

Building for a mobile audience



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Karen McGrane

CONTENT STRATEGY FOR MOBILE

FOREWORD BY Paul Ford

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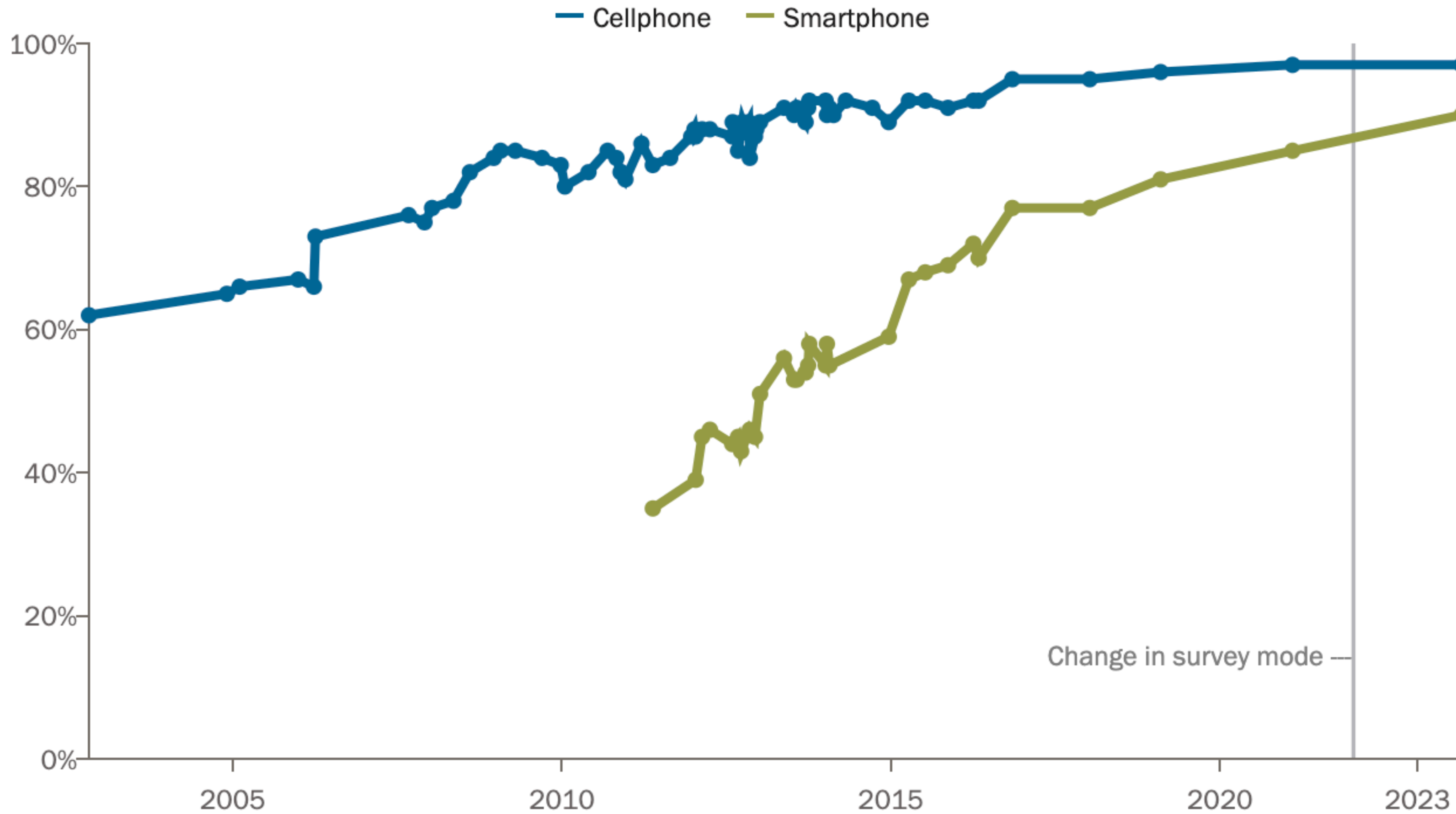
Karen McGrane

GOING RESPONSIVE

FOREWORD BY Frank Chimero

Mobile phone ownership

% of U.S. adults who say they own a ...



Smartphones are ubiquitous

Nine-in-ten own a smartphone, up from just 35% in Pew Research Center's first survey of smartphone ownership conducted in 2011

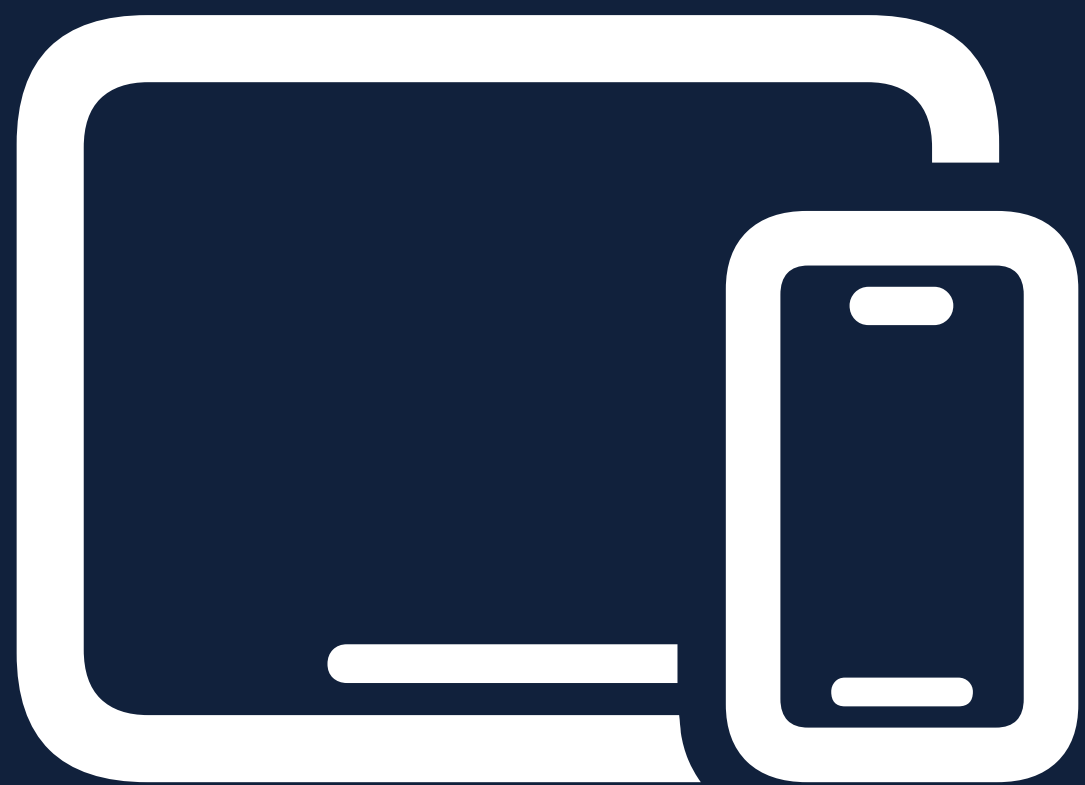
Eventually every mobile phone owner will have a smartphone



It's not mobile first,
it's mobile last

Stop saying “mobile” and “desktop”

- Use screen size rather than mobile, tablet, and desktop when talking about layout. I say small screen and large screen
- Describing device type tends to carry along assumptions about network connectivity, peripheral devices, and use cases that may not be relevant to the context



Conditions & Features, Not Devices

INPUT METHOD	Touch	Keyboard/ Mouse	Hybrid	Speech	Joystick/ Analog
SCREEN SIZE	Extra Small	Small	Medium	Wide	
NETWORK SPEED	Slow (EDGE/GPRS)	Medium (3G)	Fast (5G)	Broadband	
NETWORK CONDITION	Spotty, high latency	Reliable, stable	Primarily Offline		



Mobile web matters

- Yes, even if you have an app
- There is no reason the small screen view shouldn't be just as good as the large screen view and the app view
- Requires a thoughtful implementation of responsive web design, with attention to breakpoints




issues, two people with knowledge of the matter said. That could force changes to the terms and drag out a final resolution for months.

TikTok, one of the world's most popular social media apps, has been under a legal cloud in the United States for more than two years because of its Chinese ties. Lawmakers and regulators have repeatedly raised concerns about TikTok's ability to protect the data of American users from Chinese authorities. President Donald J. Trump tried to force ByteDance to sell TikTok to an American company in 2020 and threatened to block the app.

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“It looks better in the app”
is a cop-out

Apps have value

The push to get users to download an app likely has justifiable business reasons behind it, such as:

- **Subscriber data:** No anonymous browsing
- **Tracking:** Cookies are changing
- **Ad revenue:** Higher value, more control
- **Native functionality:** More interactive behaviors





Your small screen view is
your front door



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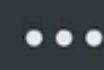
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Small screen hierarchy and polish

Breakpoints should not be defined based on specific device sizes, they should be chosen based on where the content “breaks”

- line lengths are too short or too long
- images start to feel cramped
- the column grid needs to shift
- navigation needs to collapse or move behind a menu



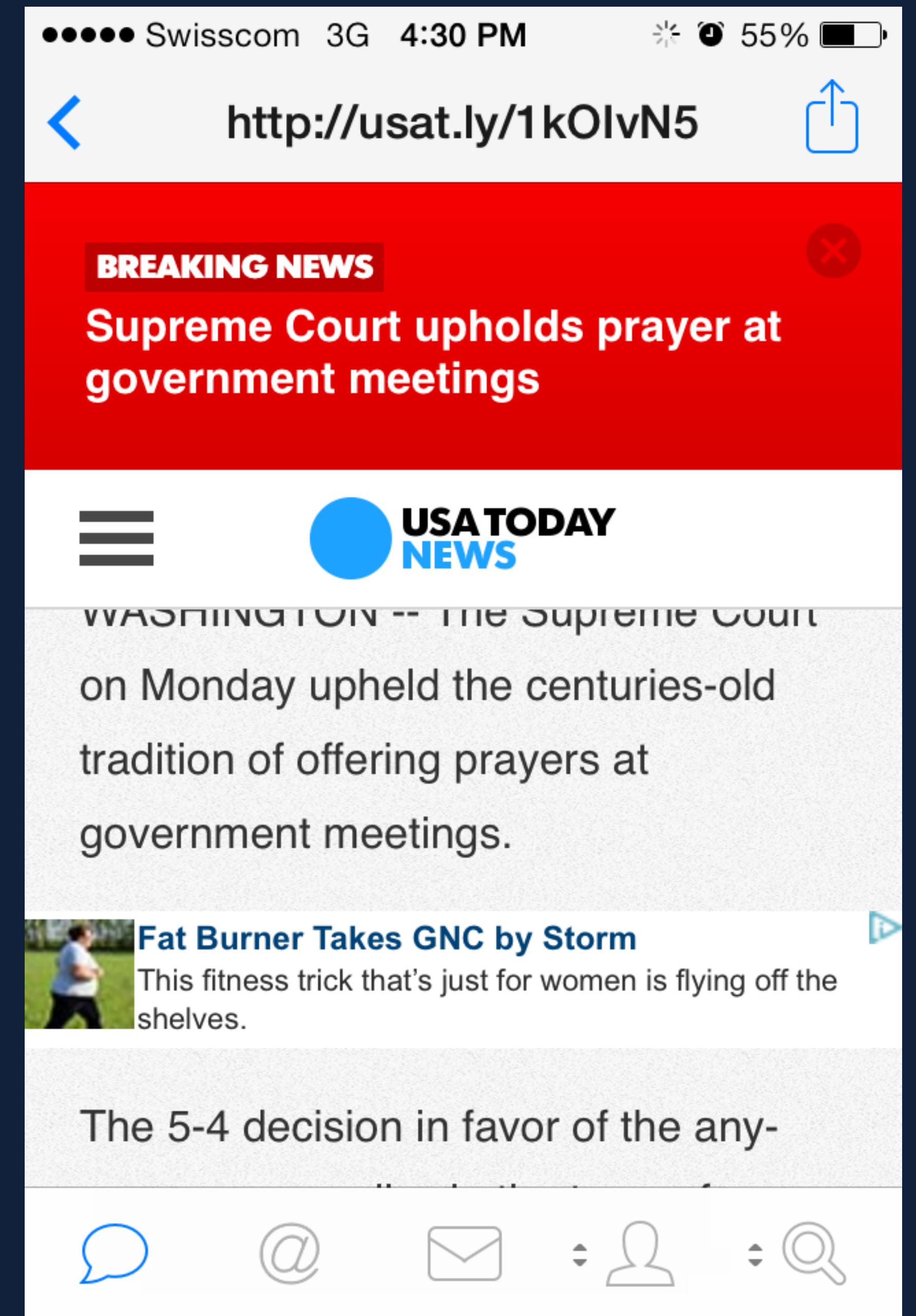
Image sizing and crops

- The small screen view often needs images cropped differently to account for scaling and image ratio
- Large images mean slow loading times
- Use responsive images to serve different versions



Effective pop-ups (if you must)

- You control where popups appear, orchestrate them for maximum effect
- Define one action per page, with clear goals for what you want to achieve
- You can't annoy your way to success



Review on actual devices

- Reviewing and testing responsive designs in a narrow browser window or in a mobile mockup isn't enough
- How scrolling and interactivity “feel” on the device should be designed
- Bandwidth should be a consideration, fast performing sites make interactive elements feel snappy and accurate



Key Takeaways

- Stop saying “mobile” and “desktop,” refer to screen sizes and capabilities
- Design from the content out, not from the canvas in — define breakpoints based on the content, not the screen size
- Review and test on actual devices with realistic network speeds





JOHN DEERE

charles
SCHWAB



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Thank you.



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