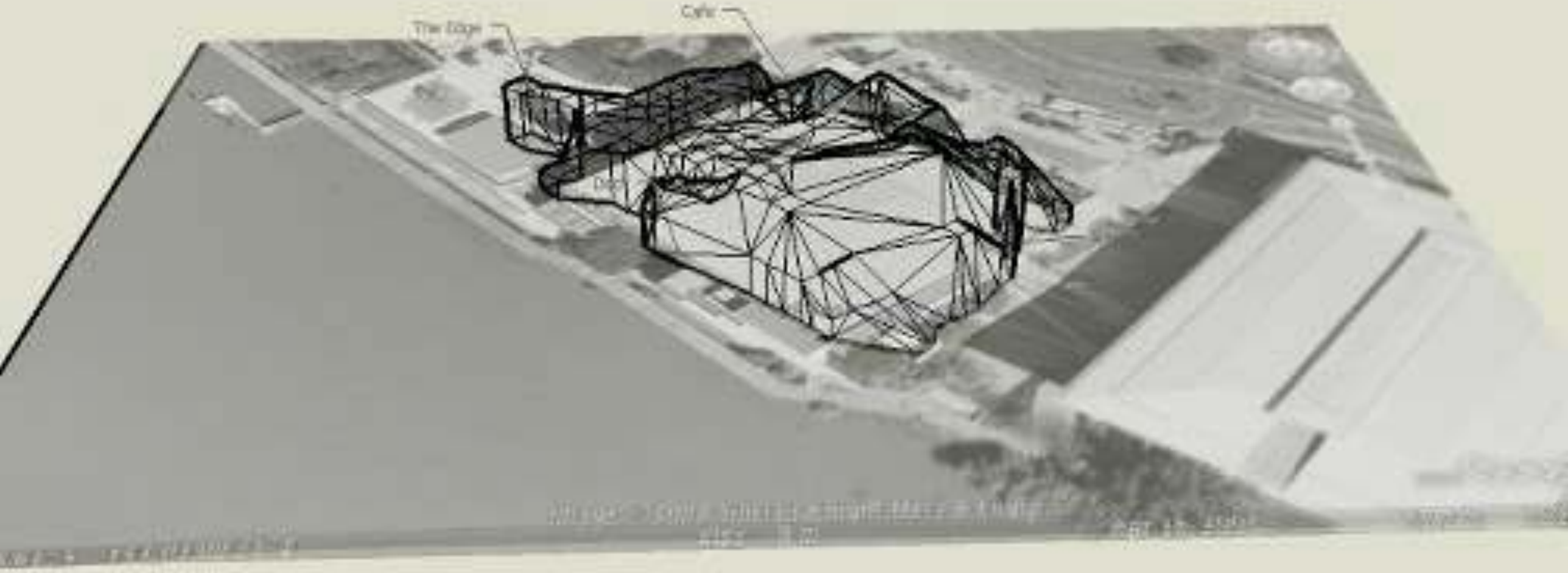
The following presentation was delivered at the Intranets 2015 conference in Sydney on 20th May 2015

# Mobile Usage, Mobile Design & the Future...

Oliver Weidlich
Director of Design & Innovation
Mobile Experience


The Edge
Cafe

"We shape our buildings;
thereafter they shape us"

Winston Churchill

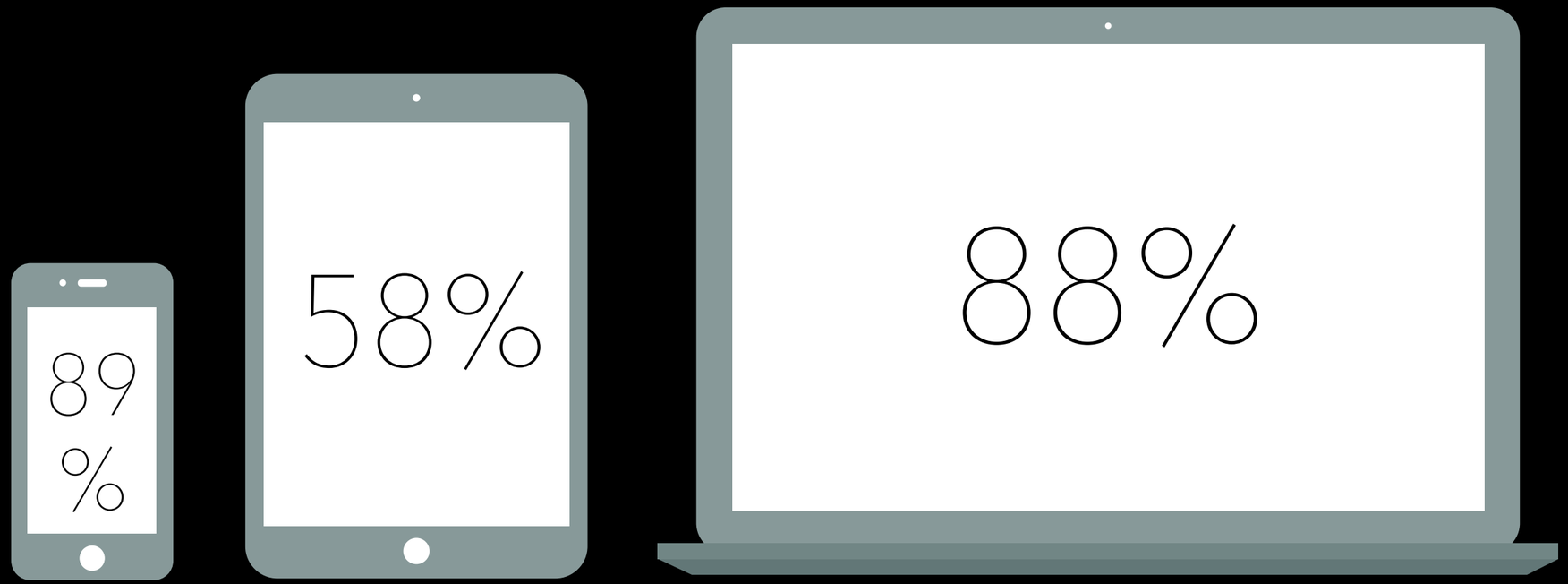
"We shape our networks;
thereafter they shape us"

Mobile Experience

Who's Intranet is
mobile first
or
mobile friendly?

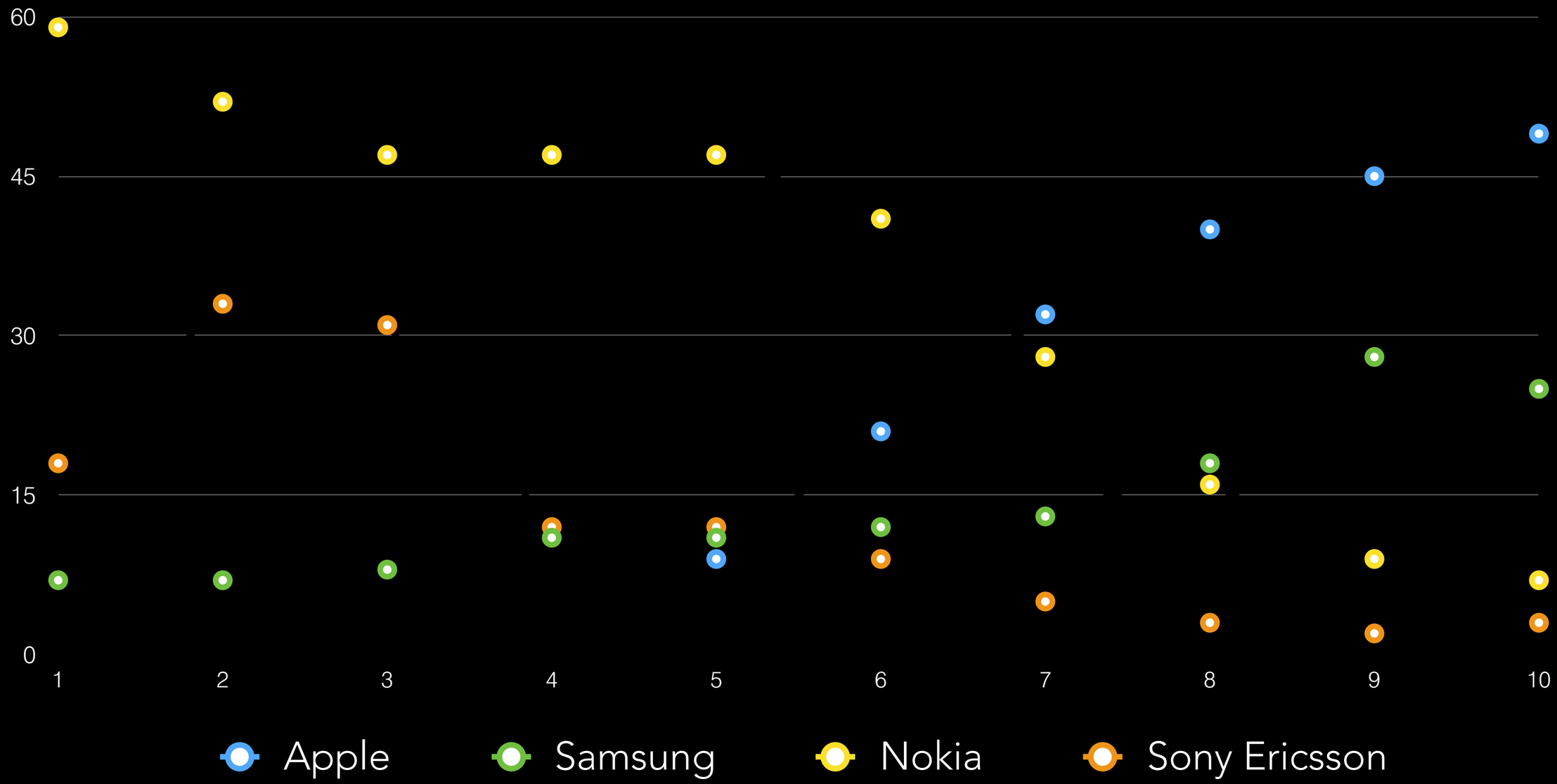
# 1. Mobile Usage

# Device Ownership

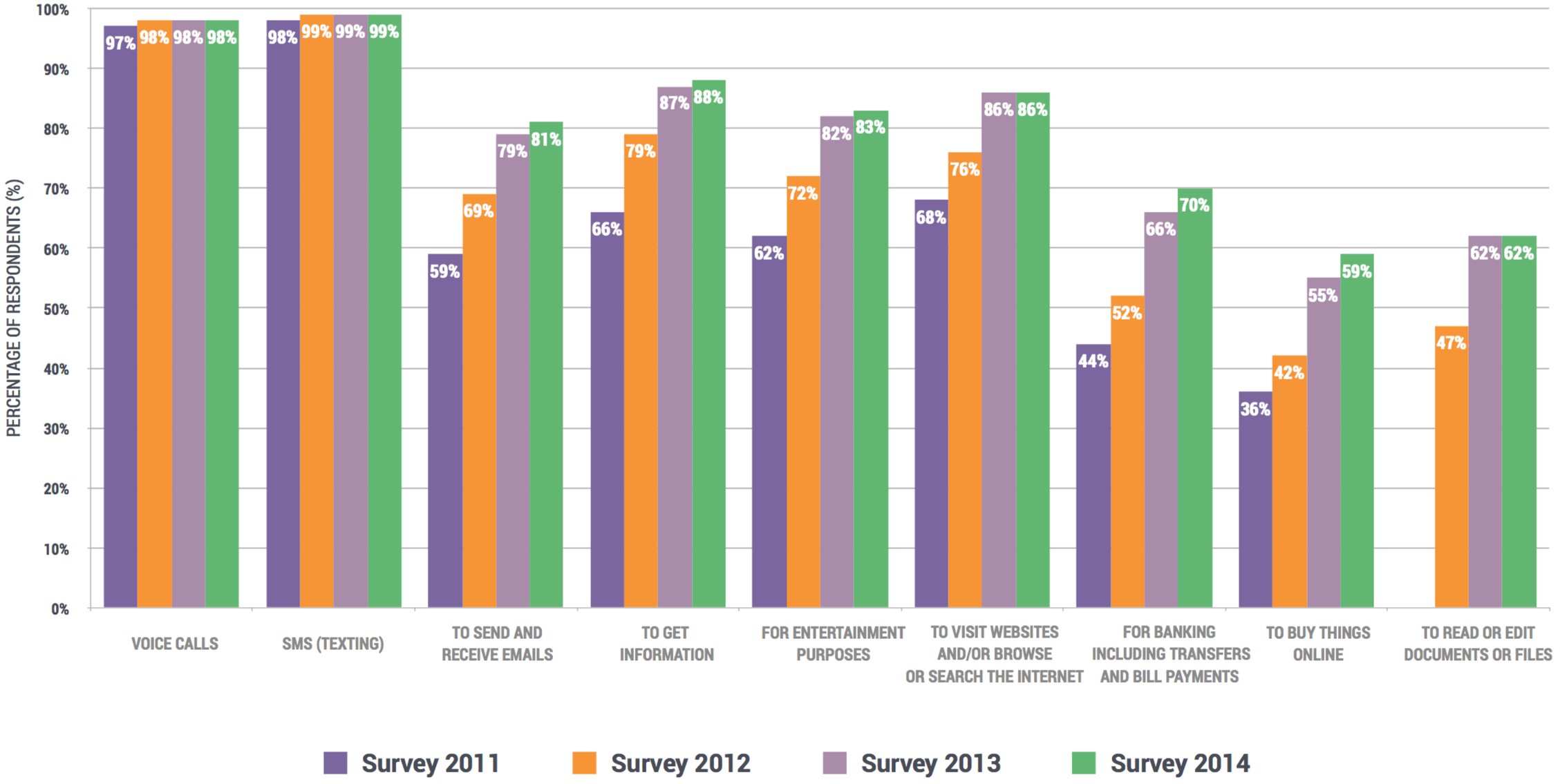



53% own all Three

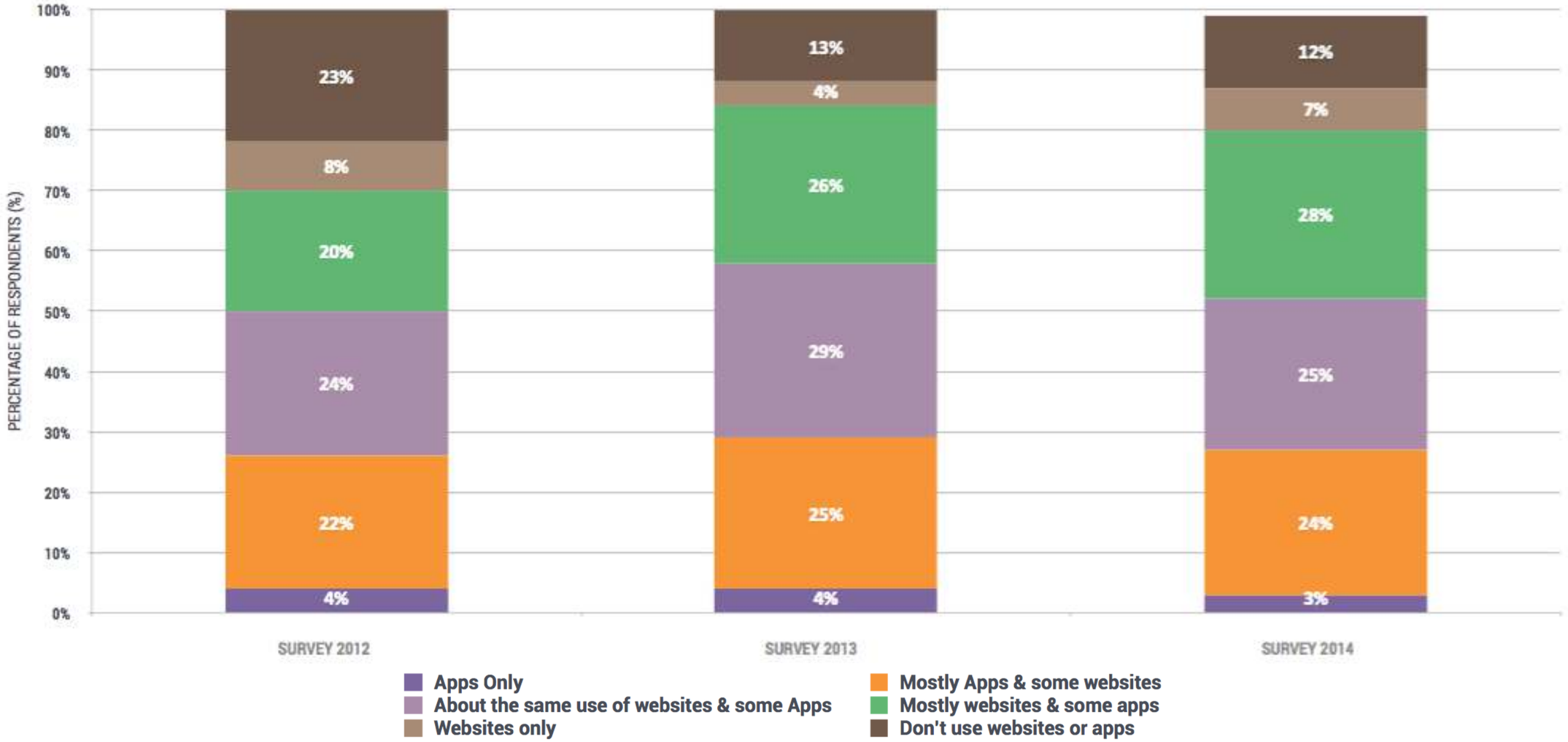
# Smartphone Manufacturer

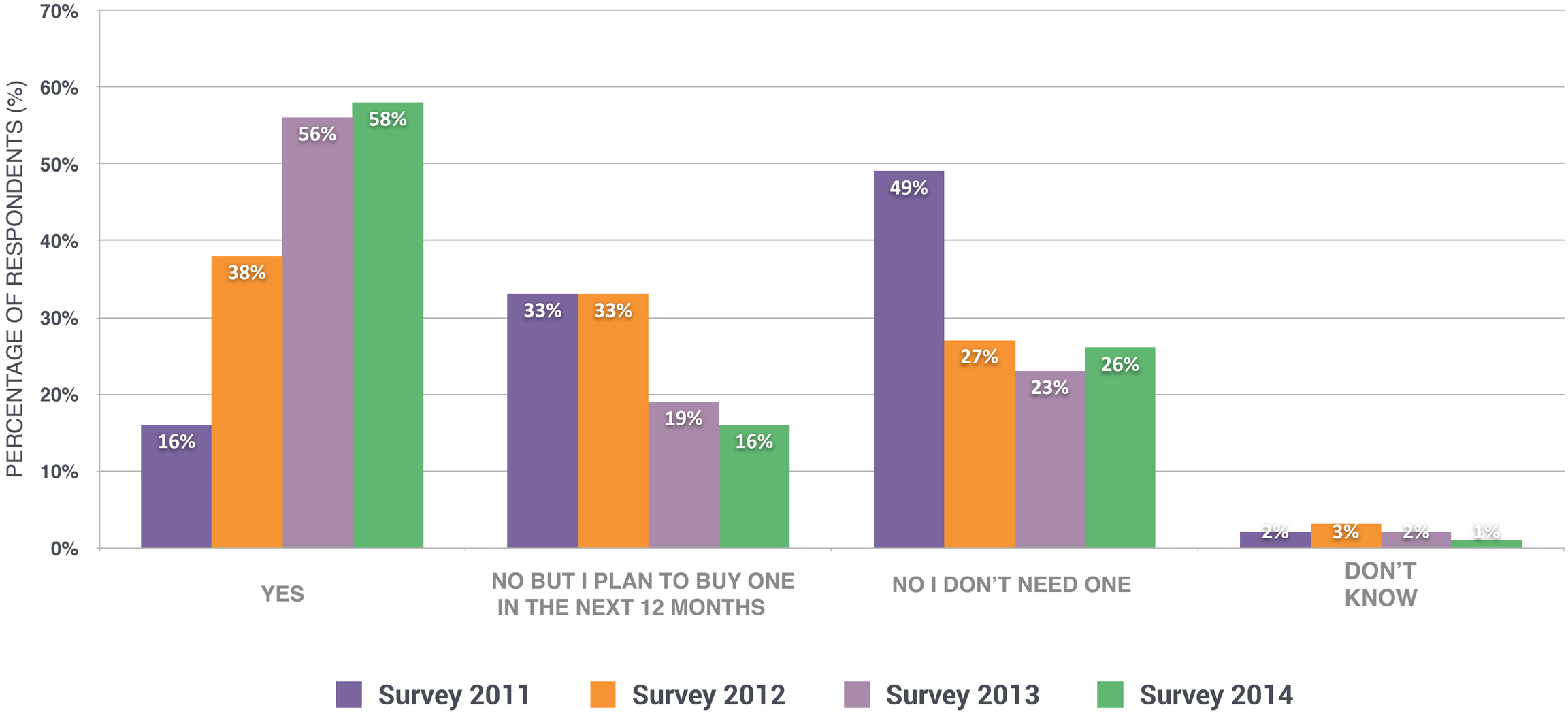


## Figure 20: Uses Of The Mobile Phone For A Range Of Purposes In The Last 12 Months Across Surveys



## Figure 26: Use Of Websites Versus Applications On The Mobile Phone (As A Percentage Of All Respondents)




PERCENTAGE OF RESPONDENTS (%)
70%
60%
50%
40%
30%
20%
10%
0%
16%
38%
56%
58%
33%
33%
19%
16%
49%
27%
23%
26%
2%
3%
2%
1%
YES
NO BUT I PLAN TO BUY ONE IN THE NEXT 12 MONTHS
NO I DON'T NEED ONE
DON'T KNOW
Survey 2011
Survey 2012
Survey 2013
Survey 2014

# Free Report:

www.aimia.com.au/ampli2014

# 2. Mobile Design

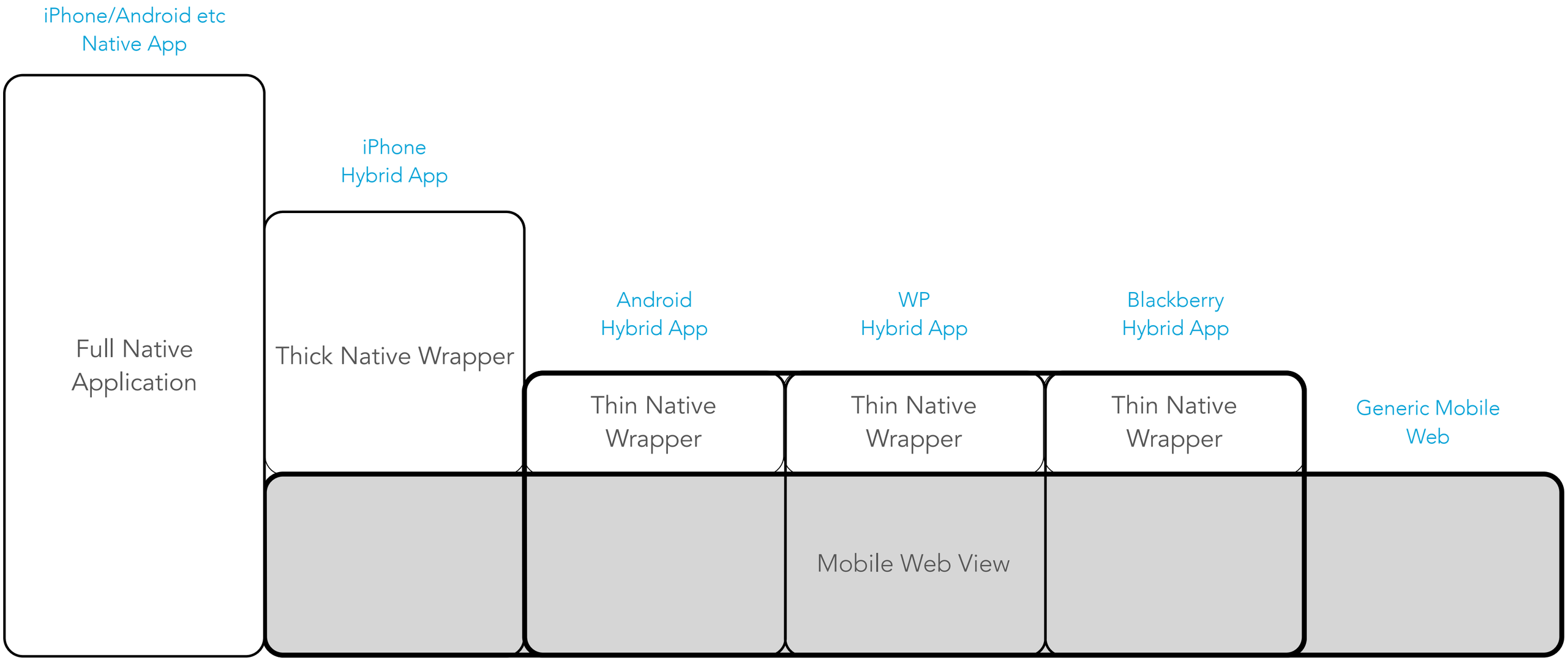
# Leverage Strengths of Mobile

- Personal
- Portable
- Pocketable
- Connected
- Constrained
- Contextual

# Mobile First

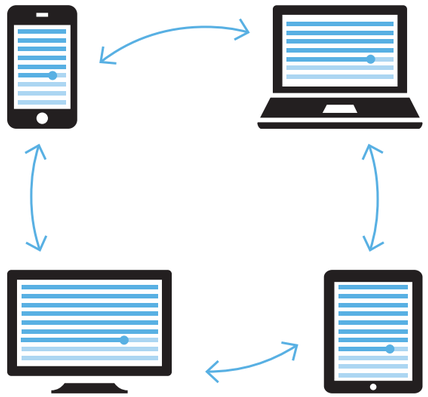
An approach to simplify and focus on core functionality, then progressively enhance for other device sizes

# Native/Hybrid/Web

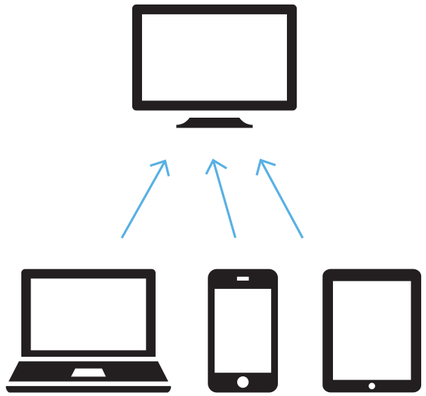

iPhone/Android etc
Native App
Full Native
Application
iPhone
Hybrid App
Thick Native Wrapper
Android
Hybrid App
Thin Native
Wrapper
WP
Hybrid App
Thin Native
Wrapper
Blackberry
Hybrid App
Thin Native
Wrapper
Generic Mobile
Web
Mobile Web View

# Who's
# Native, Hybrid or Web?

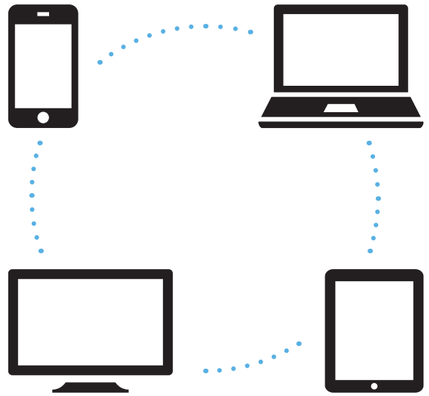
# Multiscreen



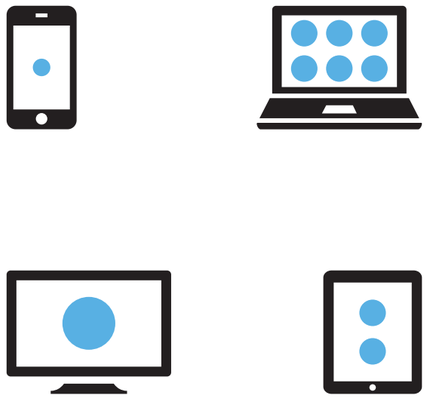
Synchronisation



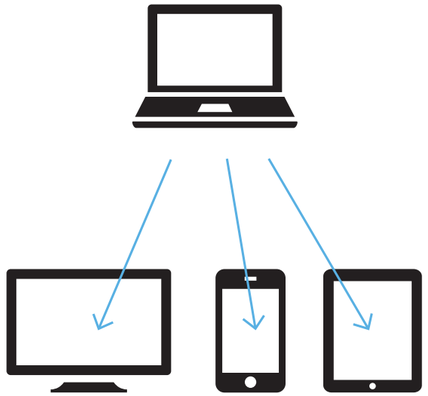
Complementarity



Collaborative



Coherence

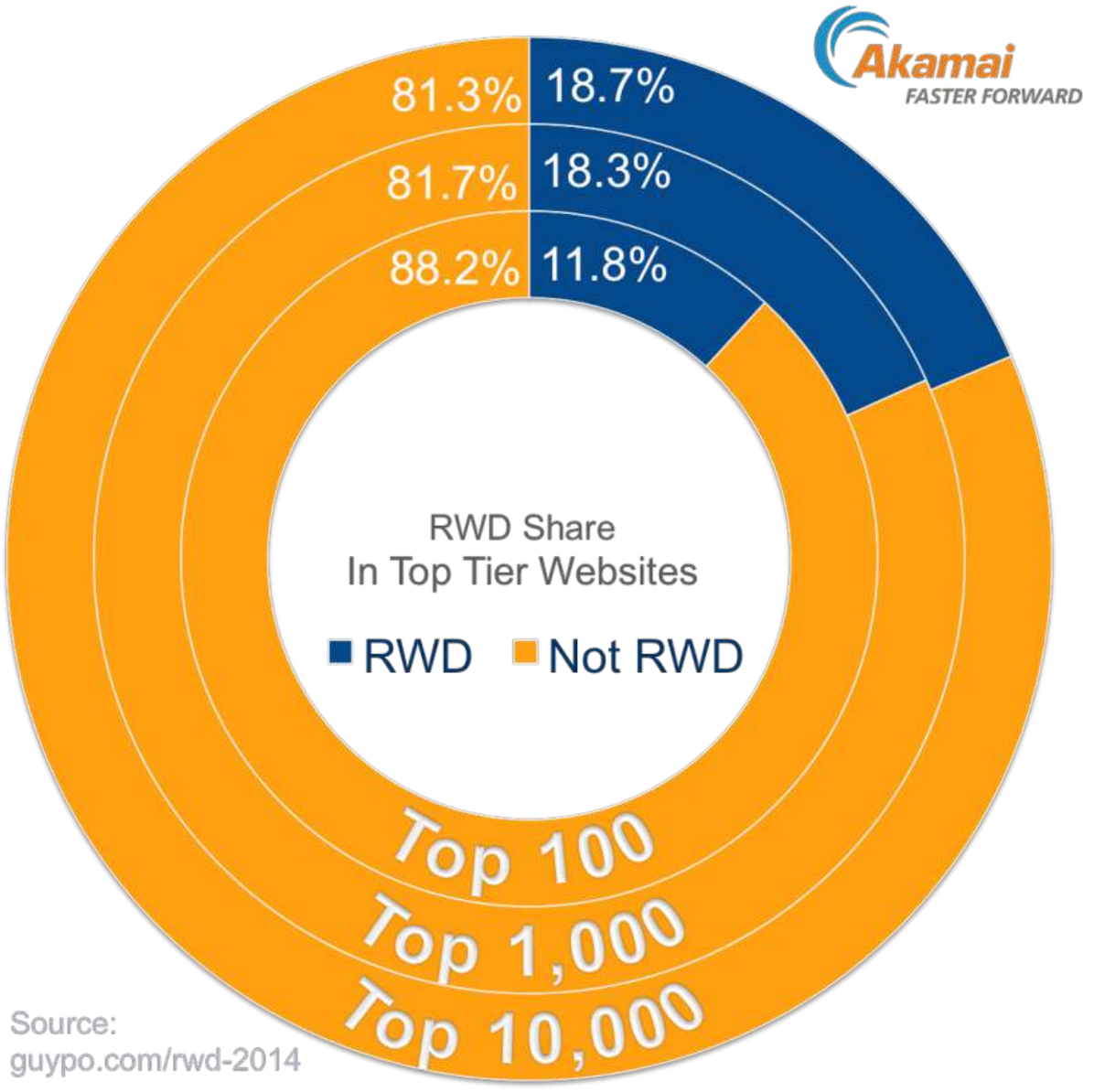


Distribution

## Multiple patterns can apply

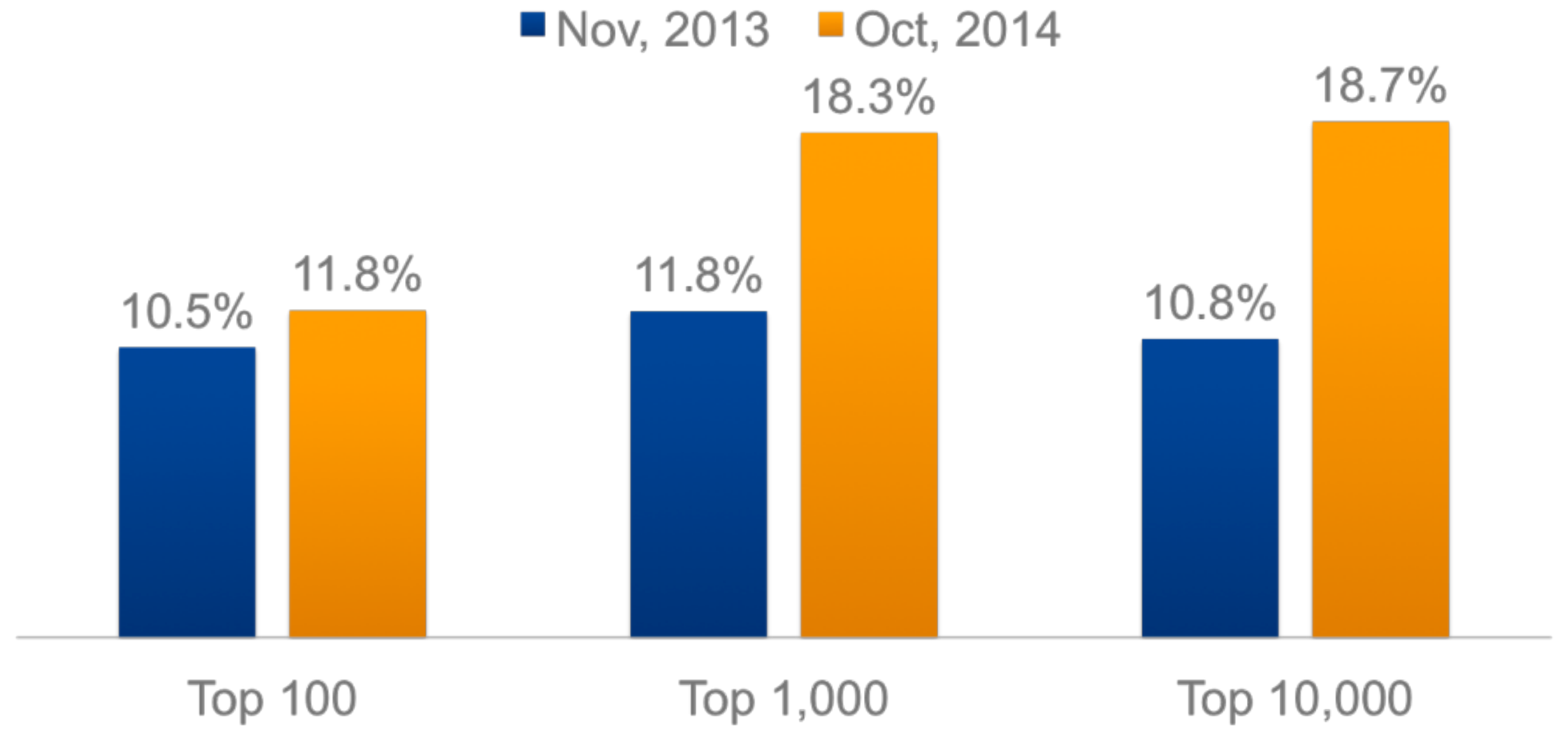
Images courtesy of Wolfram Nagel

# Responsive Design



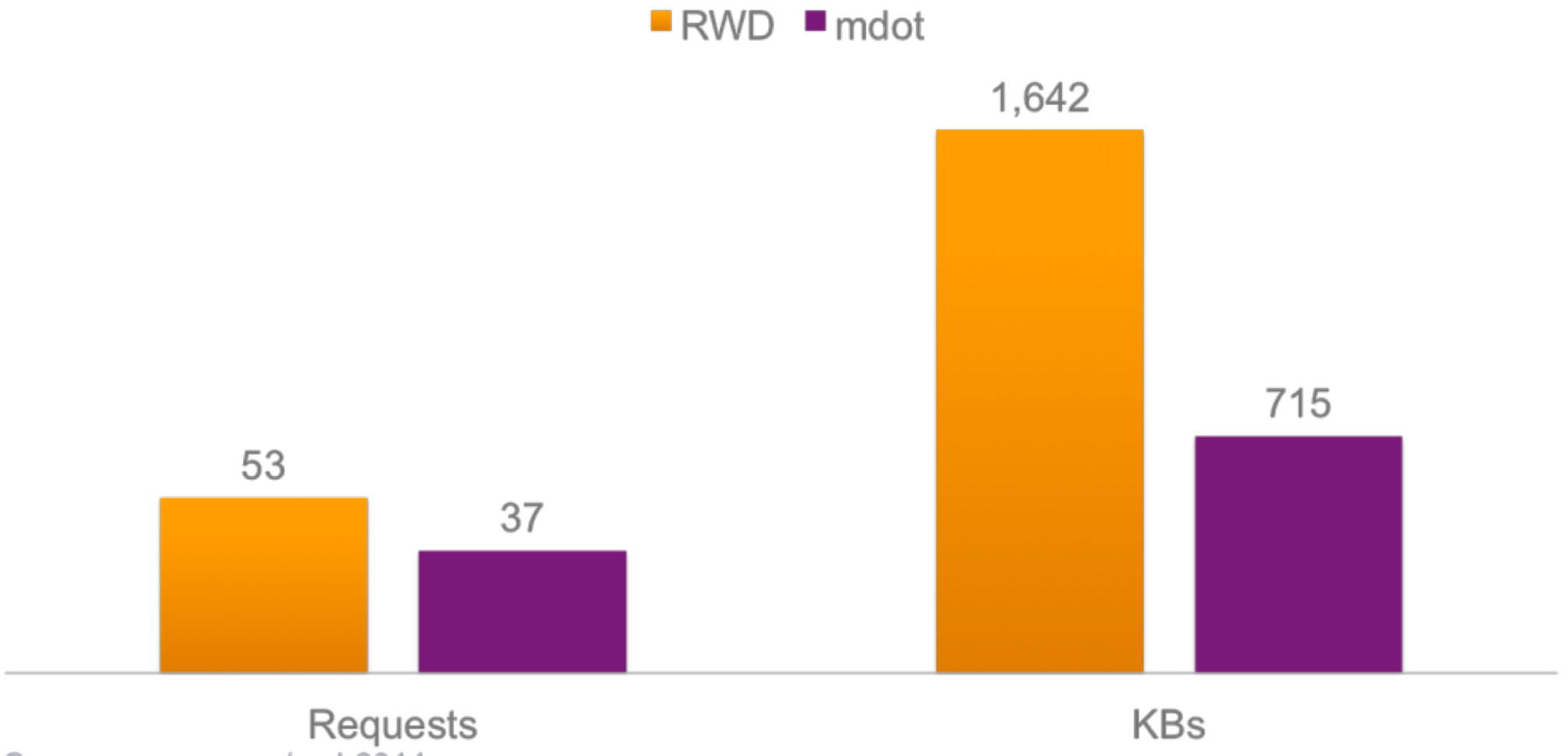

Source:
guypo.com/rwd-2014

# RWD Adoption Over Time




Source: guypo.com/rwd-2014

# Reqs & Bytes Across Site Types




Source: guypo.com/rwd-2014

# headlines

Monday 24 November 2014

Updated: 1 minute ago

## Record numbers of working families in poverty due to low-paid jobs

7 comments

## Lee Rigby murder inquiry 'failed to seek out witnesses'

Parliamentary report, which is set to clear security services of major errors, comes under attack

## Theresa May will amend law to close terror ransom loophole

16 comments

## NHS workers to stage four-hour strike as pay dispute continues

3 comments

## British banker ruled fit to stand trial for Hong Kong murders

## Syria air strikes driving Isis support

722 comments

## 'No ifs, no buts' pledge on migration likely to fail

297 comments

## Israeli cabinet approves legislation defining nation-state of Jewish people

## Iran nuclear talks: push for deal on final day

97 comments

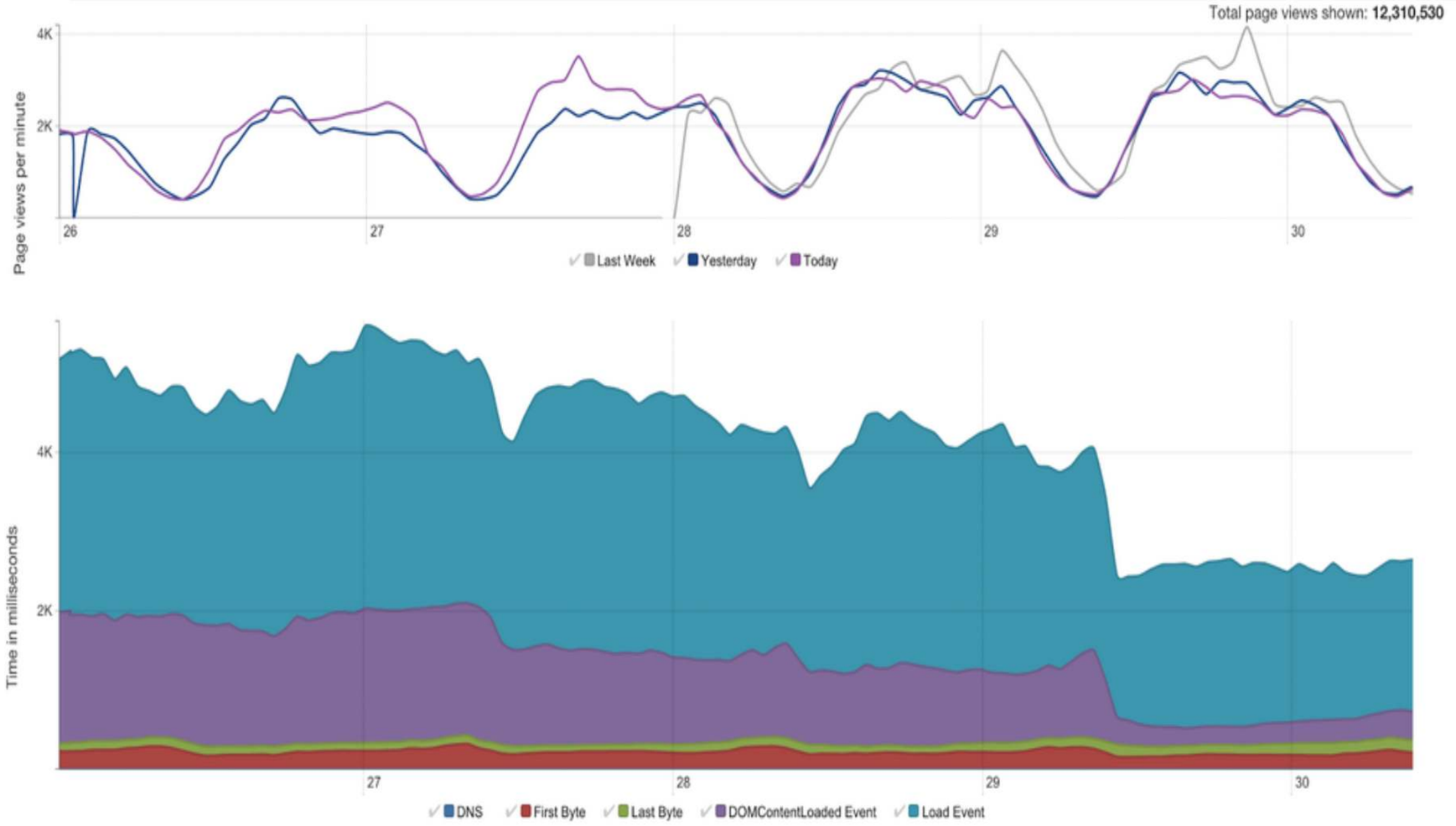
## Miliband announces measures to tackle rogue employment agencies

96 comments

More headlines

# highlights

Hide




**Guardian Developers** @gdndevelopers · Oct 31

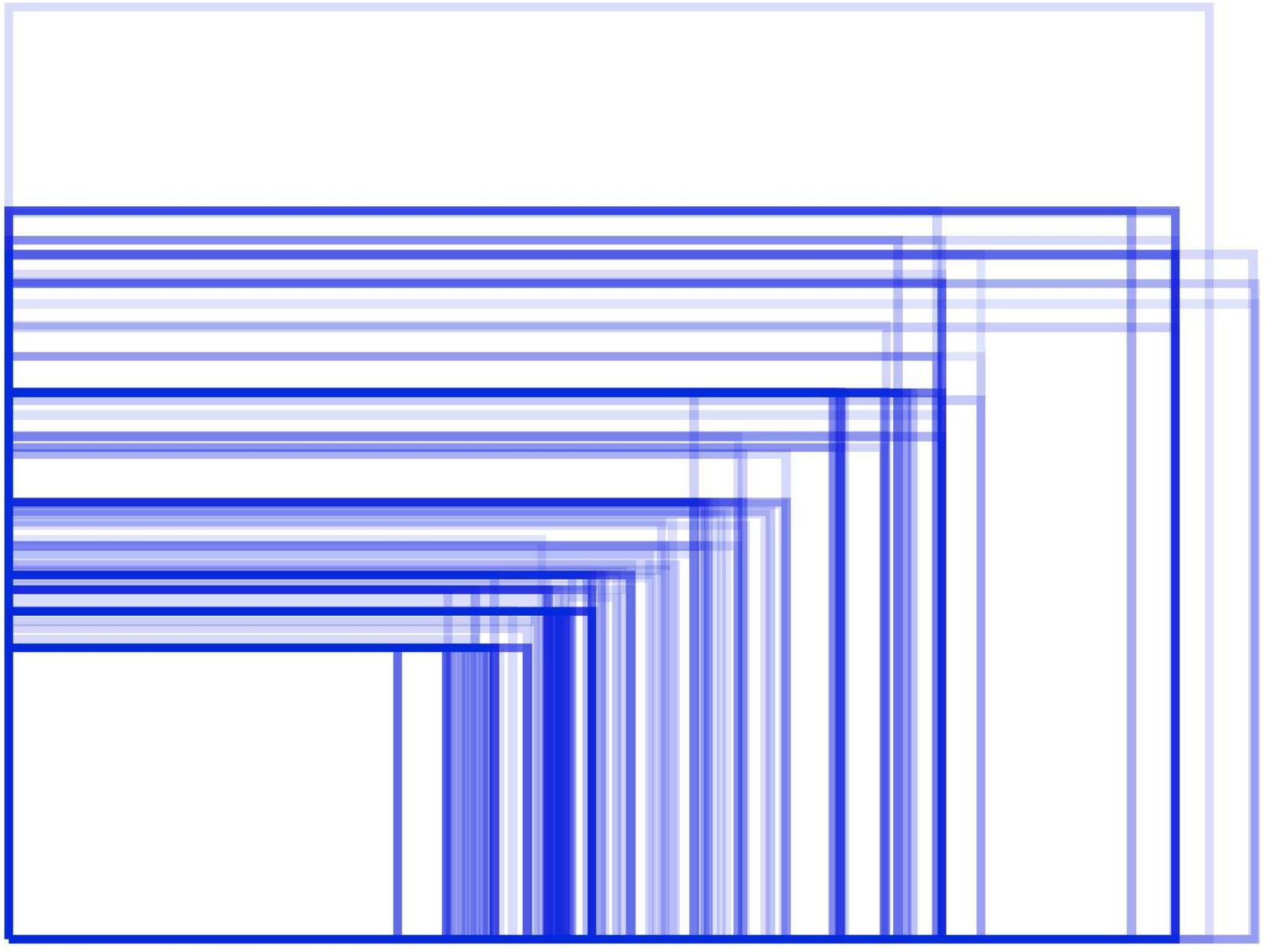
We made our responsive site the default for all US traffic yesterday. Here's what it did to our pageload times:

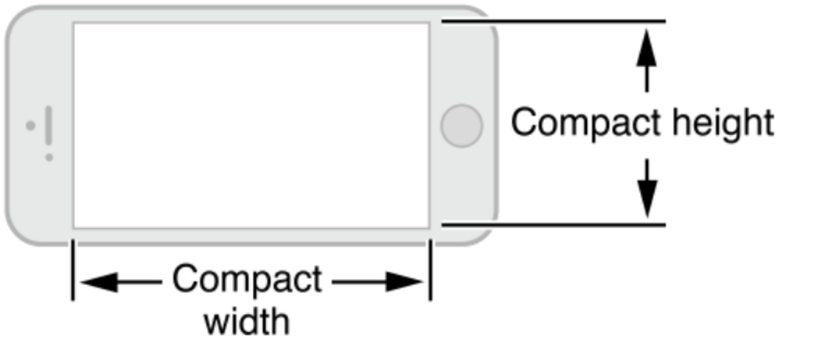
SONY

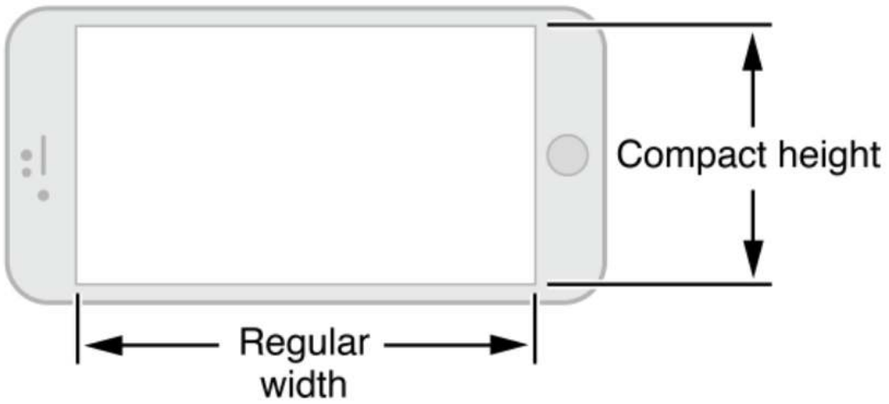
SONY
Blocks

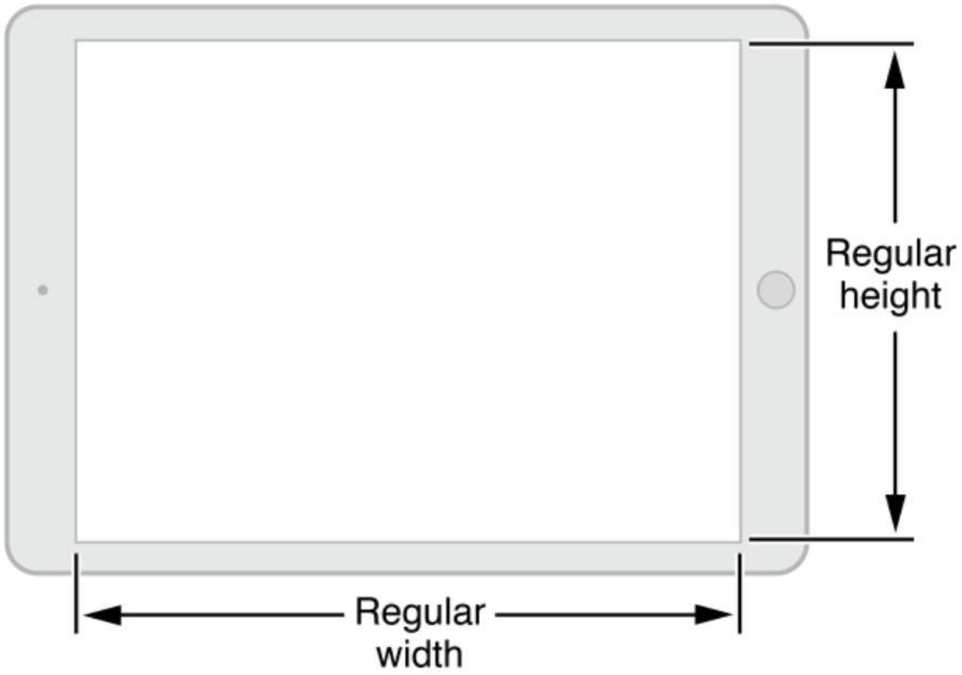
SONY

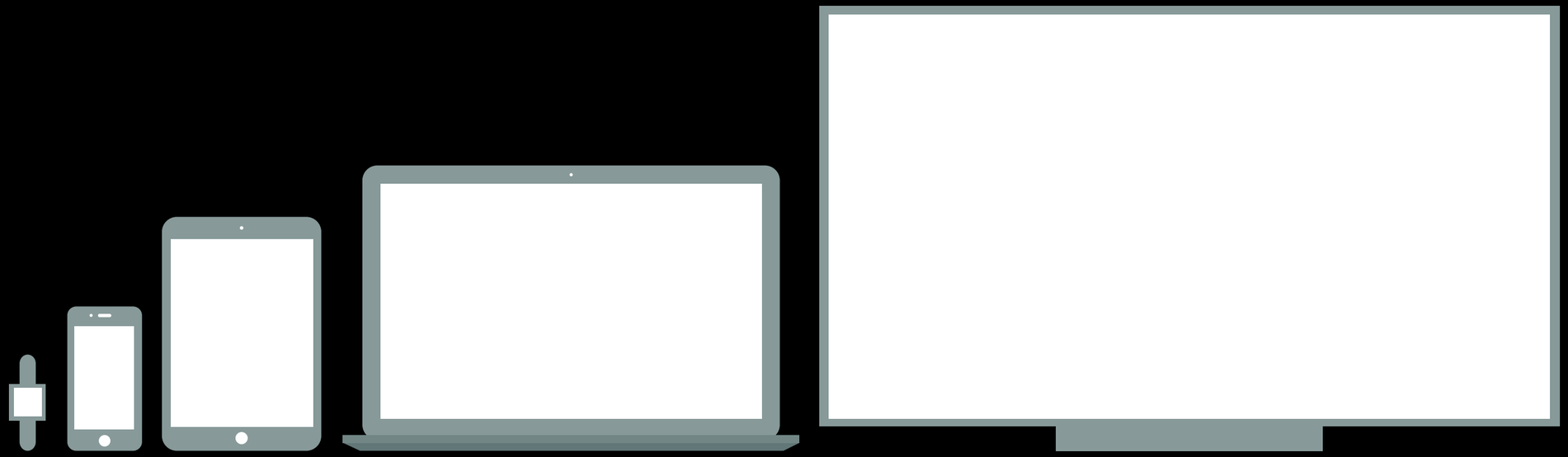
TREND
NEW SIGNATURE
2013 Motor Trend Car of the Year: Tesla Model S




Compact height
Compact
width


Compact height
Regular
width


Regular
height
Regular
width



*May 4, 2015*

EPISODE 36

**Mike Donahue**

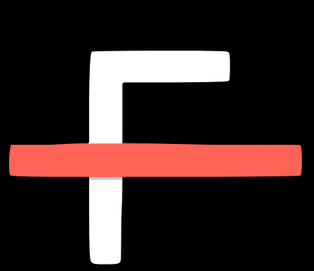
User Experience Architect

# Citrix

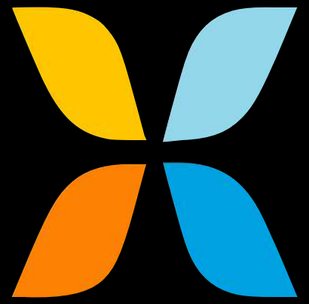
# Design Tools

Id
Ps

Sketch App



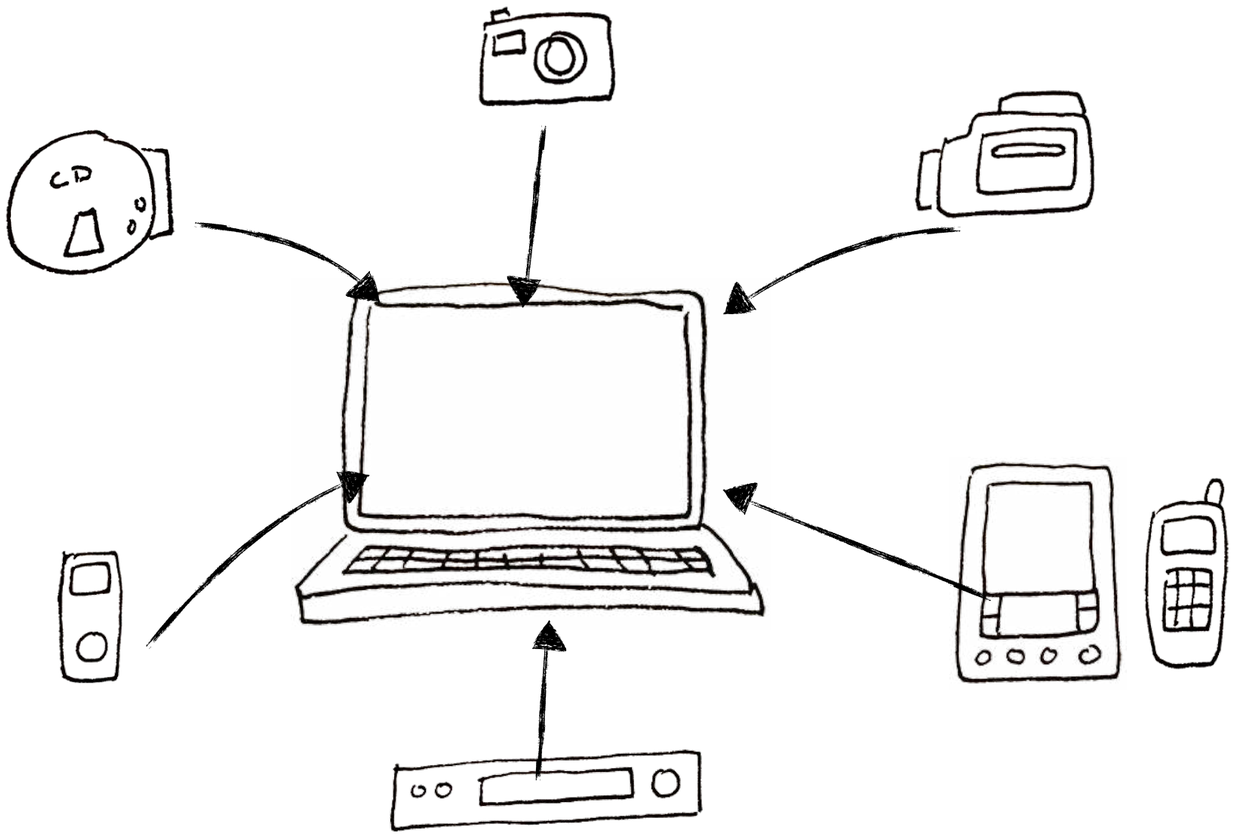
Click-throughs

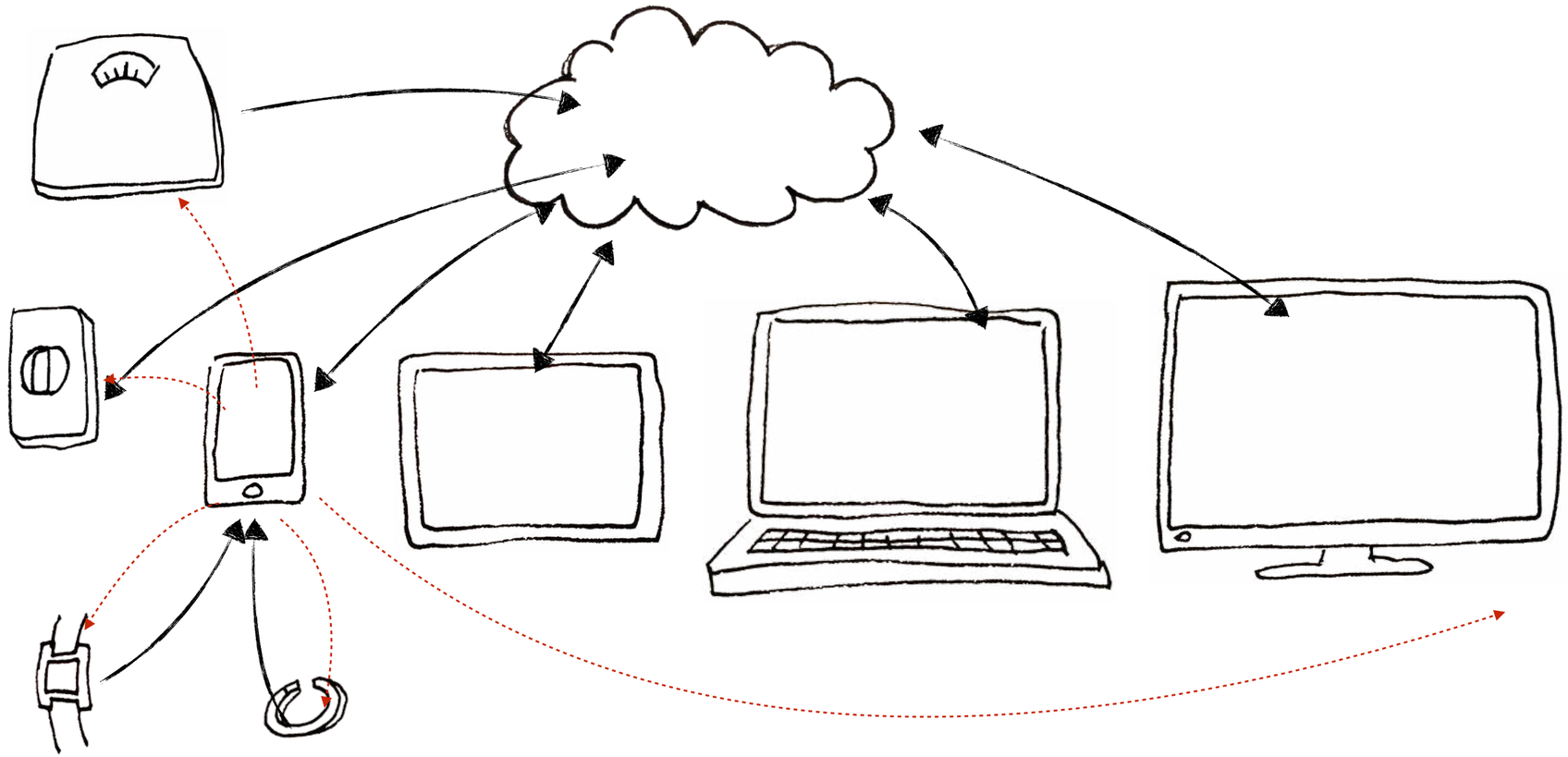


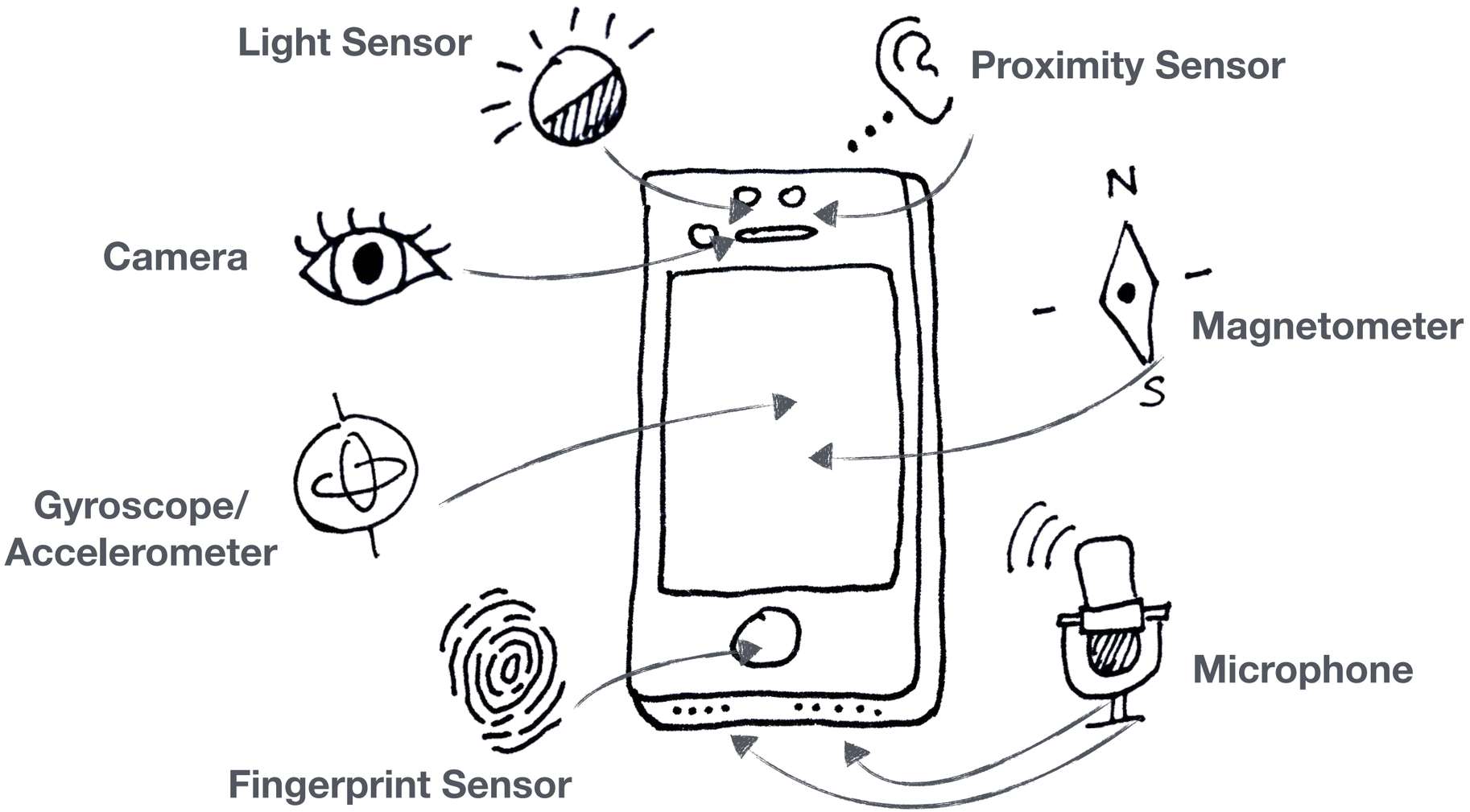
Motion design

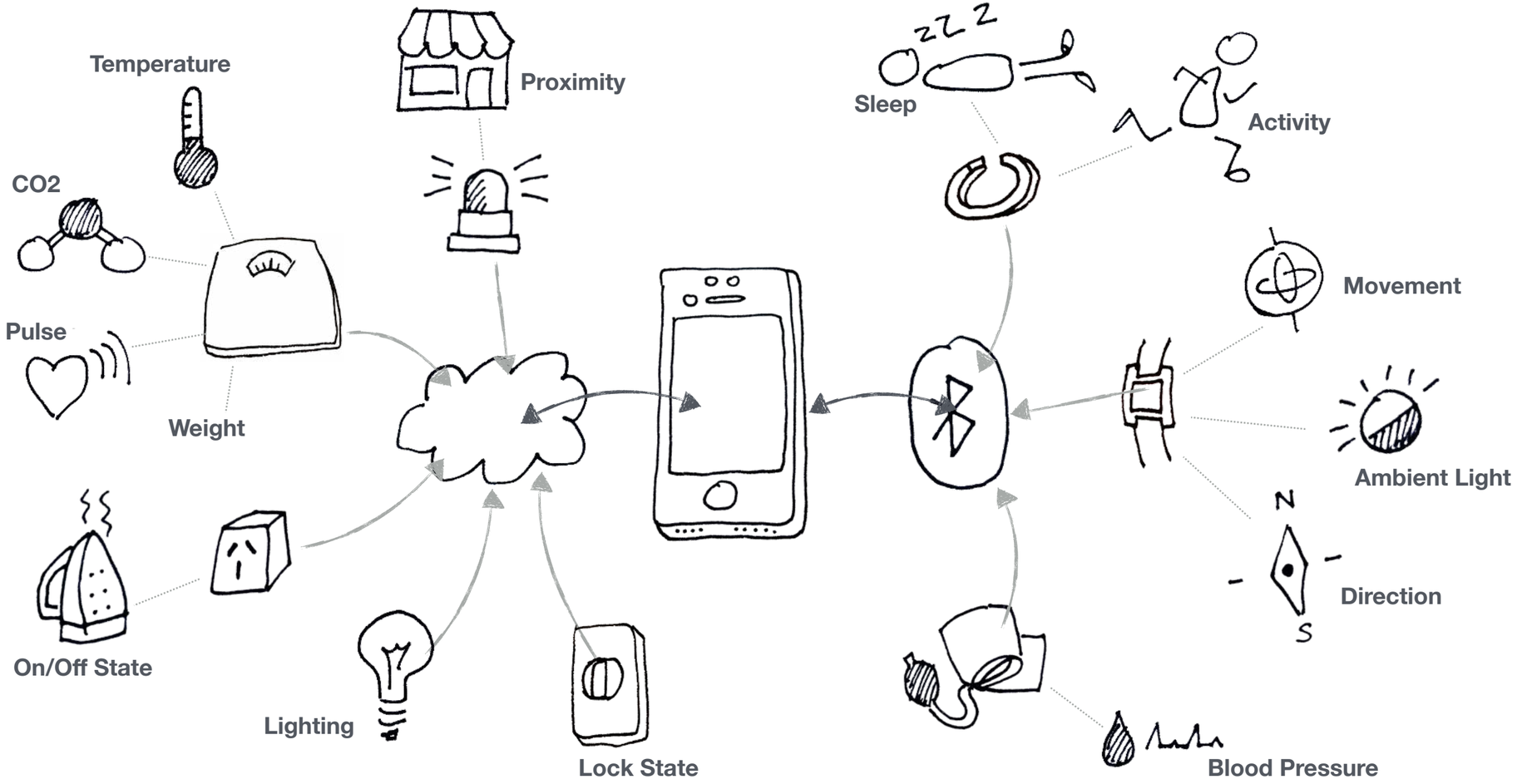
# Who's doing rapid prototyping for mobile?

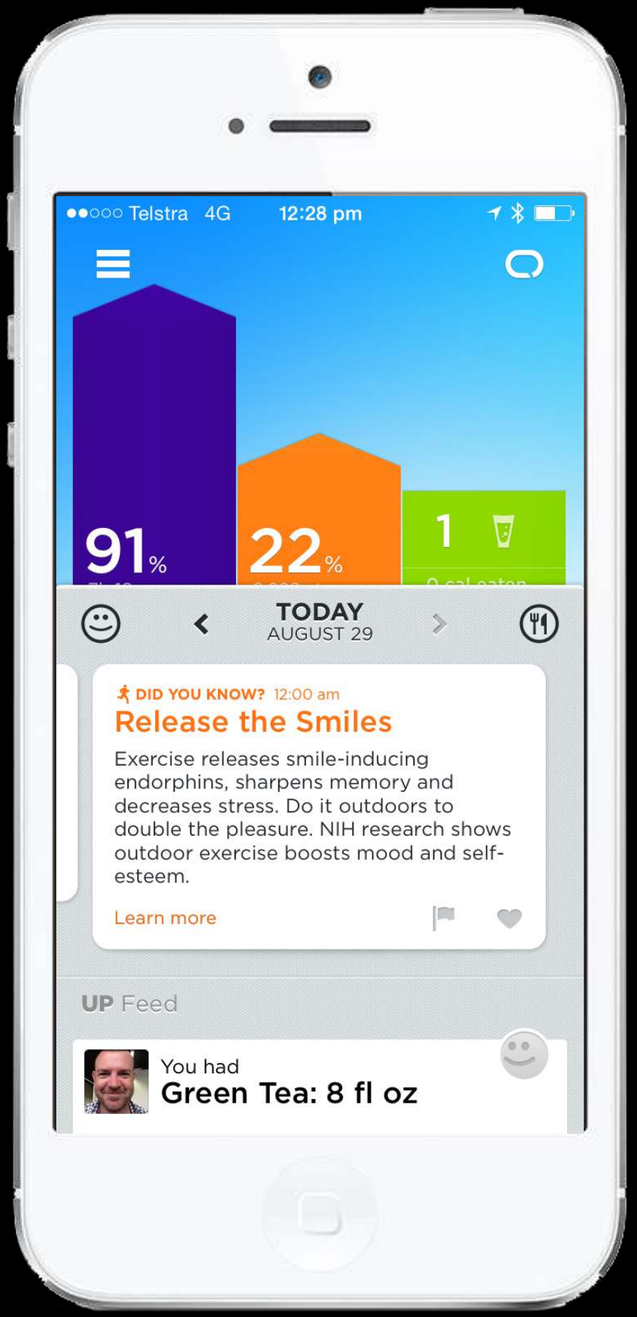
# 3. The Future of Mobile


CD




Light Sensor
Proximity Sensor
Camera
N
S
Magnetometer
Gyroscope/
Accelerometer
Microphone
Fingerprint Sensor


Temperature
Proximity
Sleep
Activity
CO2
Movement
Pulse
Weight
Ambient Light
N
Direction
S
On/Off State
Lighting
Lock State
Blood Pressure


Telstra 4G 12:28 pm
91%
22%
1
TODAY
AUGUST 29
DID YOU KNOW? 12:00 am
Release the Smiles
Exercise releases smile-inducing endorphins, sharpens memory and decreases stress. Do it outdoors to double the pleasure. NIH research shows outdoor exercise boosts mood and self-esteem.
Learn more
UP Feed
You had
Green Tea: 8 fl oz

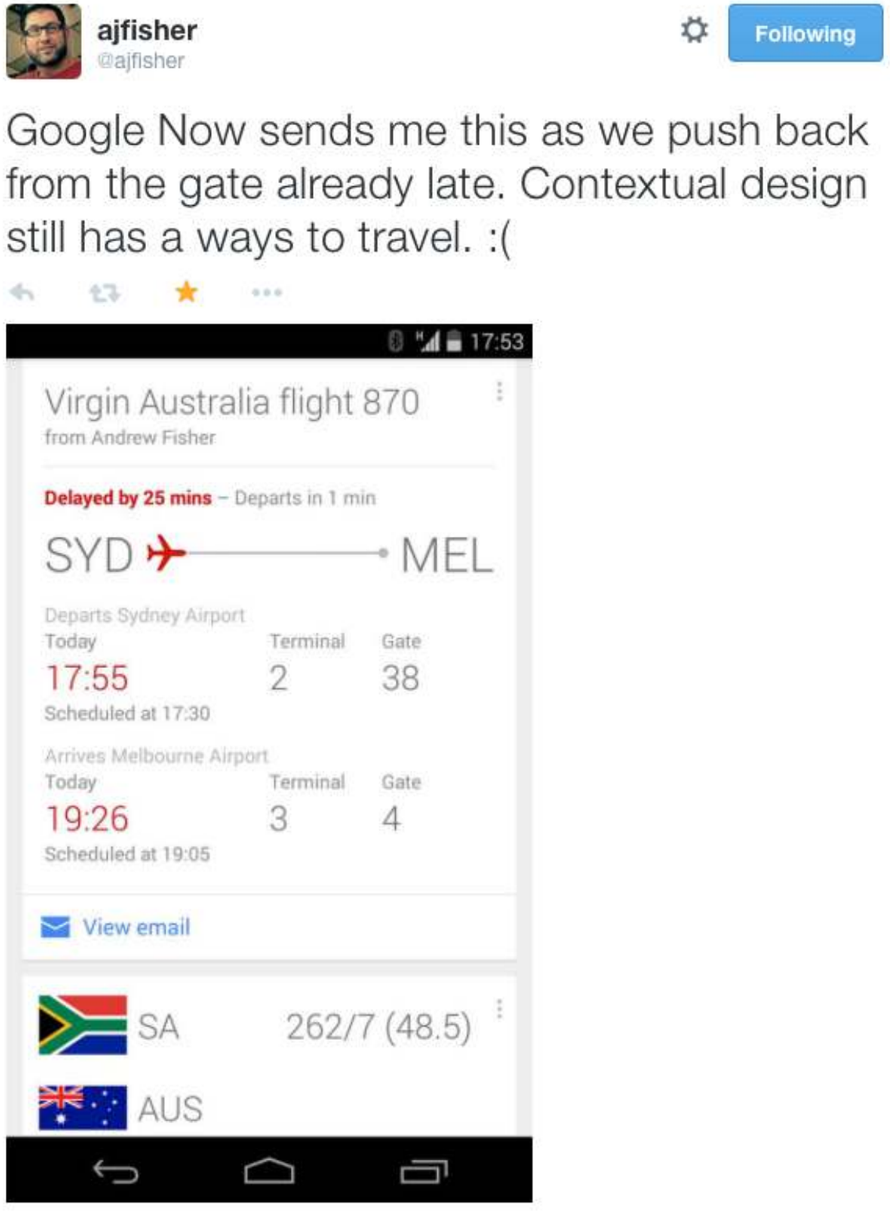
Telstra 4G 12:27 pm
UP Coffee
CALM
TONIGHT'S SLEEP
BEST
WIRED
SLEEP READY

bruno
SLACK
12:51
SLACK
bruno
Everything should work now. Let me know if it isn't.
#site-issues
Everything should work now. Let me know if it isn't.
#site-issues
Reply
Dismiss

RADIO
MEDIA
DEST
MAP
SETUP
SEEK TRACK
PASS TEMP
PUSH AUTO
OFF
PUSH SYNC
A/C
P
R
N
S-D

Verizon
11:34 AM
74%
Users
+ Add New User
Admins
Paul Gerhardt
David Myers
Expires in 4 weeks
Guests
Cameron Robertson
Expires in 3 days
Jarred Sumner
Expired 2 hours ago

NOKIA
Screens simulated; sequences shortened.


ajfisher
@ajfisher
Following
Google Now sends me this as we push back from the gate already late. Contextual design still has a ways to travel. :(
17:53
Virgin Australia flight 870
from Andrew Fisher
Delayed by 25 mins – Departs in 1 min
SYD
MEL
Departs Sydney Airport
Today
Terminal
Gate
17:55
2
38
Scheduled at 17:30
Arrives Melbourne Airport
Today
Terminal
Gate
19:26
3
4
Scheduled at 19:05
View email
SA
262/7 (48.5)
AUS

1. What's the best way to understand how your teams use multiscreen?

# 2. Define the multiscreen model your intranet needs

# 3. Re-assess your workflow from design to development

# 4. Rapid prototyping for mobile

# 5. Look at upcoming trends in mobile/ multiscreen to see what applies to you

# Thanks

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