Obigo AB Position for the W3C Mobile Web Initiative workshop

Claes Nilsson
Senior Specification & Standardisation Engineer
Obigo AB, a Teleca company
claes.nilsson@obigo.com

Which type of device do you prefer to use for ”pure Web browsing”?

Mobile Web access





- Still limited:
  - Small devices with limited screen and keyboard.
  - Network delays and charging models cause problems, especially for large multimedia content.
- However, mobile Web access offers other use cases and other possibilities than fixed Web access!

The mobile user experience

- Downloading of media (ring signals, images, music, games etc) is more popular than pure Web browsing. More ”entertaiment” than ”serious” services.
- A mobile device is carried around, is ”always on” and user is ”always reachable”. Opens up for push-services e.g. push of ”teasing content”.

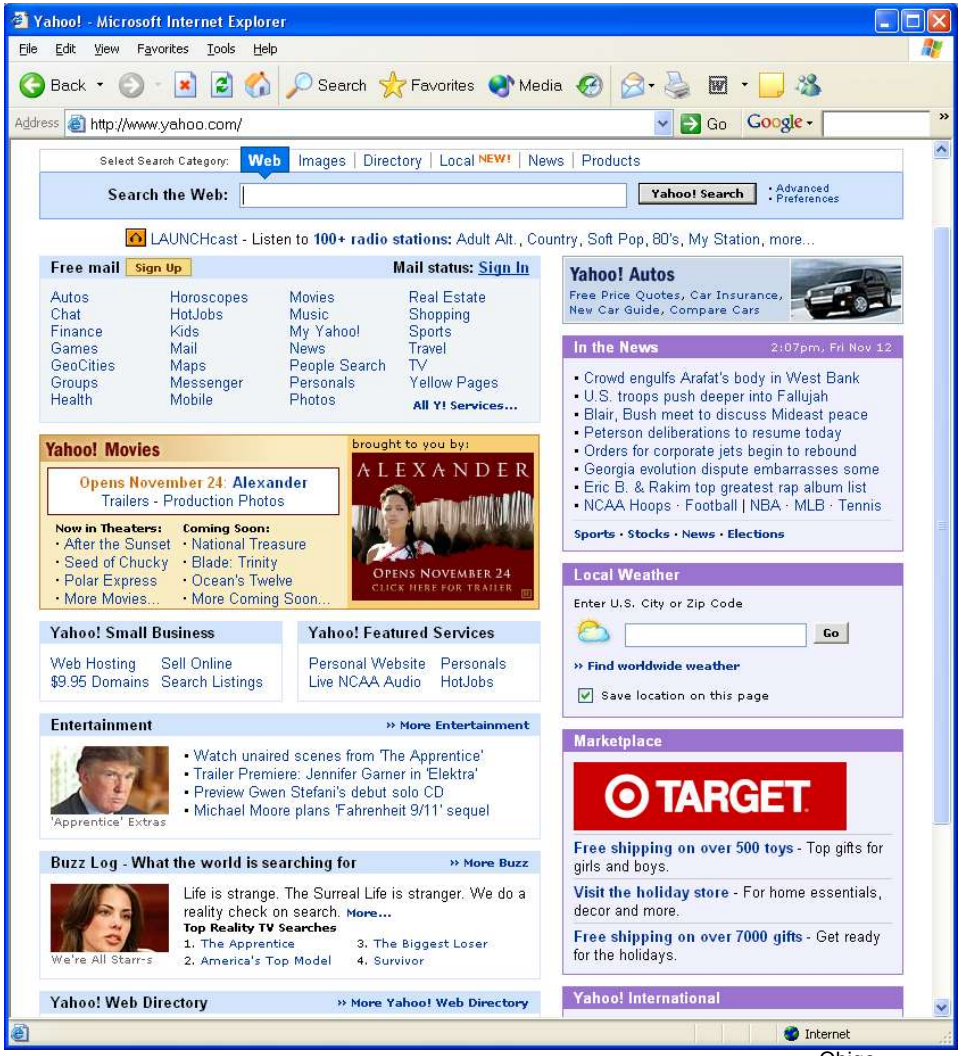
- Mobile users don’t ”surf around”. A limited number of sites are accessed.
- Services are ”transaction oriented”. E.g. answer question ”when does my next train leave” (instead of delivering a complete timetable)

The mobile user experience, continued

- Mobile specific features:
  - Location dependent features.
  - Access to local device functionality, e.g. telephony functionality or SIM/USIM.
  - Access to other mobile applications, e.g. SMS, MMS and phonebook services.
- **<u>Conclusion:</u> To increase mobile Web usage we must focus on the specific mobile user experience**

Mobile rendering of Web content

Desktop PC



Mobile phone

This is good, but:

- No standard, solutions differ between different vendors.
- User experience is not equivalent to the user experience when using a desktop computer.

The ”small device” problem – how to solve?

- Best user experience is achieved with content that is adapted to the mobile device.
- Content adaptation is the responsibility of the content author!
  - Adaptation to small display
  - Smaller images
  - Removing banners, etc
- However, we don’t want to split the Web into a fixed and a mobile domain. The goal is to have one web for both fixed and mobile access.
- Potential solutions:
  - Content development tools
  - Guidelines for how to write mobile content
  - Same markup for both desktop and handheld devices, differentiate with style sheets
- Use standardized solutions instead of browser specific ”mobile rendering” implementations!

Differentation with style sheets

In style sheet:

```
@media screen
{
  styling commands for desktop
}
 @media handheld
{
  styling commands for handheld
}
```

In head of markup document:

```
<LINK rel="stylesheet" media="screen" href="corporate-screen.css" type="text/css" />
<LINK rel="stylesheet" media="handheld" href="corporate-handheld.css" type="text/css" />
```

Device and context adaptation

- The minimum requirement is to differ between desktop and handheld devices.
- Device adaptation must be simple.
- UAProf has not taken off, to complex?

Technology

- A completely new technology is not needed. Existing technology from W3C and OMA is the basis.
- We need to define how this existing technology should be used by content authors to create content for desktop and handheld devices!
- Tight cooperation between W3C and OMA is important!

Summary of Obigo AB position

- The mobile user experience is different from the fixed user experience!
- Mobile devices and networks are still more limited than fixed devices and networks.
- Focus on the enhanced possibilities and the mobile specific use cases that mobile Web access gives.
  - Media downloading, push of teasing content, location etc...
- A mobile browser must be able to:
  - Render Web content adapted to handheld devices (gives the best user experience)
  - Make the best effort the render any Web content
- We promote standardized solutions:
  - The content author should be responsible for content adaptation.
  - Avoid differentiation between the fixed and mobile Web.
  - Possible solution: Same markup, adaptation with style sheets

Thank you!

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info@obigo.com