

# 51Degrees.mobi

**Making the mobile web work**

James Rosewell - @jwrosewell / @51degreesmobi  
51Degrees.mobi

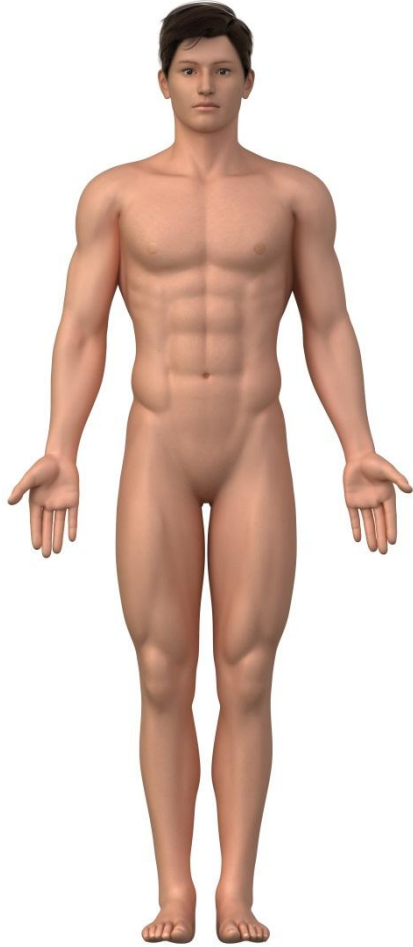
**FUTURE WEB DESIGN –  
MOBILES, TABLETS, TVS &  
GLASSES**

# About 51Degrees.mobi

- Founded 2009 – Open Source Project
  - Device Detection
  - Optimisation
  - Analytics
- Key Metrics:
  - 320,000 servers
  - 690,000,000 devices per month
  - 5,000,000 detections per second
  - 99.9% accurate
  - 12,052 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









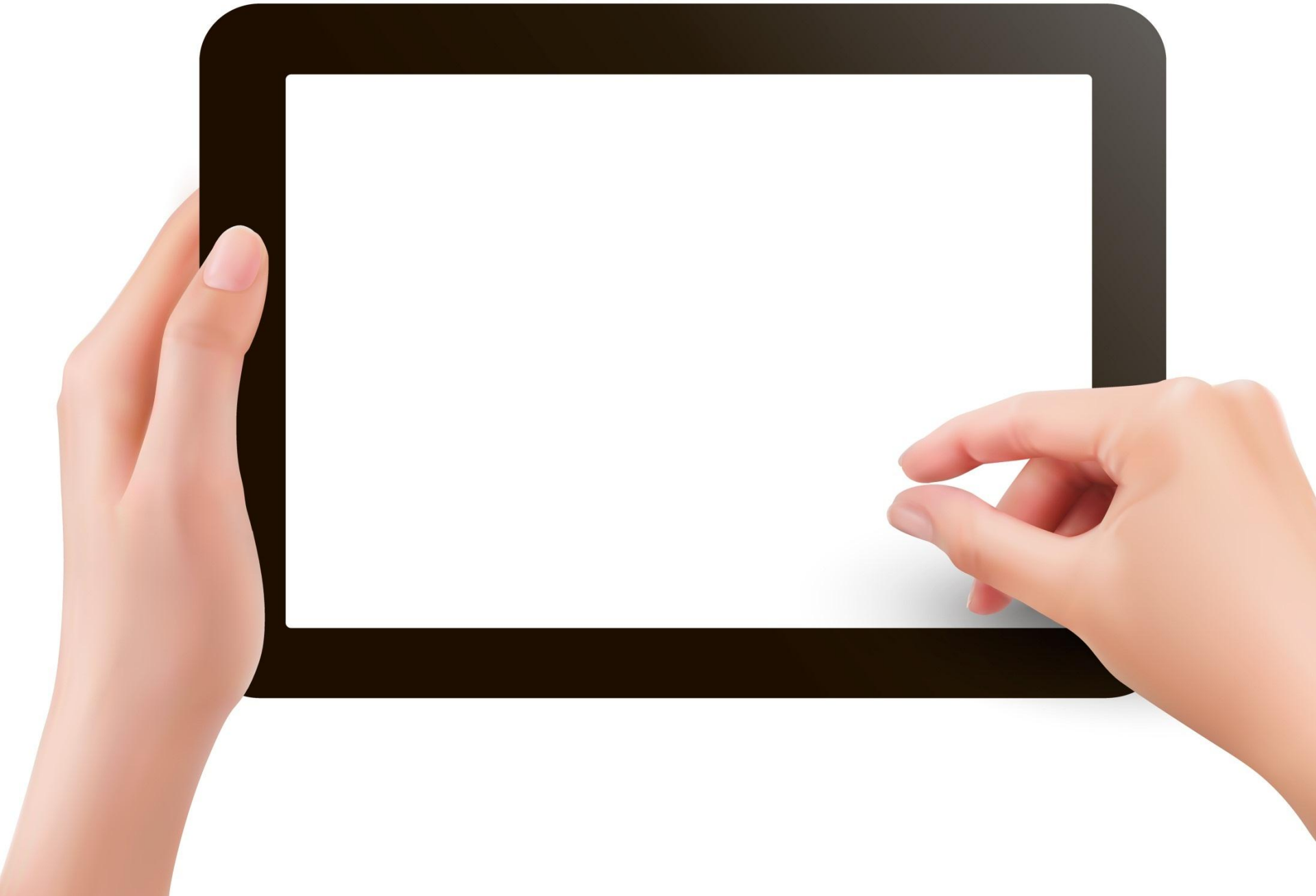


# Machines

# Inputs











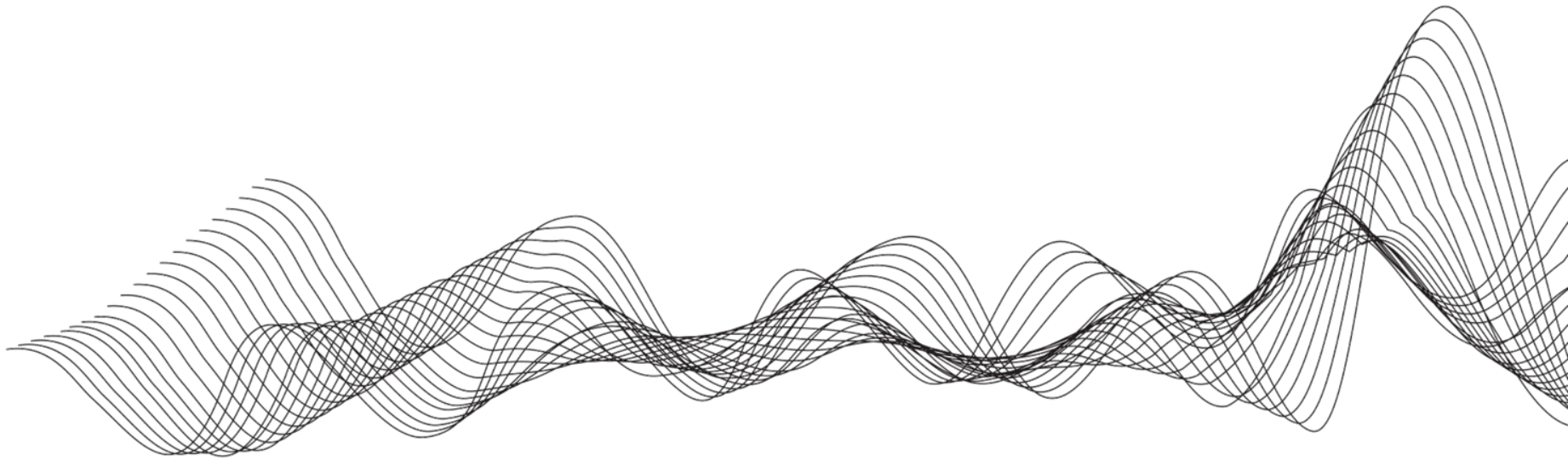


# Outputs









# Capabilities













**51Degrees**.mobi

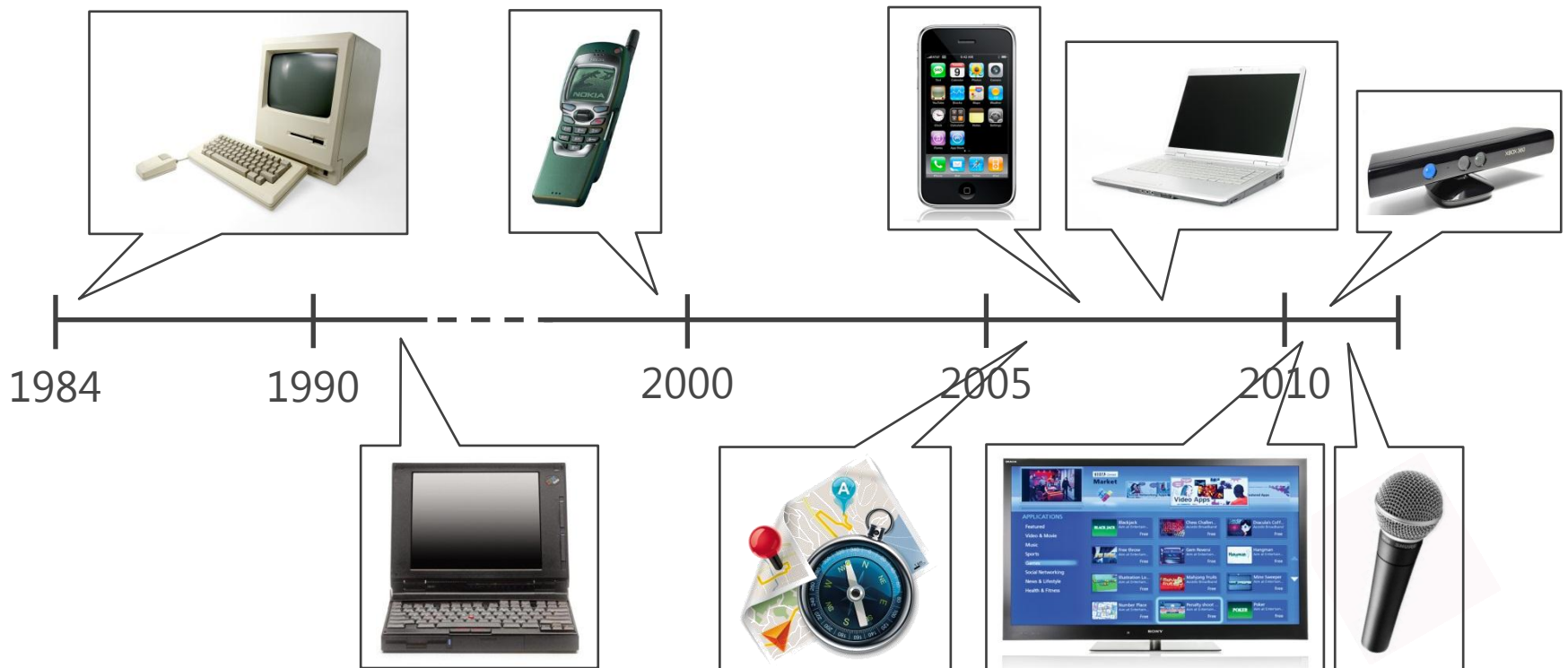






**51Degrees**.mobi

# Timeline





Last 5 Years

Touch Screen & Location

Last 2 Years

See & Hear

Mobile has just begun

Usage













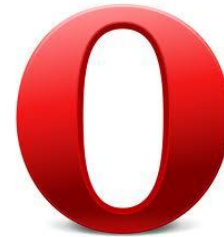


So What?



“Mobile First” = not true for most of us

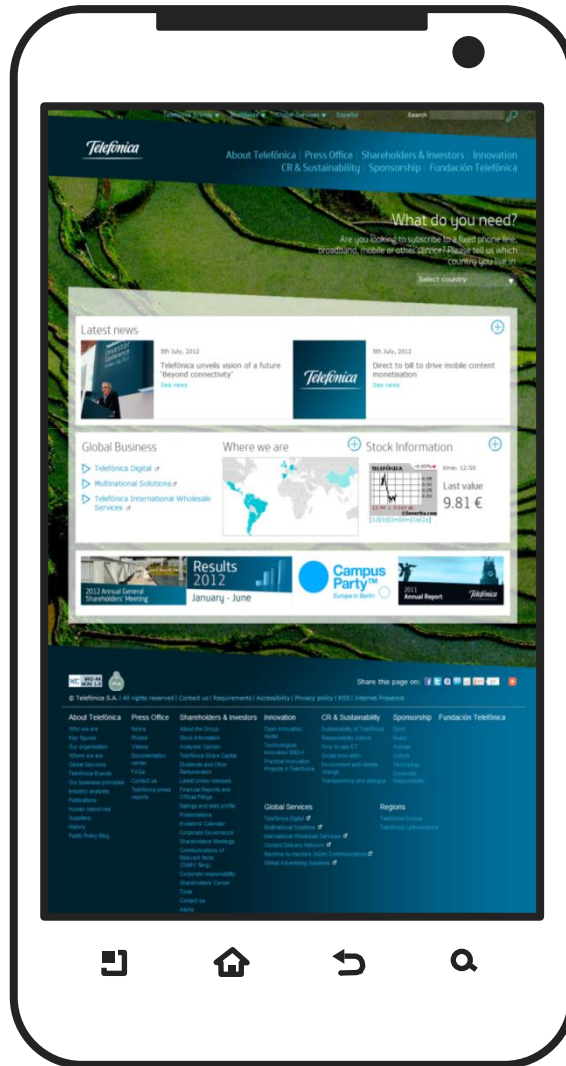


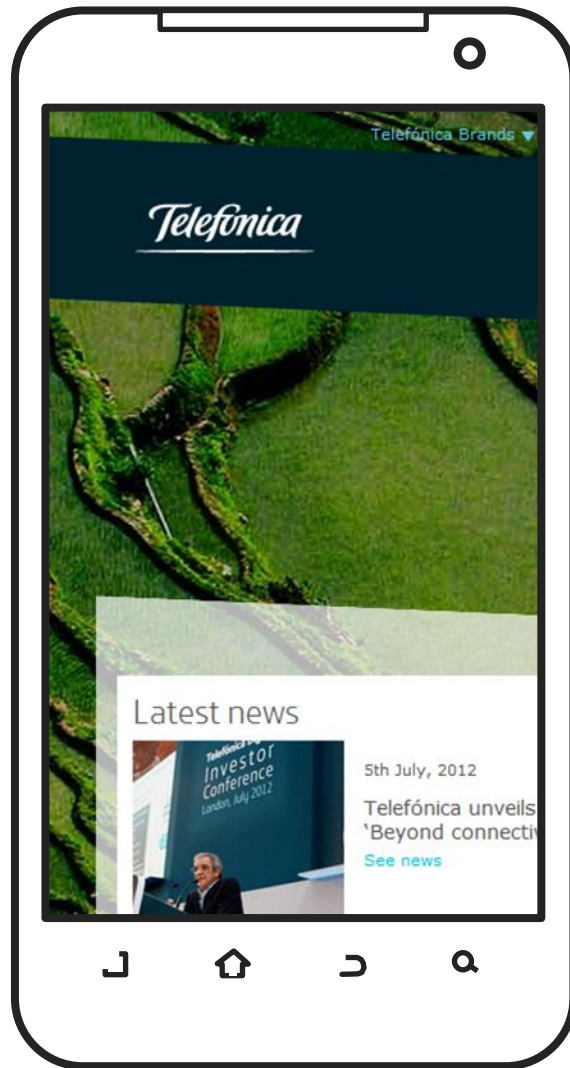


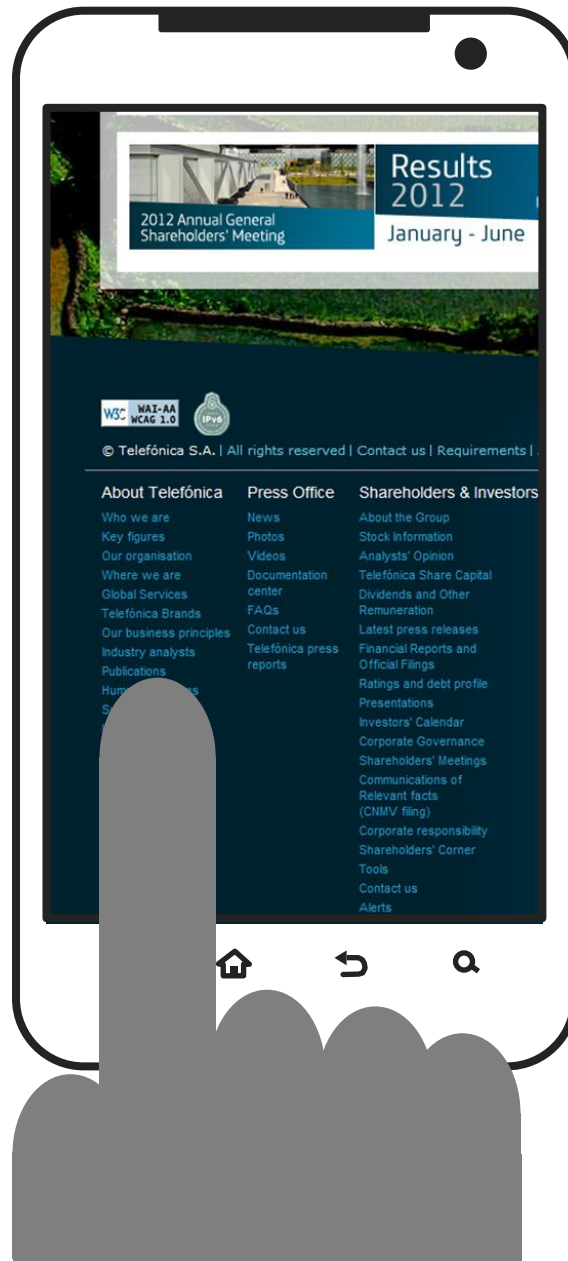






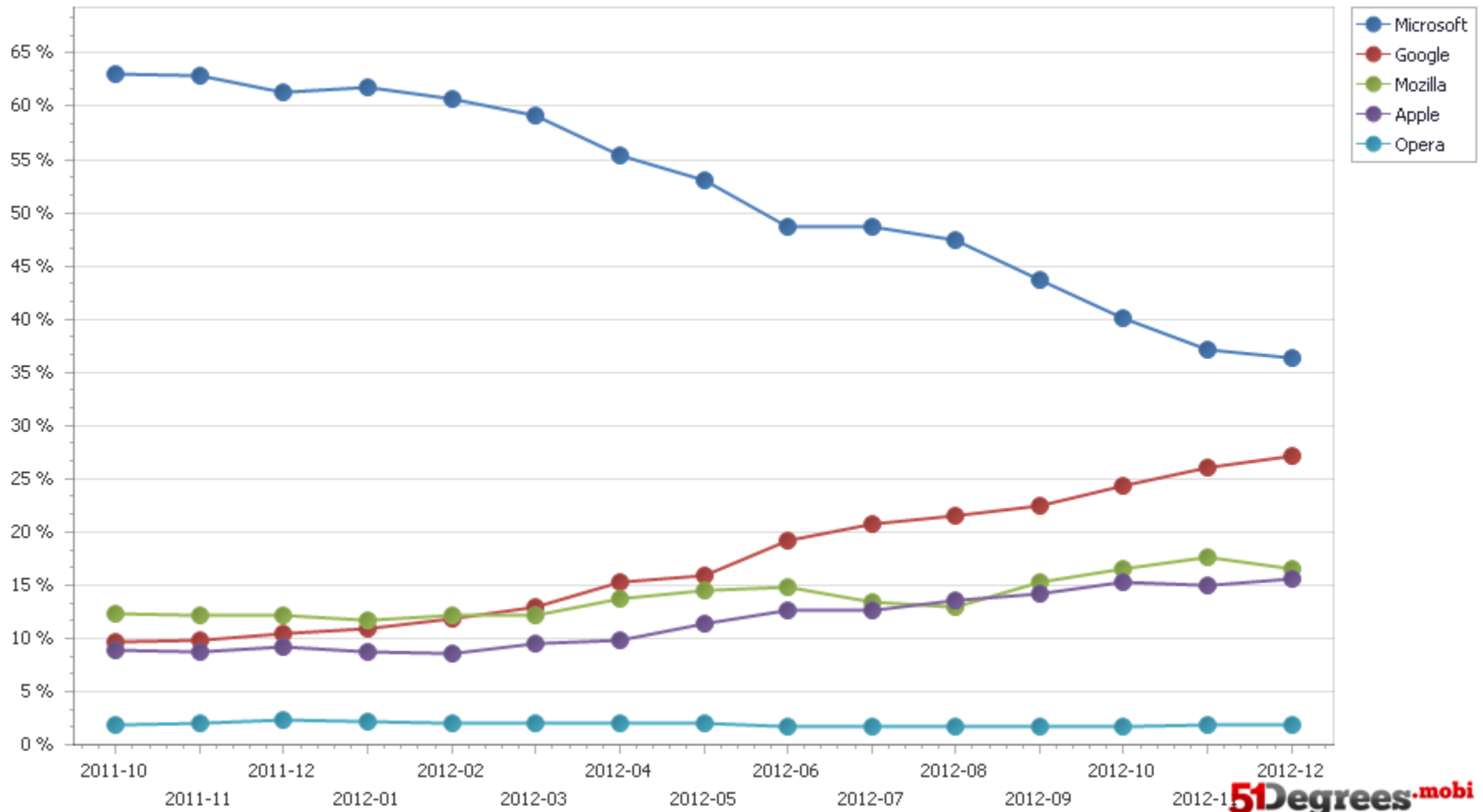




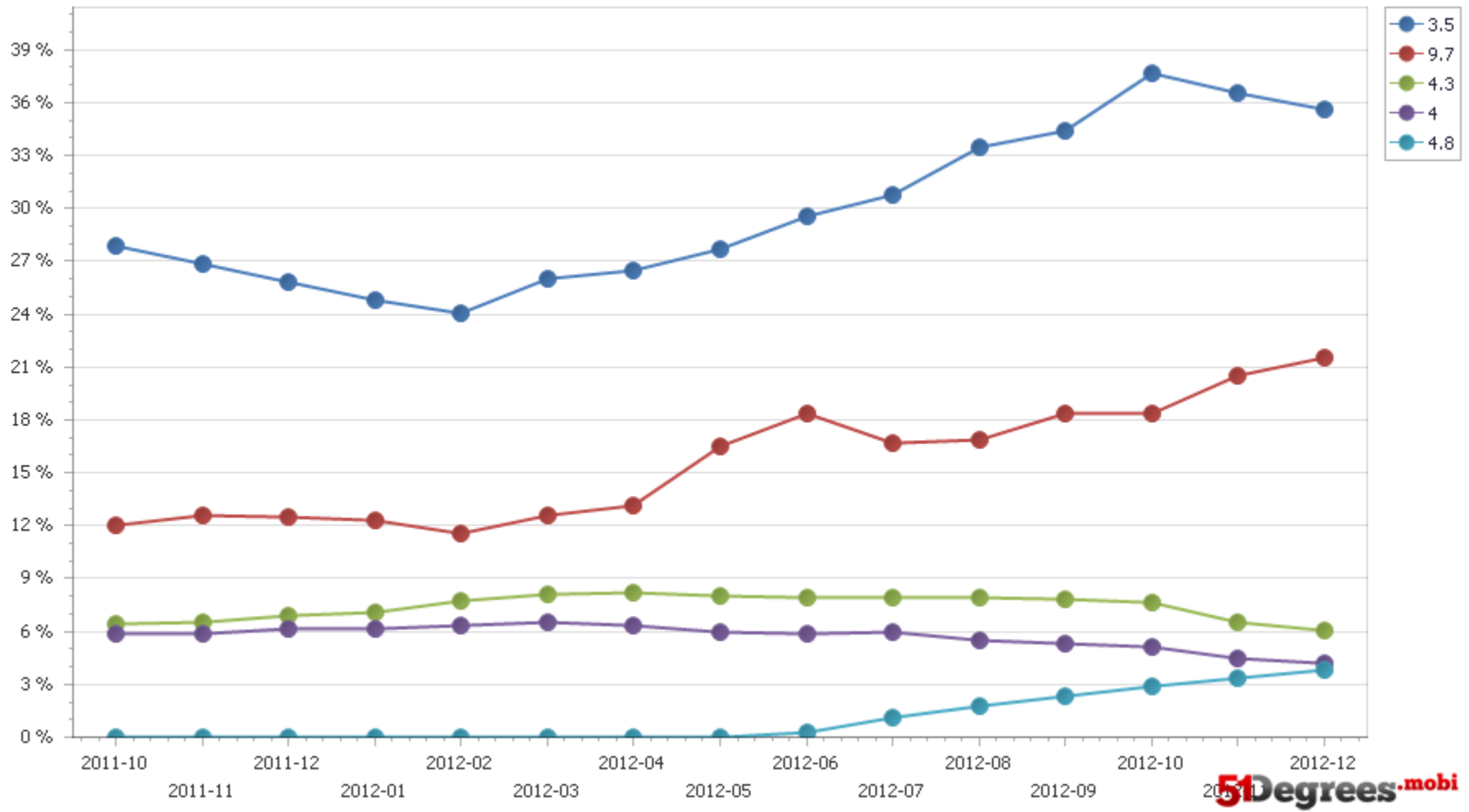


# Pace of Change

# Global Browser Vendors



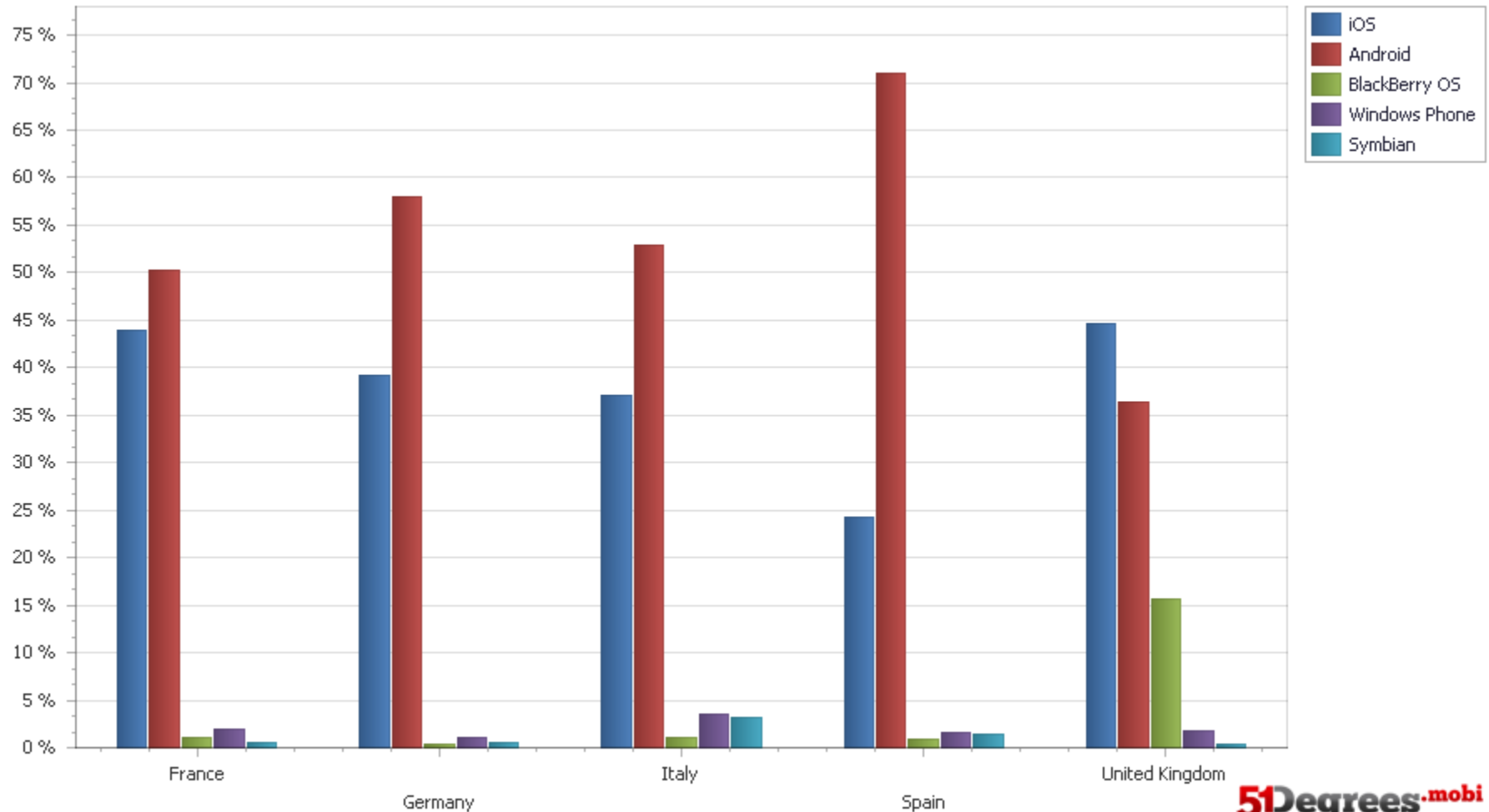
# Top 5 Mobile Screen Sizes Globally



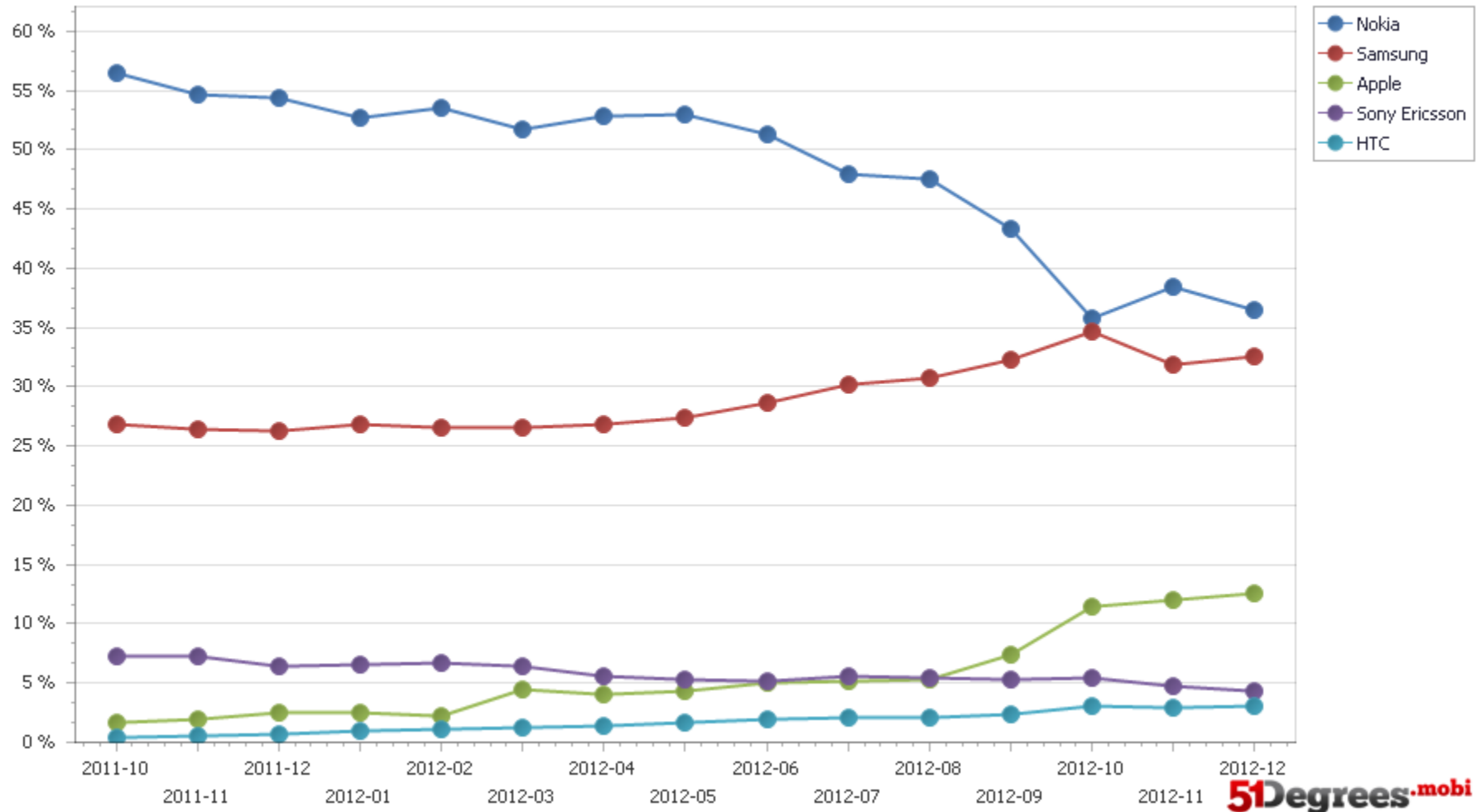
# Market Differences



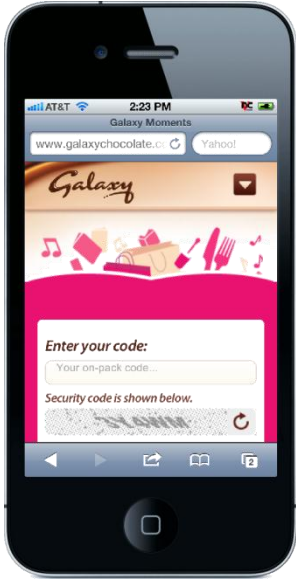
# Hardware Vendors Europe December 2012

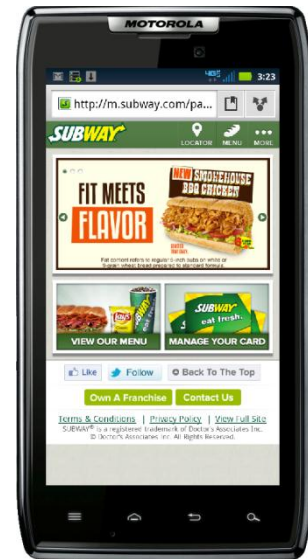
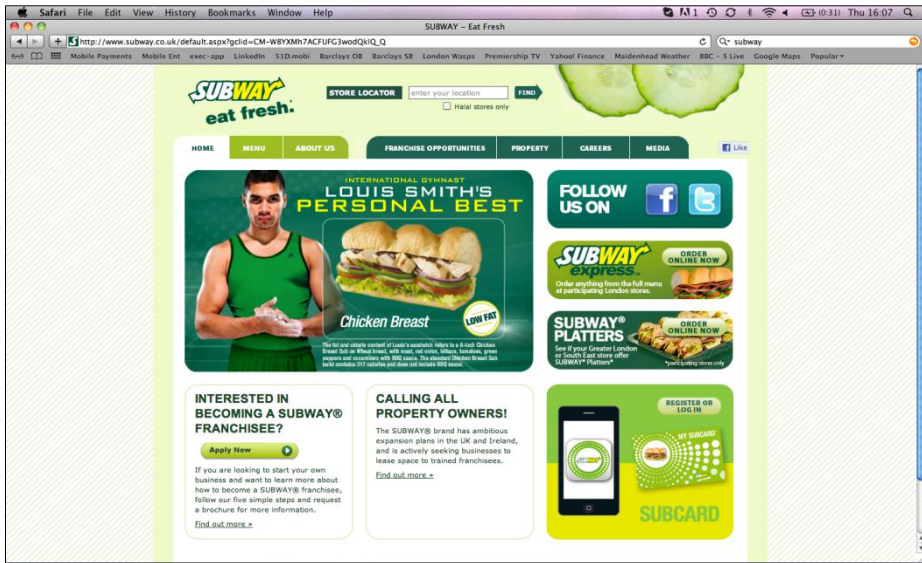


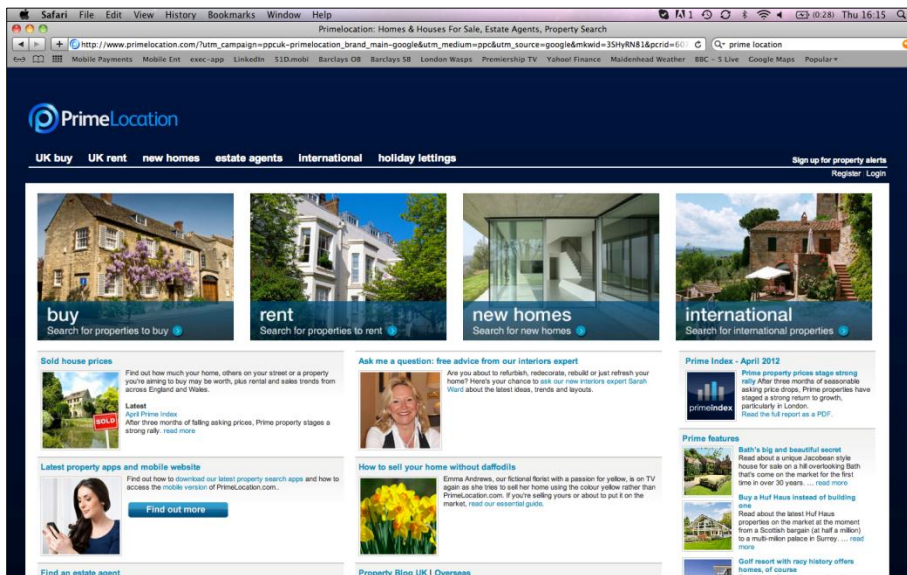
# India



Today







Vogue



TravelZoo



TicketsNow



Seatwave



Amex



Visa Europe



Alaska Airlines

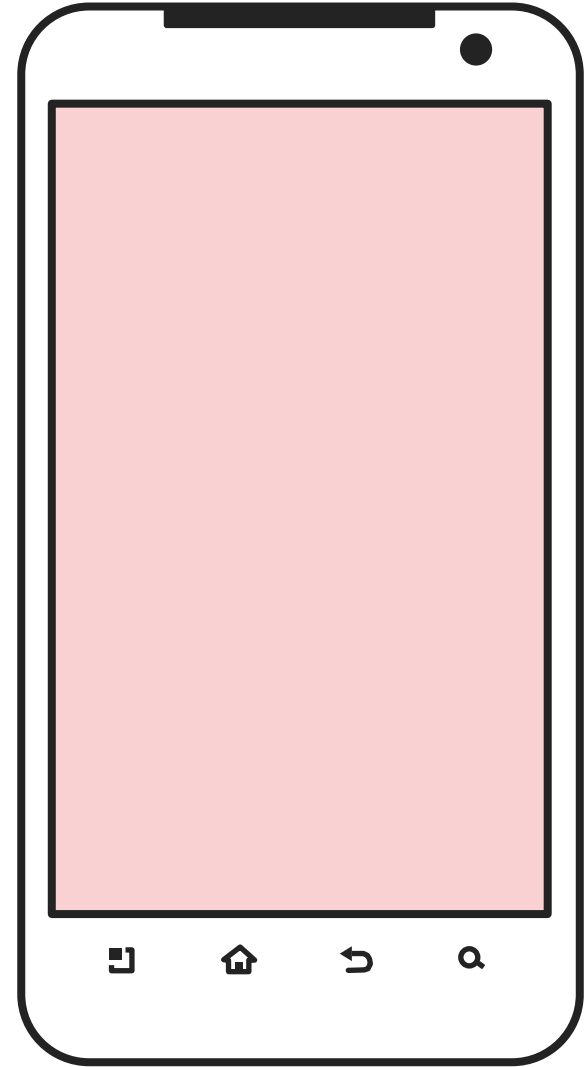


Kitbag - Chelsea, Barcelona, Man Utd, F1.com online stores



# Responsive Design







Top  
Tip



**display:none**

# One Size Does Not Always Fit All



# Strategy

# Past

	Desktop
Mouse	✓
Keyboard	✓

# 2013

	Desktop	Mobile Phone	Tablet
Mouse	✓	<b>1</b>	<b>1</b>
Keyboard	✓	<b>1</b>	<b>1</b>
Touch	<b>1</b>	<b>1</b>	<b>1</b>

# A Few Years

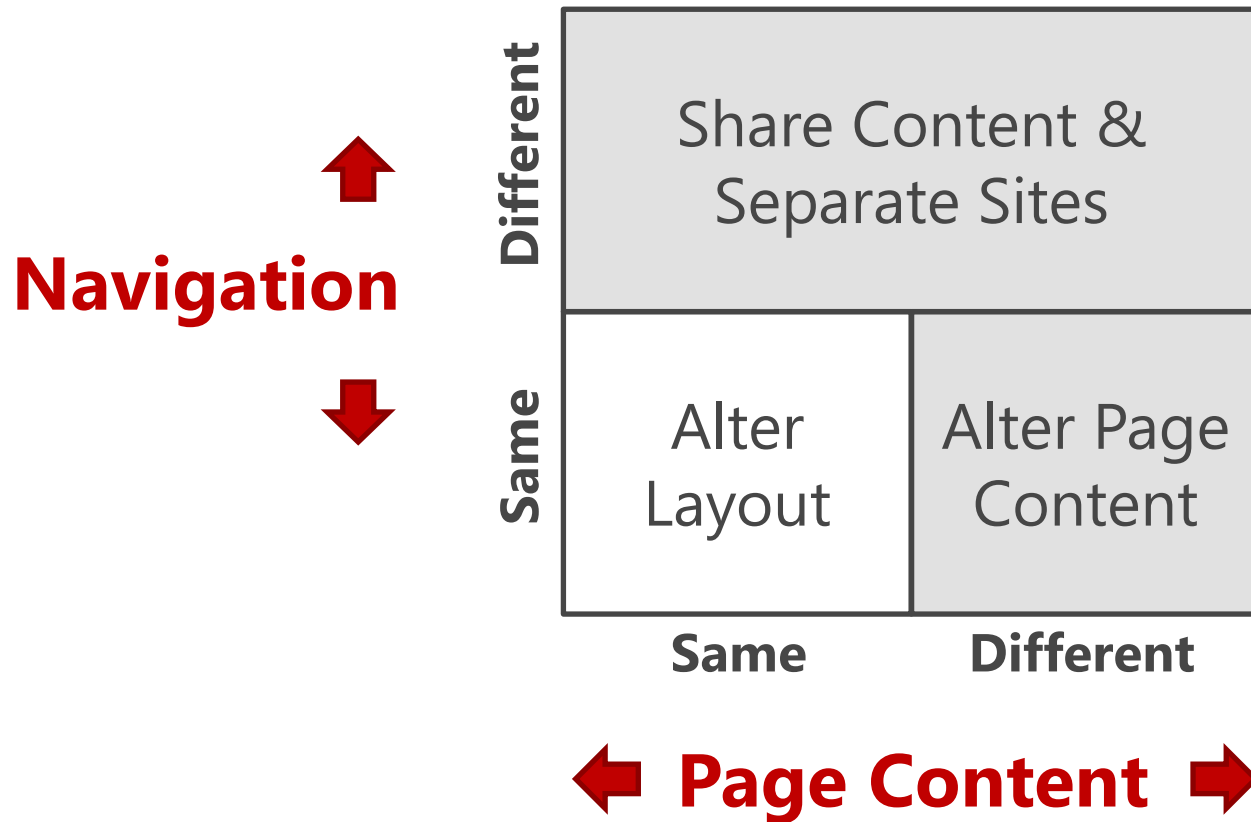
	Desktop	Mobile Phone	Tablet	TV
Mouse	✓	1	1	2
Keyboard	✓	1	1	2
Touch	1	1	1	2
Voice	2	2	2	2
Gesture	2	2	2	2



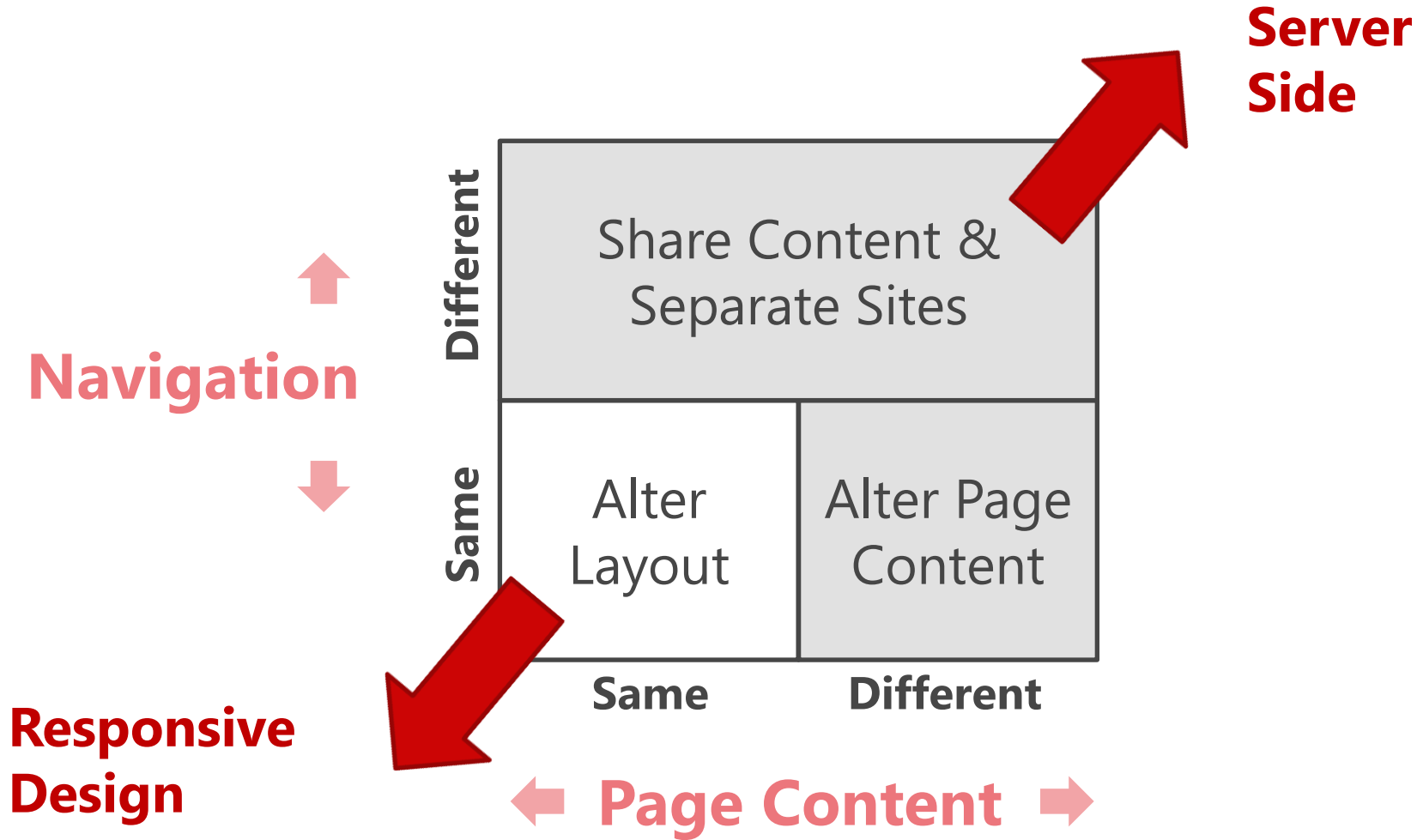
# A Few More Years

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

# Current Site vs Mobile Site



# Current Site vs Mobile Site



# thefonecast.com



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

Future - Tomorrow



# Authentication

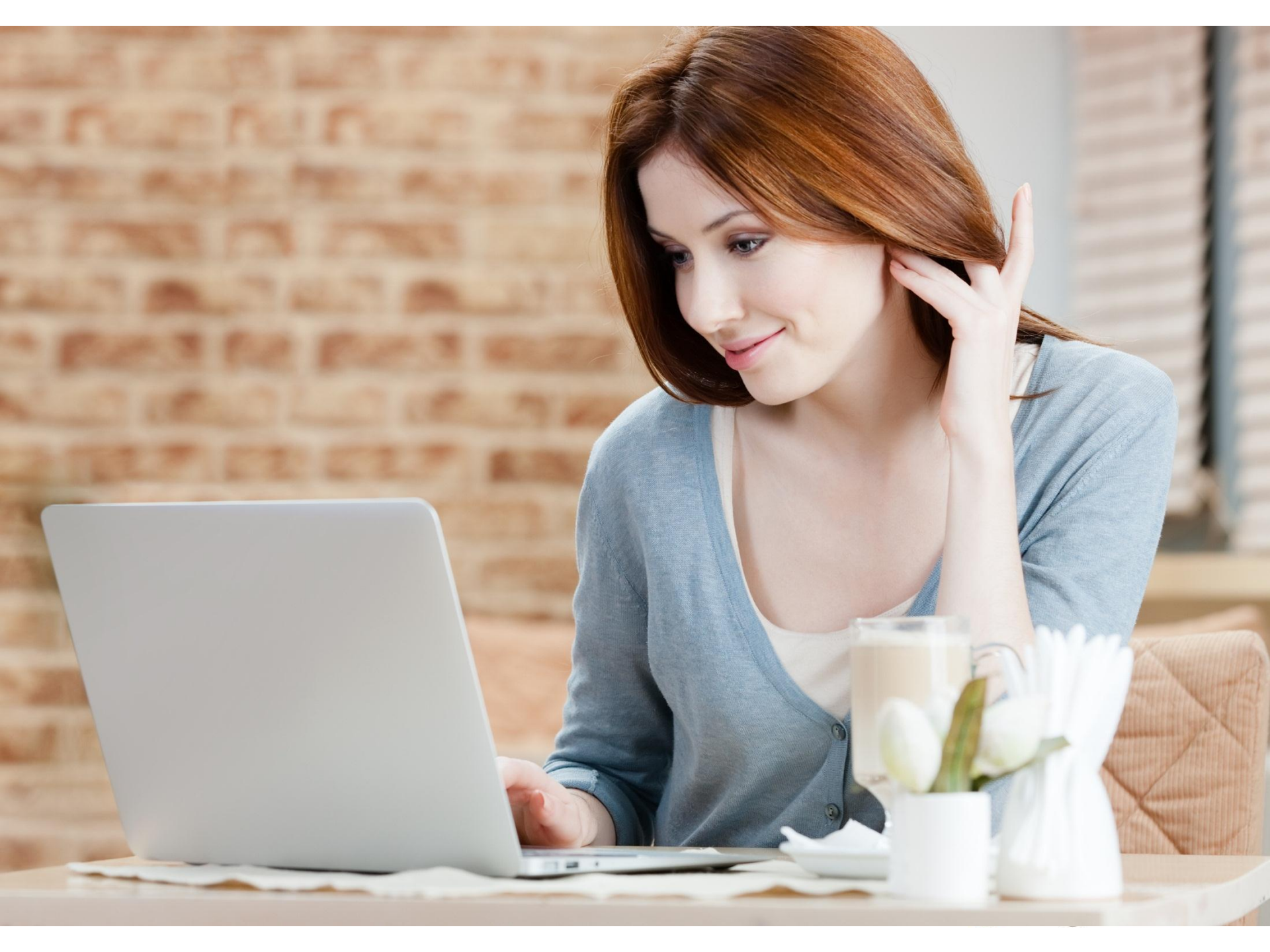
# Payment







**Location**







# Future – A Few Years





Future – A Few More Years









**51Degrees**.mobi


# 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