

REALIZING "ONE WEB" – OR, WHY I HATE MOBILE

A RANT/PLEA BY @OBIWANKIMBERLY

AKA KIMBERLY BLESSING

OBIWANKIMBERLY.COM | KIMBERLYBLESSING.COM

HI! I'M OBI-WAN KIMBERLY

PAST

- **Technical leader, software architect, and people cheerleader at large companies – *including PayPal!***
- **Active in the W3C and the Web Standards Project**
- **Teacher and author**

PRESENT

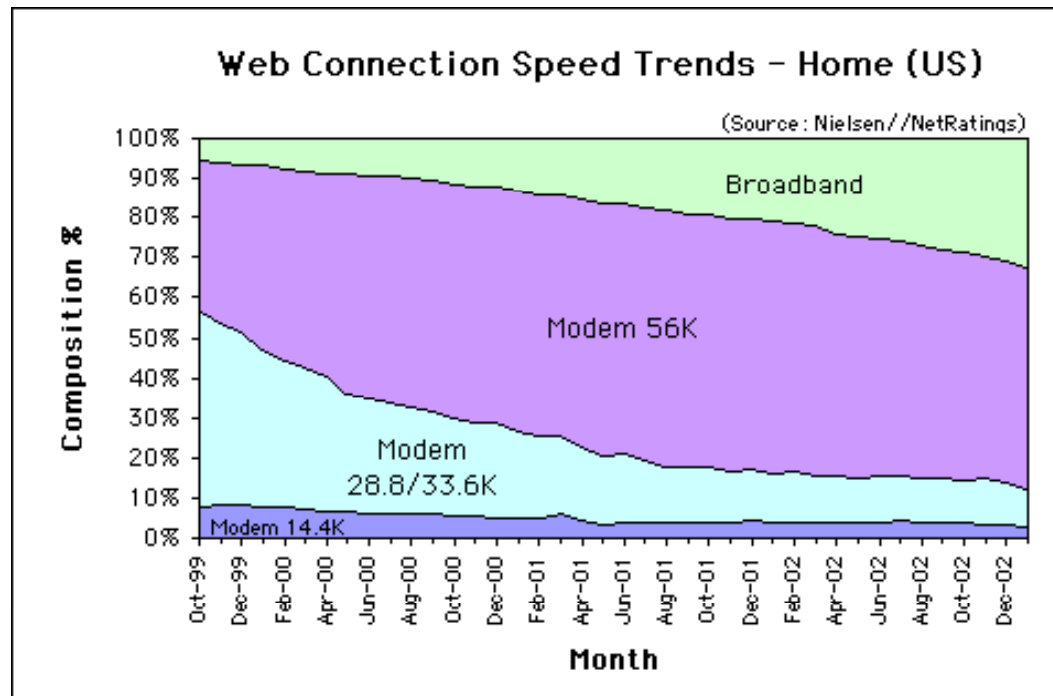
- **By day, building eCommerce sites**
- **By night, technical career coach and code reviewer for hire**



This has all happened
BEFORE...

...and it will all happen
AGAIN.

THE BROADBAND "REVOLUTION"



<http://www.websiteoptimization.com/bw/0301/>

AOL FOR BROADBAND

*“The most visible of these broadband changes will be the new welcome screen that includes **snazzier graphics** and **video-streaming capabilities** front and center. The new screen also includes different versions depending on the time of day, **more links to multimedia content**, and more visibility for services such as Broadband Radio@AOL and Video@AOL. Content channels such as its news area will be redesigned to **include more high-bandwidth services.**”*

<http://news.cnet.com/2100-1032-994629.html>

AOL FOR BROADBAND



Circa April 2003

*Users don't need to have
the same **EXPERIENCE...***



*Users don't need to have
the same **EXPERIENCE...***

*...but they do need to have
the same **CAPABILITIES.***



A COMMON MOBILE STRATEGY

"DESKTOP" WEBSITE

- Fully-featured
- Attention to UX
- Code base gets most attention

"MOBILE" WEBSITE

- Subset of features
- UX for lowest common denominator
- Code base gets least attention

MOBILE APP

- Subset of features, or completely different set of features
- UX overkill
- The exception-to-the-rule code base

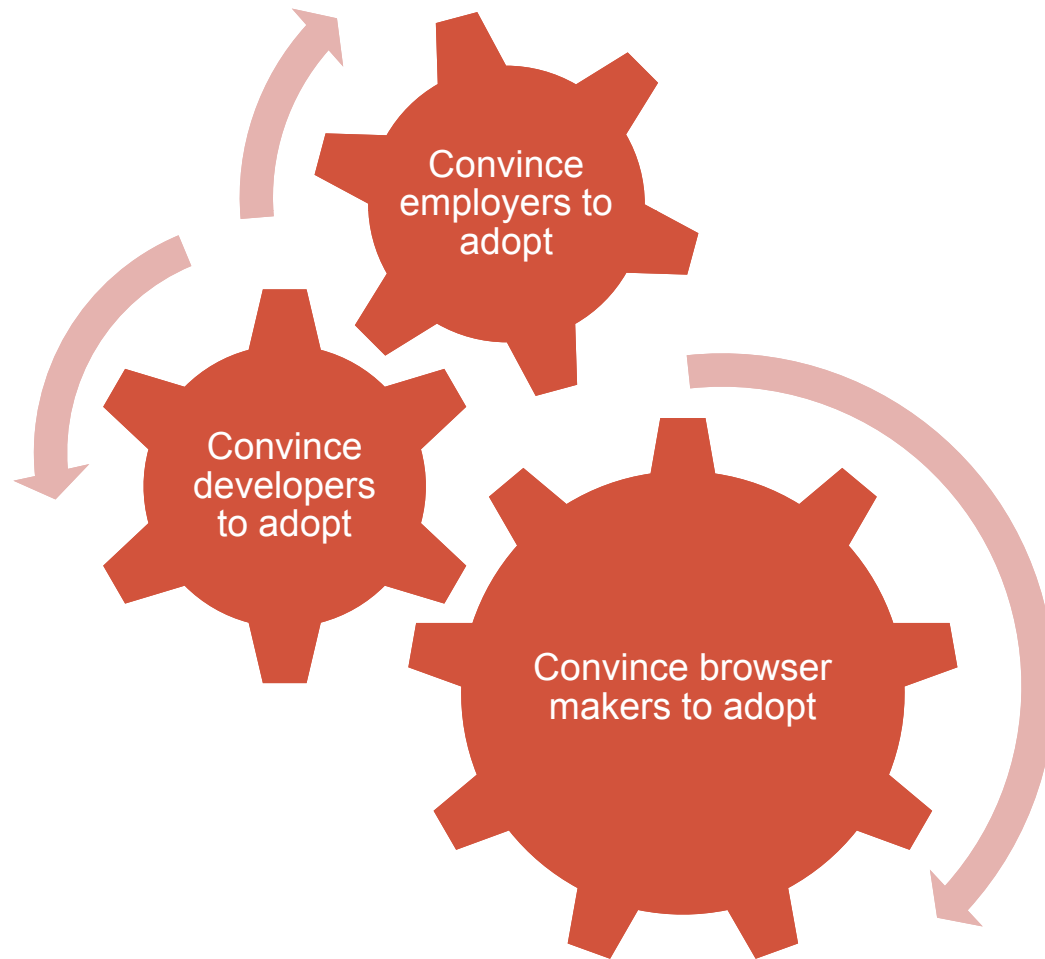


A COMMON MOBILE STRATEGY

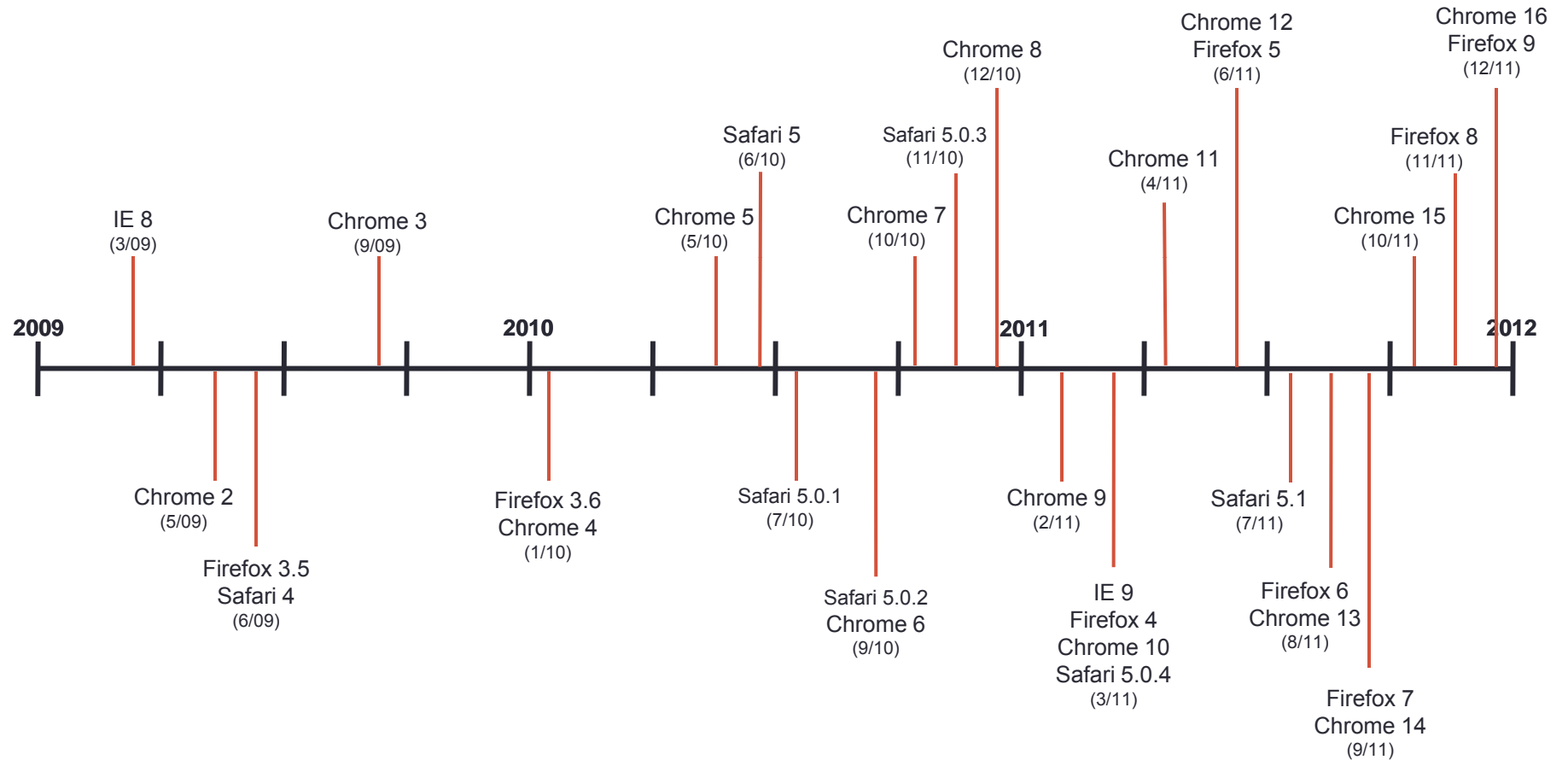
"DESKTOP WEBSITE"	"MOBILE WEBSITE"	"MOBILE APP"
<ul style="list-style-type: none">• Fully-featured• Attention to detail• Code base gets most attention	<ul style="list-style-type: none">• Feature set• UX is a common denominator• Code base gets least attention	<ul style="list-style-type: none">• Focus on core features, or a subset of features• Code base is a "kill" exception-the-rule code base



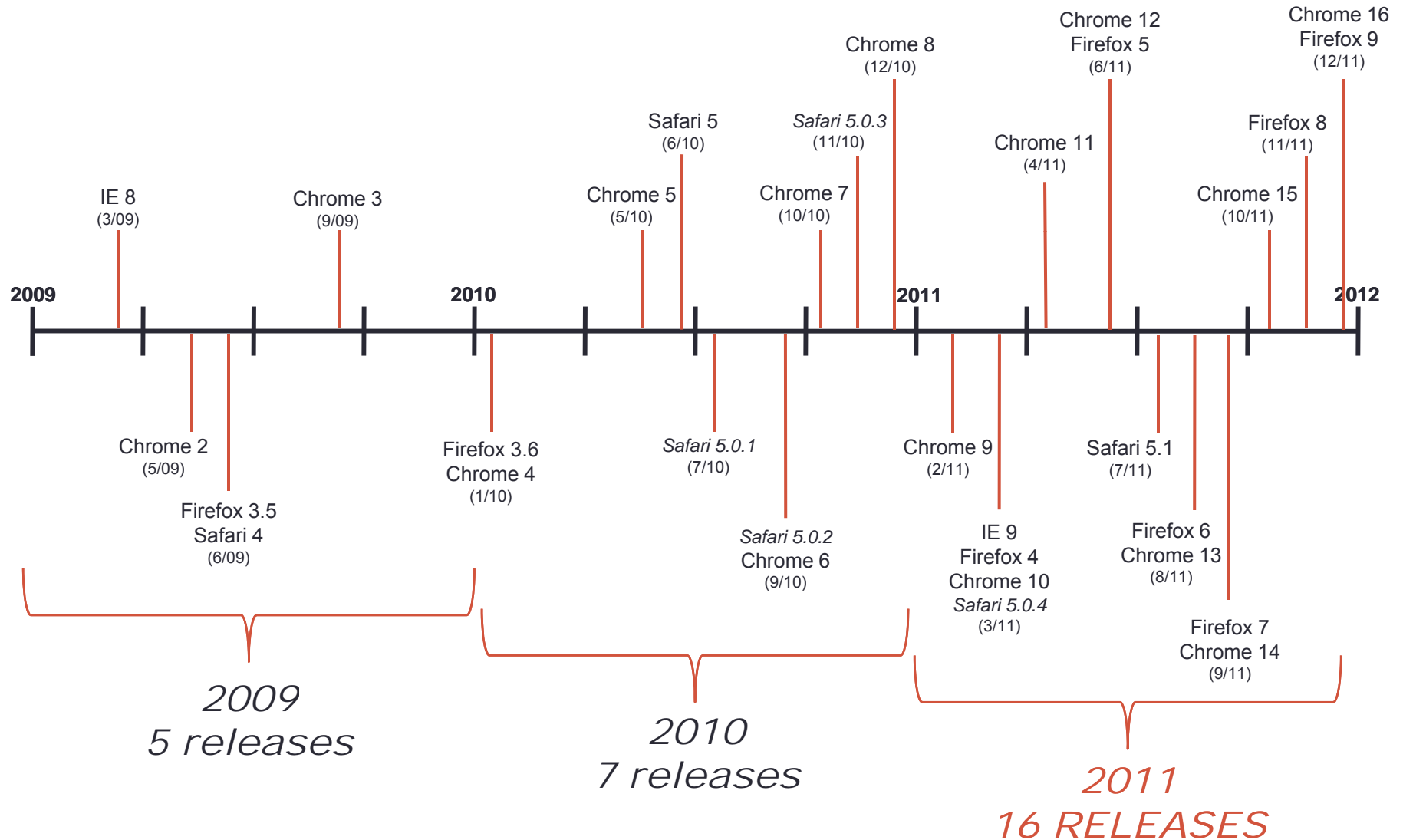
THE OLD OPEN WEB BATTLE: WEB STANDARDS



RTM DESKTOP BROWSER TIMELINE



RTM DESKTOP BROWSER TIMELINE





One Web: Unlimited Possibilities

<http://www.opera.com/business/oneweb/>

*YOU DON'T KNOW
WHAT YOUR
USERS
WANT.*



*USER-CENTERED
DESIGN
&
USER-CENTERED
ENGINEERING*



REALIZING "ONE WEB" – A BETTER ~~MOBILE~~ STRATEGY

- **Design and build modular content objects which can be served anywhere.**
 - Spend time planning and executing your design and code pattern strategy and library.
 - Make sure your CMS and DAM solution will support this approach.



REALIZING "ONE WEB" – A BETTER ~~MOBILE~~ STRATEGY

- **Build and serve all HTTP traffic out of the same code base.**
 - Build RESTful hypermedia (HTML!) APIs.
 - Call web-based features from a mobile app rather than re-implementing them.



REALIZING "ONE WEB" – A BETTER ~~MOBILE~~ STRATEGY

- **Embrace browser differences and user preferences by designing and building adaptive experiences.**
 - Build progressively-enhanced front ends.
 - Don't lose focus by trying to be pixel-precise or fully backwards compatible.
 - Don't block any browser or device.

REALIZING "ONE WEB" – A BETTER ~~MOBILE~~ STRATEGY

→ **Make it easy to transition between experiences.**

→ Always serve the same content from the same URL. (Don't forget the HTTP Vary header, if necessary.)

→ Link from “desktop” to “mobile” site, and vice versa.



THANK YOU!

I WELCOME YOUR THOUGHTS:

KIMBERLY@KIMBERLYBLESSING.COM

@OBIWANKIMBERLY

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