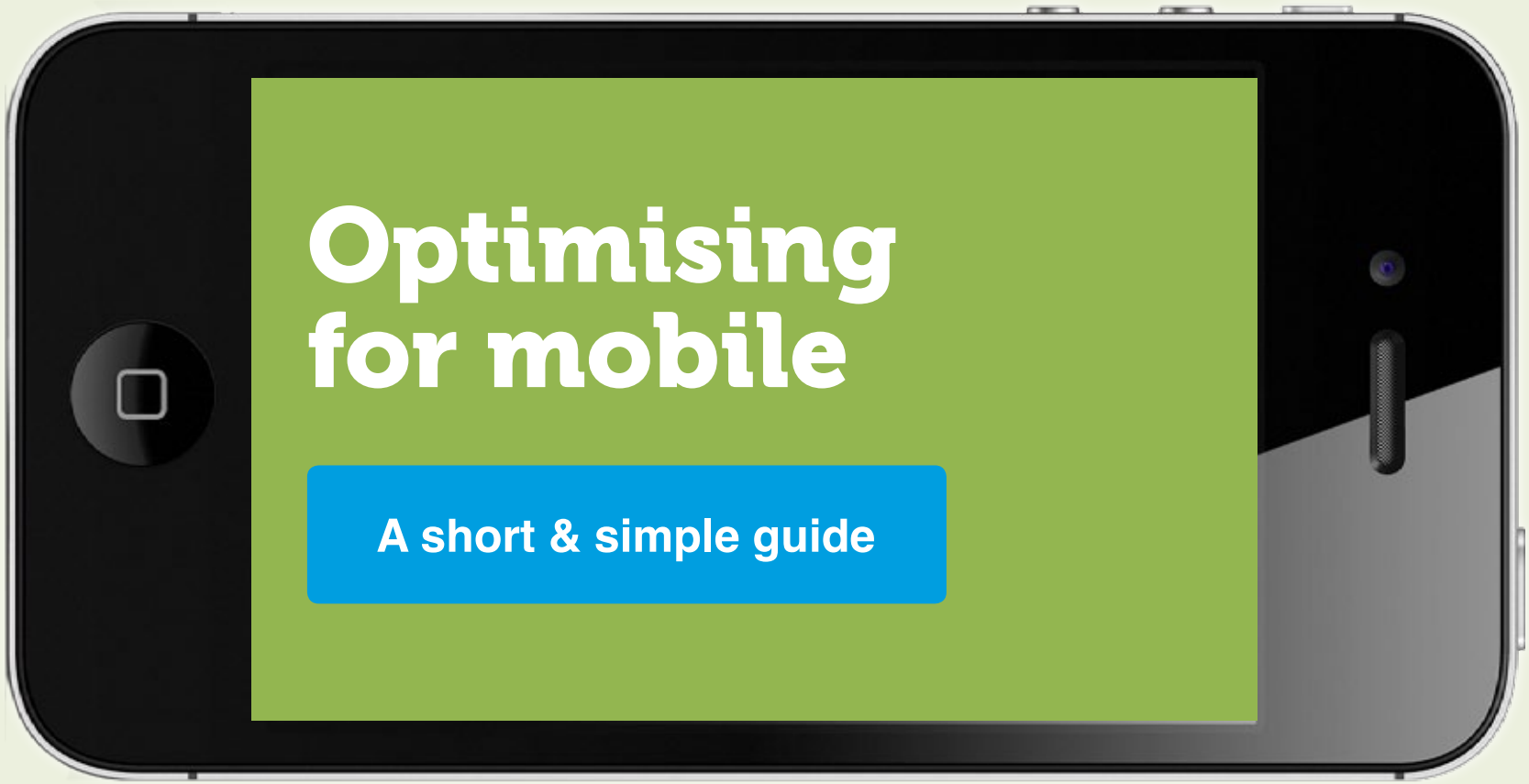


Written, illustrated and produced by seedr

ideas that grow

8,000,000 people in the UK access the internet from their smartphones **every day**.

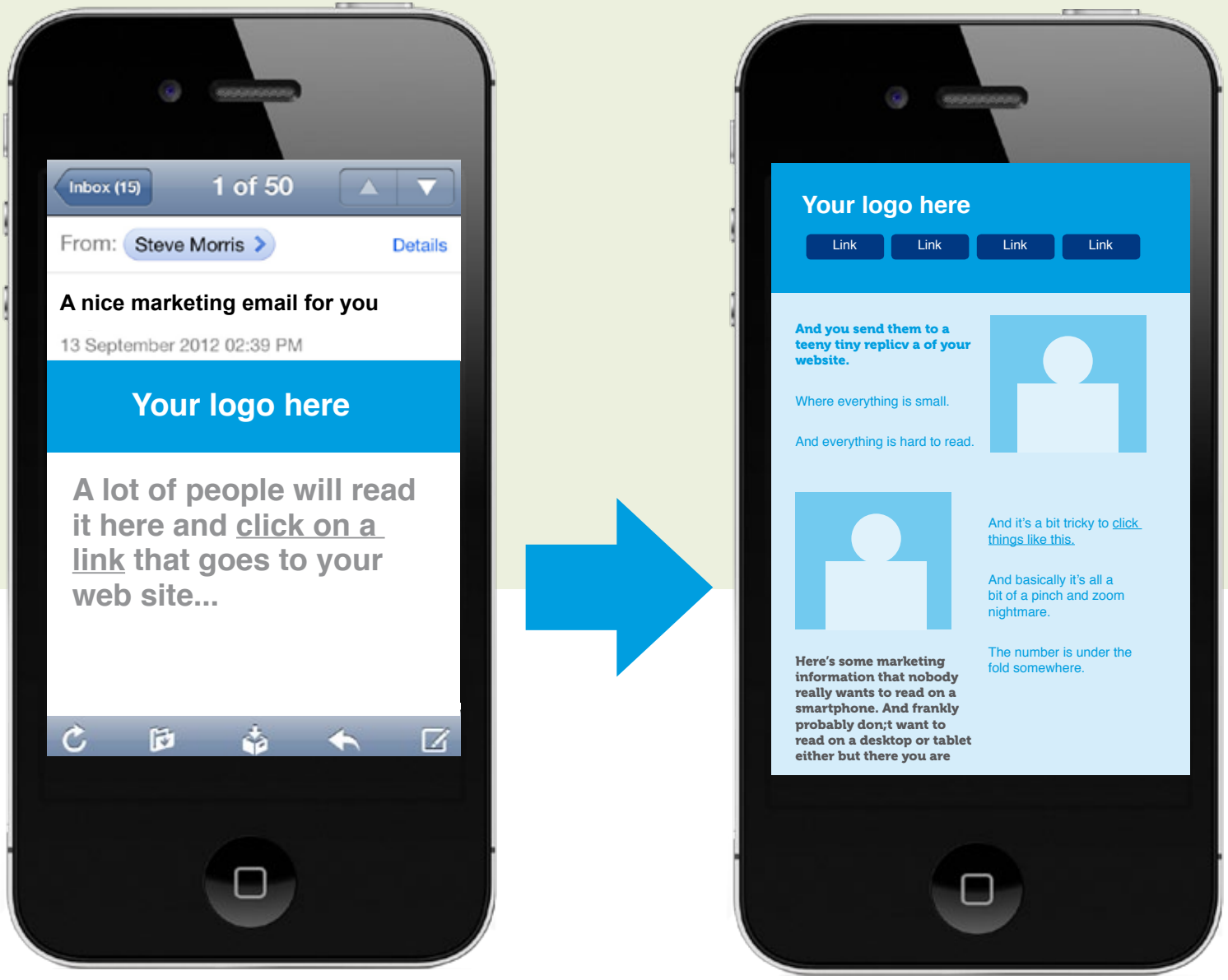
94%

Have searched for local info.

70%

Called a local business after searching.

do people access your web site from a smartphone and what kind of experience do they get?


Inbox (15)
1 of 50
From:
Steve Morris
Details
A nice marketing email for you
13 September 2012 02:39 PM
Your logo here
A lot of people will read it here and click on a link that goes to your web site...
Your logo here
Link
Link
Link
Link
And you send them to a teeny tiny replicv a of your website.
Where everything is small.
And everything is hard to read.
And it's a bit tricky to click things like this.
And basically it's all a bit of a pinch and zoom nightmare.
The number is under the fold somewhere.
Here's some marketing information that nobody really wants to read on a smartphone. And frankly probably don;t want to read on a desktop or tablet either but there you are

Zap!!
Or maybe you've got one of these new fangled things and you want to use it.
Your logo here
Link
Link
Link
Link
And you send them to a teeny tiny replicv a of your website.
Where everything is small.
And everything is hard to read.
And it's a bit tricky to click things like this.
And basically it's all a bit of a pinch and zoom nightmare.
The number is under the fold somewhere.
Here's some marketing information that nobody really wants to read on a smartphone. And frankly probably don;t want to read on a desktop or tablet either but there you are

O2-UK
03:50 PM
Reading
Theale
Burghfield
Shinfield
Binfield
Bracknell
Twyford
©2012 Google
Map data ©2012 Google
65 Caversham Road, City Centre, Reading
4.0 mi
2 reviews
Call
Directions
Website
Finchampstead Road, Wokingham, West Berkshire
3.3 mi
Call
Directions
Website
Your logo here
Link
Link
Link
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The number is under the fold somewhere.
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That's a bit annoying.

It's all a bit tiny.

I can't click the links.

I needed to quickly find the info I needed.

Is the stuff I really want here?

Pinch, zoom, ...grrr...**goodbye!**

57%

Say they won't recommend a business with a poorly designed mobile site.

40%

Have turned to a competitor's site after a bad mobile experience.

Context is King

Different devices means different needs & habits

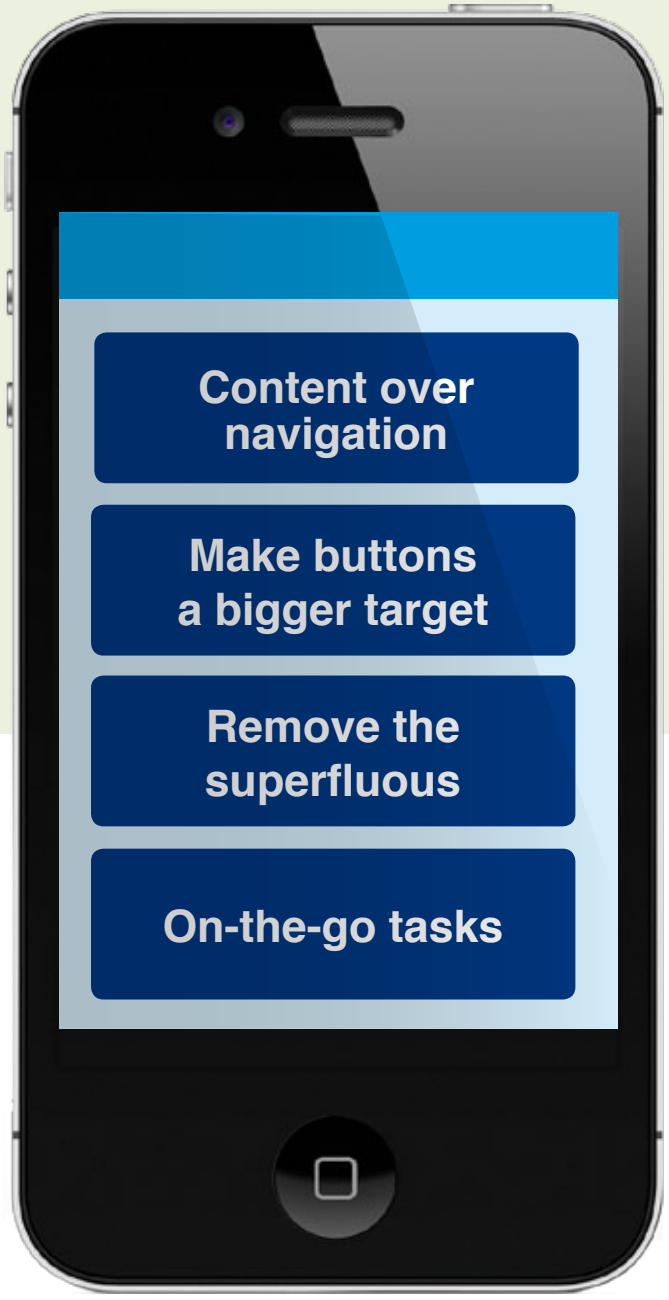
Desktop users
In the office,
at a desk?

Tablet users
Relaxed, on the sofa,
after work?

Smartphone users
On the go, in
between places?

“What should we do?”

Anticipate users behaviour.



What matters most to them?

“How should we do this?”

Responsive Web Design
One site for different devices

Separate Mobile Site
Dedicated site for mobile

Which way to go depends on your audience

Key resources used in this presentation:

www.themobileplaybook.com

tiny.cc/responsive-mobile

Recommended reading:

www.abookapart.com/products/mobile-first

by Luke Wroblewski

iPhone visuals:

www.pixeden.com

If you'd like to know more about mobile optimisation please get in touch.

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