Creating a specialized Mobile UI

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Talking Heads

It is about the lifestyle

Full fat vs. Fat free

Types of Users

Repetitive Now

Types of Users

Bored Now

Types of Users

Urgent Now

Types of Users

Nokia 1100

Apple iPhone

Types of Devices

Nokia 1100

200+ Million so far

Apple iPhone

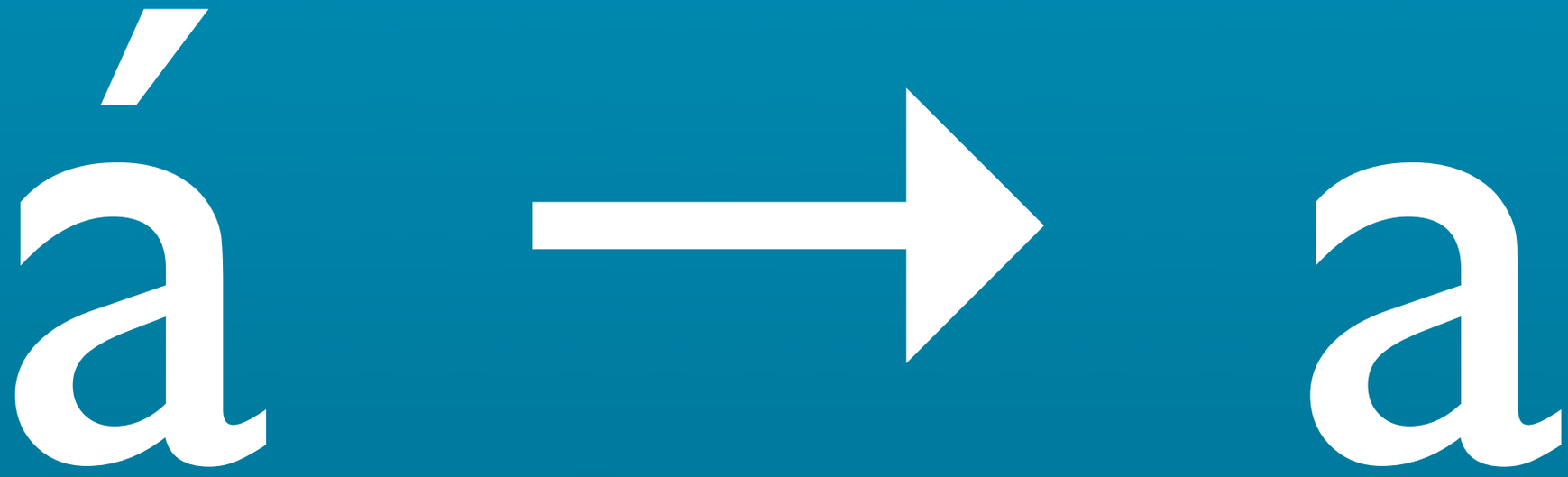
~14 Million by the end of 2008

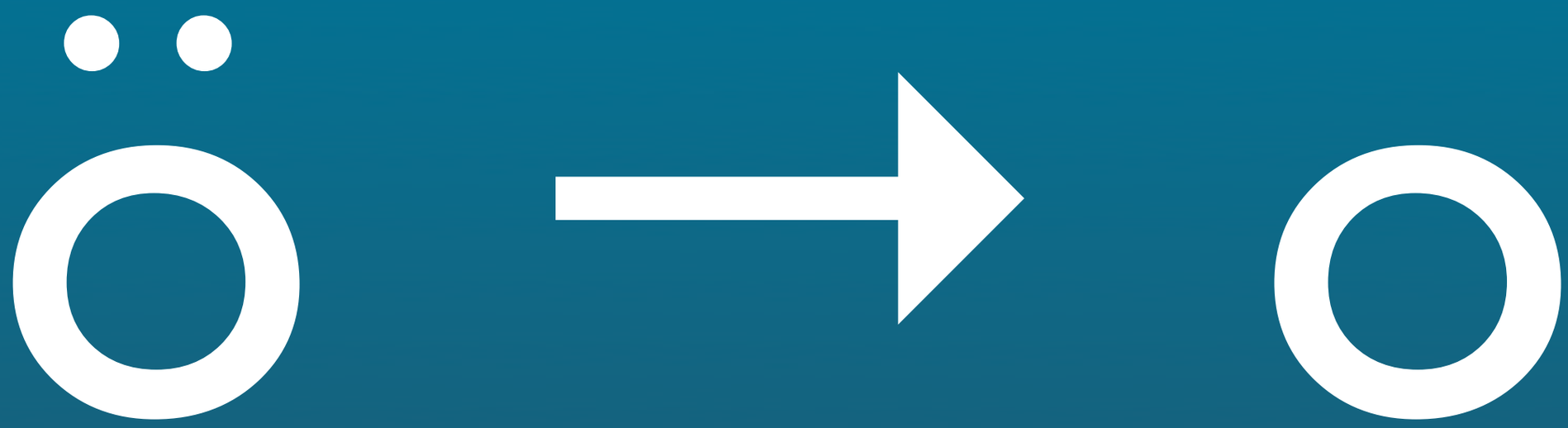
Types of Devices

Browser Sniffing

call me

Tel protocol





Downcasting

Résumé → Resume

Downcasting

Rauðalækur

Downcasting

Rauðalækur

Raudalaekur

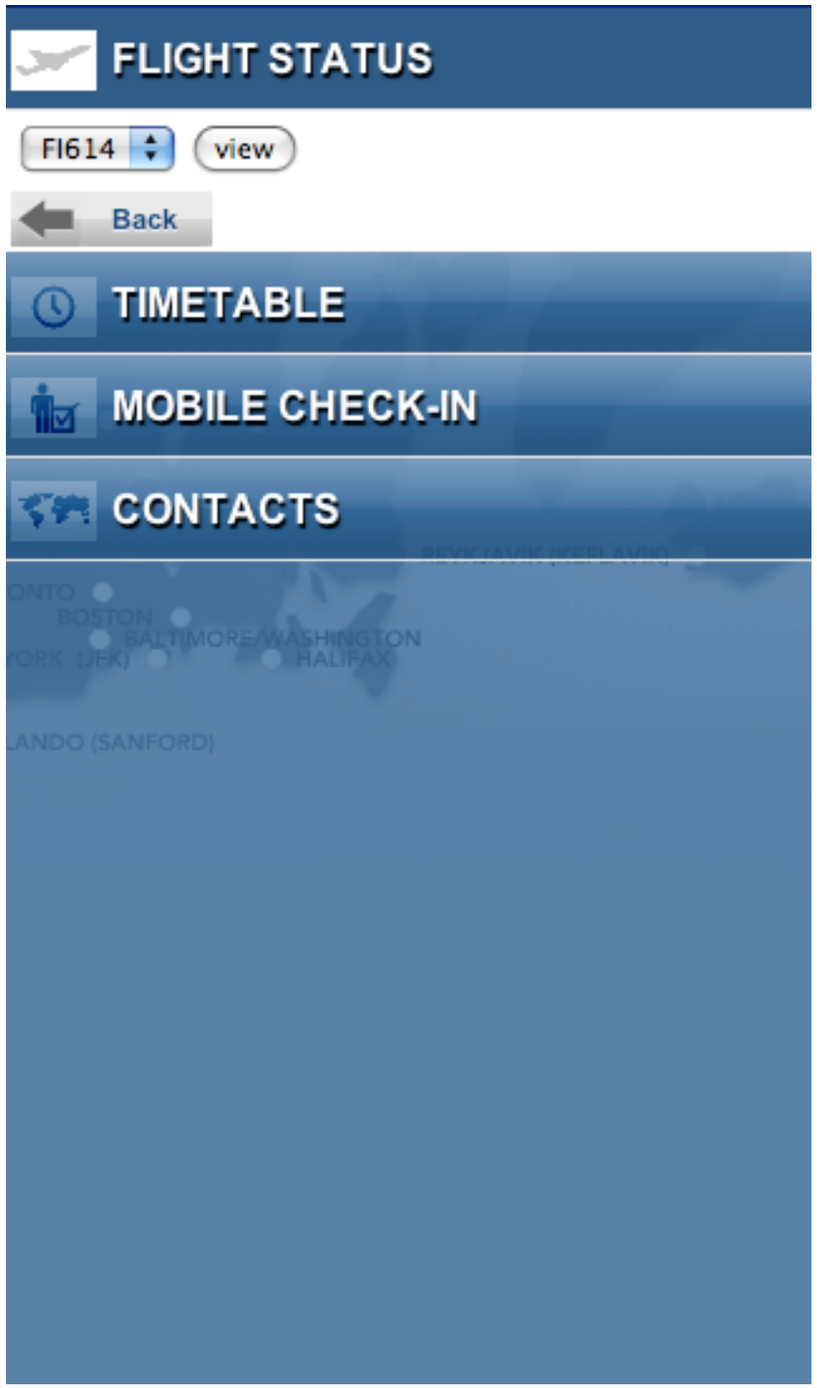
Downcasting

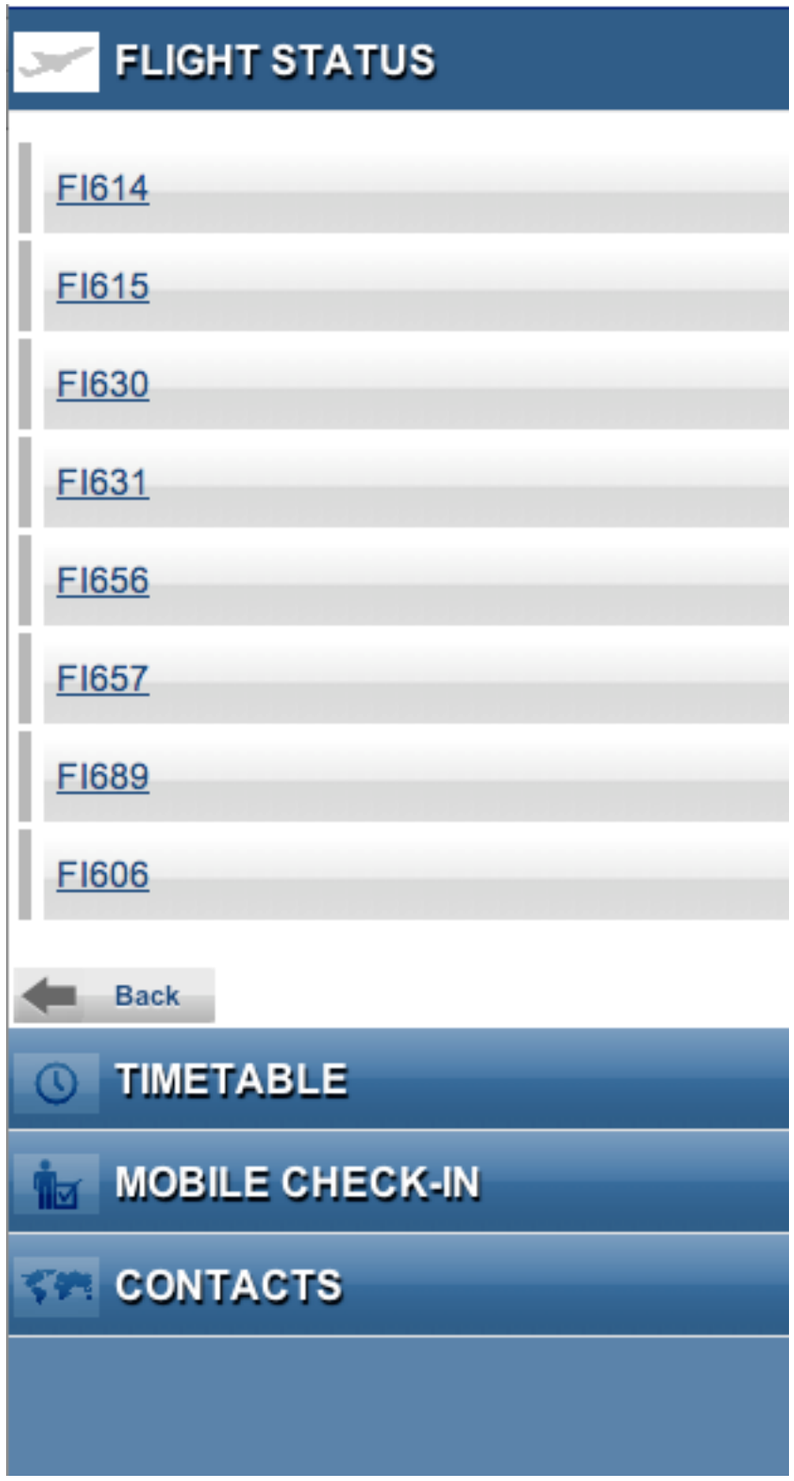
Activation Code: ABA2C

T9 and URLs

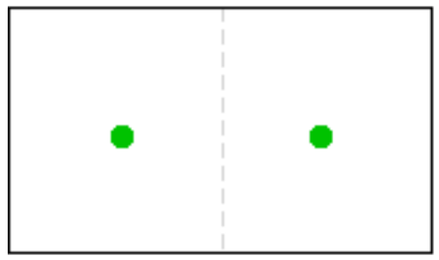
Activation Code: ADA3C

T9 and URLs

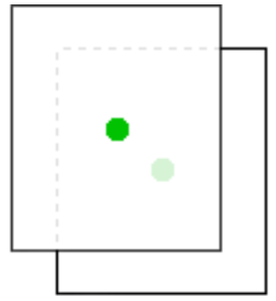




Dropdowns vs. Lists



Elements adjacent in space are equally accessible



Elements stacked in time require navigation

http://www.37signals.com/svn/posts/1128-learning-from-bad-ui

Seek time vs. choices

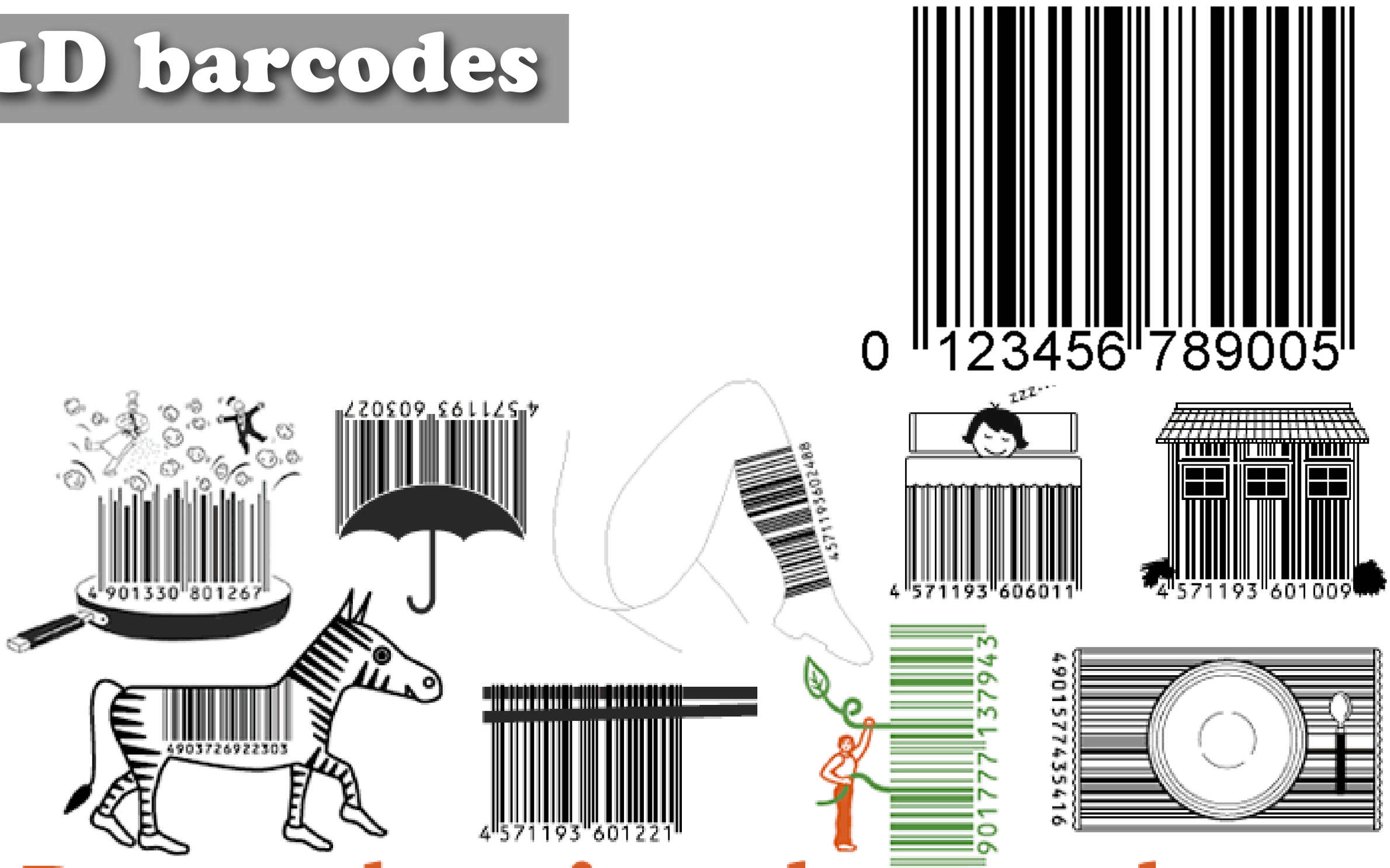
Command Line Interfaces

3 tiered approach

oskast.is

2D barcodes

1D barcodes



Repackaging barcodes

Omniplanar

PDF417

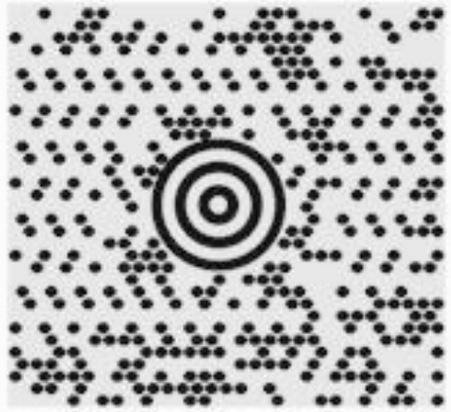
Aztec Code

Data Matrix

QR Code

Micro PDF

MaxiCode



2D barcodes

SBB CFF FFS
Zürich rückt jetzt näher!
Die S-Bahn Zürich fährt ab 9.12.2007
bis ins Herz des Thurgaus.
Thurgau
S8 Fahrplan auf Ihrem Handy
1. Reader anfordern*
2. Reader öffnen
3. Code anvisieren
4. scannen
SBB CFF FFS
SPEZIALBILLETT
DTZ SCHNUPPERFAHRTEN S8 WINTERTHUR-WEINFELDEN
GUELTIG AM 8. DEZEMBER 2007
FUER 1 FAMILIE / 1. UND 2. KLASSE

2D barcodes

2D barcodes

Best Practices

kurafire

Sony Ericsson
Camera
Select

NOKIA
NOKIA

BlackBerry
12:21
3 Messages
SPACE

cingular
9:41 AM
SMS
9
Text
Calendar
Photos
Camera
Calculator
Stocks
Maps
Weather
Notes
Clock
Settings

Core Phones

TEST TEST TEST

Conclusions

Questions?

Real World Examples