Web Pages and Smart Phones

(With thanks to Marty Stepp and John Zahorjan)
Who Cares?

Mobile Internet Ramping Faster than Desktop Internet Did – Apple Leading Charge

iPhone + iTouch vs. NTT docomo i-mode vs. AOL vs. Netscape Users
First 20 Quarters Since Launch

Mobile Internet
iPhone + iTouch
Launched 6/07

~85MM

Desktop Internet
Netscape*
Launched 12/94

~31MM

~8MM

Quarters Since Launch
Q1 Q3 Q5 Q7 Q9 Q11 Q13 Q15 Q17 Q19

Subscribers (MM)

~18MM

~8MM

Notes: *AOL subscribers data not available before Q3/94; Netscape users limited to US only. Morgan Stanley Research estimates ~50MM netbooks have shipped in first 19 quarters since launch (10/07). Source: Company Reports, Morgan Stanley Research.
Who Cares?

Smartphone > PC Shipments Within 2 Years – Implies Very Rapid / Land Grab Evolution of Internet Access

Global Unit Shipments of Desktop PCs + Notebook PCs vs. Smartphones, 2005 – 2013E

2012E: Inflection Point
Smartphones > Total PCs

Morgan Stanley

Note: Notebook PCs include Netbooks. Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research.
Data and Estimates as of 11/10
Who Cares?

Mobile Users > Desktop Internet Users Within 5 Years


- Mobile Internet Users
- Desktop Internet Users

Source: Morgan Stanley Research
As it turns out:
- Phones are small
- Eyes are bad
- Fingers are fat
Why does Amazon change the look of their page for mobile users?

Do they change the feel at all?
Design All The Things!
Important questions to consider

1. Why do people go to your website?
2. Why on their phone?
3. What physical situation are they in?
4. How big is their phone?
Size Matters
Fix The Existing Code!

Thankfully the internet came before smart phones

Small fixes = big difference
I'm So Meta Even This Acronym

Meta tag - info about the page

```html
<meta name="HandheldFriendly" content="true" />
<br />
<meta name="viewport" content="width=device-width, height=device-height, user-scalable=no" />
```
Gettin' Fancy

What if a major overhaul is needed?

=> Really optimize for mobile phones

Create your own version of the page for mobile phones
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With Javascript or PHP, you can detect specific browsers (e.g. mobile Chrome)

But with CSS it's really easy
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@media tag in CSS (not an html tag!)

- Sections off CSS code to only apply to one type of media

- Types
  - all
  - screen (like your desktop or your phone)
  - print (printer)
  - projection
  - etc. ([http://www.w3schools.com/css/css_mediatypes.asp](http://www.w3schools.com/css/css_mediatypes.asp))
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What we care about

@media only screen and (max-device-width: ???px) {
  body {
    font-family: "Comic Sans";
  }
}

body {
  font-family: "Papyrus";
}
Further Reading (Lots of Good Stuff)

http://www.alistapart.com/articles/putyourcontentinmypocket/
http://www.smashingmagazine.com/2011/05/02/a-user-centered-approach-to-mobile-design/
http://mobiforge.com/designing/story/effective-design-multiple-screen-sizes
http://webdesign.about.com/od/mobile/a/write-web-pages-for-the-iphone.htm
http://woork.blogspot.com/2008/07/tips-to-design-your-site-for-mobile.html
http://coding.smashingmagazine.com/2011/06/30/designing-for-android/

Good ol' Googling will turn up a lot more too!