Mobile Checklist Key

There are 10 tenets that summarize how to enhance a website to make it ready for mobile access. These guidelines help to design and build websites that optimize around the weaknesses and leverage around the strengths of mobile devices. These practices will result in websites that are very easy to work with on mobile devices, without sacrificing any content or functionality due to device limitations.

• Consider users who are fully mobile
  o These are users who are literally mobile, where they conduct their lives around mobile devices. They need to have their information compact and short.

• Assist and direct users where input is required
  o Due to the limited screen real estate on mobile devices, manipulating the on screen keyboard, touch pad and other input parameters is difficult. Therefore, there is a need to design and build sites that limit the need for input or assist the user with input.

• Minimize network usage
  o Due to the limited bandwidth, and network speeds on mobile devices, it is important that websites can be loaded and function with limited network requests. It is important for content to be cached or as a maximum loaded only once.

• Minimize all content
  o Due to the limited bandwidth, and network speeds on mobile devices, it is important that websites have small payloads. Therefore, payloads could be content required per page such as images, video and text. Payload content should also be compressed for delivery onto mobile clients that are requesting pages of the website.

• The colors and designs for all visual assets should be appropriate
  o Moving from a full 24-inch desktop monitor to a mobile device that has a 4 x 3 inch display, certain images and colors become easier or more difficult to view. Therefore, a web designer must make sure that on mobile devices that visual assets still look good and convey the correct message.

• Ensure that the navigation is effective and efficient
  o On a mobile device, it even becomes more important that users of a website are able to quickly access key information without too much time involved in navigating. This also ties into minimizing network use. Therefore, website navigation must get mobile users anywhere and everywhere quickly and directly.

• Manage device support complexity
  o There are a multitude of devices on the market today. Although, these devices look similar, the differentiating factor is the various web technologies supported on the
devices. In designing and building a website, be aware of these differences so that the website supports these different technologies.

• **Avoid obvious pitfalls and mistakes**
  o Since mobile devices have small screens and even smaller keyboards, designing and building a website that avoids the known issues such as small navigation controls are imperative.

• **Always optimize around standards**
  o Although there are a plethora of devices on the market, the similarity amongst all the devices is the support standards. The manufacturers of these devices work to satisfy these standards. Therefore, to ensure the most support across the board, it is important to design and build websites that are built on these same standards.

• **Always have a mindset for build once, deploy everywhere**
  o Always design and build websites with the mindset that one code base will support different devices and the various limitations as opposed to having a specific code base per device. This mindset will allow for a website to be very maintainable and efficient.