

Contents

Preface	vii
Why Mobile Is Different	vii
Screen Shots Are Examples Only	x
1 Our Research: How We Ran the Usability Studies	1
Diary Studies	3
Usability Testing	3
Qualitative User Research	5
2 Mobile Strategy	9
Usability Varies by Mobile Device Category	15
A Separate Mobile Experience Is Best	17
Mobile Site vs. Full Site	18
Mobile-optimized Sites	20
Why Full Sites Don't Work for Mobile Use	21
Mobile Is Less Forgiving than Desktop	23
Responsive Design	28
Usability Guidelines Are Rarely Dichotomies	33
Mobile Sites vs. Apps: The Coming Strategy Shift	34
Current Mobile Strategy: Apps Best	34
Future Mobile Strategy: Sites Best	35
When Will the Strategy Shift Happen?	39
Mobile Apps	41
Mobile Apps Are Intermittent-use Apps	41
Half-speed Progress, But Hope Ahead	44
3 Designing for the Small Screen	49
Wasted Mobile Space	52
Chrome	55
Overloaded vs. Generic Commands	63
Case Study: Optimizing a Screen for Mobile Use	67
Typing on Mobile	76
Download Times	79
Early Registration Must Die	81
Example: Pizza Ordering Application	84
Case Study: The <i>WSJ</i> Mobile App	86
Confusing Startup Screen	89
Degrading the Brand	90
A Better Design	91
A New <i>WSJ</i> Workflow	94
Better Next Year	95
4 Writing for Mobile	101
Mobile Content Is Twice as Difficult	102
Why Mobile Reading Is Challenging	104

If in Doubt, Leave It Out	108
Filler = Bad	109
Old Words Are Best	111
Bylines for Mobile Content?	112
Defer Secondary Information to Secondary Screens	116
Example 1: Mobile Coupons	116
Example 2: Progressive Disclosure in Wikipedia	118
Deferring Information = Initial Info Read More	120
Mini-IA: Structuring the Information About a Concept	123
Linear Paging? Usually Bad	123
Alphabetical Sorting Must (Mostly) Die	124
Example: Usage-relevant Structure	127
Usage-driven Structure	129
5 Tablets and E-readers	131
iPad Usability	132
Tablets Are Shared Devices	136
What Are iPads Used For?	137
The Triple Threat of iPad Design	138
Inconsistent Interaction Design	146
The Print Metaphor	151
Card Sharks vs. Holy Scrollers	153
Swipe Ambiguity	158
TMN: Too Much Navigation	159
Splash Screens and Startup Noises	165
Orientation	166
Toward a Better iPad User Experience	168
Kindle Usability	168
Kindle: The E-reader	169
Kindle Fire Usability	172
6 Looking Toward the Future	181
Transmedia Design for the Three Screens	182
PCs Will Remain Important	183
The Third Screen: TV	183
Transmedia User Experience	184
Beyond Flatland	186
In the Future, We'll All Be Harry Potter	189
Next-generation Magic	189
Don't Harm the Muggles	190
Appendix: A Bit of History	193
Field Study in 2000	195
WAP Doesn't Work	195
Déjà Vu: 1994 All Over Again	196
Mobile Killer App: Killing Time	198
Index	199