

DESIGNING FOR TODAY'S WEB

LUKE WROBLEWSKI
WEBDAGENE SEPTEMBER 2010





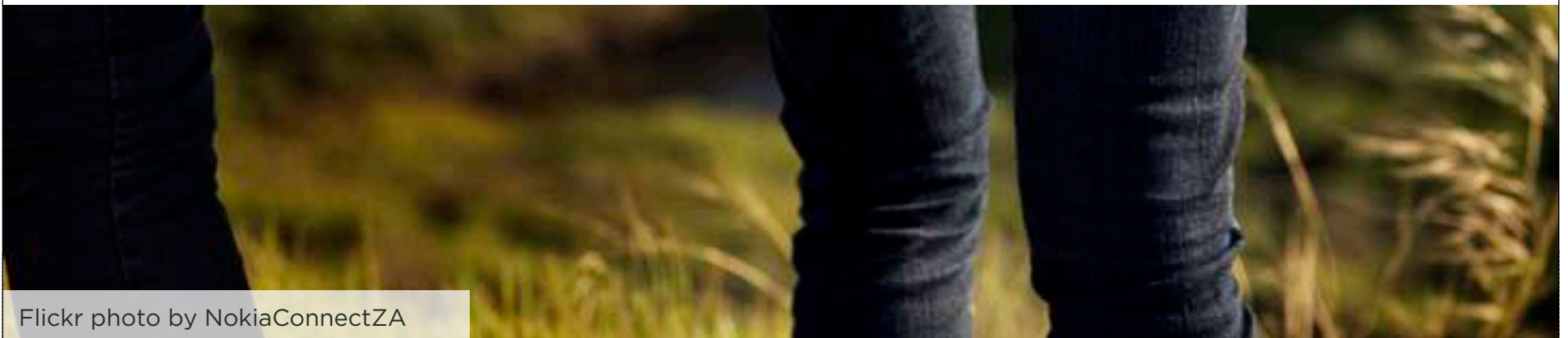
TODAY'S WEB

- What is changing the way we interact with the Internet?
- How does this impact our designs?



TODAY'S WEBCKET

- Huge growth on mobile Internet
- Introducing new contexts of use



Flickr photo by NokiaConnectZA

GROWTH = OPPORTUNITY

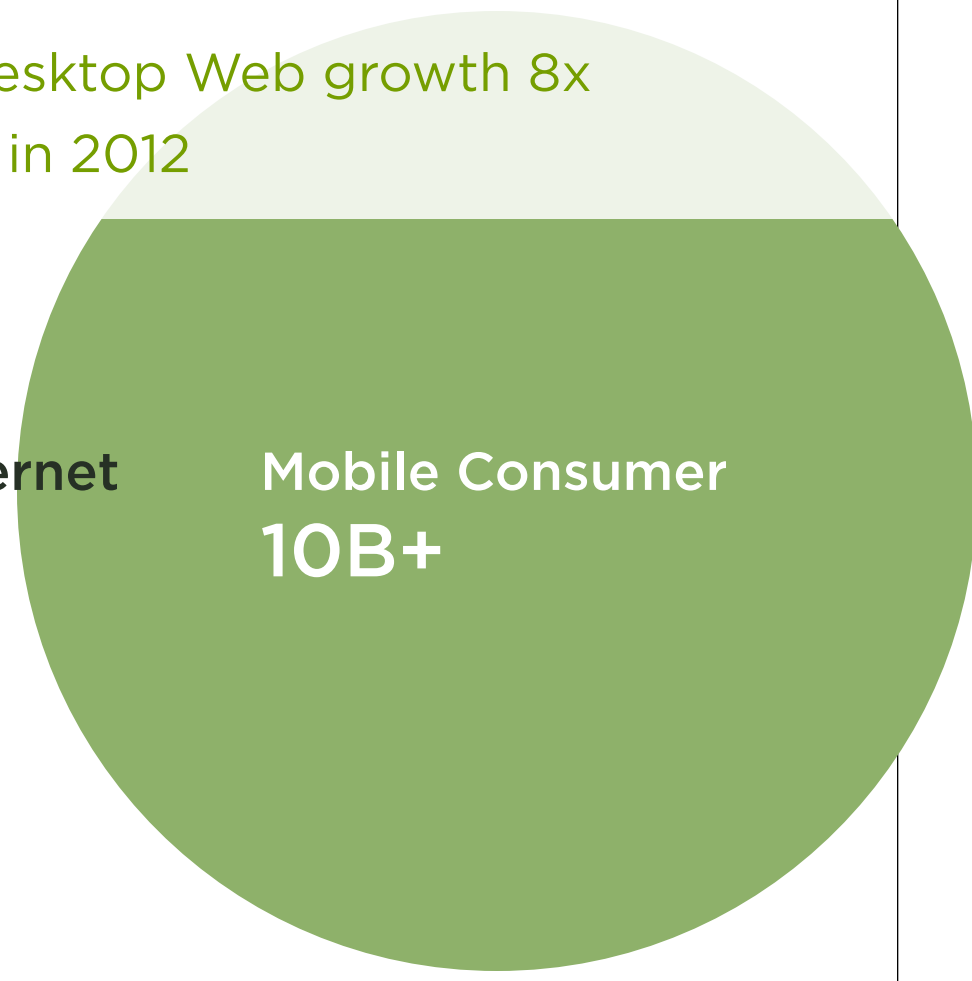
Mobile Web growth has outpaced desktop Web growth 8x
Smartphone sales will pass PC sales in 2012

PC
• **100M+**



Desktop Internet
1B+

Mobile Consumer
10B+



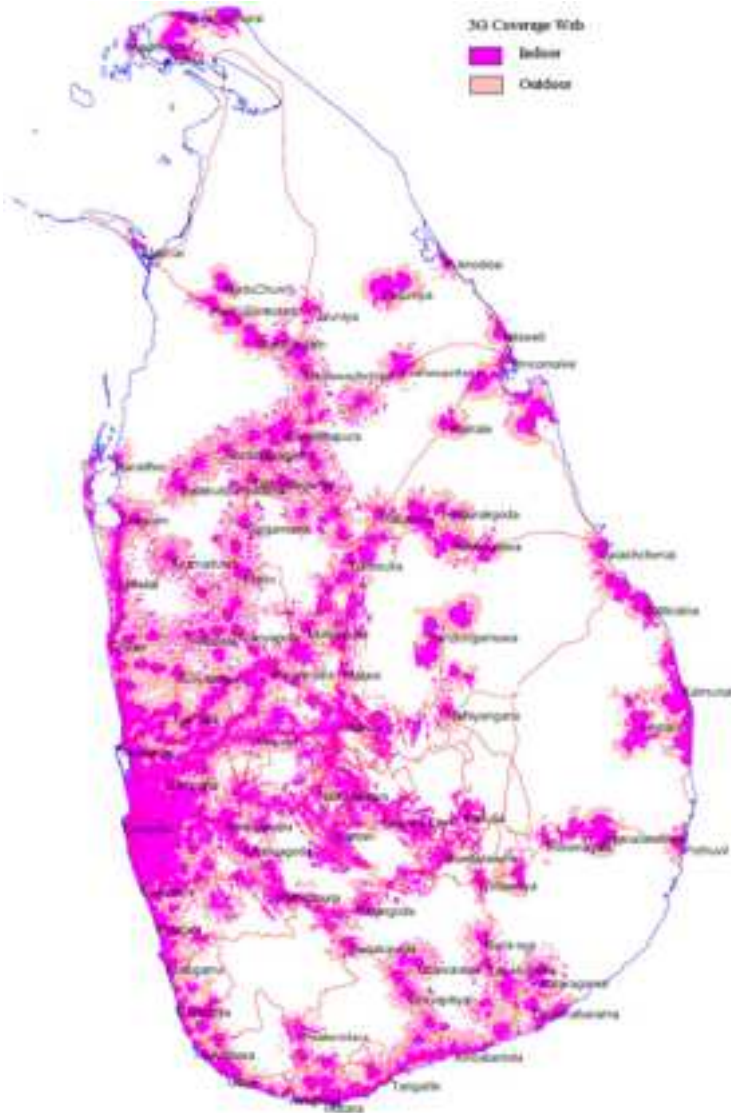
1990

2000

2010

2020

Note: PC installed base reached 100MM in 1993, cellphone / Internet users reached 1B in 2002 / 2005 respectively;
Source: ITU, Mark Lipacis, Morgan Stanley Research.



3G Penetration

- **485MM** global 3G users
- **46%** year over year increase in worldwide 3G penetration
- **11%** of mobile users on 3G worldwide
- **44%** estimated worldwide by 2013
- **Already over 30%** penetration in Japan, Western Europe, and USA



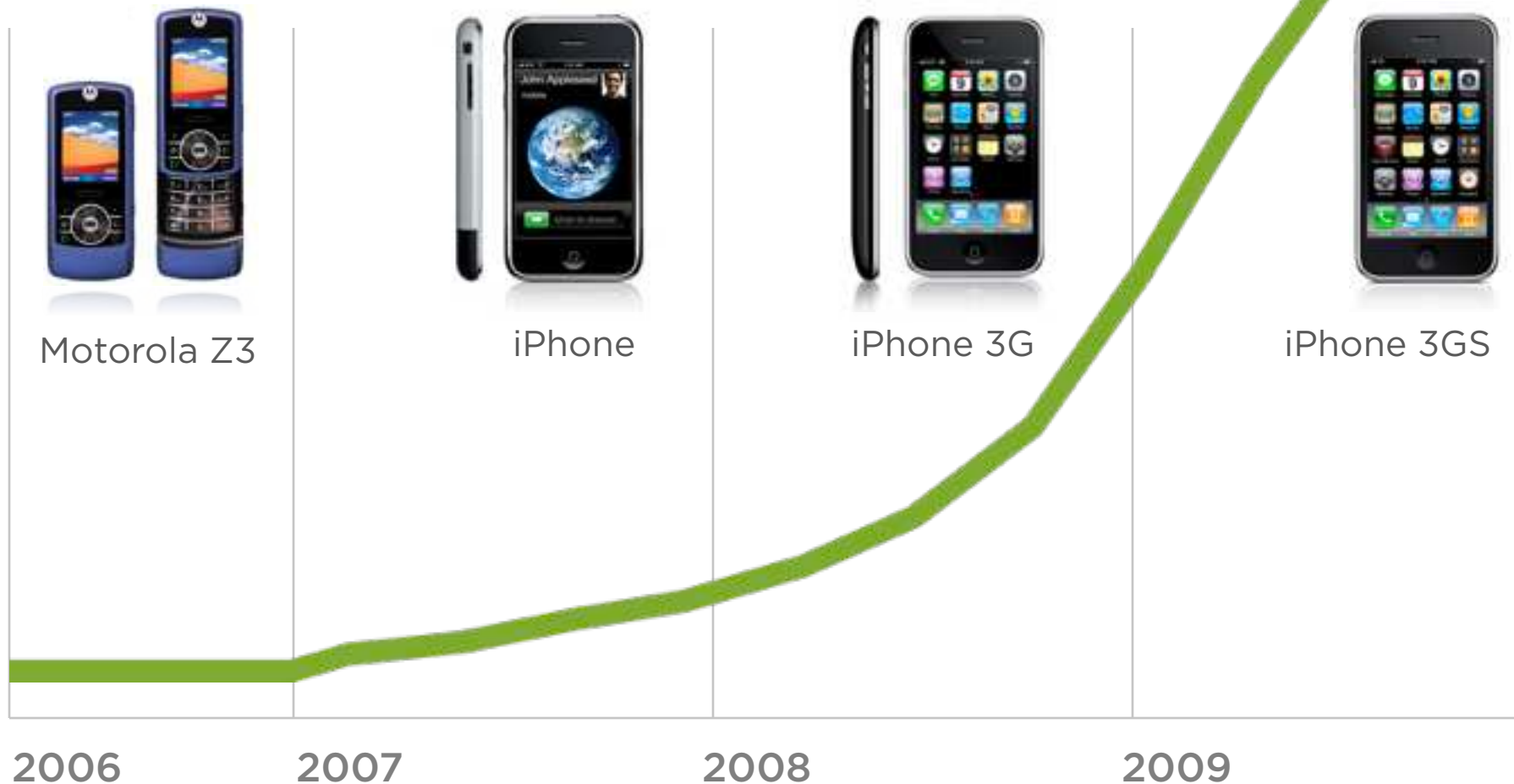
2006

High-end RAZR-inspired phone with class 12 EDGE high-speed data & WAP 2.0/xHTML Web browser.

2G network GSM 850 / 900 / 1800 / 1900
SMS, EMS, MMS, Email, Instant Messaging
2 megapixel camera
Music player
Resolution: 176 x 220 pixels
Colors: 262,144 (18-bit)

4,932% Increase

AT&T mobile data traffic increased 50x in 3 years



Source: AT&T, Morgan Stanley Research.

30x the Mobile Traffic

1 iPhone



30 basic feature phones



Source: Cisco's "Visual Networking Index Global Mobile Data Traffic Forecast Update"

Feature Phones



- **4%** browse the mobile Internet at least daily
- **6%** have accessed social networks using their mobile browser
- **12%** have accessed Email on their mobile

Commerce

- Amazon: over \$1 billion spent via mobile devices in the past 12 months
- PayPal: mobile transactions increased six-fold in 2009: \$25M to \$141M
- Best Buy mobile Web users doubling every year:
30M (10), 17M (09), 6M (08)

www.lukew.com/ff/

- Twitter: 16% of all new users start on mobile
- Facebook: 150 million active mobile users

Productivity

- Email activity is 41% of US mobile Internet time
- 70% of smartphone users have accessed Email on their mobile device

Additional Usage



- Over half a million calls made to local businesses directly from the iPhone App, or one in every five seconds.



- Viewing active listings 45% more often from mobile devices (audience is primarily active buyers, on location or scoping out neighborhoods)



- People that use Facebook on their mobile devices (150M active) are twice as active on Facebook than non-mobile users.



FAST CONNECTION

BIG SCREEN

PRIVACY

COFFEE!

POWER SOURCE

COMFY

FROM DESIGNING FOR THIS...

BIG KEYBOARD



DISTRACTIONS

TO DESIGNING FOR THIS.

During a typical day...

84% at home

80% during misc. times

74% waiting in lines

64% at work

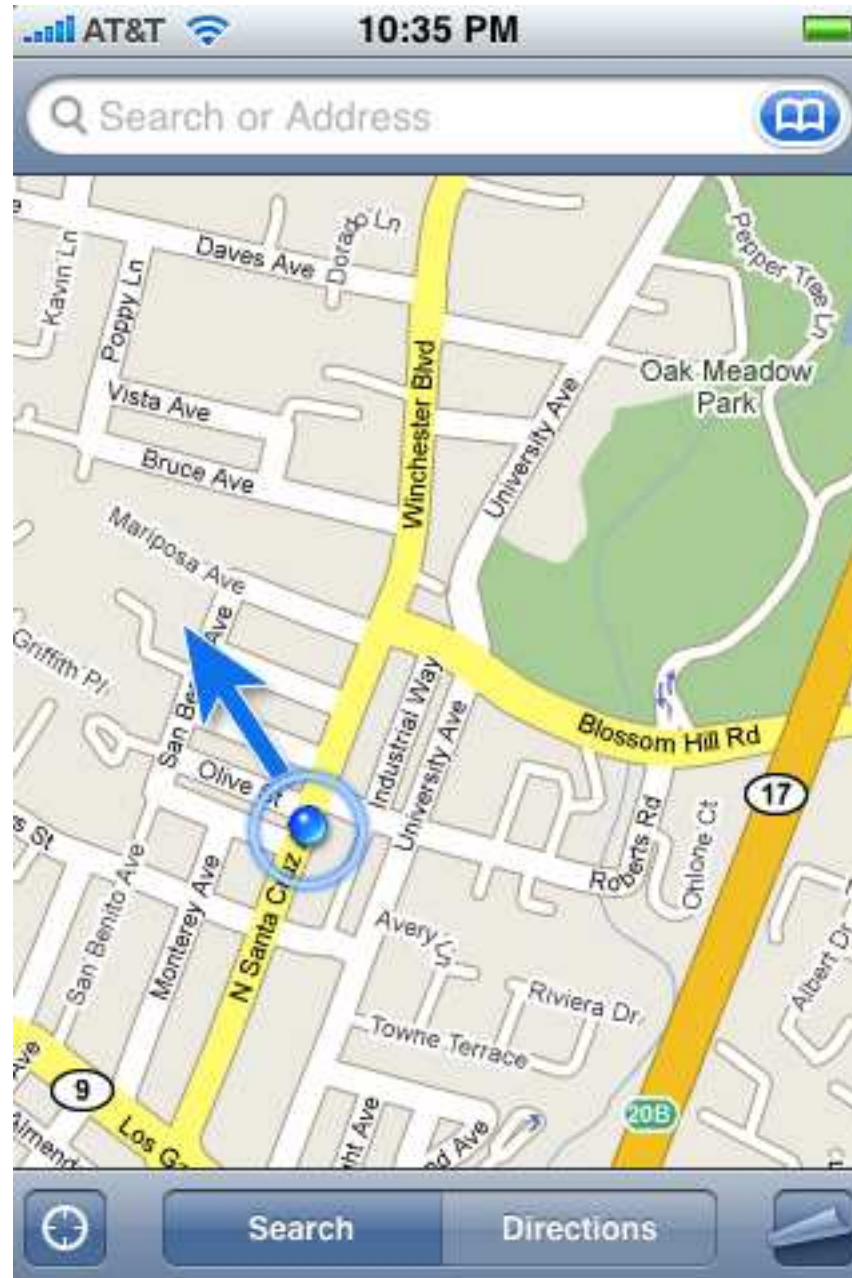
SMALL SCREENS

LITTLE BATTERY

ONE THUMB INPUT

MANY SENSORS

Location & Orientation Detection







LOOKING UP



LOOKING DOWN



LOOKING AHEAD



NEAREST TUBE: MOBILE DESIGN



Source: AcrossAir

TODAY'S WEB

1. IN YOUR POCKET

- Explosive growth in mobile traffic
- Introduces new modes of use
- And new contexts to design for



MOBILE FIRST

LUKE WROBLEWSKI
WEBDAGENE 2010

LUHEW
IDEATION + DESIGN



TODAY'S WEB IS...

- Desktops
- Laptops
- Mobiles
- Game Consoles
- Connected TVs
- Streaming Players
- Etc...



**GAMING
CONSOLES**



**SMART
PHONES**



**NETWORKED
TVs**



**MEDIA
PLAYERS**

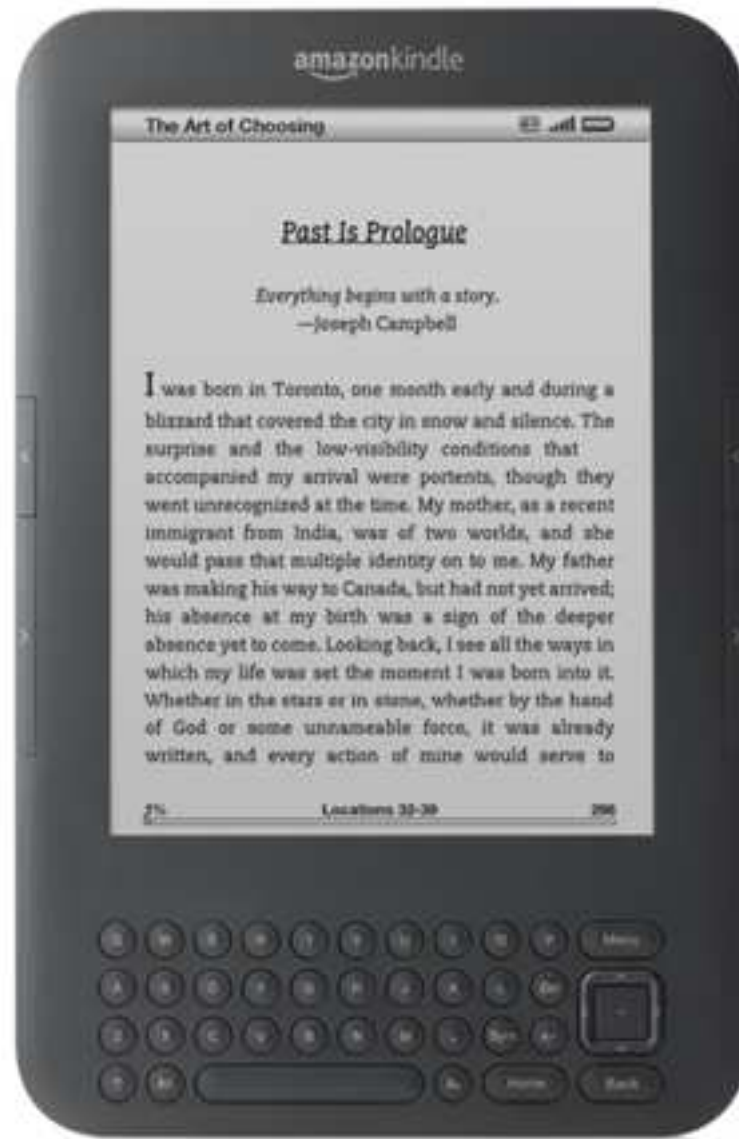


**NETBOOKS
TABLETS**

Read
Our Free

Choose

Enjoy free 3G wireless and t



iPhone

Windows PC

Mac

BlackBerry

iPad

Android

a Kindle—Amazon's #1 bestseller

SMART PHONES



APPLE IPHONE



WINDOWS MOBILE



GOOGLE ANDROID



RIM BLACKBERRY DEVICES



NOKIA OVI STORE



PALM PRE

NETWORKED TVs



VERIZON FIOS
TV SERVICE



ROKU
STREAMING
PLAYER



YAHOO!
CONNECTED
TV

GAMING CONSOLES



MICROSOFT
XBOX 360



SONY
PLAYSTATION 3



NINTENDO DSi



NETFLIX

LAPTOPS

Internet Explorer 6.0 or higher

Firefox 2 or higher

Safari 3 or higher

TABLETS

Apple iPad

SMART PHONES

Apple iPhone

Google Android coming soon

GAME CONSOLES

Nintendo Wii

Xbox 360

Sony PS3

CONNECTED TVS

LG HDTVs with NetCast

Sanyo LED HDTV

Sony BRAVIA LCD HDTVs

VIZIO XVT Series HDTVs

Panasonic Viera TVs

STREAMING PLAYERS

Apple TV

Roku

Seagate FreeAgent

WD TV Live Plus

DIGITAL VIDEO RECORDERS

TiVo

CONNECTED BLU-RAY PLAYERS

Insignia Connected Blu-Ray Player

LG Network Blu-ray Players

Panasonic Networking Blu-Ray Player

Philips Netflix ready Blu-ray Player

Pioneer Internet Connected Blu-ray Player

Samsung Network Blu-ray Players

Sony Network Blu-ray Disc player

Toshiba Blu-ray players

Yamaha Networking Blu-ray Disc Player

VIZIO Blu-ray Player with Internet Apps

NETFLIX





Your Memories. Your Way.

What were you doing then? Remember what you did last year, last month, or yesterday using our Twitter-based service on your iPhone, Facebook, Myspace, Internet device, and more. Tweetago brings your memories to you wherever you are. [Learn more »](#)

Get Tweetago for:



iPhone

Download our iPhone application from the iTunes store to get Tweetago on the go.



Dashboard

Download our OS X dashboard widget to get your memories on your Apple desktop.



Facebook

Add to your profile page and share memories with your Facebook friends.



Bookmarklet

Add your memories to your favorite Web browser: FireFox, Safari, or Internet Explorer.



MySpace

Add to your profile page and share memories with your Myspace friends.



Chumby

Display your memories anywhere you like using the Chumby Internet device.

What you did last...

All Year Month Week Day

Last Year: Dec 10, 2007



The Golden Compass: senseless waste of Ian McKellen.

December 10, 2007 at 06:09am

Yesterday: Dec 9, 2008



Really think we should not hammer the Twitter API.

December 10, 2008 at 03:22pm

iPhone, Facebook, Myspace, Internet device, and more. Tweetago brings your memories to you wherever you are. [Learn more »](#)



Really think we should not hammer the **Twitter API**.

December 10, 2008 at 03:22pm

Get Tweetago for:



iPhone

Download our iPhone application from the iTunes store to get Tweetago on the go.



Dashboard

Download our OSX dashboard widget to get your memories on your Apple desktop.



Facebook

Add to your profile page and share memories with your Facebook friends.



Bookmarklet

Add your memories to your favorite Web browser: FireFox, Safari, or Internet Explorer.



MySpace

Add to your profile page and share memories with your Myspace friends.



Chumby

Display your memories anywhere you like using the Chumby Internet device.



Adobe AIR

Download our Air application to view your memories on your Mac or PC desktop.



My Yahoo!

Add your memories to your My Yahoo! home page.



iGoogle

Add your memories to your iGoogle home page.



RSS

Subscribe to a feed of your memories using your favorite RSS reader.



Badge

Add your memories to your iGoogle home page.



AT&T 3G 1:32 PM



All Year Month Week Day

Last Year: Dec 10, 2007



The Golden Compass: senseless waste of Ian McKellen.
December 10, 2007 at 06:09am



Done pulling speaker cables. Happy we have a basement, decent crawlspace, and a 120-pound boy to send into the tight spaces.
December 10, 2007 at 06:09am

Yesterday: Dec 9, 2008



Really think we should not hammer the Twitter API.
December 10, 2008 at 03:22pm



tweetago

Settings

Last Year: Dec 10, 2007



**Done pulling speaker cables.
Happy we have a basement,
decent crawlspace, and a
120-pound boy to send into the
tight spaces.**

December 10, 2007 at 12:22pm

Prev

Next



Customization:



LUKEW
IDEATION + DESIGN



TweetAgo

tweetago

All Year Month Week Day

Yesterday: Sep 28, 2010

-  **Hello Oslo!**
September 28, 2010 at 04:00pm
-  **@mr_fitzy sketch a search by yahoo!**
September 28, 2010 at 05:13pm
-  **@dafark8 usually performance is better with few requests. So if its not to "long"...**
September 28, 2010 at 05:14pm
-  **Initial test of pure CSS custom checkboxes, with gesture swipe selection. [http://](#) (via @jgornick)**
September 28, 2010 at 05:16pm

About ~ a Squid9 product ~ Settings

PRESENTATIONS

123 presentations and workshops at over 43 cities across the globe.

Oct 8, 2010

Warm Gun conference -San Francisco, CA

Oct 19-20, 2010

Web Design World -Las Vegas, NV

[See All...](#)



tweeTago

Your Memories. Your Way.

What were you doing then? Remember what you did last year, last month, or yesterday using our Twitter-based service on your iPhone, Facebook, MySpace, Internet device, and more. TweeTago brings your memories to you wherever you are. [Learn more >](#)

What you did last...

All Year Month Week Day

Last Year: Dec 10, 2007



The Golden Compass: senseless waste of Ian McKellen.

December 10, 2007 at 00:08am

Yesterday: Dec 9, 2008



Really think we should not hammer the Twitter API.

December 10, 2008 at 10:22pm

Get TweeTago for:



iPhone

Download our iPhone application from the iTunes store to get TweeTago on the go.



Facebook

Add to your profile page and share memories with your Facebook friends.



MySpace

Add to your profile page and share memories with your MySpace friends.



Adobe AIR

Download our Air application to view your memories on your Mac or PC desktop.



iGoogle

Add your memories to your Google home page.



Badge

Add your memories to your Google home page.



Dashboard

Download our OSX dashboard widget to get your memories on your Apple desktop.



Bookmarklet

Add your memories to your favorite web browser: Firefox, Safari, or Internet Explorer.



Chumby

Display your memories anywhere you like using the Chumby Internet device.



My Yahoo!

Add your memories to your My Yahoo! home page.



RSS

Subscribe to a feed of your memories using your favorite RSS reader.

TODAY'S WEB

2. AND BEYOND

- Integrate appropriately
- Focus on your core value
- Flexible & responsive design



TODAY'S WEB & YOUR FRIENDS

- Identity & relationships as services
- Instant on experiences



Flickr photo by NokiaConnectZA



Username

Forgot password?

Password

Remember me

Log in

People. Places. Friends.

Brightkite is a location-based social network. In real time you can see where your friends are and what they're up to. Depending on your privacy settings you can also meet others nearby.



[Learn about Brightkite](#) ▶ [Sign up](#) ▶

Welcome to Brightkite

Meet & keep track of you & friends

Post photos & notes to locations

Explore & discover new places

Recent activity around Portland

 factoryjoe checked in @ Ace Hotel - less than a minute ago

 tntma checked in @ Target - 39 minutes ago

Brightkite for iPhone

[Brightkite for iPhone](#) is now available!
Download it from the



Typical Account Creation



Are you human?

A reCAPTCHA challenge box with a red border. The top section contains the text "of Automotive" in a black, hand-drawn font. Below this is a yellow input field with the text "Type the two words:" and a mouse cursor pointing to it. To the right of the input field are three small icons: a refresh icon, a speaker icon, and a question mark icon. Further right is the reCAPTCHA logo, which consists of a circular arrow and the text "reCAPTCHA™ stop spam. read books."

Please type in the two words above to verify that you are human.

I have read and agree to the Brightkite [Terms of Service & Privacy Policy](#)

Sign Up

I have read and agree to the [Brightkite terms of service](#)

Sign Up

go

e.g. 2811 Walnut St, Denver, CO or Denver or Japan

[Help](#) | [Log out](#)

[Feedback](#)



factoryjoe

[view profile](#)

[What's happening?](#)

[Friends](#)

[Visited Places](#)

[Placemarks](#)

[Messages](#)

[Account Settings](#)

1 friend request

You are not checked in.

Privacy: PUBLIC

[Invite your friends](#)

You have 5 invites left

Thanks for signing up for Brightkite

Okay, so what now? Well, during the beta, we'd like you to explore a little, and figure things out for yourself. We'd love to guide you through everything, but we just haven't gotten to that part yet.

Things you do with Brightkite:

Check in at places (enter your current location at the top, then hit checkin on the place page).

Post notes and photos at a place

See what's going on at a place, who's there right now, and who's been there

Friend people and keep track of what they're doing in the real world

Here are some links to get you started:

[Use Brightkite via text messaging on your phone](#)

[See what people are doing on Brightkite](#)

[Set up your profile](#)

[Read our FAQ](#)

[Give us feedback](#)

The simple way to keep up with friends & places

We're all about helping you keep up with your friends, meet new people, and discover new places. All while you're out and about.



Available on the iPhone
App Store



Available for Android
ANDROID

Download to your mobile device: [iPhone](#), [Android](#), [BlackBerry](#)

Sign up — it's fun!

[Log in](#)

Enter your email:

Pick a username:

Make a password:

Sign up

[Learn more](#)

What's happening in San Jose



about 18 hours ago @ Togo's



about 19 hours ago @ Fantazia



about 19 hours ago @ Fantazia



about 19 hours ago @ Fantazia



about 23 hours ago @ San Jose Trolley Barn



2 days ago @ Carrows Restaurant

What people are saying

"Brightkite does this beautifully"

BusinessWeek

"The true king has just been submitted"

ars technica
the art of technology

brightkite

Posts

People

Learn more

Q Places

The simple way to keep up with friends & places

We're all about helping you keep up with your friends, meet new people, and discover new places. All while you're out and about.



Join with one click!



Connect with Facebook

or [sign up](#) with your email address

Already have an account?

Log in



Available on the iPhone

App Store



Available for Android

ANDROID

Download to your mobile device!

iPhone, Android, BlackBerry, all other phones

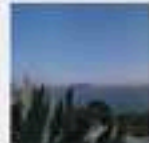
What's happening in South San Francisco



about 5 hours ago @ Salsbery



about 7 hours ago @ Sally's Restaurant



about 8 hours ago @ San Francisco



about 8 hours ago @ San Francisco



about 8 hours ago @ San Francisco



about 10 hours ago @ Brightkite

What people are saying

"It's a great design... the application's interface is dead simple... it's all here."

TechCrunch

"Brightkite is a great location-based service."



brightkite

Posts

People


Learn more

Q = Places

The simple way to keep up with friends & places

We're all about helping you keep up with your friends, meet new people, and discover new places. All while you're out and about.

Join with one click!

 **Connect with Facebook**

or [sign up](#) with your email address

Log In

Available on the iPhone
 **App Store**

Facebook | Log in to Brightkite

http://www.facebook.com/tos... Google

Twitter Social News LukeW Tweetago

Connect with Facebook

Connect Brightkite with Facebook to interact with your friends on this site and to share on Facebook through your Wall and friends' News Feeds.

 Bring your friends and info 
Publish content to your Wall

By using Brightkite, you agree to the Brightkite Terms of Service.

Logged in as Luke Wroblewski (Not you?) **Connect** Cancel

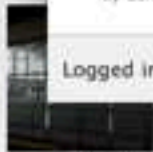
What's happening in So



about 15 hours ago @ Mission Dolores Park



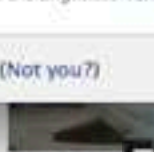
about 18 hours ago @ Squid & Gobble Cafe



about 18 hours ago @ San Francisco International Airport



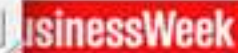
1 day ago @ San Francisco International



1 day ago SFO Terminal One

What people are saying

"Brightkite does this beautifully"

 BusinessWeek

"The true king has just been submitted"

 ars technica
the art of technology

Instant-on Start Experience

WroblLuko474 @ Somewhere in the world - shared with everybody - [check in elsewhere](#)



Post



Check In



You can also post from your mobile phone

Everywhere

Friends

Everything

Enter a search term

- wrlg checked in @ Georgetown (TX, United States) - about 18 hours ago - [comment](#)
- wrlg checked in @ Round Rock (TX, United States) - about 18 hours ago - [comment](#)
- factoryjoe checked in @ Pittsburgh International (PA, United States) - 14 days ago - [comment](#)
- factoryjoe checked in @ Chicago O'hare International (IL, United States) - 17 days ago - [comment](#)
- factoryjoe checked in @ San Francisco International (CA, United States) - 17 days ago - [comment](#)
- factoryjoe checked in @ San Francisco International Airport (CA, United States) - 24 days ago - [comment](#)
- factoryjoe checked in @ Google Washington DC (Second Floor, 1101 New York Avenue, N.W., United States) - 24 days ago - [comment](#)
- factoryjoe checked in @ Newseum (555 Pennsylvania Avenue Northwest, Washington, DC, United States) - 25 days ago - [comment](#)
- factoryjoe checked in @ National Public Radio (635 Massachusetts Avenue Northwest, Washington, DC, United States) - 25 days ago - [comment](#) (2)
 - brady: going on the air? 25 days ago
 - factoryjoe: Not this time around. :) 25 days ago
- [Comment](#)
- factoryjoe checked in @ Founding Farmers (1824 Pennsylvania Avenue Northwest, Washington, DC, United States) - 25 days ago - [comment](#)
- factoryjoe checked in @ Donald Trump Washington National Airport (DC, United States) - 25 days ago - [comment](#)

Friends on the town



ORBITZ
AIRFARES UNDER \$200
NO FEES
[Book Now!](#)

Nearby people

[see all](#)



Share with

Instant-on Start Experience

Your Feed

All

Open Questions

Settings

Quora Team suggested a question to you.

★ How do I get started using Quora?

9 Answers • Follow • 2 Topics

Ignore

Eckart Walther followed a question.

When should a startup consider getting outside firms to do payroll etc.? If so, what firms are best at doing that?

4 Answers • Follow • 4 Topics • 12:06pm



Answer added in topic Yahoo.

How many active users does Yahoo! have?

1 Allen Tom, Dude
Over 350 million

1 Answer • Follow • 3 Topics • 9:46am

Answer added in topic Design.

Does outsourcing graphic design work (primarily for development of marketing/advertising assets) to India work? If so, recommendatio... (continue)

1 Mikko Alasaarela, Creative Entrepreneur.
I have had experiences on Indian design quality, and most people I talk to agree that India's software scene does not have a sense for design, yet.... (more)

3 Answers • Follow • 2 Topics • 11:09pm on Monday

Question added to topic Yahoo.

How many registered users does Yahoo have?

0 Answers • Follow • 3 Topics • 9:35pm on Monday

Answer added in topic Product Design.

What are typical properties of successful web products?

0 Fahd Butt, Thinkpanda | Experience Designer...
Trying to address a specific problem is what every website aims to do, but some are more successful than their competitors that are solving the sam... (more)

2 Answers • Follow • 1 Topic • 6:50pm on Monday

Your Feed

All Changes

Inbox

Notifications

Invite 10 Friends

Suggestions

All Topic Suggestions

HTML • Related to Web Design

Follow

iPhone Games • Related to Mobile
Location Applications

Follow

Google • Related to Web Search

Follow

To get better suggestions, find people to follow.



Hi Luke. Pandora is using Facebook to personalize your experience. [Learn More](#) - No Thanks

PANDORA[®]
internet radio

[register](#) | [sign in](#)

[Help](#)

We created Pandora to put the [Music Genome Project](#) directly in your hands

**It's a new kind of radio -
stations that play only music you like**

Enter an artist, song or composer. We'll create a
radio station featuring that music and more like it.



We're starting you off with a station based on artists you like from Facebook.
now playing: Jamming by Bob Marley on Exodus (Deluxe Edition)

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

- 500 million people worldwide are actively using Facebook
- 50% of active users log on to Facebook in any given day
- More than one million websites have integrated with Facebook
- More than 150 million people engage with Facebook on external websites every month
- Two-thirds of comScore's U.S. Top 100 websites and half of comScore's Global Top 100 websites have integrated with Facebook

Application for elegant.ly

Startups need you. Apply and be connected to early-stage companies that realize great design and user experience will make or break their businesses.



Luke Wroblewski

Chief Design Architect (VP), Yahoo! Inc. | Speaker & Author, LukeW Ideation & Design
San Francisco Bay Area | 24 recommendations

YOUR AREAS OF EXPERTISE

Select all that apply to you

- | | |
|--|---|
| <input type="checkbox"/> Visual Design | <input type="checkbox"/> UX Design / Wireframes |
| <input type="checkbox"/> Icon Design | <input type="checkbox"/> Identity Design / Illustration |
| <input type="checkbox"/> Motion Design | <input type="checkbox"/> Web Development |
| <input type="checkbox"/> Experience / Product Strategy | <input type="checkbox"/> User Research |

TELL ME ABOUT YOU

Passions, design interests, side projects, etc.

LukeW is an internationally recognized product design leader who has designed or contributed to software used by more than 700 million people worldwide. He is currently Chief Design Architect (VP) at Yahoo! Inc. where he works on product alignment and forward-looking integrated customer experiences on the Web, mobile, TV, and beyond.

Luke is the author of two popular Web design books (Web Form

ATTACH WORK PHOTOS



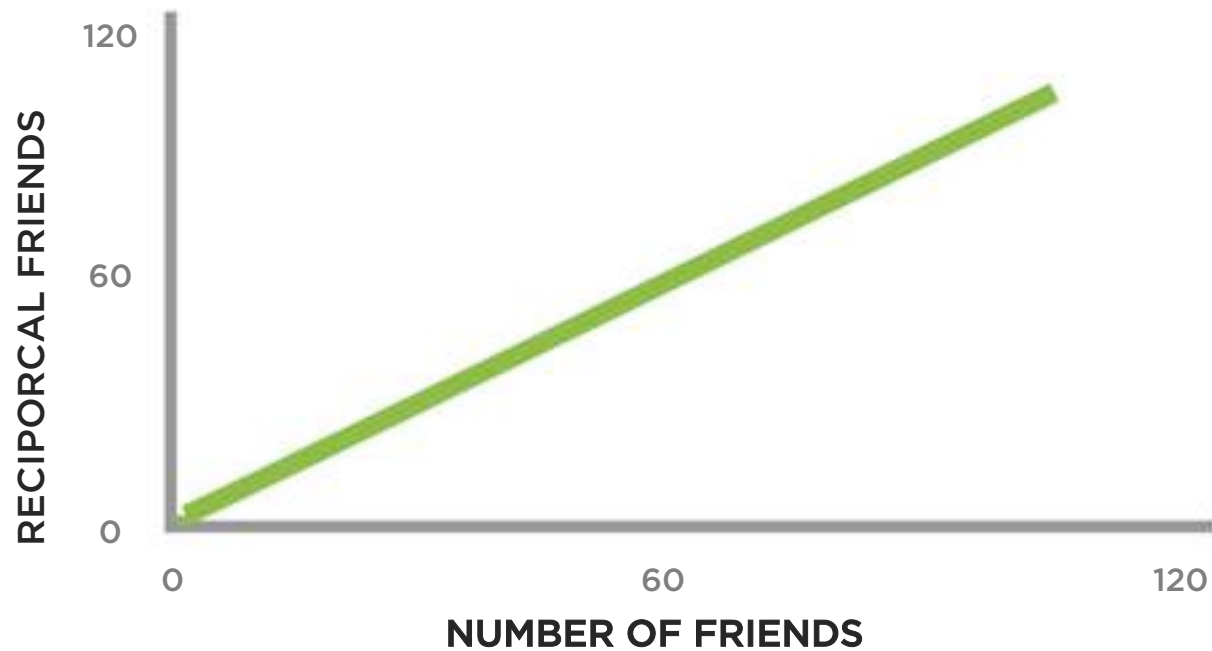
- 2-3 average “clique” size on Y! Answers before social relationships were added
- 4 average people a man messages on Facebook
- 6 average people a woman messages on Facebook
- 7 average friend’s walls a man on Facebook posts to
- 10 average friend’s walls a woman on Facebook posts to
- 13 average “friends” for 92% of Twitter users

Source: Questioning Yahoo! Answers, 2007 ACM

Source: Social Networks that Matter: Twitter under the Microscope, January 2009

Primates on Facebook, Economist, Feb 2009

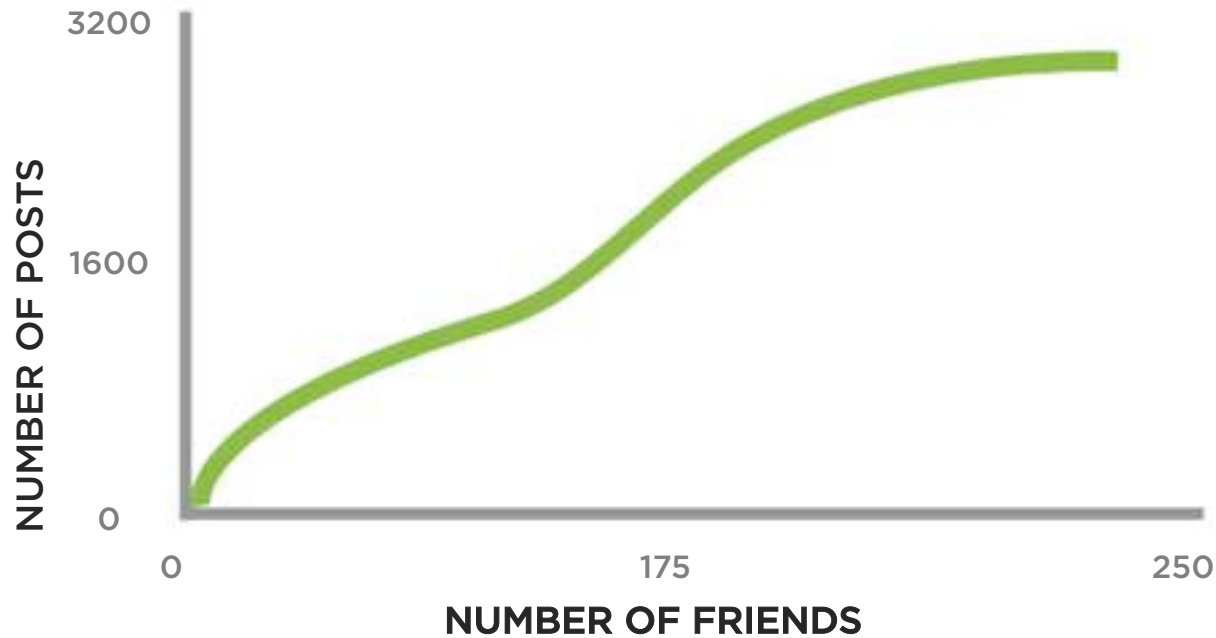
Tight Knit Circles Flourish



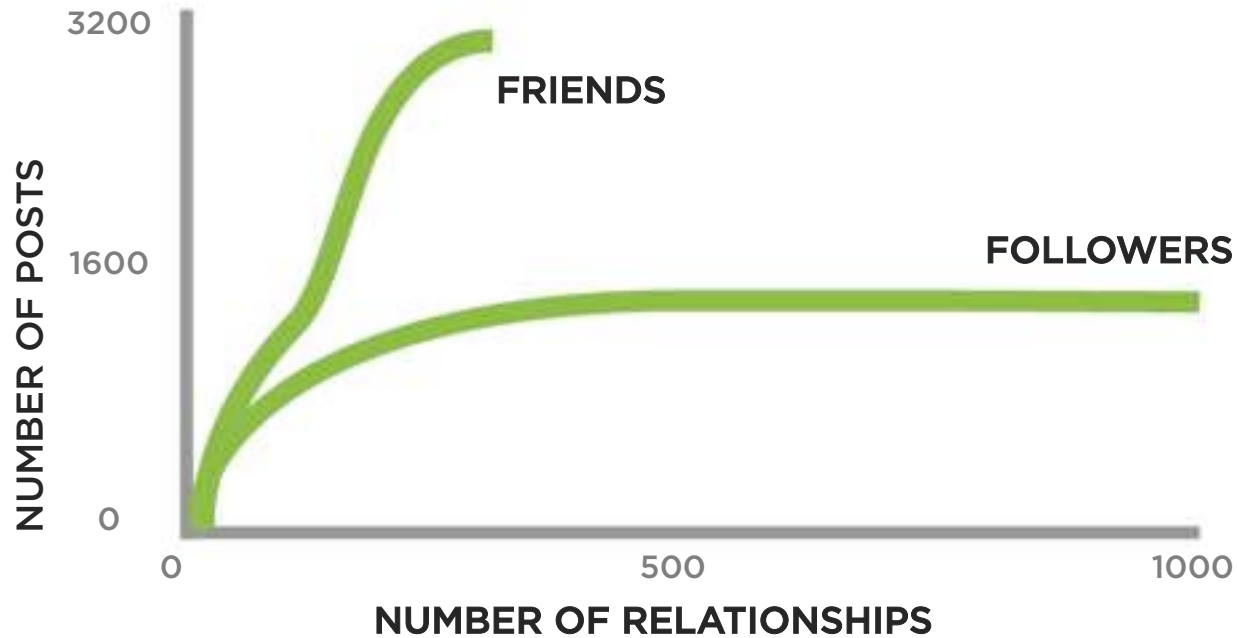
90% of a user's "friends" reciprocate attention by being friends as well.



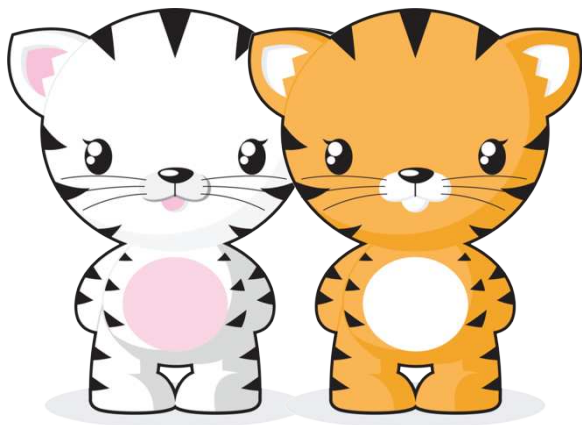
- 90% reciprocal relationships on Twitter when two sides exchanged at least two “@” messages
- 15.1% of Facebook friends exchange direct messages
- 95% accuracy for detecting real friends using mobile call logs & location



Total number of posts increases with friends without saturating up to 3,200 posts



Contribution as friends increase does not saturate like it does for followers



- **0-1-2 EFFECT**
probability of joining an activity when two friends have done it is significantly more than twice the probability of doing it when only one has done so



yelp
Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's)

Near (Address, Neighborhood, City, State or Zip) [Search](#)

[Welcome](#) [About Me](#) [Write a Review](#) [Find Reviews](#) [Invite Friends](#) [Messaging](#) [Talk](#) [Events](#) [Member Search](#)

Yelp San Francisco [Other Cities](#) | [New York](#) | [San Jose](#) | [Los Angeles](#) | [Chicago](#) | [Palo Alto](#) | [Oakland](#) | [More >](#)

Yelp is the fun and easy way to find, review and talk about what's great - and not so great, in your area. [Sign Up](#)

Best of yelp [More "Best Of" >](#)

Restaurants
4001 reviewed



1. Tanguito
2. Red Door Cafe
3. 4505 Meats
4. Handy Delicatessen
5. Cap'n Mike's Holy...

[...see more >](#)

Shopping
4457 reviewed



1. Downtown Watch...
2. Alisha Valverde...
3. Edgewise Arts
4. Zoe Bikini
5. Illuminata Skin Care

[...see more >](#)

Nightlife
1040 reviewed



1. Sunshine Coast
2. Brava Theater Center
3. Fat Angel
4. Grace Cathedral
5. Great American Music...

[...see more >](#)


Beauty and Spas
2132 reviewed



1. Urban Allure
2. Alisha Valverde...
3. Lyle Tuttle...
4. Cyclops Tattoo
5. The Light Fantastic...

[...see more >](#)

Hey, 47 of your friends have joined Yelp!
Sign up and never miss their reviews



- Arts & Entertainment 1409
- Active Life 1383
- Professional Services 1137
- Nightlife 1096
- Automotive 953
- Hotels & Travel 891
- Education 778
- Real Estate 641
- Pets 440
- Financial Services 428
- Local Flavor 394
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- Mass Media 218
- Religious Organizations 179


Janice C.
Laugh often. Love passionately...


Ti Couz.
I love waking up in the morning and seeing sunlight peeking through my slate gray curtains.
It was Sunday. That only meant one thing.
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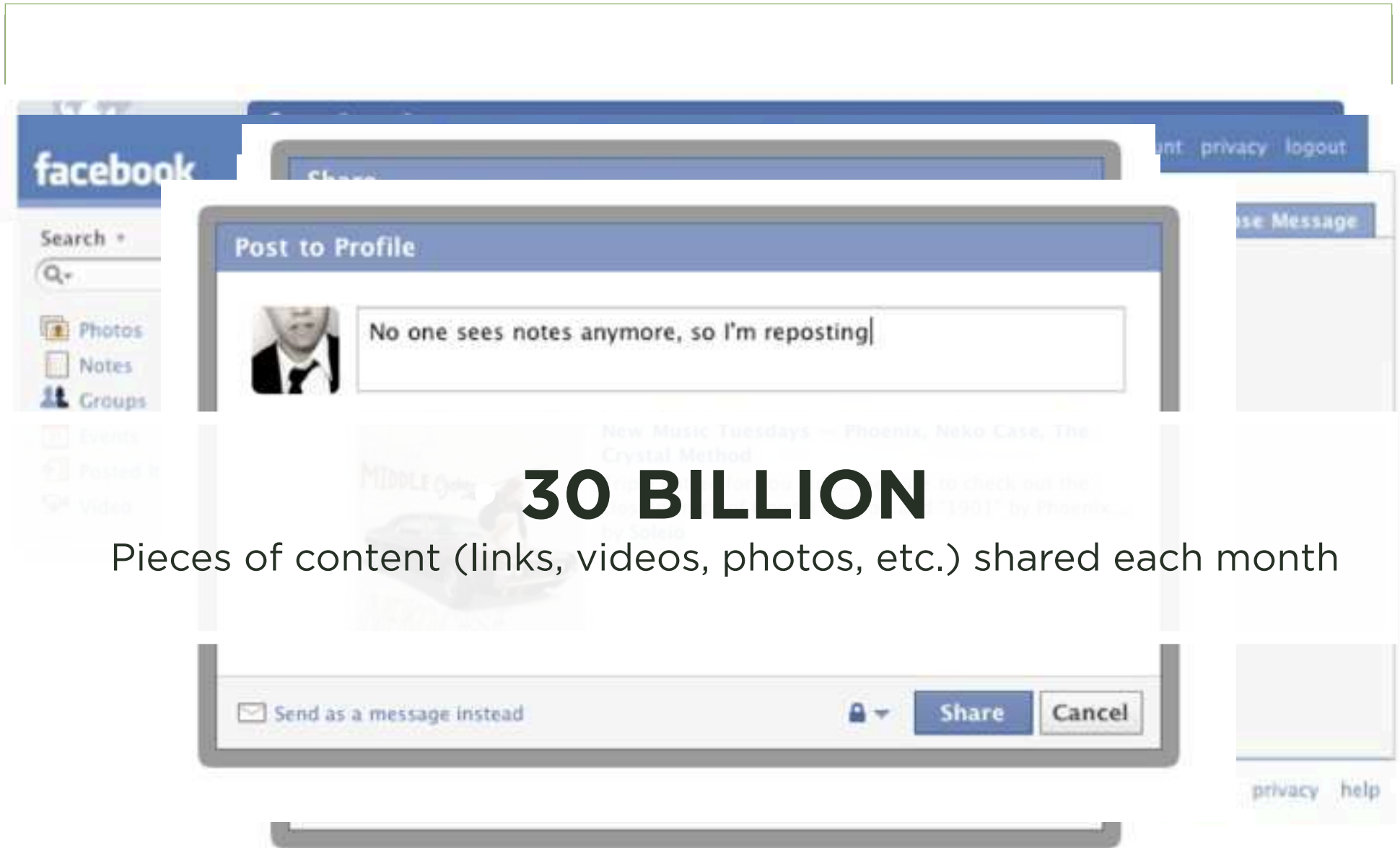
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