MOBILE WEBSITES
The Best Thing Since... Websites
Why Mobile?

Google Mobile Usage

2007: 🌍
2010: 🌍

Facebook Mobile Usage

UA Libraries Mobile Usage
How to swim
PRETEND TIME...
PRETEND TIME...
PRETEND TIME...
NON-MOBILE VS. MOBILE

NON-MOBILE DEVICE: INFINITE ABILITIES

• No bandwidth restrictions
• Relatively large screen size
• Traditional keyboard input
• Most browsers can easily handle images, CSS, and JavaScript

MOBILE DEVICE: LIMITED SKILLS

• Limited bandwidth capabilities
• SMALL screen size
• Small keyboard/touch screen
• Limited image, CSS, and JavaScript support
WARNING: DO NOT DO THIS!!!
MOBILE SITE: APPROACH ONE

Apply a specific CSS file for mobile devices.

- Minimal modification to your website
- Doesn’t require content duplication
- Displays content formatted for mobile devices

- Doesn’t reduce the bandwidth used by the web page
- Only works on phones that support CSS
MOBILE SITE: APPROACH TWO

Develop a Second “Mobile-Specific” Website

- Allows you to deliver content geared towards mobile devices
- Content can be formatted for mobile devices
- Reduces the bandwidth used for the webpage
- Displays content formatted for mobile devices

- May require duplicating content... or not.
Do I want to create a second website for mobile devices?
QUESTIONS YOU SHOULD ASK #2

How are my users going to get to my mobile website?
GETTING USERS FROM POINT A TO B

Option 1: A Simple Link

<a href="http://m.yoursite.com">Visit our mobile site</a>

Option 2: Server-Side User Agent Magic!
<?php
require_once('./TeraWurfl.php');
$wurflObj = new TeraWurfl();
$wurflObj->getDeviceCapabilitiesFromAgent();

// see if this client is on a wireless device
if($wurflObj->getDeviceCapability("is_wireless_device"))
{
    header("Location: http://m.yoursite.com/");
}
?>
PHENOMENAL COSMIC POWERS!!!

Itty-bitty living space.
What services are my users going to want on their mobile devices?
SERVICES OFFERED ON UAL MOBILE

- Search the Catalog
- Ask A Librarian
- Locations & Hours
- Staff Directory
- Full Website
How am I possibly going to be able to format content for every device?
**SUPPORTED DEVICES**

- **Level 3** – e.g., iPhone, Android phones, etc
  Large touch screens, advanced web capabilities

- **Level 2** – Blackberry, Nokia smart phones, etc
  May lack touch screen, limited web capabilities

- **Level 1** – Web-enabled flip phones
  Small screens, low web functionality
LEVEL 3 – SMARTER PHONES

• Textual links with icons (CSS)
• Inline images
• Links to Google Maps
• JavaScript-based services
• Forms
LEVEL 2 – SMART PHONES

- Textual links (no icons/CSS)
- No images
- Links to Google Maps
- No JavaScript-based services
- Forms
LEVEL 1 – DUMB PHONES

- Textual links with numeric hot keys (no icons/CSS)
- No images
- No links to Google Maps
- No JavaScript-based services
- No forms
<?php
require_once("./TeraWurfl.php");
$wurflObj = new TeraWurfl();
$matched = $wurflObj->getDeviceCapabilitiesFromAgent();

/xhtml = $wurflObj->getDeviceCapability(" xhtml_support_level");

if($xhtml <= 2)
   $level = 1;
else if($xhtml <=3)
   $level = 2;
else
   $level = 3;
?>

<link type="text/css" href="/css_l<?php echo $level; ?>.css" />
DUPLICATING CONTENT

• File includes (SSI, PHP, etc.)
  I will not duplicate content.
  I will not duplicate content.
  I will not duplicate content.
  I will not duplicate content.

• Drupal bootstrap functionality

• CURL / screen-scraping
MOBILE TRICKS

• Field Input Types

```html
<input type="tel"...>
```

```html
<input type="email"...>
```
MOBILE TRICKS

• Telephone Numbers

For smarter phones, turn telephone numbers into hyperlinks.

<a href="tel:15206216406">520-621-6406</a>
• iPhone Bookmark Icon

Provide a nice icon for your mobile site

<link rel="apple-touch-icon" href="/mob_icon.png"/>
USEFUL TOOLS

• User Agent Switcher - Firefox Add-on
  • Firefox User Agent Switcher Config File
    http://techpatterns.com/forums/about304.html

• Small Screen Renderer – Firefox Add-on

• W3C MobileOK Checker
  http://validator.w3.org/mobile/check
Questions? Comments? General musings?

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