

# 51Degrees.mobi

**Making the mobile web work**

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51Degrees.mobi

**FUTURE WEB DESIGN –  
MOBILES, TABLETS, TVS &  
GLASSES**

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# About 51Degrees.mobi

- Founded 2009 – Open Source Project
  - Device Detection
  - Optimisation
  - Analytics
  
- Key Metrics:
  - 5,000,000 detections per second
  - 99.9% accurate
  - 15,756 device combinations

# Agenda

- Device Capabilities – Today & Tomorrow
- Changing Usage
- Consequences for Web Sites
- Pace of Change
- Today - Solutions
  - Real Examples
  - Role of Responsive Design
  - A Simple Strategy
- Tomorrow - Considerations
- Summary





VS



Human



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# Machines

# Inputs



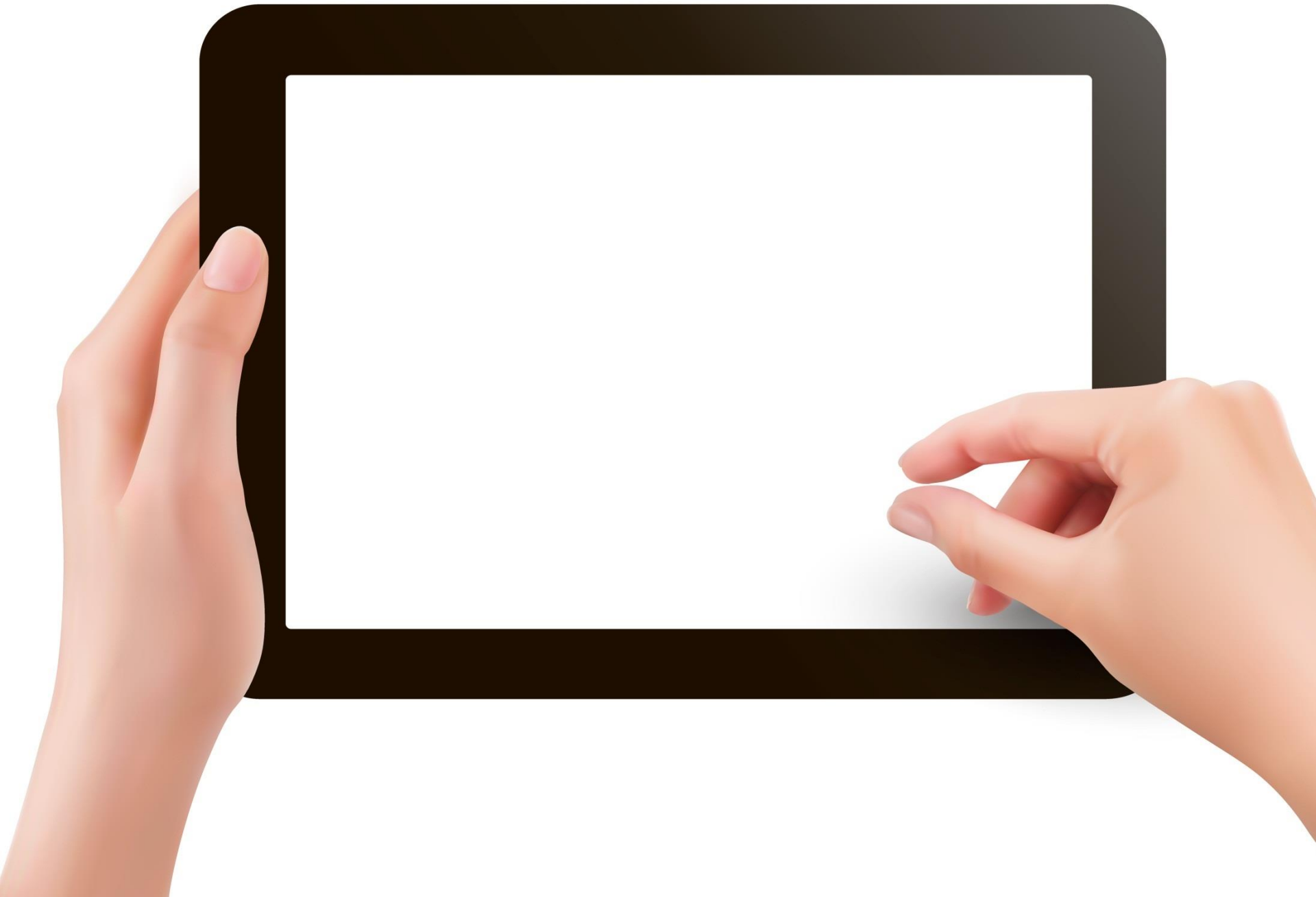
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# Outputs





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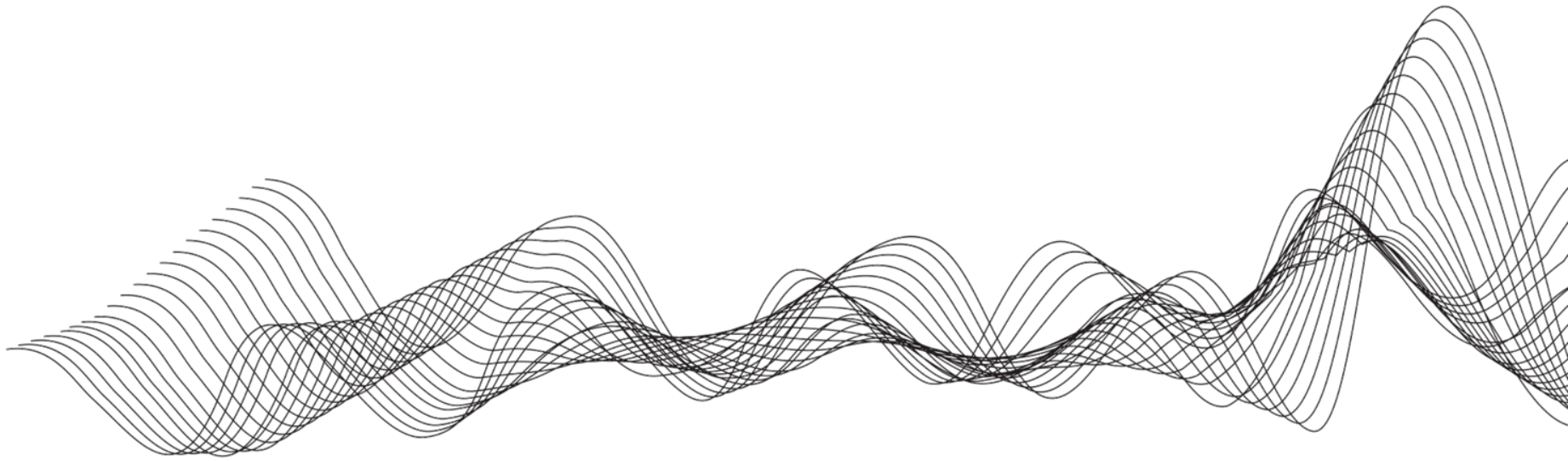
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# Capabilities







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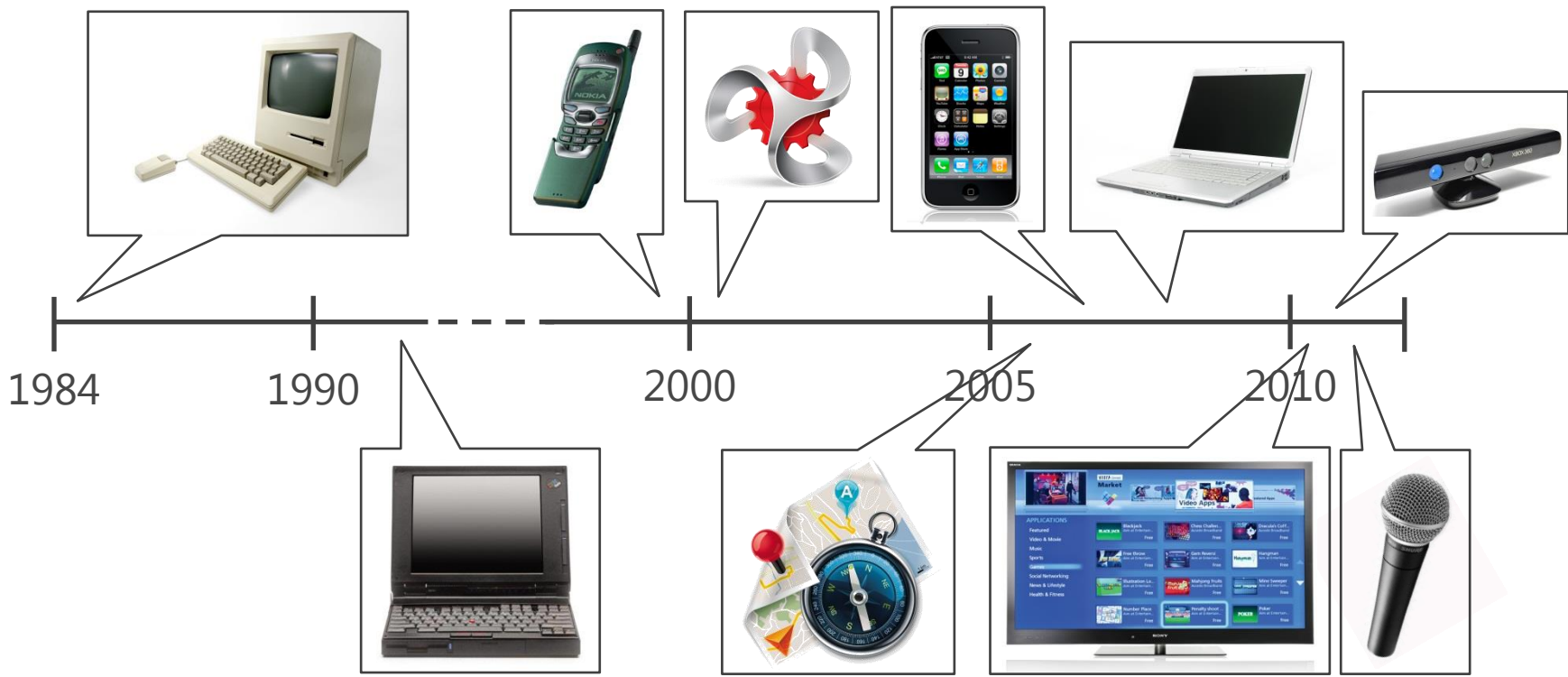
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# Timeline



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# Last 5 Years

## Touch Screen & Location

Last 2 Years

See & Hear



Mobile is only just beginning...

# Usage



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So What?





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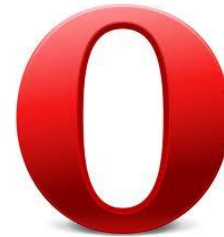
“Mobile First” = not true for most of us



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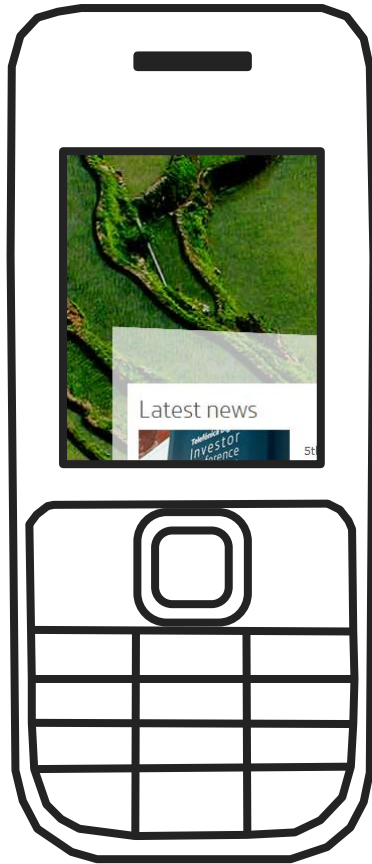
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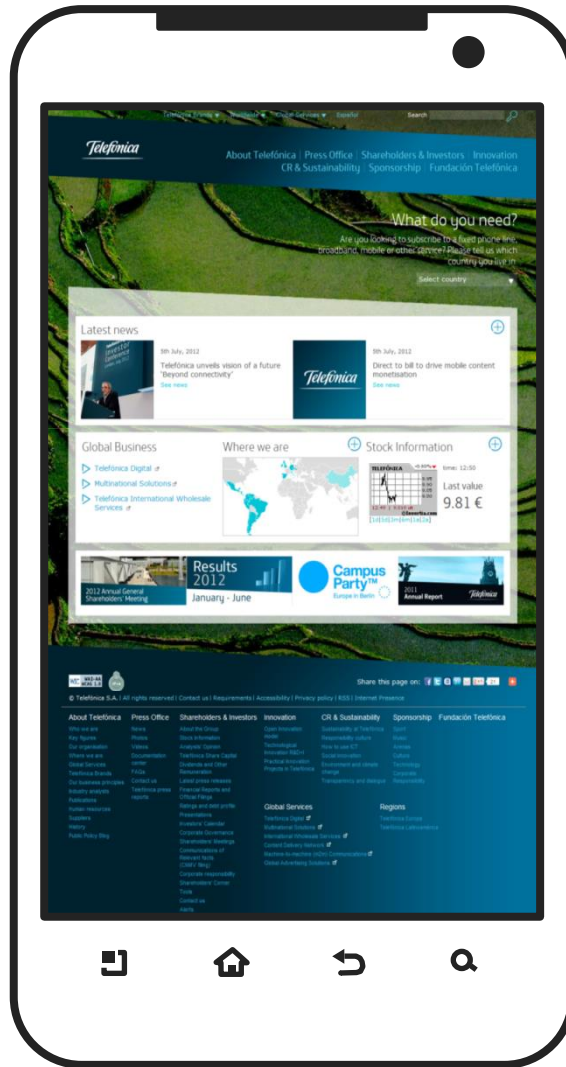
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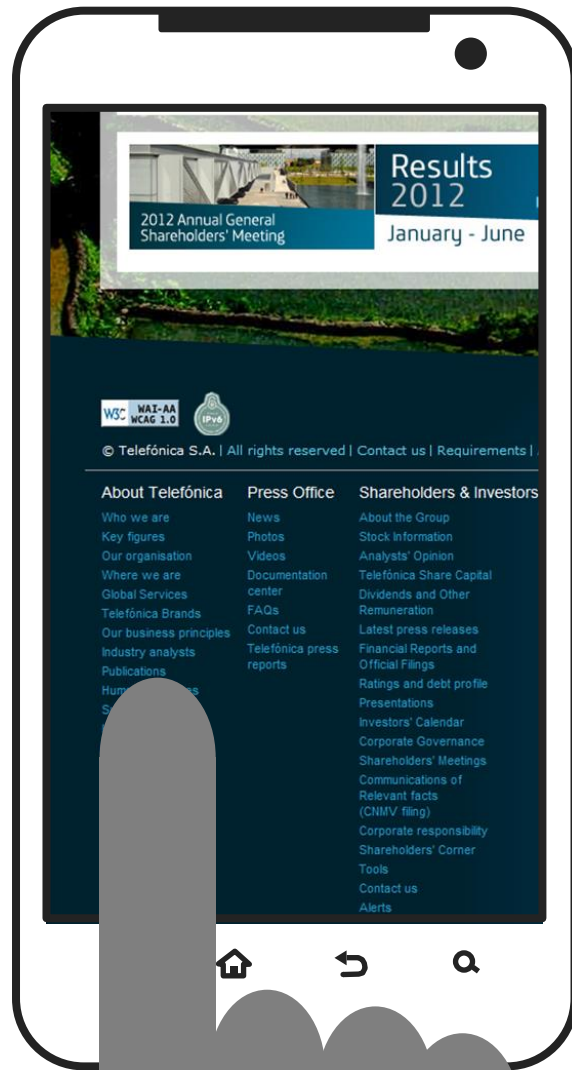
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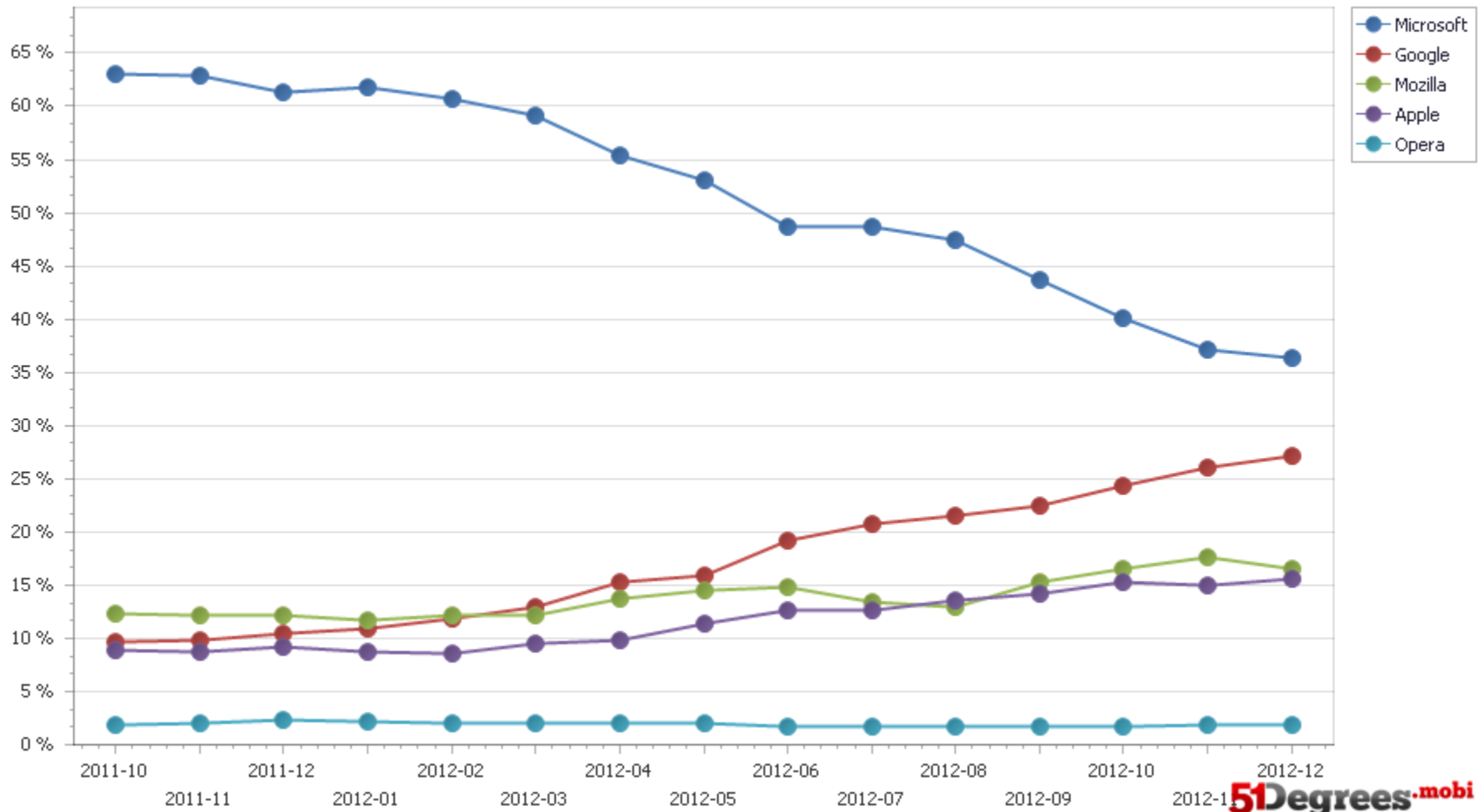
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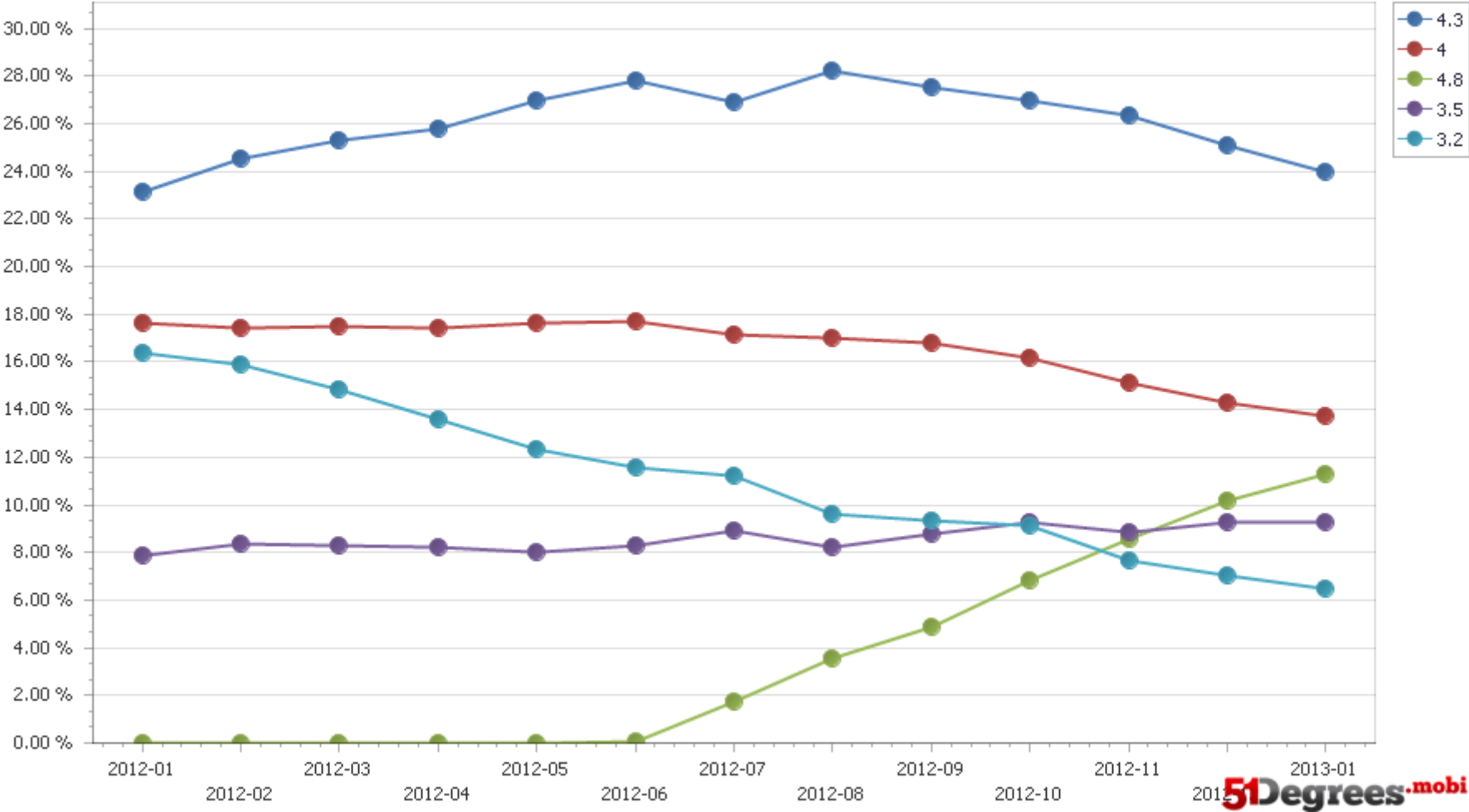
# Pace of Change



# Global Browser Vendors

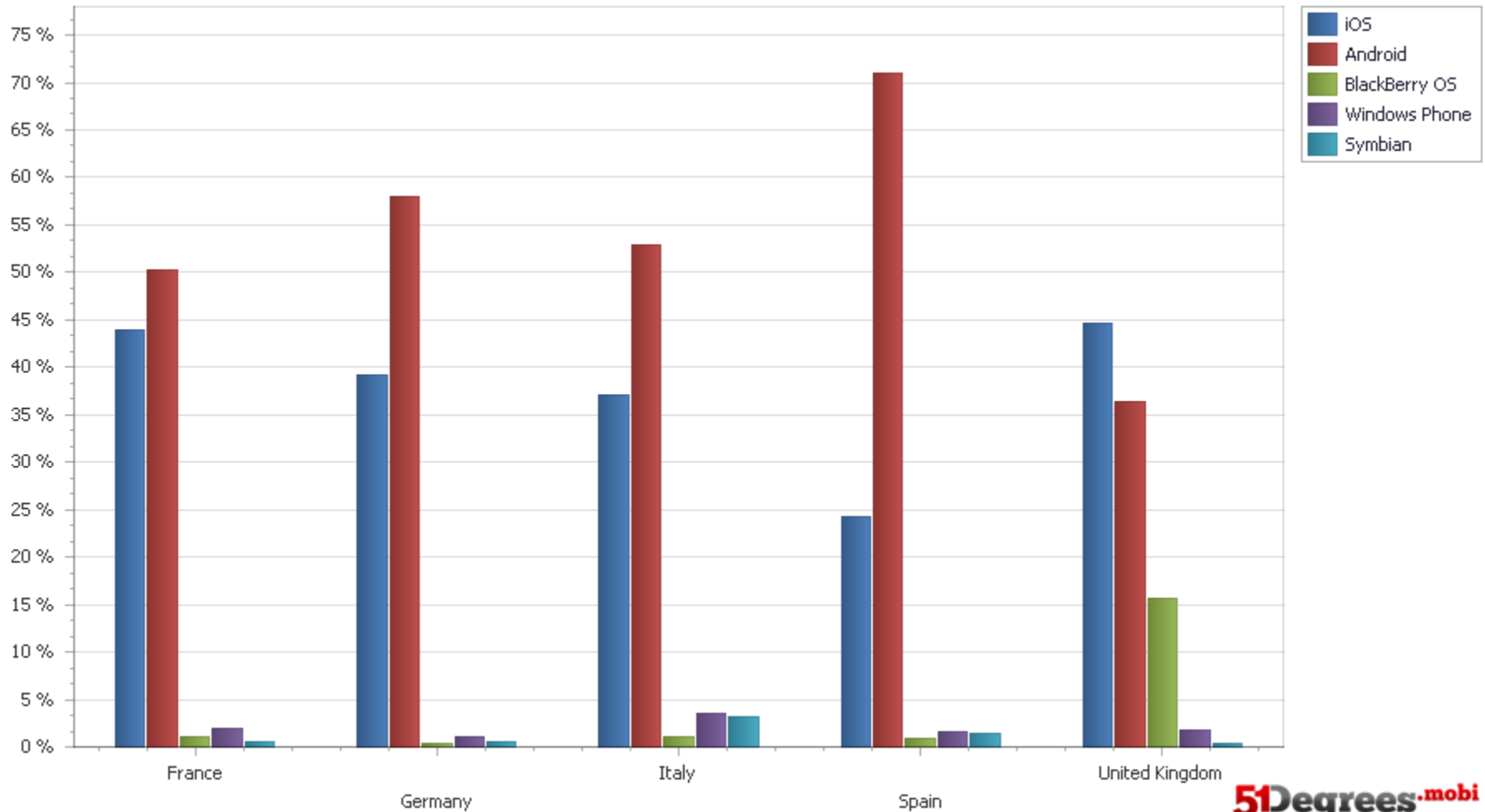


# Top 5 Mobile Screen Sizes United States



# Market Differences

# Hardware Vendors Europe December 2012

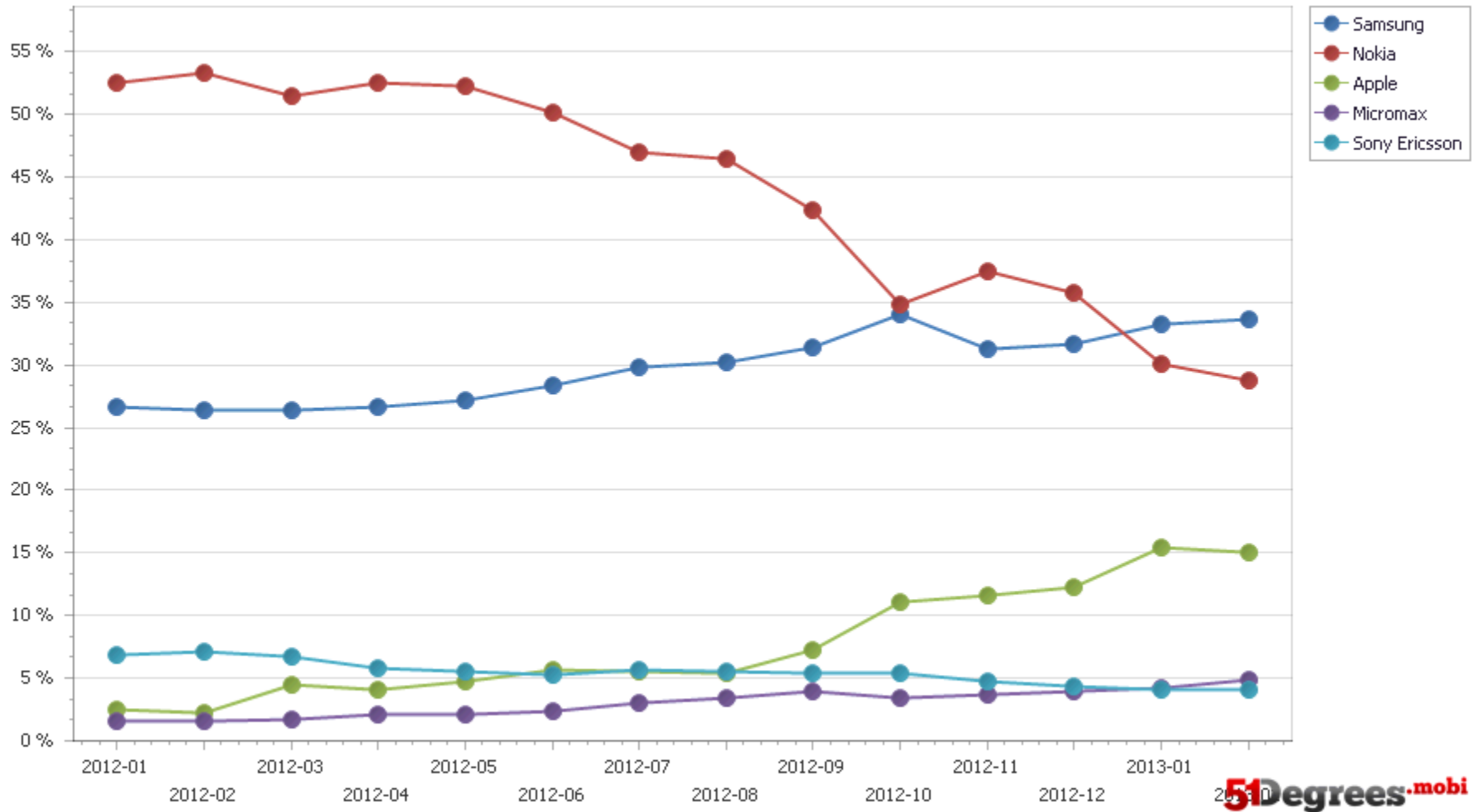


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# India Top 5 Hardware Vendors

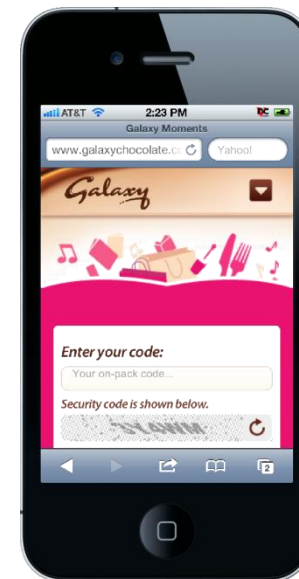
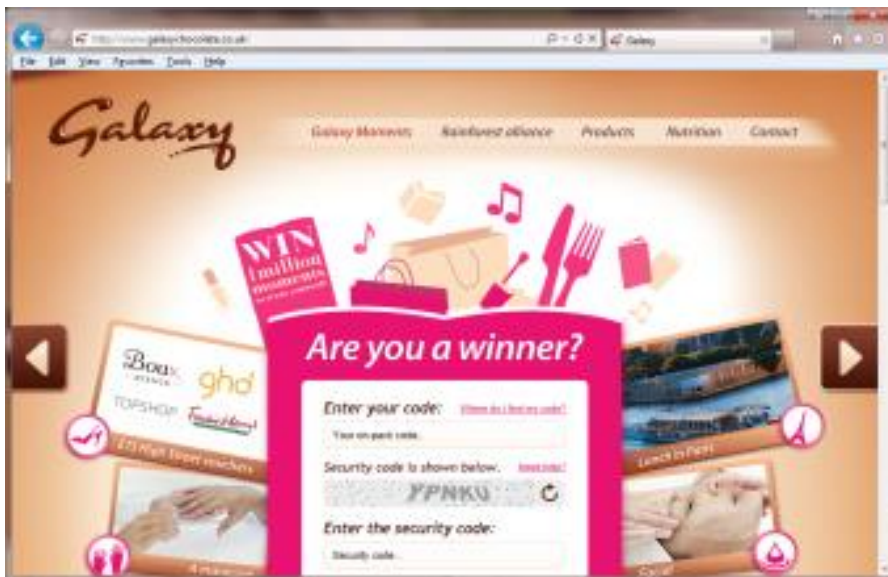


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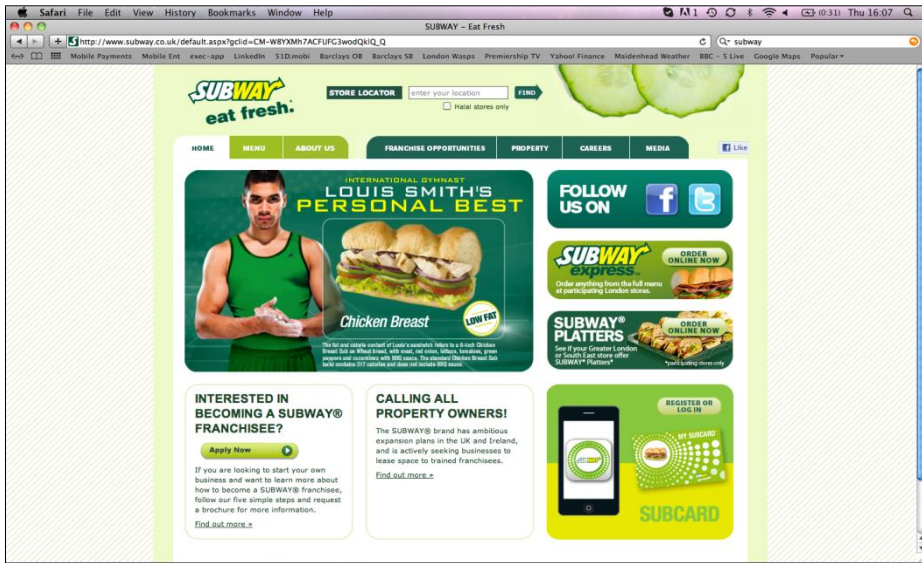
Today



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Vogue



TravelZoo



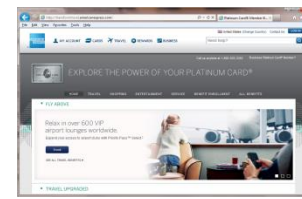
TicketsNow



Seatwave



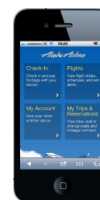
Amex



Visa Europe



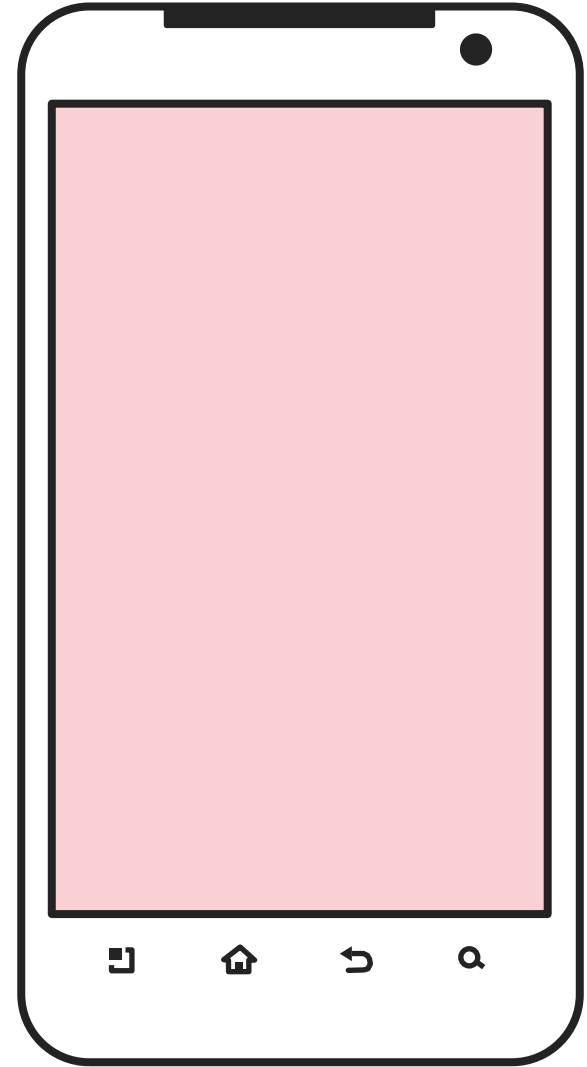
Alaska Airlines



Kitbag - Chelsea, Barcelona, Man Utd, F1.com online stores



# Responsive Design



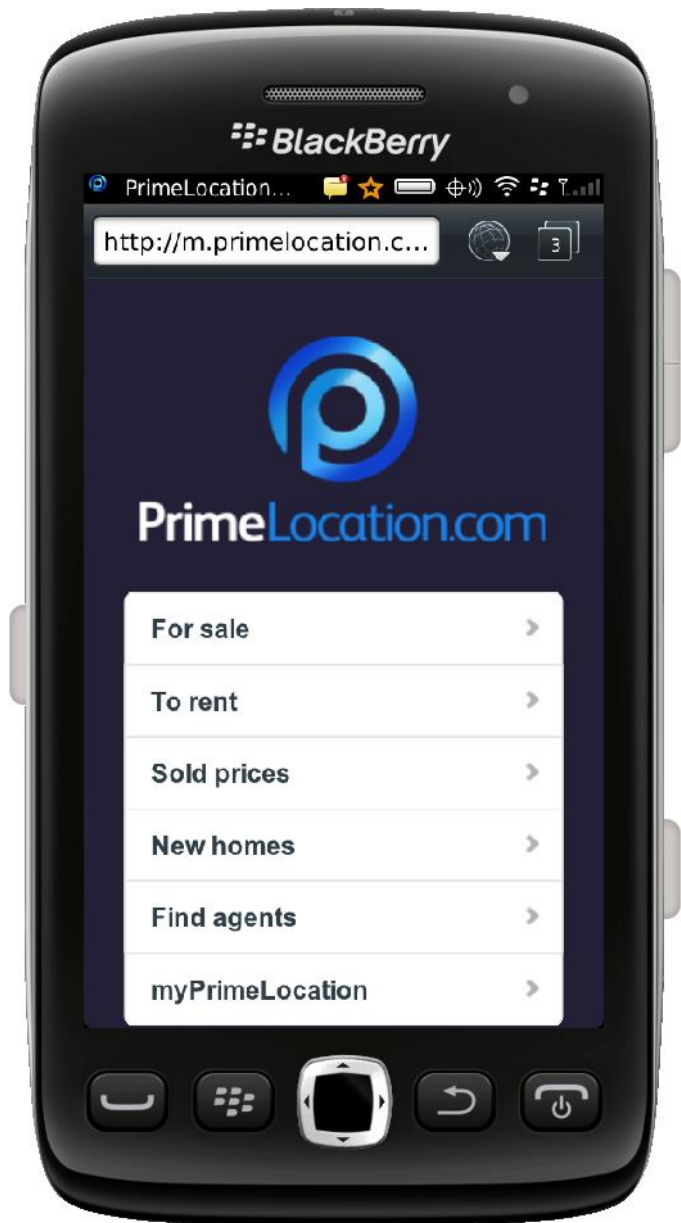
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218kb data

3.14 seconds<sup>1</sup>

x16 HTTP Requests

AT&T 1¢ per 5 KB<sup>2</sup>

43.6¢ total

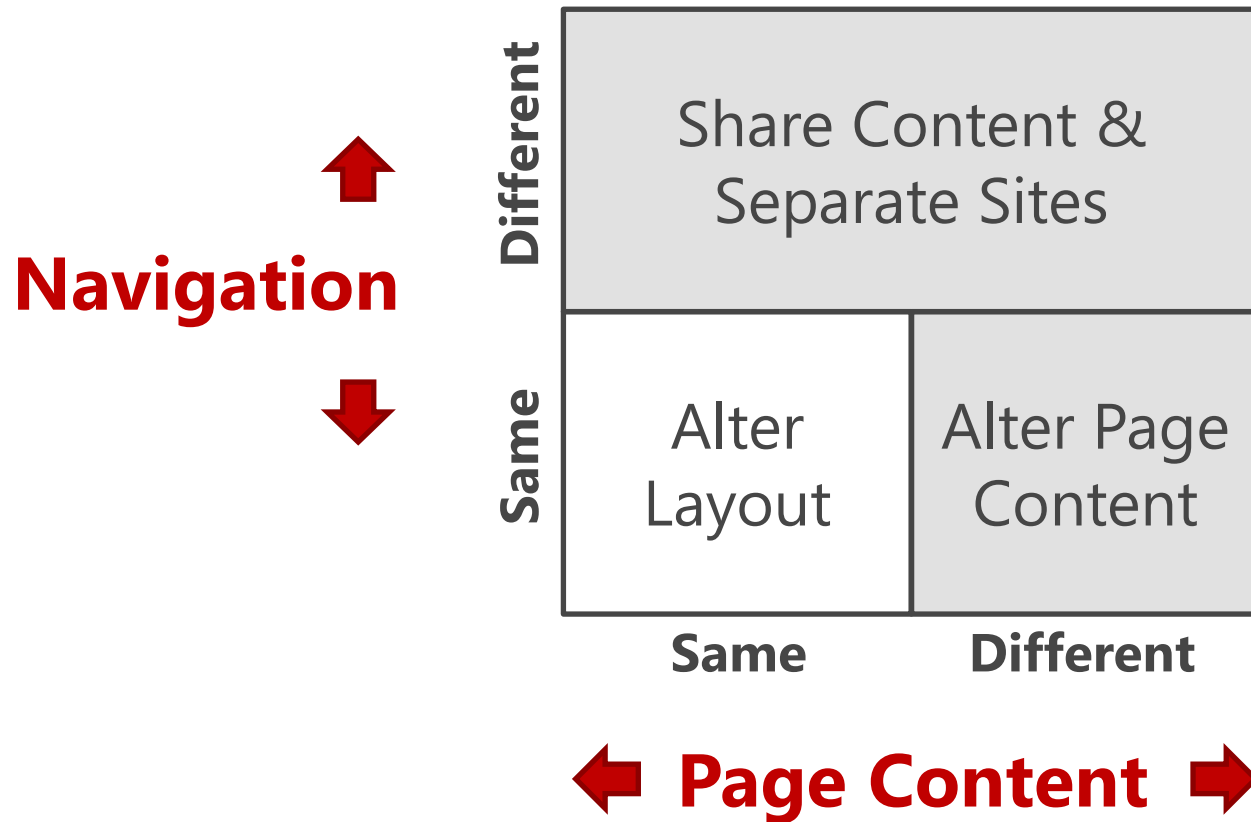
for 6 Menus

1 Fixed Line

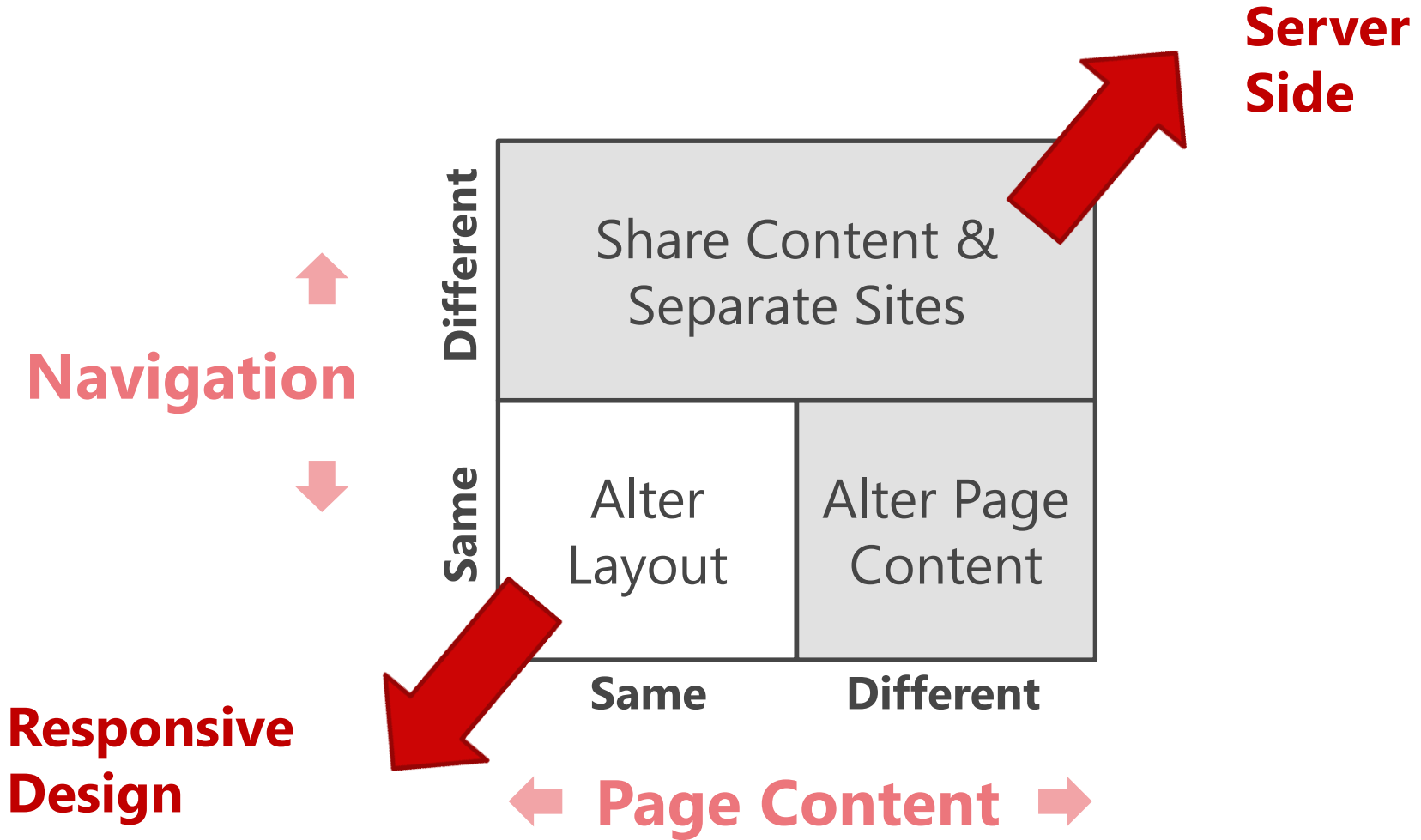
2 [Pay as you Go](#)



# Current Site vs Mobile Site



# Current Site vs Mobile Site



Top  
Tip



**display:none**

# Strategy

# Past

	Desktop
Mouse	✓
Keyboard	✓

# 2013

	Desktop	Mobile Phone	Tablet
Mouse	✓	1☐	1☐
Keyboard	✓	☐	☐
Touch	☐	☐	☐



# 2015

	Desktop	Mobile Phone	Tablet	TV / Console
Mouse	✓	1☐	1☐	2☐
Keyboard	✓	☐	1☐	2
Touch	1	☐	1☐	2
Voice	2	2	2	2
Gesture	2	2	2	2

# 2015 onwards

	Desktop	Mobile Phone	Tablet	TV / Console	Glasses/ Watches	Speech
Mouse	✓	1☐	1☐	2☐	3	3
Keyboard	✓	☐	1☐	2	3	3
Touch	1	☐	1☐	2	3	3
Voice	2	2	2	2	3	3
Gesture	2	2	2	2	3	3

# thefonecast.com



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Top  
Tip

# Advertising



## One Advert for Mobile

“Mobile Ad Revenues Will Top \$11.4 Billion In 2013, Up 19% On 2012. India, China And Display Fuelling The Boost” – Gartner

I'll come back to this... don't let me forget

# Future - Tomorrow





# Authentication

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# Payment



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**Location**







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# Future – A Few Years



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# Future – A Few More Years



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# Summary

# The New “Home Page”



# Summary

## Design

- Understand User Context
  - Understand Device
- 
- Optimise Process 😊
  - Optimise Opportunity \$

## Enablers

- Flexible Content (not WYSIWYG)
- Business Intelligence
- Easy Authentication
- Payment
- Optimise Organisation

**There is more change ahead**

# Question & Answers

- ✓ Device Capabilities – Today & Tomorrow
- ✓ Changing Usage
- ✓ Consequences for Web Sites
- ✓ Pace of Change
- ✓ Today - Solutions
  - Real Examples
  - Role of Responsive Design
  - A Simple Strategy
- ✓ Tomorrow - Considerations
- ✓ Summary

thefonecast.com – look at the code