Towards a MobileOK Web

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vodafone

GROUP R&D

W3C Mobile Web Initiative

NOKIA Connecting People

ERICSSON TAKING YOU FORWARD

ftgroup

hp invent

vodafone

NTT DoCoMo

volantis systems

TIM Living without borders

+

Google
AOL
T-Online
FOSI

mobileaware

DRUTT CORPORATION

OPERA software

sevenval

rulespace

bango

JATAAYU Unwiring the Internet

Afilias GLOBAL REGISTRY SERVICES

.mobi

Telefónica
etc...

Mobile Web Best Practices

Best Practice Detail

- **Design** for One Web
- **Rely** on Web standards
- **Stay away** from known hazards
- **Be cautious** of device limitations
- **Optimize** navigation
- **Check** graphics & colors
- **Keep** it small
- **Use** the network sparingly
- **Help & guide** user input
- **Think** of users on the go

THEMATIC CONSISTENCY:
Ensure that content provided by accessing a URI yields a thematically coherent experience when accessed from different devices.

- VALID MARKUP: Create documents that validate to published formal grammars.

- STYLE SHEETS USE: Use style sheets to control layout and presentation, unless the device is known not to support them.

- COOKIES:
  Do not rely on cookies being available.

- OBJECTS OR SCRIPT:
  Do not rely on embedded objects or script.

So what is mobileOK?

- Conformance tests for content
  - Two levels: “Basic” and “Pro”
- Machine-readable trust-mark
  - Encodes the results of the tests

The Tests

GRAPHICS_FOR_SPACING

For each img element and object element whose type attribute starts with "image/":

If all pixels are transparent,

If image height and width are both less than or equal to 2 pixels, warn

If either dimension exceeds 2 pixels, FAIL

If more than one image with all transparent pixels was encountered, warn

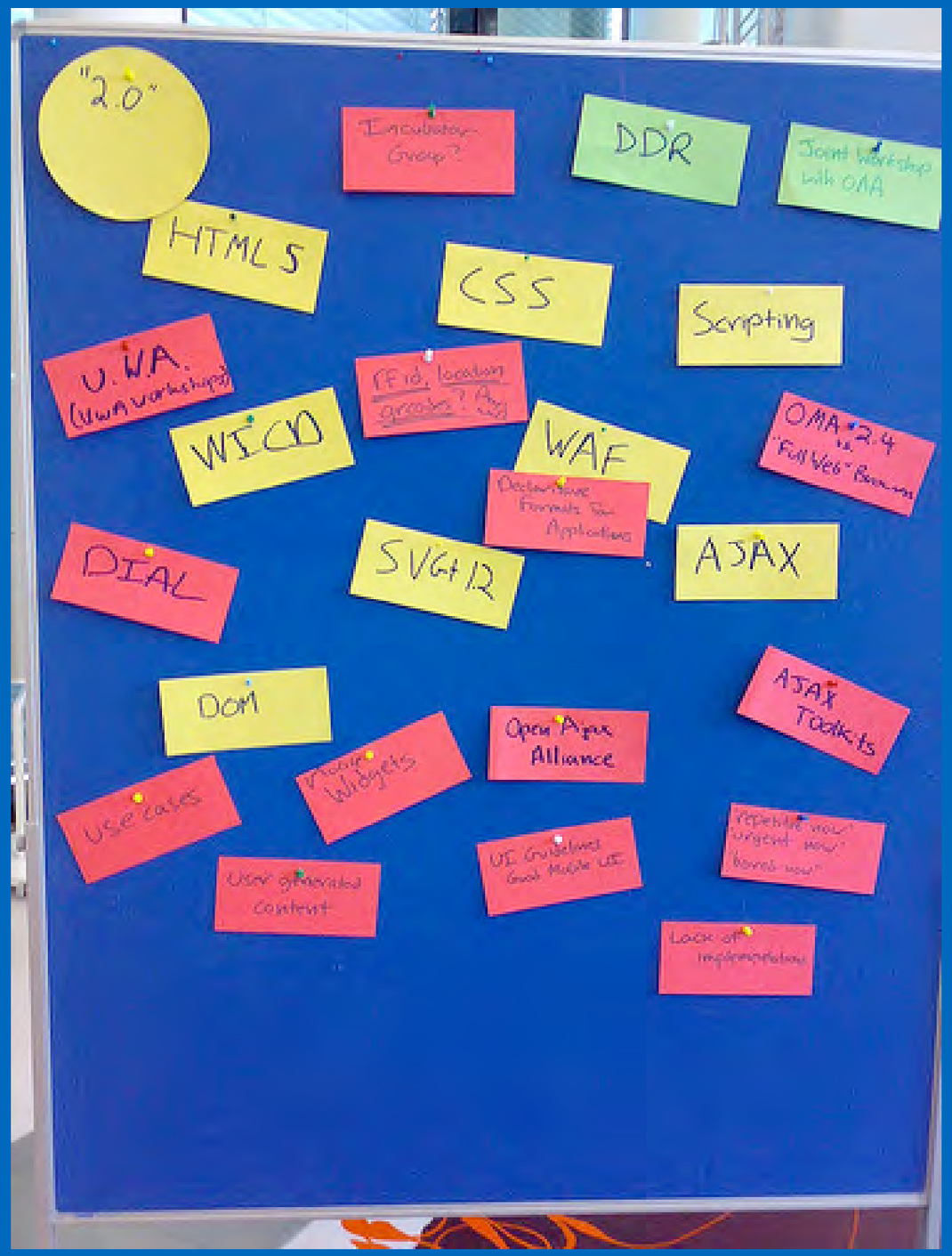
PASS

The Mark

- Encodes results of MobileOK tests
  - With additional metadata
- Uses POWDER
  - Enables resource grouping
  - Ease of use for content owners
  - More sophisticated than simple yes/no

The Future

- Charter 2
- Finishing up MobileOK (Basic, Pro)
- Guidelines for more advanced devices
  - Scripting
  - CSS



AJAX

Asynchronous Javascript (and) XML

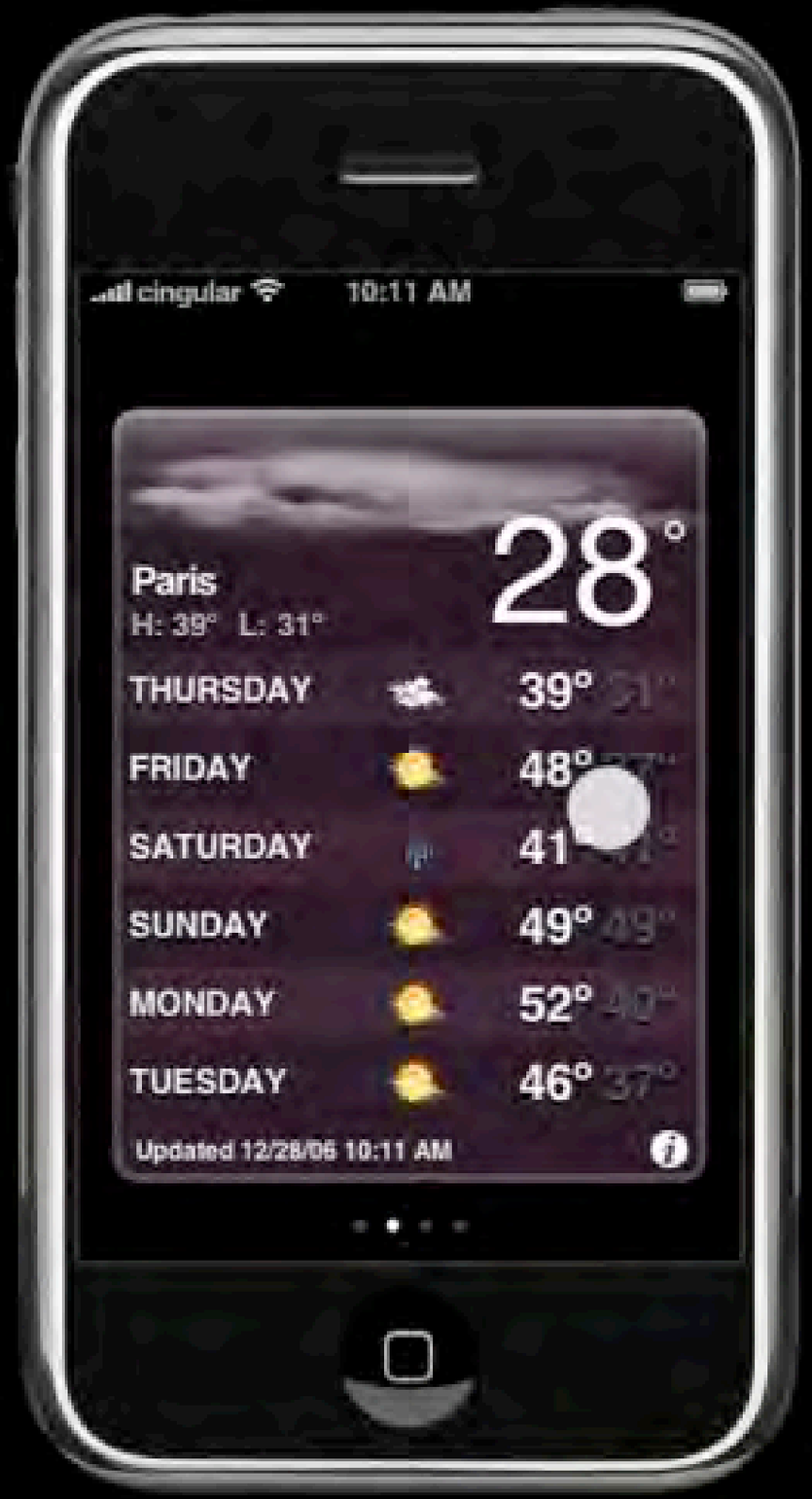
Scripting environment inside the browser

Key “Web 2.0” technology for client-side interactivity (on the desktop)

Now coming to a mobile near you

Action
Menu

Mobile Widgets


cingular
10:11 AM
Paris
H: 39° L: 31°
28°
THURSDAY
39°
FRIDAY
48°
SATURDAY
41°
SUNDAY
49°
MONDAY
52°
TUESDAY
46°
Updated 12/28/06 10:11 AM

VODAFONE

βvine

Developers Wanted!

Vodafone R&D developer community

A place for individual developers and small companies to upload and showcase beta applications

A place for "early adopters" to come to find, download and test applications

Open source, APIs, Student Competitions (win €5000)

www.vodafonebetavine.net

Thanks!

Mobile Web Initiative: http://w3.org/Mobile

Planet Mobile Web: www.w3.org/Mobile/planet

Dev.mobi: http://dev.mobi