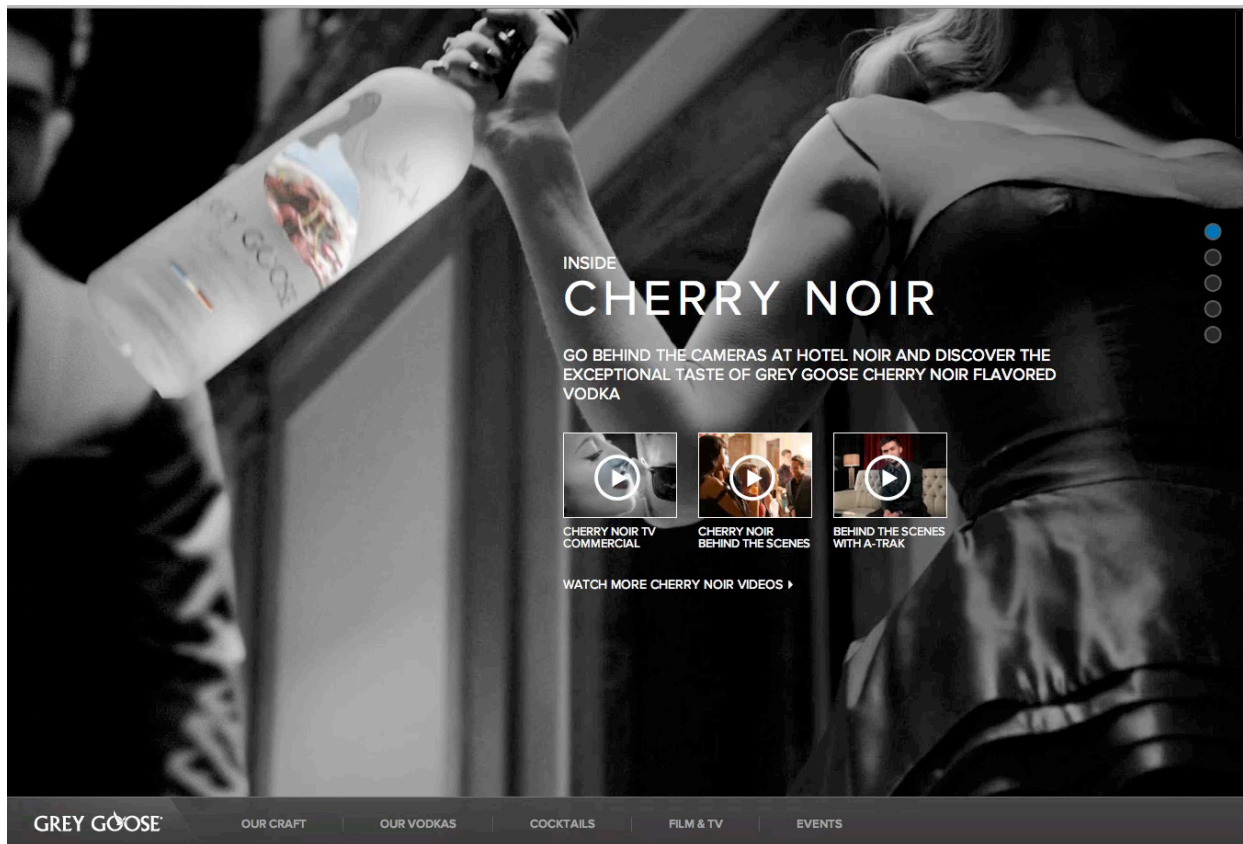
If technology overload isn't reason enough to bring a peaceful conviction to our work, there are millions of people with anxiety disorders to consider. About 18% of U.S. adults have issues with anxiety, myself included.^[1]

Anxiety pulls the mind from the present to another moment, just out of reach. When we're anxious, we experience the tension of being in one time and place while thinking about another. Whether concerned for the future or replaying bits of the past, someone in this mindset might feel hurried, tired, agitated, or distracted. Like an overwhelmed multi-tasker, they need space to breathe and time for reflection.

The anti-calm culture

Responsive Navigation Patterns

1. Footer Anchor
2. Toggle Menu
3. Select Menu
4. Top Navigation



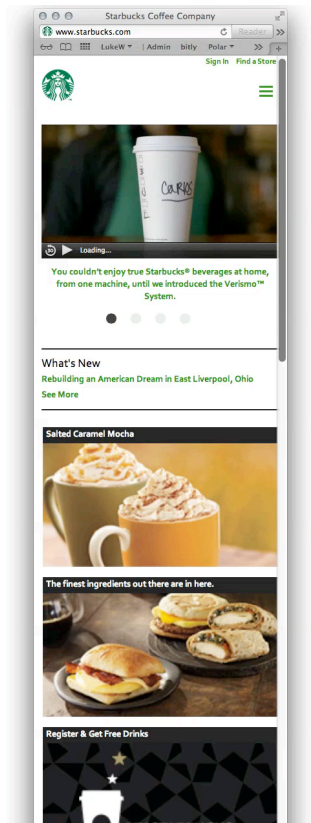
1. Footer Anchor

PROS

- Minimal navigation at top
- One tap access to navigation
- No dead ends
- Comfortable for touch
- No Javascript dependency
- Scalable (high)

CONS

- Anchor jump can be awkward
- No smooth motion (might be expected on mobile)



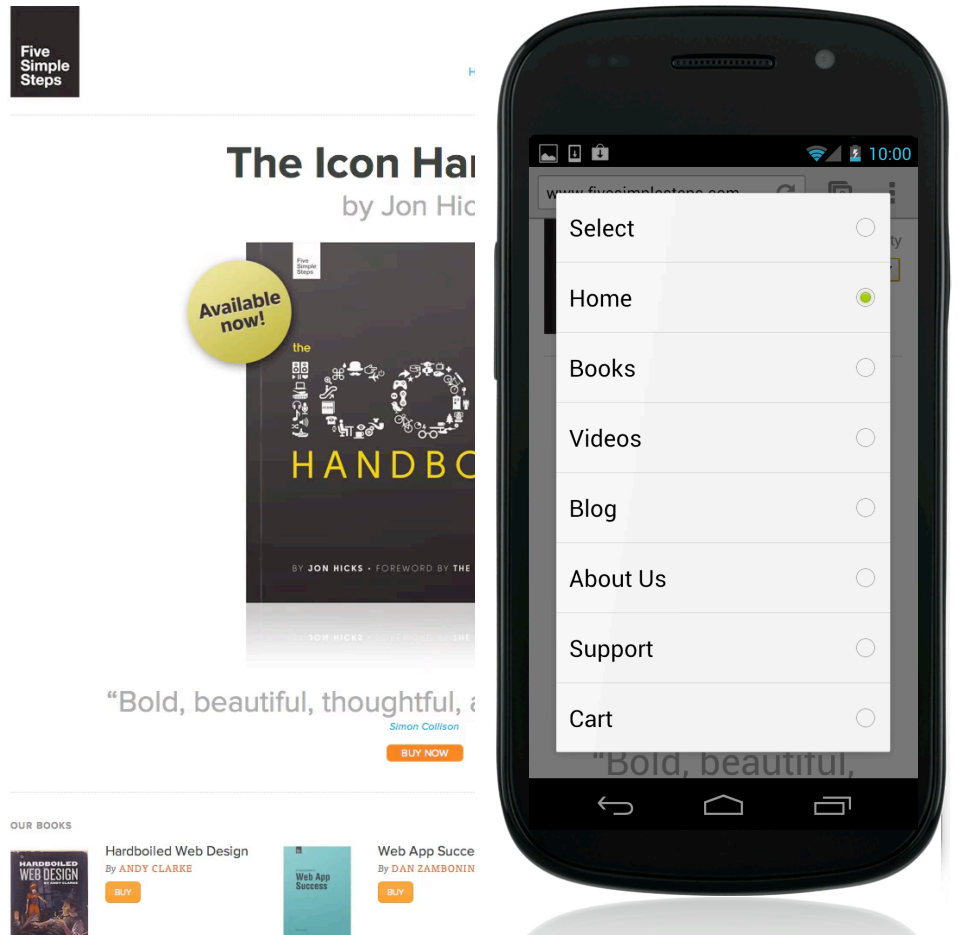
2. Toggle Menu

PROS

- Keeps user in context
- Smooth animation
- Minimal navigation at top
- One tap access to navigation
- Scalable (med)

CONS

- Animation performance
- Javascript dependency
- Potential dead ends
- Less optimized for touch



3. Select Menu

PROS

- Minimal navigation at top
- Pulls up native controls
- Scalable (med)

CONS

- Lack of styling
- Handling second-level navigation
- Javascript dependency
- Multi-tap operation

MINNEAPOLIS

CONFAB

The Content Strategy Conference

MAY 14-16, 2012

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The Content Strategy Conference Is Back (And Sold Out!)

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Lou Rosenfeld

Ann Rockley

Dan Roam

Karen McGrane

Colleen Jones

Kevin Cheng

and many more...

Stay Connected

Get the latest Confab info every which way outside of a carrier pigeon.

Confab 2012 is SOLD OUT

By Erik Westra on Jan 30, 2012

It's official: Confab 2012 is sold out and the waiting list is now closed. If

LUHEW

IDEATION + DESIGN

73

4. Top Navigation

PROS	CONS
<ul style="list-style-type: none"> • Easy to implement • No Javascript dependencies • Single source order • Scalability (low/med) 	<ul style="list-style-type: none"> • Navigation first, content second (height issues) • Touch target proximity • Cross-device line-breaking issues

LUHEW
 IDEATION + DESIGN

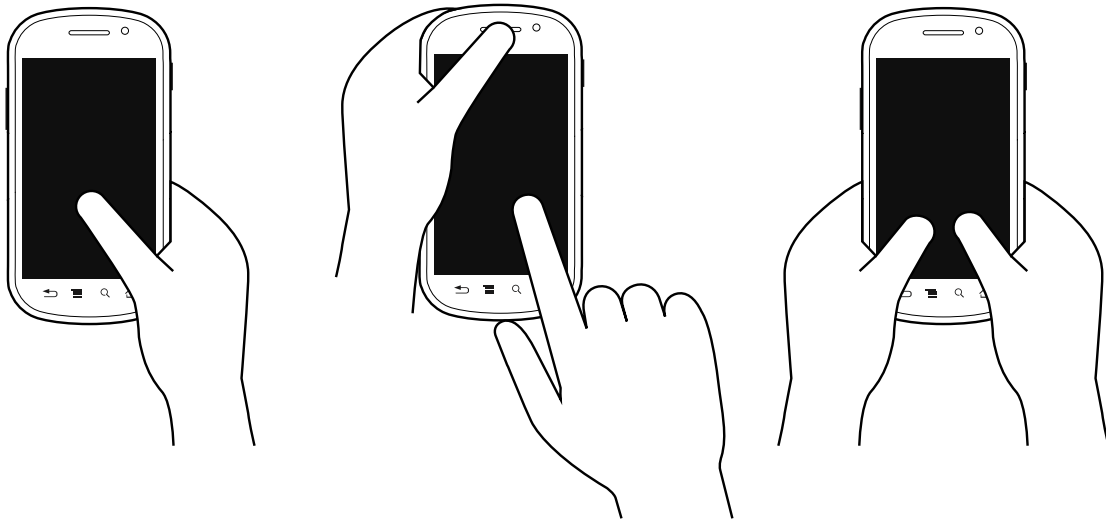
Source: <http://bit.ly/zwyv2d>

74

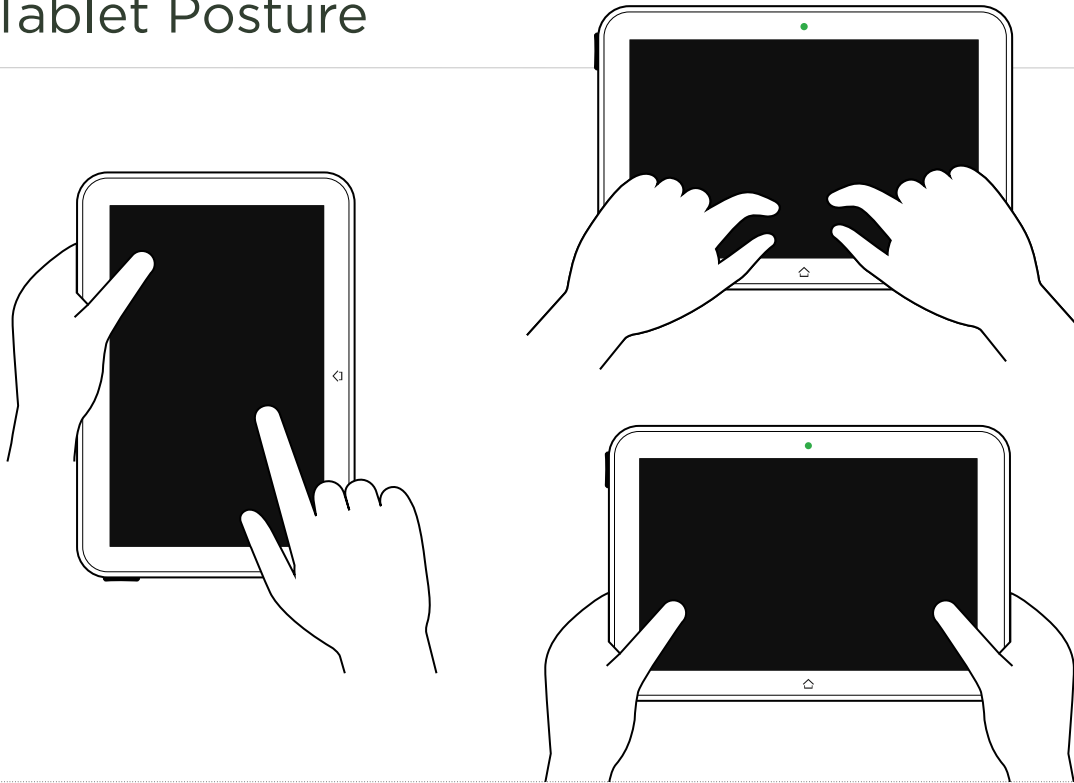
Responsive Navigation Patterns

1. Footer Anchor
2. Toggle
3. Select Menu
4. Top Navigation

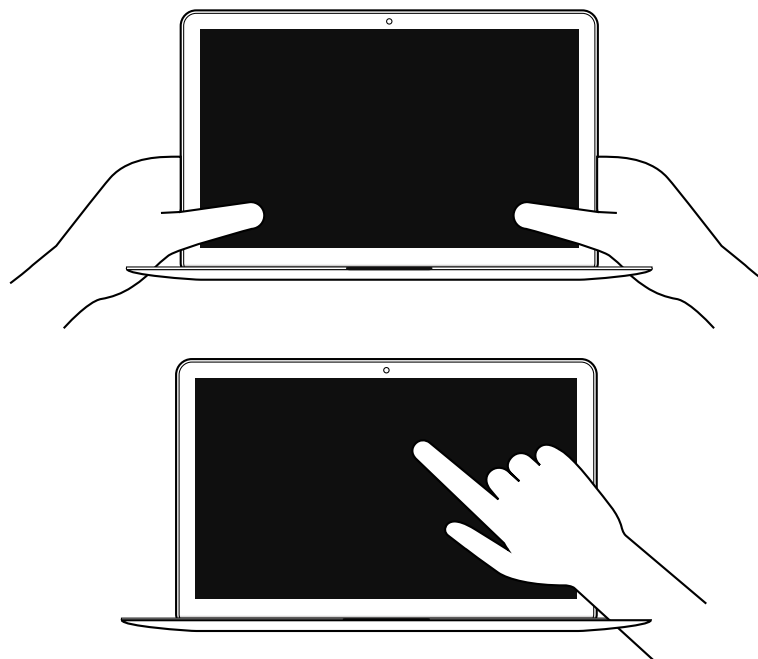
Smartphone Posture



Tablet Posture



Touch Laptop Posture



Laptop or Tablet?



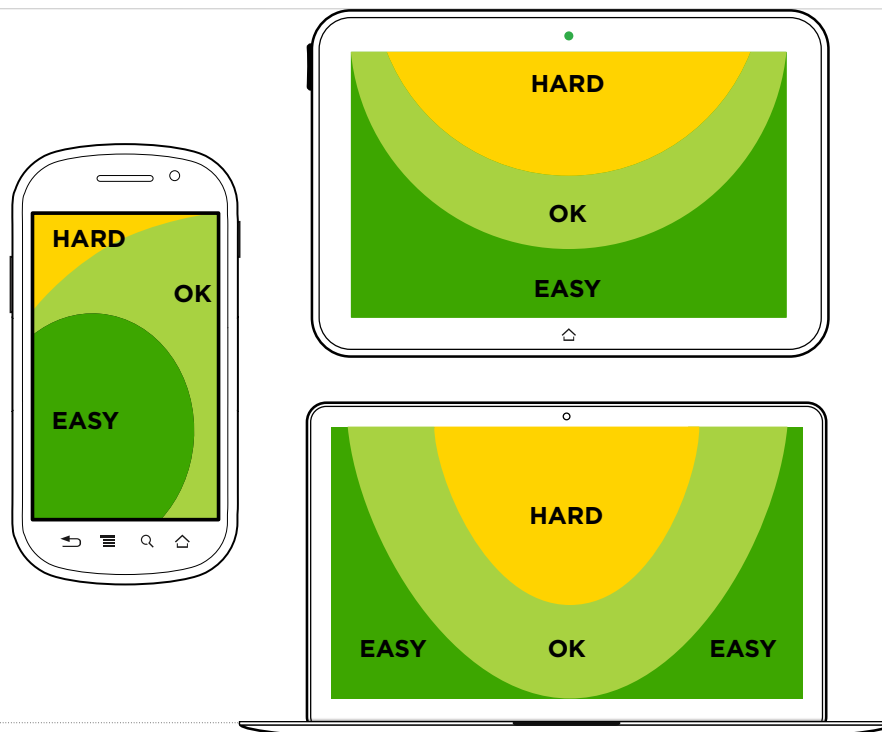
Laptop or Tablet?



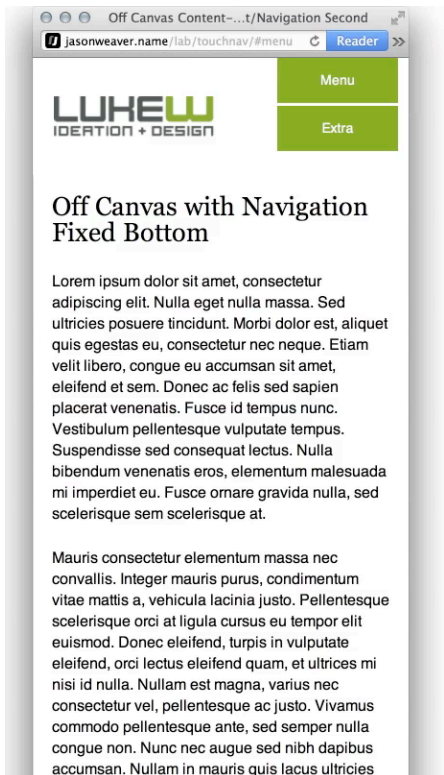
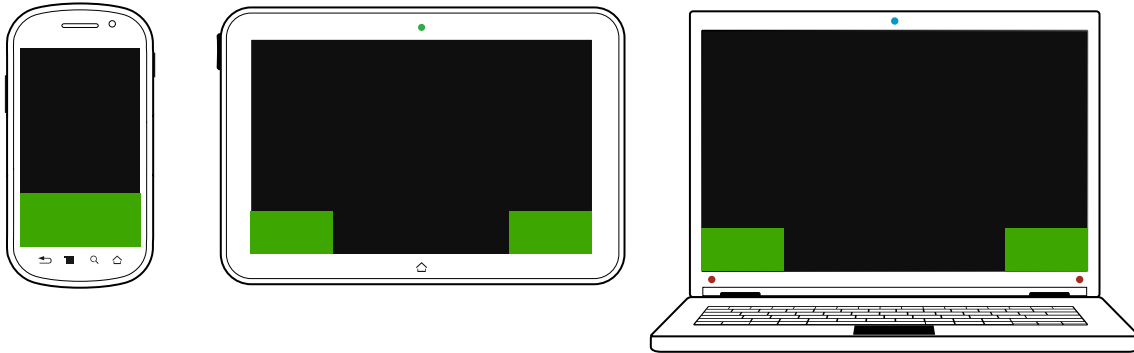
Laptop or Tablet?



Comfortable Touch Zones

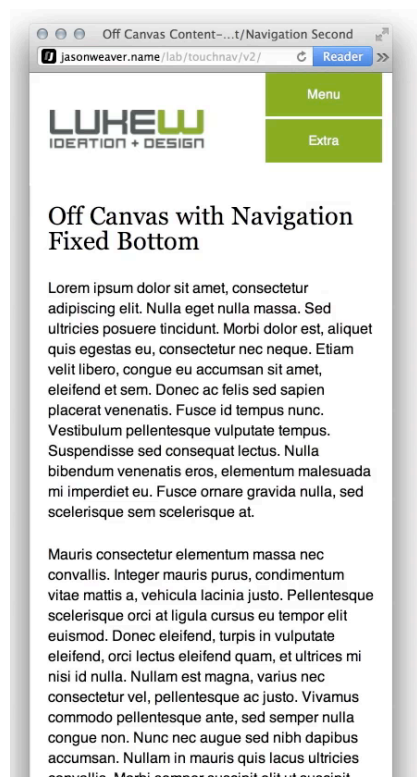


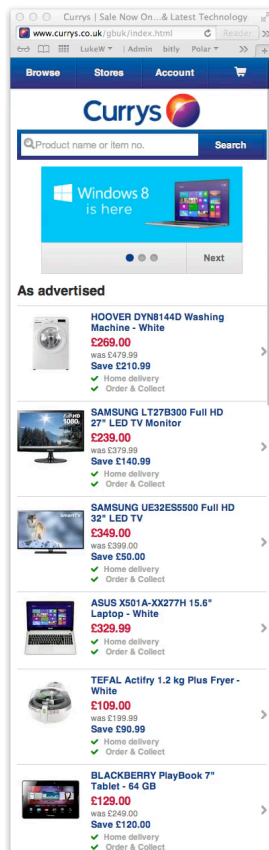
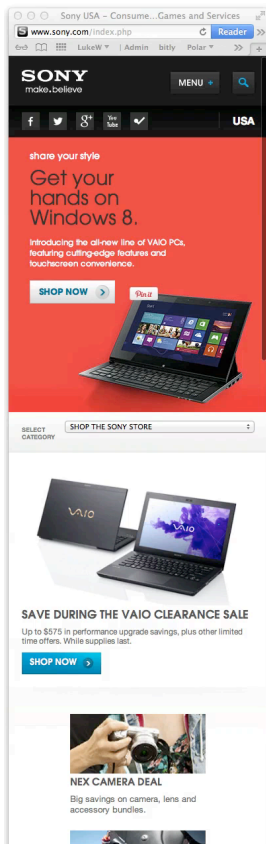
Split Navigation

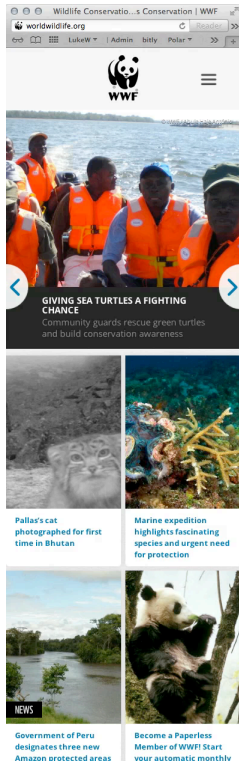


Responsive Multi-Level Navigation

1. Accordion Expansions
2. Sideways Panels
3. Hubs not Subs



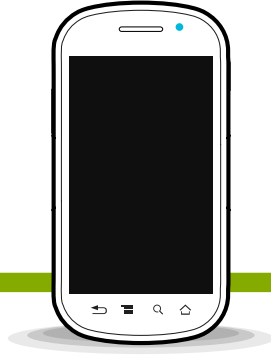




NAVIGATION ELEMENTS

- Avoid excessive navigation menus
- Top navigation links for quick access
- Bottom menu for pivoting & exploring
- Adapt as more screen space available

ORGANIZATION



1. Mobile Behaviors
2. Content First
3. Navigation Elements

THANKS



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