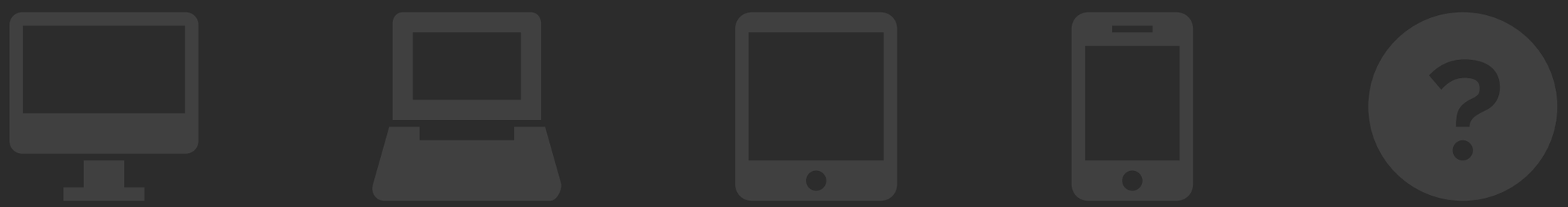
building for the post-mobile world

why "mobile sites" are doomed,
why the future is made of structured content,
and how to build without breaking the bank



hi. i'm @eaton!
i'm with lullabot.

strategy, design, and development

FAST COMPANY

Massachusetts Institute of Technology

O'REILLY®

Lifetime

SPIN

ASU
ARIZONA STATE UNIVERSITY

BEST BUY

SONY PICTURES

MARTHA STEWART

The Economist

HARVARD

NBC

MUSIC TELEVISION

IBM

The Washington Post

THE RECORDIN

BRITISH

feel free to leave if…

- You don’t manage or publish content
- Your pool of content is small, and static
- You have infinite budget, unlimited staff
- You’re retiring in 2014

- Otherwise? Stick around, watch or heckle #postmobile

change is here

> People don’t want different content or less content. They imagine that their devices are different windows on the same content, and we don’t get to choose how people view our stuff.

Karen McGrane, A List Apart

- Mobile is today’s crisis

- **47%** of US adults use phone for browsing
- **15%** use their phone for *most* browsing
- **45%** of teen girls – same as IE's share

Mobile: No longer a feature

- **75%** of mobile usage at home or the office
- **90%** split tasks between multiple devices
- **68%** avoid desktop site if mobile breaks

Parity: No longer optional.

- **$50k-150k** to build a midrange app
- **60%** of apps are never downloaded
- **50%** of app time is gaming or facebook

Apps: Not a silver bullet.

breakpoint overload

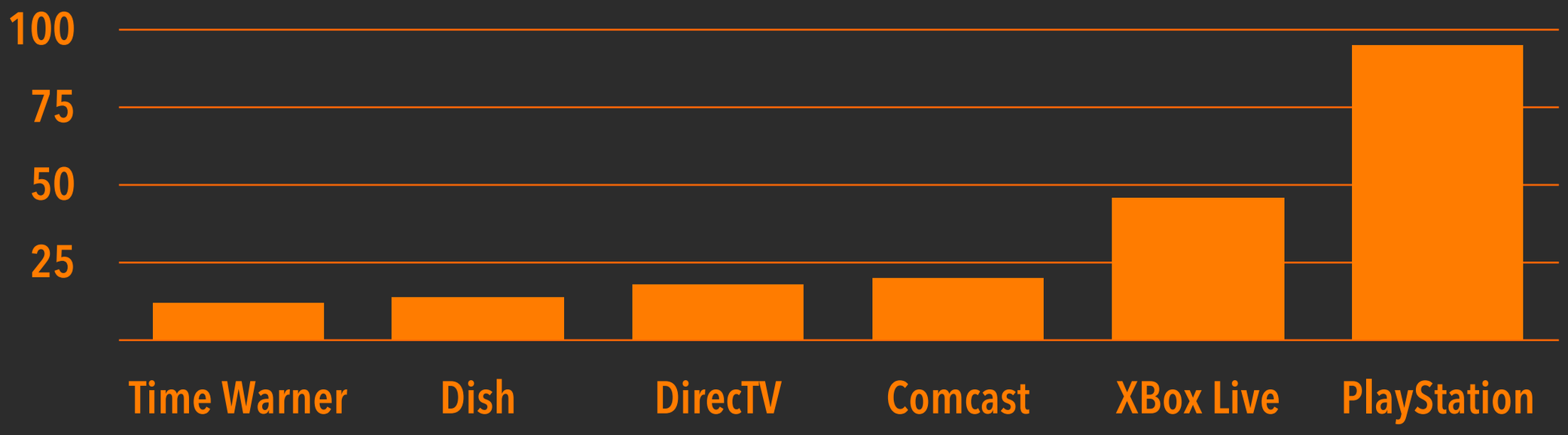
©2012 Lyza Danger – http://flic.kr/p/cfkULL

blink, blink, wink

Google Glass breaks every web site's interaction model. Sigh.

not even mobile

Drupal.org on my living room television. No, seriously.



46m on XBox Live

- Mobile is today's crisis
- Channel explosion is tomorrow's

Web

Web

Apps

Apps

Search

Social

Email

Web

Feeds

Print

APIs

- Mobile is today’s crisis
- Channel explosion is tomorrow’s
- Forked content doesn’t scale

“The challenge for most organisations in the long run won’t be maintaining multiple sets of frontend code or different templates. It will be maintaining variations of duplicate content.

Karen McGrane: A Separate Mobile Site? No Forking Way

- Mobile is today's crisis
- Channel explosion is tomorrow's
- Forked content doesn't scale
- This isn't a new problem

?

plan for the future or pay to rebuild and rebuild...

and rebuild...

there is a solution

“Rather than thinking primarily about the final presentation – publishing web pages, mobile applications or brochures – an information-centric approach focuses on ensuring our data and content are accurate and available.

Whitehouse.gov, Digital Government Blueprint

who's already grappling with it?

- Governments (see Data.gov)
- Large enterprise businesses
- Technical writers
- News media (see NPR's COPE)

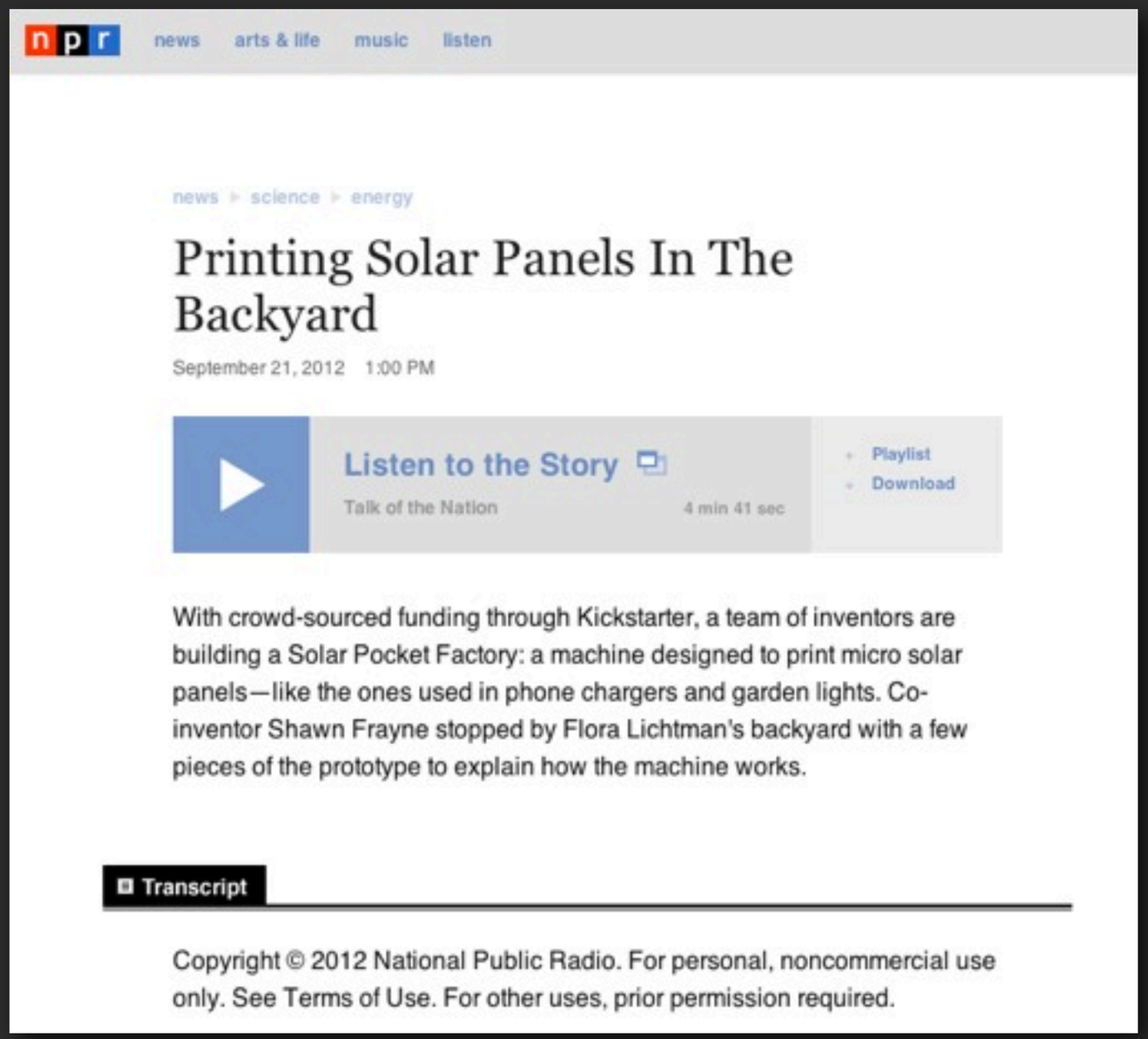
- Manage one pool of content

NPR's COPE

- Create Once, Publish Everywhere
- Small team, started a decade ago
- Uses the same content across all channels

NPR's COPE

- Desktop
- Mobile
- iPhone
- Android
- Partner
- Microsite
- Youtube
- Social



npr news arts & life music listen

news ▸ science ▸ energy

Printing Solar Panels In The Backyard

September 21, 2012 1:00 PM

Listen to the Story

Talk of the Nation 4 min 41 sec

Playlist
Download

With crowd-sourced funding through Kickstarter, a team of inventors are building a Solar Pocket Factory: a machine designed to print micro solar panels—like the ones used in phone chargers and garden lights. Co-inventor Shawn Frayne stopped by Flora Lichtman's backyard with a few pieces of the prototype to explain how the machine works.

Transcript

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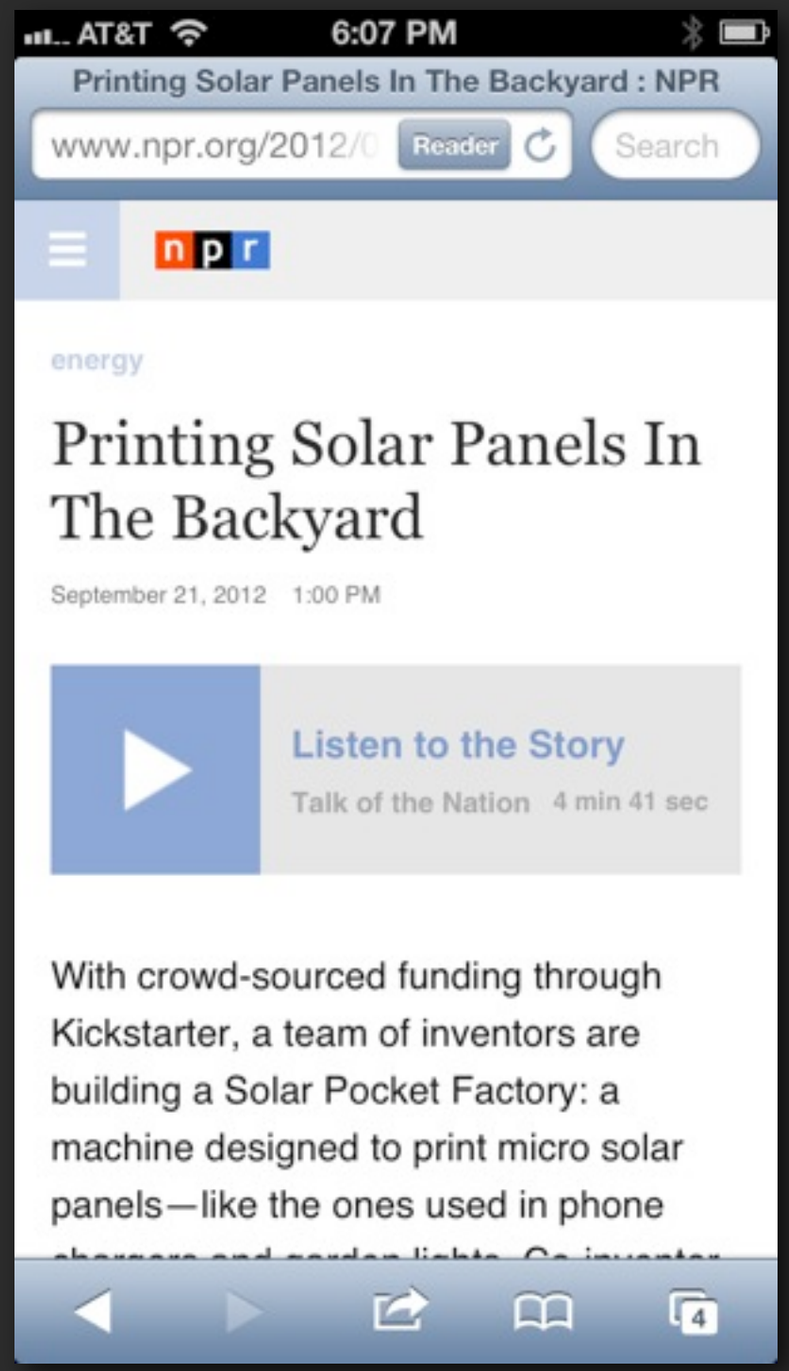

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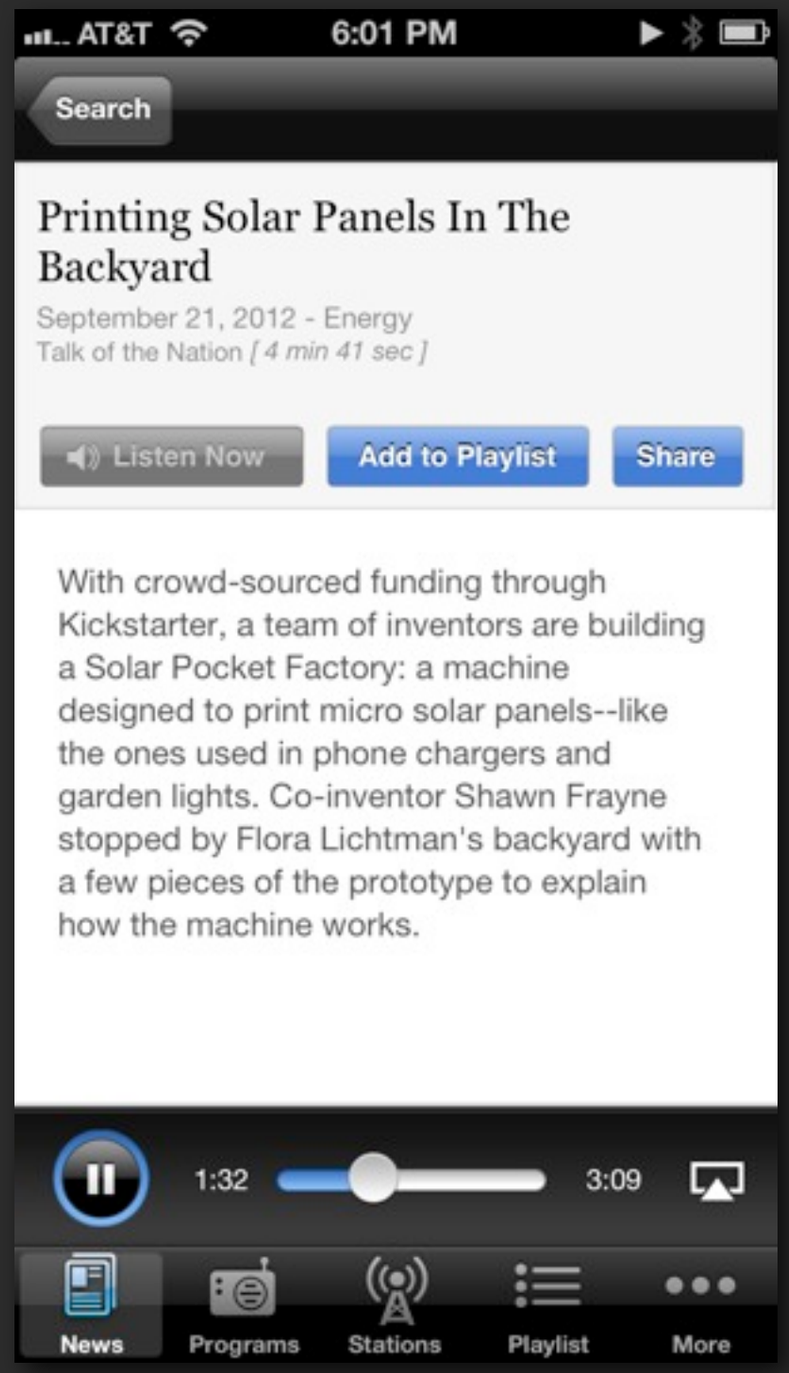

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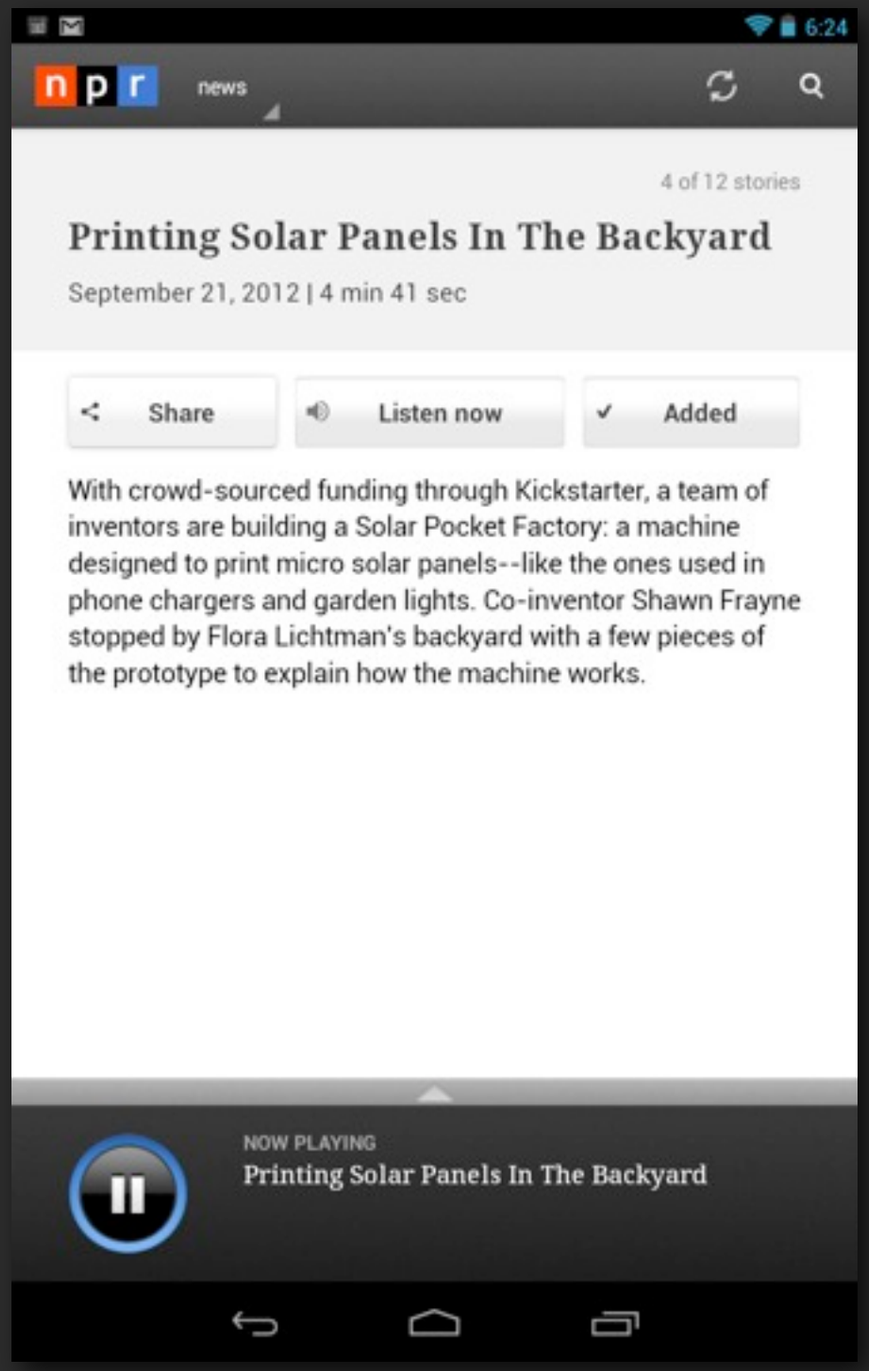

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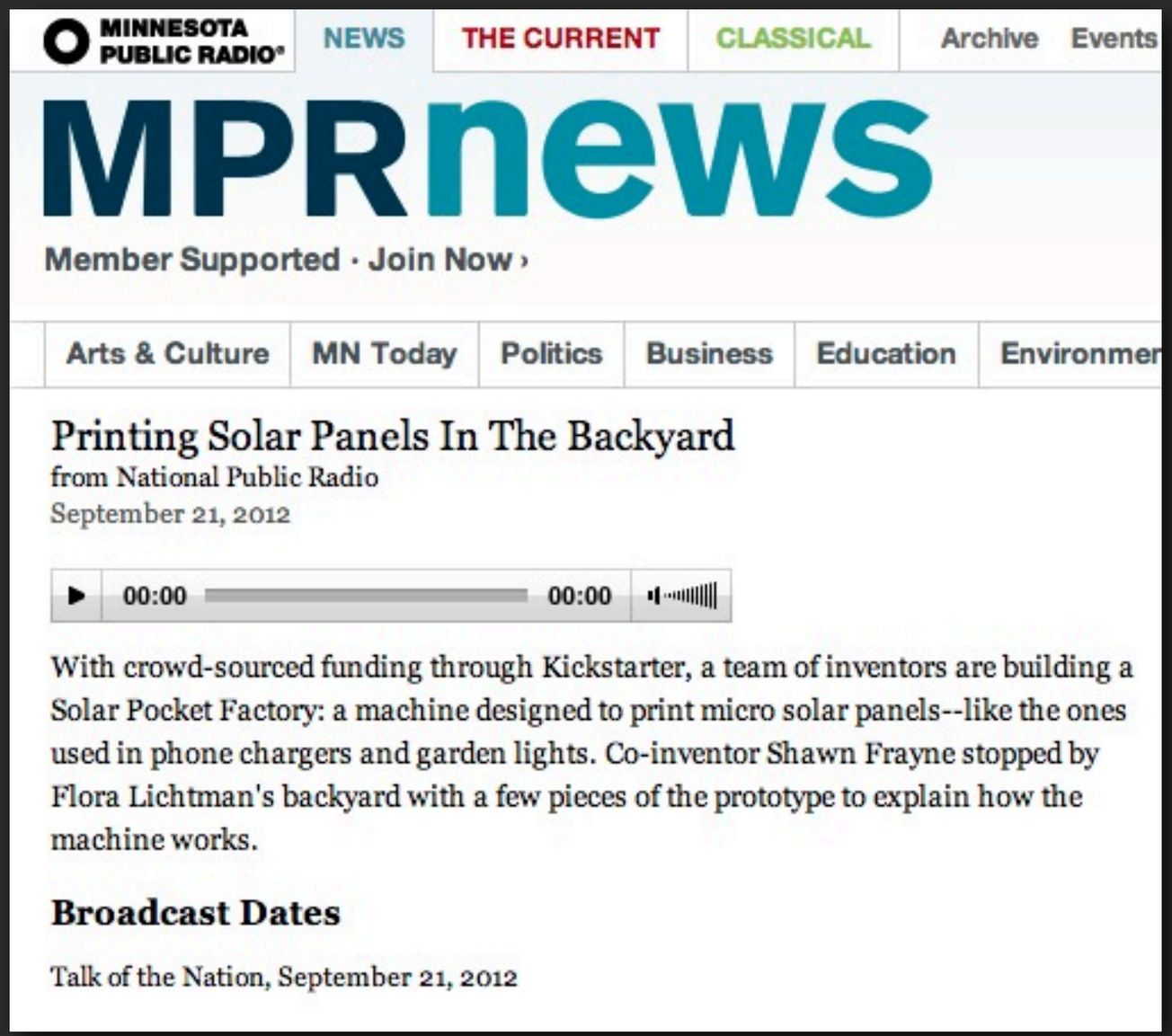

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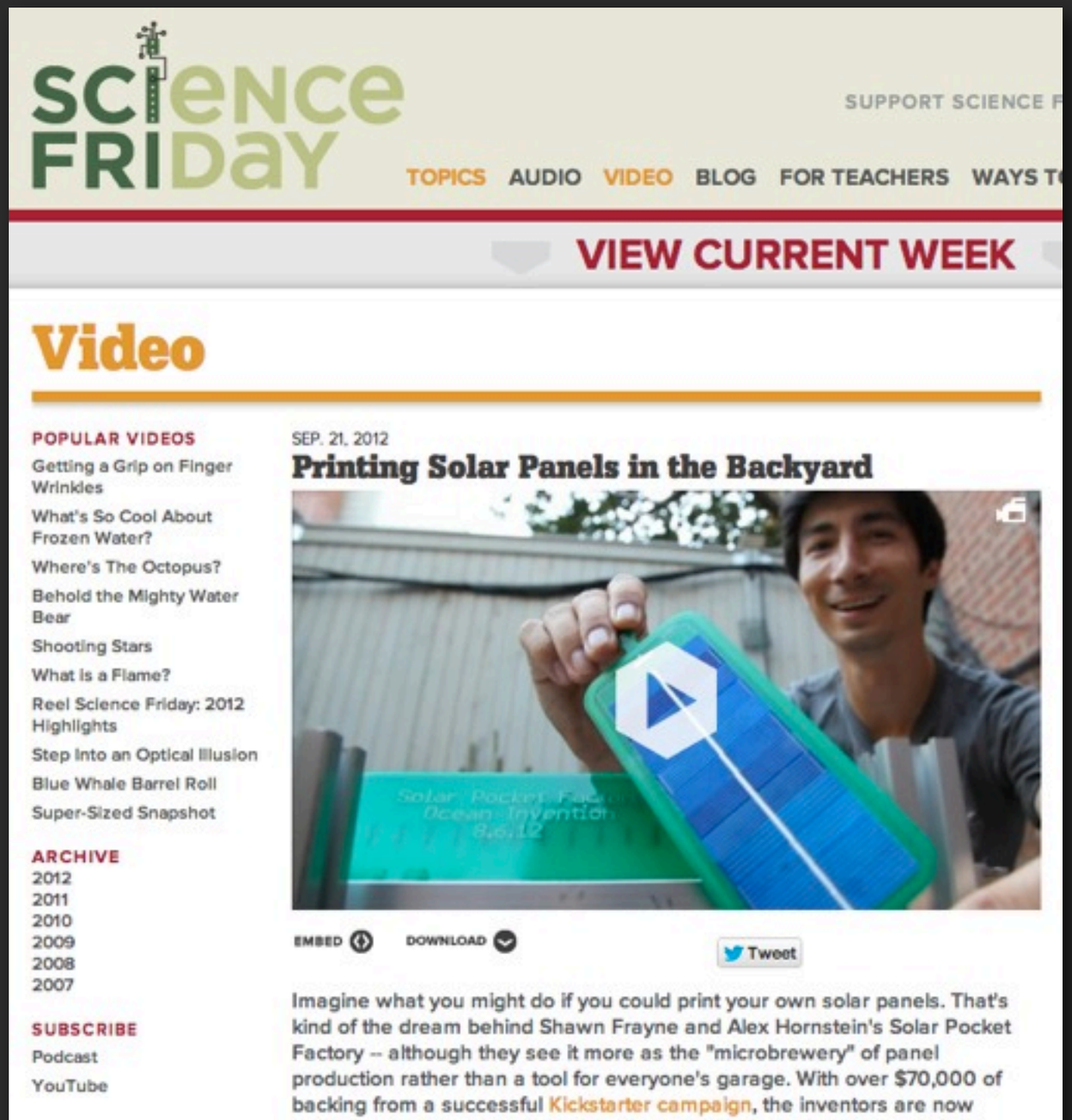

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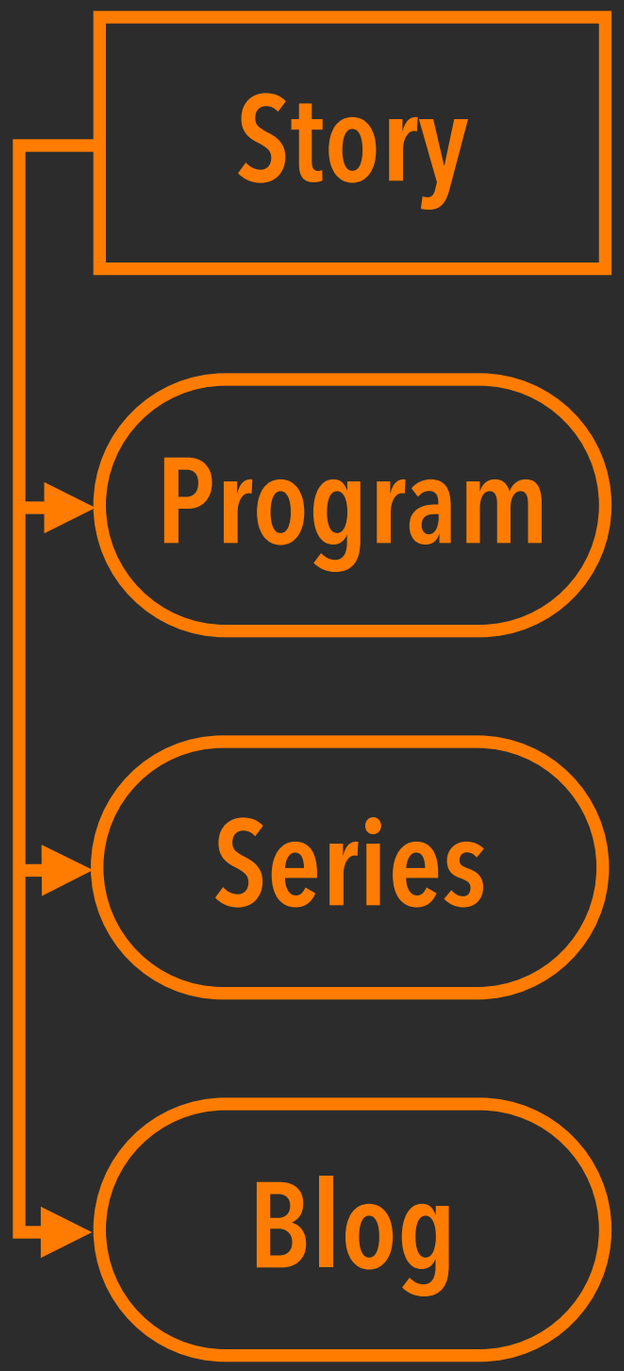
- Manage one pool of content
- Structure content for remixing



title
subtitle
shortTitle
teaser
miniTeaser
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text
textWithHtml
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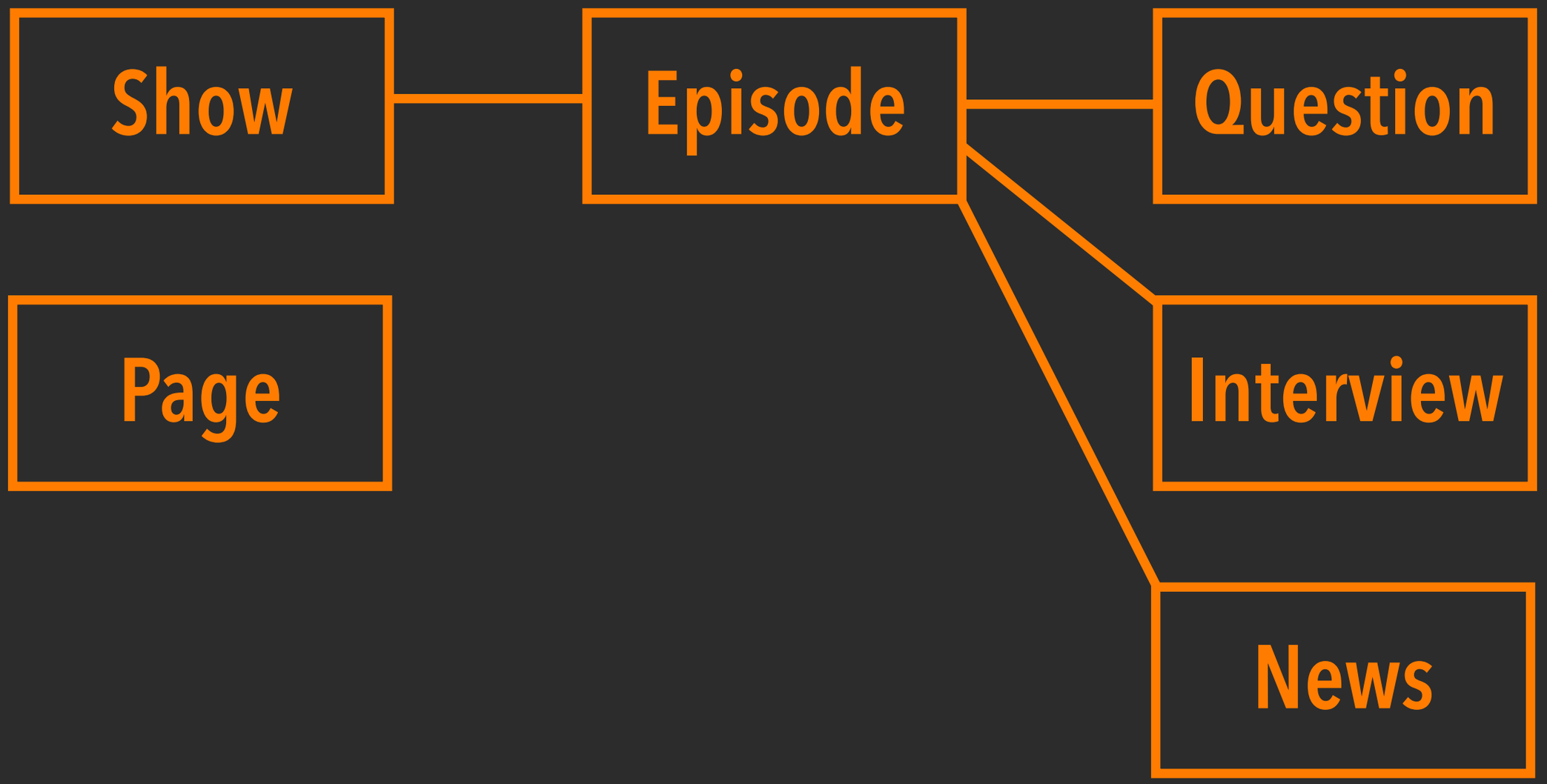
correction

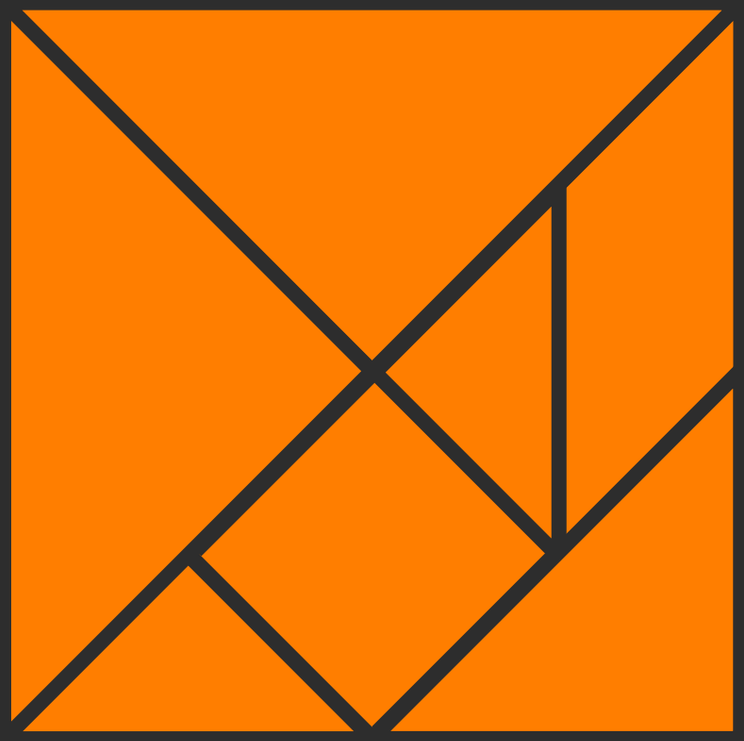
Tech Guy Labs

Page

Tech Guy Labs



Flexible chunks beat content blobs



- Manage one pool of content
- Structure content for remixing
- Decouple content, presentation

http://api.npr.org/query?
fields=title,teasers
&format=NRML
&id=170510189
&apiKey=MDEwNzg...

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    <link type="api">http://api.npr.org/q
    <link type="short">http://n.pr/Sc6m
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    <teaser>
        With crowd-sourced funding throu
        inventors are building a Solar Poc
        designed to print micro solar pane
        Frayne stopped by Flora Lichtman
        pieces of the prototype to explain
    </teaser>
    <miniTeaser>
        A Kickstarter-funded project aims
        micro solar panels.
    </miniTeaser>
</story>
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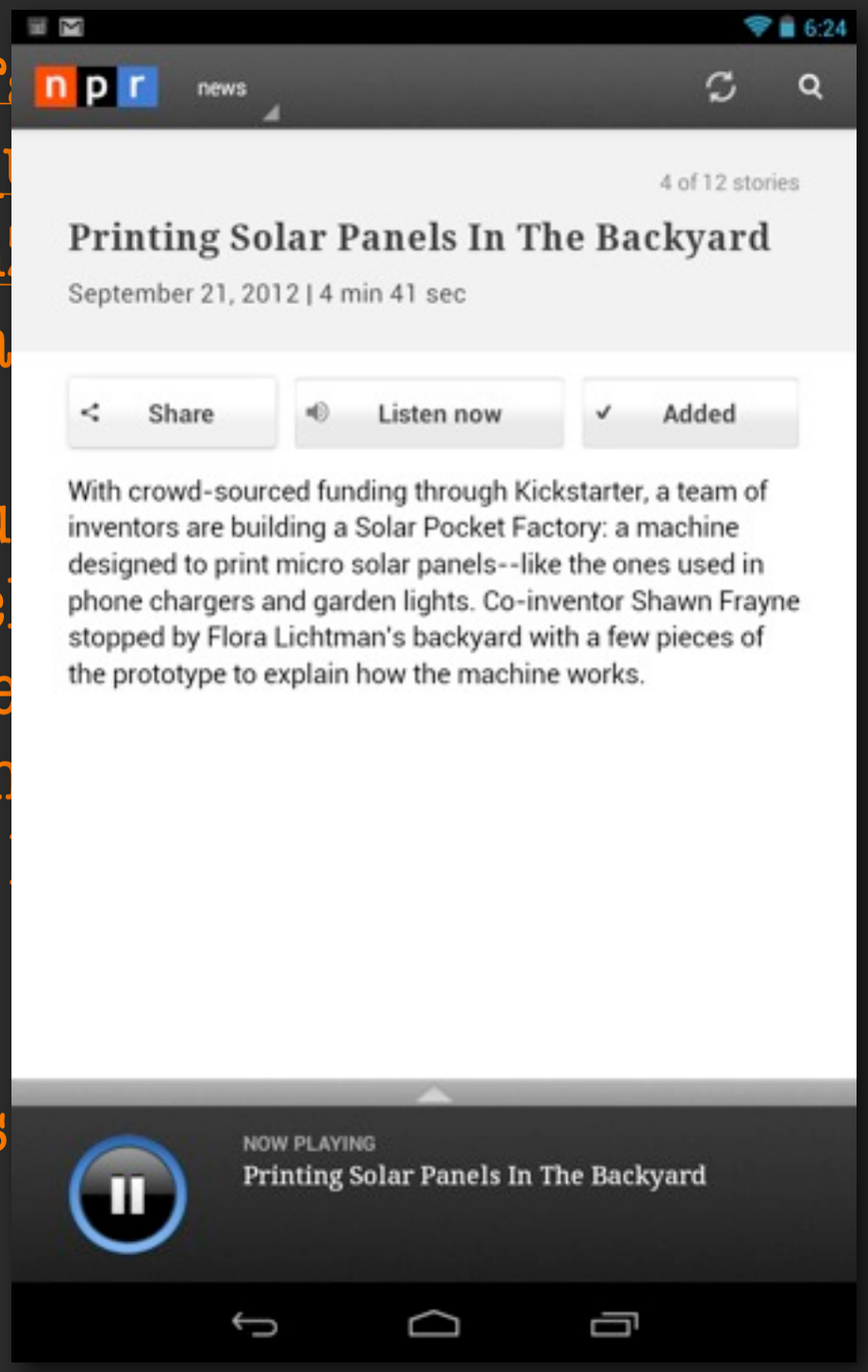


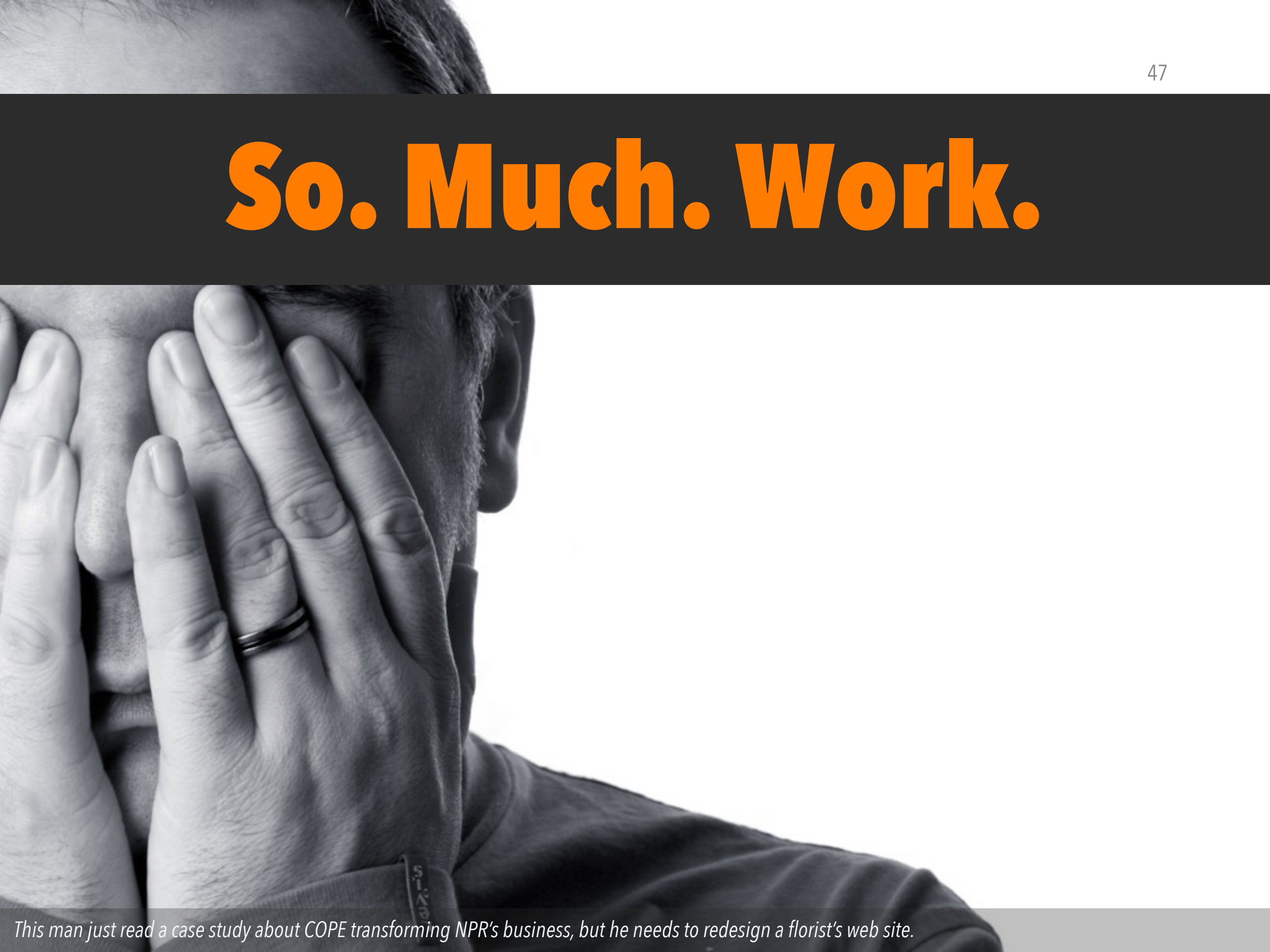
- Manage one pool of content
- Structure content for remixing
- Decouple content, presentation
- **...Profit?**

“Having an API allows us to be highly efficient at building new platforms. We build the presentation, and the ‘data’ is already ready to go. In 12 months we doubled our online audience and launched 11 products, including a site redesign, with limited dev resources.

NPR, What We Did Wrong: NPR Improves Its API Architecture

making it happen

So. Much. Work.



This man just read a case study about COPE transforming NPR's business, but he needs to redesign a florist's web site.

- Model meaning, not appearance

what you have vs. how it's presented

- Know why each element matters
- Learn from DBAs, markup purists
- Kill the dreaded "iPhone field"
- Test models with multiple channels

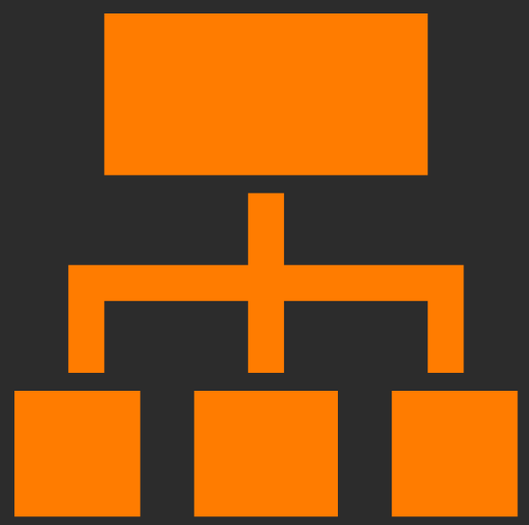
- Model meaning, not appearance
- Protect your assets

Assets

The stuff people want when they visit your site

Structure

The elements you use to group and organize assets



Presentation

Ephemeral stuff driven by channel design needs

- Model meaning, not appearance
- Protect your assets
- Expose and use content feeds

content APIs don't have to be crazy

- RSS, JSON, etc. *(Views RSS, Views Datasource)*
- Web Services *(Services, RestWS, ContentAPI…)*
- Consume, too! *(Feeds, Client-side scripts…)*
- Drupal 8 *(Web Services Initiative…)*

- Model meaning, not appearance
- Protect your assets
- Expose and use content feeds
- Tailor the editing experience

is this the scheduled WYSIWYG rant? yes.

- It privileges the editor's device
- Dreamweaver fields kill reuse
- Visual layout runs the same risk
- Limit allowed tags, watch for abuse

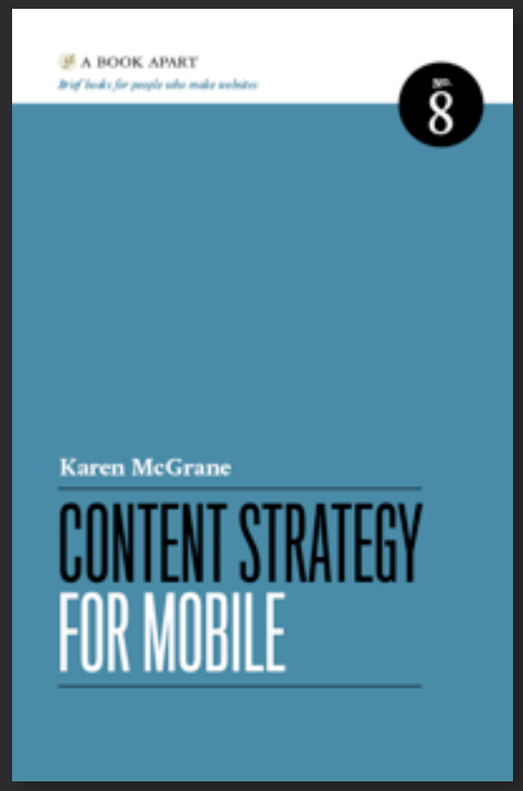
editors are the most important users

- Tailor tools for tasks and workflows
- Let them control priority, emphasis
- Don’t force them to be designers
- Plan for long term maintenance

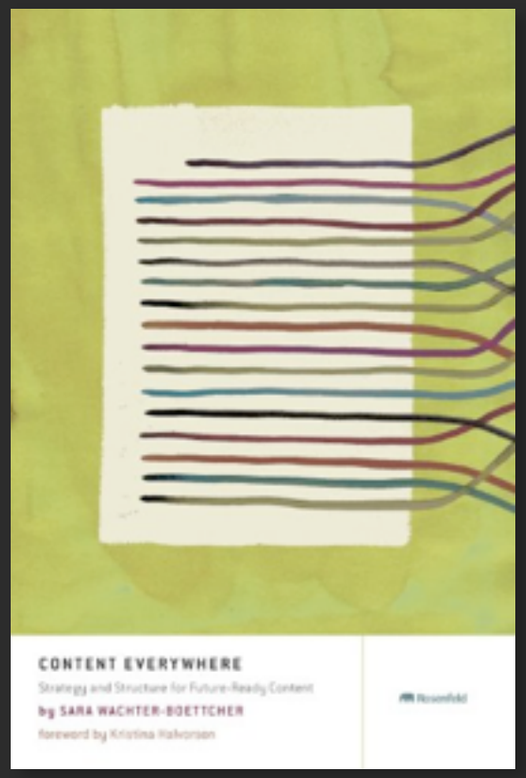
building for the post-mobile world

- Reuse, don't fork, your content
- Put purpose and structure first
- Separate assets from presentation
- Expose feeds to drive new channels

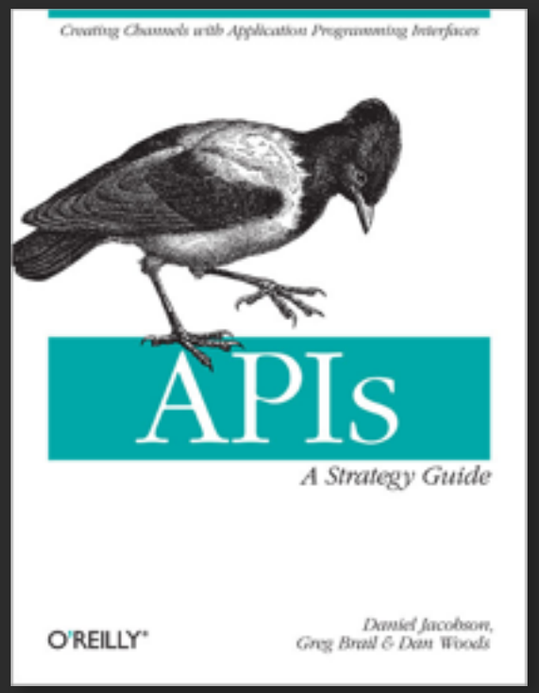
read these books now.



Content Strategy for Mobile



Content Everywhere



APIs, A Strategy Guide

read these links, too.

Luke W	www.lukew.com/ff
Karen McGrane	karenmcgrane.com
Insert Content here	insertcontenthere.com
MIT Technology Review	www.technologyreview.com/businessreport/mobile-computing-in-question
Subcompact Publishing	craigmod.com/journal/subcompact_publishing/
Future Friendly Design	speakerdeck.com/lukebrooker/future-friendly-design
Structure first	www.markboulton.co.uk/journal/structure-first-content-always
10 Commandments of mobile design	www.lullabot.com/articles/10-commandments-modern-web-design