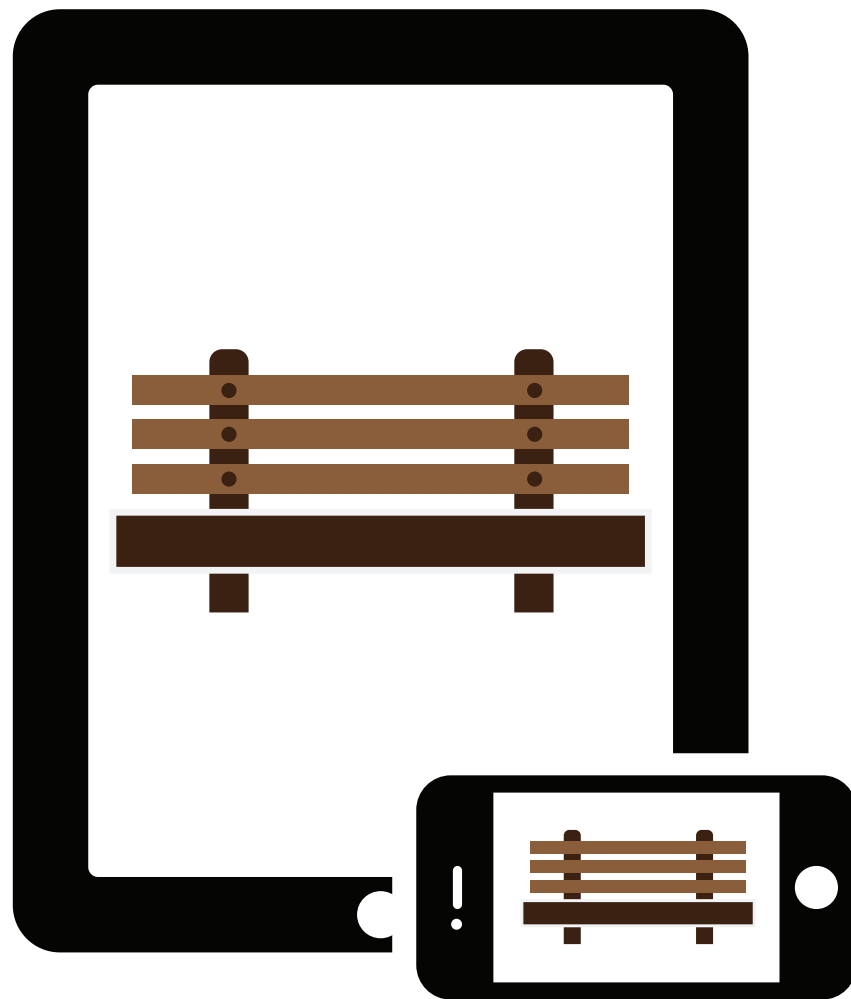


Understanding & Benchmarking The Mobile Web Experience

A senior project presented to the faculty of
the Graphic Communication Department
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Bachelor of Science

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Abstract:

The purpose of this study was to identify best practices in design for mobile web browsing user experiences, analyzing the newest strategies for optimizing efficient and pleasurable interfaces in a mobile device context. This involved understanding the history of mobile device communications, basic web design principles, and modeling how businesses project their mobile web experiences to end users. The research includes current design trends, thought processes to consider, and expert advice from industry professionals. In addition, user experience survey's supplement the analysis, scoring industry leaders on how they present their mobile web experiences (viewed from iPad2 & iPhone 4).

The test results and advice pooled from this study can be used to better strategize, prepare, and execute rewarding user experiences and interaction designs for a mobile device context. In its simplest form, the process of delivering rewarding mobile web experiences means focusing on speed, mobile constraints, and understanding behaviors of the user. Making sure to continually check back into these three categories as a mobile strategy evolves from prototype to product is fundamental to ensuring all aspects of a mobile web user are addressed. The best way to validate the planning of this interaction is to incorporate multiple different angles and backgrounds of thought from a business, not just that of the designers. Sure designers are responsible for understanding color theory fundamentals, typography implementation, and spatial layouts, but this shouldn't qualify them in holding the sole decision process for what capabilities to provide or prevent users.

Counter to traditional thought, the best way of transmitting a satisfactory and unique mobile web user experience is to expand the original brainstorming of mobile strategies to a wider sum of individuals, incorporating people who understand the company and business from a different perspective than that of the designers. This report digs into unraveling the big picture of mobile web user experiences and leads into deciphering which pieces of the interaction are most vital to ensuring pleasurable usability and encounters between all parties involved.

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Chapter 1. Introduction

As the momentum to access information and engage Wi-Fi networks on-the-go continues to boom, the mobile experience is poised to rupture the personal computing paradigm the world has lived amidst the past decade. No longer are users running to their desktops to find answers to their questions, sift data, and communicate decisions. There is no need. Thanks to mobile devices like smart-phones and tablets, this experience is now mobile.

By 2015, mobile traffic data will have grown 26-fold since 2010. Forty-eight million people who do not have electricity at home are using their mobile phones to access the Internet. Mobile-connected tablets will generate as much traffic in 2015 as the entire global mobile network in 2010. The shift from desktop to mobile computing is moving at exponential rates. With this transition comes the need to understand the concepts of the vanguard, the end-user, and most importantly, the mobile web browsing experience (Cisco).

As society adapts to the new practices for surfing the web, so must businesses. Creating a uniform user experience across all devices and platforms has lead the web community to scrutinize on a new focus, interaction design. Smart-phones and tablets are becoming the new access point to the face of a businesses' brand and identity. Facing new technological constraints, businesses must quickly cater to picky expectations of the mobile user. Responsive web design is an approach in design and development which aims to respond to the user's behavior and ecosystem. It is a whole new way of thinking about design which is creating an opportunity to facilitate a user experience without wrinkles across all platforms. The concept of constructing polished user experiences throughout any electronic device has ignited a buzz amongst the web community.

Web developers understand that resistance to change means failure, and to continue pursuing success they must adjust to new mobile web browsing experiences as quickly as possible. Each release of a new mobile device means altered computing languages, operating platforms, screen dimensions, pixel resolutions, and hardware constraints. Developing designs and layouts for each and every device does not only involve writing copious amounts of device specific code, but also arises the task of knitting a seamless transition when shifting from one device to the next. Fortunately, the World Wide Web Consortium (W3C), an international community of organizations, has worked together to establish a cohesive framework for web

standards when developing for mobile devices. Because mobile devices come in many shapes, capabilities, and sizes, the content which they can render is highly variable. The dilemma for which language to standardize has come to a halt with the inception of HTML5. The goal behind the HTML5 model is to promote a “One Web” experience, in which users’ device capabilities, location, and other context information are accounted (“Standards-W3C”). For best web experiences, one must first build for the smallest common denominator, and then expand from this platform for more complex browsing devices. This study asks: How can businesses better understand interaction design in the mobile web experience to beneficially impact the end-users visit?

Good design exemplifies excellent functionality. Clear navigation, white space, repetition, and contrast are all common elements of quality design. As basic as these may seem, many more tactics come into consideration when designing for mobile devices. The dimensions of the old desktop canvas (15 inches on average) have shrunk down to about a quarter the size with mobile devices. While many businesses still struggle to accomplish pleasing experiences for the desktop user, the need to execute web designs for the mobile user has jumped to top priority. The mobile platform is the most individualized and personalized mass communication channel yet, strategically structuring users interactions and behavior are fundamental in driving a rewarding experience.

The purpose of this study is to identify best practices in design for mobile web browsing user experiences, analyzing the newest strategies for optimizing efficient interfaces in a mobile device context. A detailed investigation on how industry leaders in the retail, news, education, and social media marketplaces serve their users mobile experience, comparing that to the experience of their desktop counterpart will point the way in determining optimum formats for interaction design. Learning how people navigate on their mobile device will help provide direction in assembling the ideal most advantageous user experience. The mobile computing paradigm is continually broadening its dispersion amongst communication channels with no signs of slowing down. Newly established web standards, identifying fundamental functions, and studying how content is communicated through mobile devices will build a solid bed of evidence in educating for future in mobile web design.

Chapter 2. Literature Review

As of 2011, there are 5.3 billion mobile subscribers browsing the web on a daily basis. A report from Cisco has found that in 2010 mobile data traffic nearly tripled. Currently, mobile user activity outweighs the entire global Internet traffic in 2000 by greater than three times. In the past year connection speeds to Wi-Fi networks doubled, average smart-phone usage doubled, and with the release of tablets in 2010, a whole new stream of data traffic was born (Cisco). The rapid adoption of smartphone's and tablet's gives us a quick glimpse at the sheer market size of users engaging in mobile web browsing activities.

It was not so long ago that the mobile marketplace was non-existent. The origins of the first true activity on the mobile marketplace trace back to 2000, where a few mobile phone models came equipped with mobile web browsers. However, when this technology was first introduced to the market, the experience was all but rewarding, content companies could not figure how to leverage this new service, and data-connection plans were extremely expensive (Chapman). Albeit, still in its infancy, mobile computing has made great strides since it first became widespread in the early 2000's.

When the popularity of the Internet first grew in the early 1990's, desktop browsing was the only way to navigate this sea of information. Long, usually poorly justified and sporadically laid out text chains made most pages. The idea of dynamic elements had not been considered. "Early sites were entirely text-based, with minimal images and no real layout to speak of other than headings and paragraphs. However, the industry progressed, eventually bringing us table-based designs, then [Adobe] Flash, and finally CSS-based designs"(Chapman). With developers trying to incorporate the most technically advanced tools during this booming new paradigm, proven design principles fell to the bottom of the priority list. Luckily, before any major advancements in the World Wide Web occurred, in 1994 the World Wide Web Consortium (W3C) was formed, together laying out the foundation and standards for marking up web pages. Chapman noted, "This discouraged any single company from building a proprietary browser and programming language, which could have had a detrimental effect on the web as a whole. The W3C continues to set standards for open web markup and programming languages"(2009). Finally, by the late 1990's signs of aesthetic progress began to sprout, most notably thanks to the installment of Flash in 1996. Developers now had several options beyond what was previously

possible when working with HTML, opening up such possibilities as creating interactive webpages with animated features.

Javascript and other coding languages, in accordance with Flash, rocketed opportunities for web content to become more interactive. The dot-com boom of the early 2000's quickly magnetized more thinkers to the field of web development. With growing interests in the field of web design for professionals, CSS-based designs started to gain notoriety. CSS-based designs carry many advantages; separating design elements from content, reducing markup clutter in code, and ultimately making it easier to maintain sites. This meant quicker page loading, changing aesthetics without touching any content, and instilling best practices for laying out a web page (Chapman). While the web had been originally founded based on the concept of sharing information and data with the user in best practices, until the implementation of Flash and CSS the importance of web design had not been acknowledged.

The first decade of the World Wide Web was littered with inefficiencies on the desktop platform. From slow browser speeds, crashed webpages, to missing content; problems were encountered. Similar instances can be seen when looking at the evolution mobile device's timeline. Up to this point in time, the mobile device evolution can be notably categorized into four distinct eras; the brick, candy bar, feature phone, and smart-phone eras all represent pivotal moments in mobile technologies. The idea of portable in the brick era meant the mobile device could fit in your briefcase. Back in 1983 when Motorola first announced the release of 'the world's first handheld mobile device', its sole capability was voice calls; the cellular network was sparse, and the costs per call highly outweighed the standards of any pay phone. By the candy bar era (1988-1998), more cellular towers were now active, mobile phones demanded much less power, and the voice quality had improved (Fling). The feature phone era reflects the most layman of interface elements seen in smart-phone's to date. Feature phones represented the first community of data-capable devices, opening the first opportunities for users to browse the web via a mobile device (Fling). Although feature phones brought these new elements from imagination to reality, it was the introduction of the iPhone in 2007 that truly changed the game, setting the tone for what was expected by consumers in the newly benchmarked smart-phone society. The main attribute that differentiated the iPhone from any of its "smart" predecessors was the idea to make the screen the focus, not the hardware around it. "Besides looking

incredibly slick, this also made software the focus of the phone for the first time -- because that's all there was to interact with"(Frommer). The obsession that Steve Jobs, CEO of Apple (at time of the release), brought to the mobile device industry ingrained the benchmarks for user experience expectations.

Jobs and his team of product engineers were the first to fully leverage the power of multi-touch screen design. Although with any new product innovation, learning curves are inevitably present; the iPhone's fun, intuitive, easy-to-use interface was first of its kind to promote engaging and participatory experience on-screen. "The big power behind touch technology is that the user can interact with the device directly, no mouse, no keyboard, no cameras, just the touch of the finger. If you need to select a button, just push it. Simple and elegant." (Cox) Multi-touch stimulates the sense we rely on everyday, forcing physical interaction between the user and the device. Because touch-screens and user expectations of multi-touch are now standard protocol in the mobile technologies industry, designing for this experience with the user in-mind is fundamental. "As a designer, you are no longer telling the user where to go; you can now take them by the "hand" and guide them."(Cox). The design of user interactions now depicts the information architecture, emotion, and ultimately, success of a mobile web experience.

The vast capabilities presented by current smart-phones; serving as touchscreen media players, cameras, audio recorders, email messengers, and other software functions, have brought a demand for certain universal interface design guidelines to follow. Because the mobile experience is fundamentally different then its parent desktop experience, a whole different schema of constraints needs to be recognized. The W3C released the "Mobile Web Best Practices 1.0" in 2008 to help developers and designers understand concerns when building experiences for the mobile web. The document summarized key considerations into the ten points as follows: "design for one web, rely on web standards, stay away from known hazards, be cautious of device limitations, optimize navigation, check graphics and colors, keep it small, use the network sparingly, help and guide user input, and [most importantly] think of users on the go"(Rabin). The idea of understanding demands from the consumer point of view have been published amongst the web community for over three years now, yet still the large majority of society outside niche groups of designers are yet to understand how following the mobile web

experience guidelines can impact the end user.

Luke Wroblewski, a mobile guru, firmly believes any business or website needs to create with a ‘mobile first’ strategy in place. Aside from his powerful resume of work as a leader in digital product design for some of the biggest companies on the Internet, Luke has lead more than 190 presentations, personally written 3 books and over 1,372 articles on mobile and web usability. In his book *Mobile First* Luke states, “whether it’s through search, email, social networks, or on web pages, if you have content online, people will find and share links to it. Not having a mobile web solution means anyone that follows those links on a mobile device won’t have a great experience (if they can even access your content at all).”(Wroblewski).

One individual who has deeply analyzed the user experience is Aarron Walter, the lead user experience designer for MailChimp. He recognizes the mass growth in the mobile market; and understands the constraints and capabilities these wireless devices present. In his book “Designing for Emotion” Walter revisits American psychologist Abraham Malslow’s hierarchy of needs explaining, “no matter our age, gender, race, or station in life, we all have basic needs that must be met.”(Walter) With this theory in mind, Walter reworked the hierarchy of needs to meet the context of a user interacting with mobile devices. He believes an interface must be functional, reliable, usable, and [most commonly missing from the formula] pleasurable. Boiled down to its fundamental core, Walter believes that to achieve a successful interface design it must become an emotional engagement (Walter). Recognizing that humans are naturally mobile and spontaneous, designers must understand their key message they want to promote, and more importantly to whom.

When designing a mobile web experience, considering the end user is fundamental to structuring the interaction for best practices. Recognizing the typical demographic of the end user is just the tip of the iceberg when it comes to creating a rewarding and pleasurable experience. To fulfill and satisfy expectations of an end-user, designers must brainstorm and prepare for all types of behaviors, constraints, and contexts. Strategizing interactions for the mobile experience calls for designers to make decisions for the user prior to them realizing a decision has been made. With mobile devices operating on the move, its crucial to understand the high probability of users only having a finger or two, complemented only by a wandering set of eyes to lend to the screen. This means users want immediate information, blatant attention grabbing content,

and a swift effortless way to navigate. As Luke states, “Too many mobile web experiences start the conversation off with a list of navigation options instead of content. Time is often precious on mobile and downloads can cost money, so get people to what they came for as soon as you can.”(Wroblewski). Delivering a content over navigational strategy will promote the user to dig into the experience and hunt for what it is they are searching for. Think of it as a treasure map; all the content symbolizes landmarks which the pirates (or users for this comparison) want to reach. Providing an easy simple to use navigation that stays out of the way while they pass through content forces users to pay attention to what buttons and icons facilitate different responses. While the navigation solving occurs, all the meanwhile visual loads of information are served to the user. Luke explains users are, “usually not comfortably seated in front of a desk and focused on your site. Instead, they are in the real world with many possible distractions around them. In these situations we only have people’s partial attention; they need clear, focused designs to get things done-not lots of navigation options getting in their way”(Wroblewski).

Chapter 3. Methodology

Identifying best practices in design for mobile web browsing user experiences and analyzing the newest strategies for optimizing efficient interfaces in a mobile device context will aid to answering questions regarding the standards for mobile interaction design. Addressing the findings from historical research, quantifying results from content analysis, and elaborating on key responses from Elite & Specialized interviews, this study implemented the use of multiple tactics for compiling a strong body of analytical research. Due to the young age of the mobile web experience, a large amount of synthesis was based off strategy pooled from industry experts, historical data, and case studies. Synthesizing both qualitative and quantitative data through content analysis common practices to follow were discovered when considering the context of designing for mobile web experiences.

Elite & Specialized interviewing mapped the route to understanding what needs developers and designers must hone in on when considering interface design for the next generation of smart-phones and tablets. Reaching out to game changers in the mobile web paradigm, ideas of what the future holds for mobile devices and a users experience, along with the interviewee's vision for bridging that gap will come forth. An important element of the Elite and Specialized interviewing process is to establish a solid platform for the basis of the discussion. The purpose behind this attributes to the idea that the interviewee will be used as a member of the research "team, helping lead the study to an accurate direction of what the future has in-store for the mobile web browsing paradigm. Elite and Specialized interviews assists to maximize the collection of useful information of applied research"(Levenson). For this study I reached out to interview Chet Brandenburg, Chief Product Officer at MINDBODY Inc. MINDBODY Inc. is a web-based business management software, working with 16,000+ clients in over 80 different countries, specializing in creating a user friendly platform to help small businesses facilitate user buying decisions online via mobile transactions & purchases. Sitting down with him we discussed the design behind building user experiences, mobile vs. desktop design priorities, along with what he sees for the future.

Implemented concepts pulled from Historical Research of industry leading content providers and trendsetters built the framework for understanding the essential elements of influence in user experience for mobile web design. Unraveling the components of successful

user interface design helped direct the focus of this study; showcasing what behaviors must be accounted for in the mobile design paradigm, along with common benchmarks to follow when fabricating for mobile device experiences.

By understanding the basic needs of a mobile user, I have formed a body of descriptive research, building case studies to demonstrate how top leaders in their prospective industries are offering experiences across media. The three sectors of the case study; retail, social media, and education will key on design trends where mobile users spend their time browsing. Six business's mobile web browsing experiences were observed and analyzed; two popular household names from each sector. In the retail industry I analyzed the Amazon & Nike's web interface. For the educational mobile web experience; YouTube & TED. In Social Media; Twitter & LinkedIn. The usability of these sites were surveyed from two types of devices: iPhone 4 & iPad 2 both from a portrait view(device held up & down). These brands were placed under a fine microscope; facing a series of questions regarding accessibility, orientation/identity, navigation, and content delivery. Direct qualitative scoring results from the usability testing can be found in Appendix B.

After digesting results from qualitative case studies, Content Analysis from the Literature Review will aid in understanding what strategies were commonly presented, implemented, and even over-looked for these leading brands. The process of Content Analysis focuses on reviewing information and then structurally demonstrating the connections between design elements and the subjective theory. The quantitative way of presenting content analysis will be through a series of performance and usability rankings. Lastly, the summarization of these results will highlight strategy used from the interaction designs of industry leaders, showcasing how companies are expecting their users to experience the web from a mobile perspective.

Chapter 4. Development of Study

This study determined benchmarks, generated interaction design tactics, and found solutions to solving problems in mobile web browsing experiences. This body of the study presents results in two parts: an Elite & Specialized Interview, and next, a set of case study surveys. The Elite & Specialized interview with an expert in the web industry lead to the opportunity to discuss what drives user engagement, loyalty and rewarding experiences. On the other hand, the set of case studies implemented knowledge and advice retained from Historical Research and the Elite & Specialized interview to score industry leading brands on how favorable their mobile web experience is from a quantitative sense.

Interview

To understand in more depth user expectations and mobile design considerations, insight from a figure developing experiences amidst this marketplace is crucial to honing down core usability concepts. To obtain this knowledge, this study interviewed Chet Brandenburg. Chet is the Chief Product Officer of MINDBODY Inc. MINDBODY Inc. is a web-based business management software working with 16,000+ clients in over 80 different countries, creating specialized user friendly platforms to help small businesses facilitate both administrative and client decisions on the web. Because MINBODY Inc. is a high-growth startup continually developing and adapting to market and user trends, Chet consistently has his hands dirty amidst multiple parts of the web product workflow.

An idea that continually came into discussion was the concept of lean user experience. To achieve lean user experiences the strategy of agile development must take place. Agile development means taking a project and attacking it quickly with no regard for looming on mistakes or faults. Building the whole architecture of the experience from beginning to end right off the bat. Along the way, iteration after iteration, core elements and choke-points begin to emerge. This process of continually iterating from prototype to prototype gives developers and designers a chance to work as an entire team, bringing all different perspectives together as one to build the best viable product and experience. Chet calls these “design studios” where quality assurance testers can be involved in all phases of the web project, creating a full circle collaboration where feedback in-turn is fundamental in tying the experience all together. This

is where the term “grooming” comes into play, a direct descendent to the lean user experience theory, “grooming” allows the initial shaggy ideas to turn into well manicured more thought out product experiences.

Lean user experience challenges traditional ways of thinking when it comes to design. Historically, the process of building user experiences has operated around a highly fragmented workflow. Think of the traditional office building: Engineers in one department, designers in the other, and in an entire separate wing you have the quality assurance figures. Lean user experience, a strategy found common-place in small startups, breaks down conventional barriers. Instead of separating pieces of the puzzle and disseminating communication, the lean user experience model allows for a meshing of ideas, suggestions, and considerations all into one single playing field. Doesn't this make sense? If the entire roster of members are on the same team, what would be the benefit of them practicing as separate units, when in the end, their success relies on their ability to function as a cohesive group?

The process of designing experiences can be broken down into four common strategies, unconscious design, self design, genius design, and experience based design. The first can be related back to the early stages of the web, a design strategy that is derived from anticipation and eagerness to produce a product. In the early 90's when the web was born, developers and web-page designers were merely stunned by the feat of holding an opportunity to present information on the Internet. Due to this excitement, common design practices were thrown out the door in lieu of slapping together the information quickly as possible, with no regard to the end-viewer.

Next came the idea of self-design where artists and developers considered what they liked and notably favored. From here layouts and designs mimicked how builders thought the experience should function, once again, completely leaving out considerations for the end user. After many failed products of self-design became frequent, designers jumped to the next stage of the pyramid; genius design.

Genius design theory indicates the tactic of building experiences not necessarily for one's self, but more from the viewpoint of being an expert amidst that niche. Genius design can be thought of a copy-cat form of design, where success once has been derived from that design, so why not implement it again? A common territory to find examples of this is in the college

website niche. Whatever college site you visit, east-coast to west-coast, public to private, the layouts, interfaces, and functionality are all highly similar. When repetitive experiences begin to regularly appear amidst a targeted niche, this is where genius design is taken mainstream.

The fourth (and arguably best) model, experience based design, shoots to rupture previous ways of reasoning, forcing designers and interface engineers to throw out all the past ubiquitous models schemed for the target niche when building your product. Instead, experience based design tactics strive to hone down your core focus specifically to what adventure of the interaction is looking to guide, from here storyboarding and building blueprints to complement this journey. Considerations like priorities of the what, the user is seeking to find, information architecture, and external environments find their place in this puzzle. Great successes from this type of design model can be attributed to the simplification in understanding what it is designers seek to deliver as an experience to the end user.

Case Studies

For this section of the study, a checklist of usability scored, scrutinizing elements of the interaction from top leaders in the retail, social media, and education industries was developed. The usability checklists helped to break down the mobile web browsing experience into various segments of the greater interaction as a whole. The end goal of these checklists was to derive a better understanding of how industry leaders exhibited their brand to the mobile community.

With myself as the tester, I observed the presentation of Amazon, Nike, Twitter, LinkedIn, YouTube, and TED from a mobile point of view. Each company's mobile web experience was viewed and engaged from the affluent mobile devices currently dominating prospective mobile marketplaces (iPhone and iPad). Attached (see Appendix A) are screen shots of Nike and Amazon's iPhone page displays. This demonstrates how a few of each brand's mobile web pages appeared visually from each device. For the most part each company presented a uniquely different user experience. In the screen shots I have highlighted and identified principles in the mobile web design field that fall in unison with what interaction design experts like Luke Wroblewski and Aaron Walter consider crucial while building user experiences. Prior to the surveying, it was expected to see these brand's following standards in mobile web experiences, especially considering all of them are industry leaders and trendsetters in their perspective roles.

The results from the user experience case studies measured each brand's achievements or failures in their presentation for mobile: accessibility, orientation/identity, navigation, and content. Each category came equipped with a slew of questions relevant to physical and behavioral dynamics to consider when thinking of mobile users. Every question had the possibility to receive one of three scores, after personal analysis the checklist items could be: good/passing, needs work/improvements, or bad/failing. Good/Passing was given a numerical value of two points, needs work/improvements one point, and if the mobile experience of that checklist item was bad/failing it received zero points. After putting each experience (iPad and iPhone) of the brand's to the test and scoring them, next the total possible points from each category were compounded and summed. The accessibility and Orientation/Identity categories each had a cumulative of 12 points possible, meanwhile the navigation and content categories had a cumulative total of 14 points possible for each. Comparing the points earned in every single category of entire mobile web experience presented the opportunity to breakdown each brand's interaction design into a percentage format, allowing to quantitatively see how closely current mobile web browsing benchmarks are being followed, along with an opportunity to match them up to each other. More specifically, breaking down the categories into smaller more manageable sectors opened up the chance to numerically compare brands, leading to the understanding of why certain experiences were either successful or not.

The first category of testing measured each mobile web experience from an accessibility standpoint. Checklist items asked included: was there reasonable page loading times, did the typography adequately contrast with the backgrounds, was the type size and spacing presented in a readable fashion, was there social media integration, and did the web's content adapt to my device? This category looked to hone in on elements that would make a user either able or not able to access information on a given webpage. If the page won't load properly, typography is difficult to read, or the ability to share the webpage's information socially is non-existent, all the content and usability in the world won't keep the user's attention.

Another way of capturing and sustaining the user's attention is through the orientation/identity the webpage promotes. Think about when someone is offered a business card, the first thing that is done from the recipient is to inspect what company/brand does the individual work for, what's their purpose and what makes them special. The same idea can be relayed to a

mobile web experience. Questions asked here included elements regarding visual design, brand presentation, and how personable the companies conveyed their personality through interaction. The ability to answer these questions quickly and concisely become fundamental in the overall interaction and experience delivered to the end user.

The last two categories of the case study centered less on big picture experience and more on direct visual and physical engagements. The interaction of navigating a mobile web page quickly and efficiently is fundamental to sustaining your mobile on-the-go consistently unfocused users. Hand-in-hand with this is the idea that when a mobile web experience captures their users sporadic engagement; the content provided needs to be clear, distinct and rich enough to pin down that scattered attention span. Checklist items in this category asked questions like: are navigational items clearly identifiable, are links easily identifiable on the pages, are the experiences finger friendly, do headers have distinct and descriptive attributes, how rich are the pages with content, are there ads, and is the critical content of the website above the fold in the screen. Content is king, and if a mobile web experience wants to be a part of that royalty, the navigation, organization, and presentation of that content needs to be consistent and to the point. The importance of the navigation comes into play once users have begun to recognize and trust the mobile web page, after this has occurred the navigation needs to implement the buddy system, grabbing the users fingertips and directing them through the route to finding what best interest suit their fancy.

The results of this usability testing discovered unique facets to how companies are projecting their identifies through mobile devices. The documentation (see appendix B) for how all the experiences of each brand measured from both iPad and iPhone viewpoints proved that the most successful brand experiences understood all and showcased compatibility with all three mobile browsing behavioral groups: urgent now, repetitive now, and bored now. Since these 3 personas realistically align with the reasons mobile users pull out their devices, it's clear that to promote a rewarding and inviting user experience, the interaction design must play off these preferential structures, building contextual blueprints versatile enough to appease all at once.

Looking at the final usability testing rankings combining both percentage scores from the iPad and iPhone combined, the results proved to be as follows (from best to worst): Nike, YouTube, Twitter, LinkedIn, Amazon, and TED. The worst mobile user experiences showcased

signs of poor considerations for understanding the mobile user accessing the online content. Both Amazon and TED displayed layouts and interaction designs filled with visual clutter, a lack of browsing simplification, and most crippling; small touch point targets in user interface buttons and labels. Retaining a mobile users attention is difficult enough, and when simple mobile considerations are thrown out the door, maintaining the users focus is highly unlikely. Lower usability scores from like that of Amazon's lead the example that those who place a robust reliance on content and forget about simple things like device constraints and screen real estate need to revisit their mobile strategy from the beginning. The two overall highest scoring mobile web experiences that did just the opposite, actually displaying qualities of placing their mobile users first, were found in the designs delivered from Nike and YouTube. Each promoted a content first, simplified navigational journey to delivering incredibly easy interactive user experiences.

Nike, a world renowned leader in design and innovation, fell nothing short of presenting an excellent experience for their digital media. The tablet interface from the world leader in sports products portrayed an incredibly simple, yet refined and concisely detailed user experience on the iPad. The interface's successful design showcased straightforward icons, consistent navigation that stayed out of the way for tripping up the user, along with a wealthy library of content liberating a domineeringly pleasurable user experience. Similar to their iPad experience, the iPhone usability broadcast a highly personalized mobile experience. One feature that was especially impressive was the feat of delivering a local element to mobile web users. Offering a "store locator" in addition to a "shoe finder" action buttons that enable local nearby searches is an excellent way of leveraging the GPS technology in the hardware of the iPhone. Examples like Nike's attention to bring elements from a mobile web experience into real life by offering a nearby product locator is a perfect example of not only refining new ways to deploy usability but also reflects a company's attention in detail to humanizing the interaction, bringing elements of mobile search to reality. As time progresses I believe we will see more and more companies bridging the virtual reality gap, instead using it as a tool to further enhance and facilitate tangible real life experiences.

All together, the interview results lead the way in understanding how to begin the sketching and story-boarding mobile web user experiences. Clearly the discussion provides

the reasoning when thinking about the mobile user, multiple expectations, considerations, and obligations that need to be addressed. More importantly, they need to be addressed as early as possible in the process of building. In understanding these constraints for the mobile context, as the case studies demonstrate, the thought process that goes into building the experience directly effects the end usability of the web products. The most important takeaway this study surfaces is the idea that user experience isn't just design, albeit a large portion of the process, when thinking about designing interactions, combinations of: planning, conflict management, negotiation, and humanistic psychology must all be recognized.

Chapter 5. Conclusion

As industry statistics undoubtably depict themselves, mobile devices are just on the cusp of riding an immense explosion in the marketplace of this worlds connected society. With continual growth in not only market size but device diversity to accessing the mobile web continuing to spike, businesses are at an all time point of vulnerability.

The purpose of this study was to not only analyze the presentation of multiple different mobile web experiences but also begin to understand how businesses are seeking to connect with their users. Never before have businesses been able to penetrate the user through such a readily available and consistent personal channel. Discovering tendencies from users, recognizing browsing behaviors, understanding how devices are delivering brand's content, and building strategies for how to best package an interaction sum up what it takes to build a successful mobile web experience.

The sheer amount of investments and engagement growth the mobile industry is currently experiencing is no bubble. The future of our society is to be connected all the time, in multiple locations, from numerous viewports. If businesses mobile web experiences continue down a path of genius design where lack of customization and thrive of the template model come to regularity, stakeholders should be worried and frantically restructuring, immediately. Designers and developers hold the keys to the future of our connected society. Scary enough however, a strong majority of interface designers and engineers are not yet privy to the strategies and processes that have demonstrated to play such fundamental roles in crafting the nirvana to mobile experiences.

In summary of my research, properly understanding the specific target mobile user of ones brand, realizing the desired message to deliver them, and then planning accordingly to this type of user has to be the most important concepts of promoting the best mobile web browsing experience. The process of delivering rewarding mobile web experiences means focusing on speed, mobile constraints, and the behavior of the user. Making sure to continually check back into these three categories as a mobile strategy moves from business analysis to visual design development to prototyping is fundamental in ensuring all aspects of a mobile web user have been evaluated. From a big picture perspective, counter to traditional thought, this means building a valuable user experience doesn't lie solely in the hands of a designer. Business tactics,

interactive logic about what to deliver compared with what is unnecessary for mobile users, along understanding of available technologies means that a tasty user experience is the recipe of excellent collaboration from multiple sectors of a business.

The marketplace for mobile web experiences is just at the birth of its life cycle, which means this opportunity to instill strong and proficient design standards must not be misunderstood. All it takes is meshing insightful and historically rich design patterns and infusing a bit of common-sense principles into the mix. The strategy to success is quite simple; understand the context of to whom, to where, and why you are looking to deliver an experience. Once these factors are targeted, just remember the old adage, “keep it stupid simple”. Simplicity, speed, and a little personality is what the mobile web experience thrives upon.

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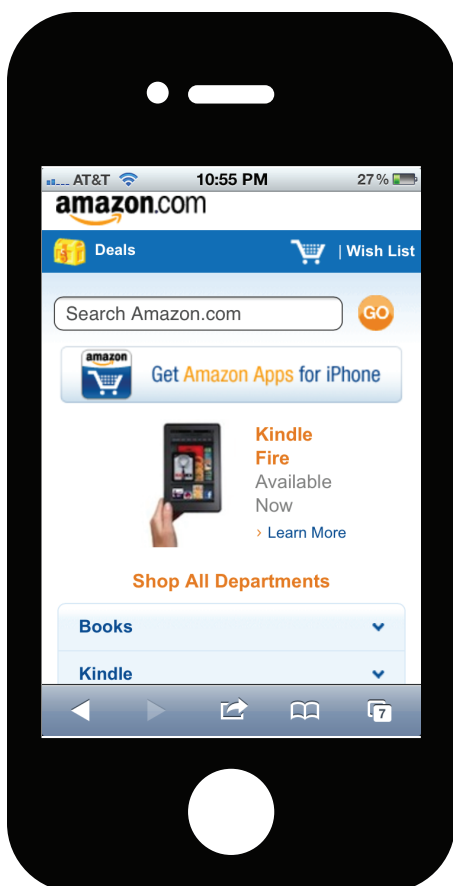
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Appendix A

Amazon's Mobile Web Experience for the iPhone4



Appendix A

Nike's Mobile Web Experience for the iPhone4



**Accessibility****Rating**

»	Reasonable page loading	✓
»	Adequate type to background contrast	✓
»	Easy to read type size/spacing	✓
»	Reasonably sized touch targets	✓
»	Obvious Social Media Integration	✗
»	Page recognizes device constraints	✓

Score: 83%**Orientation/Identity**

»	Company logo prominently placed	✓
»	Comprehend home-page in 5 seconds	✓
»	Clearly indicates to user where they are	✓
»	Minimalist design - excess features removed	✓
»	Retains overall consistency and behavior with the mobile platform	✓
»	Humanized the experience (Provides emotional feedback to the user of system status, error messages are free of technical language)	✓

Score: 100%**Navigation**

»	Navigation easily identifiable	✓
»	Call-to-action labels clear and concise	✓
»	Reasonable number of links/buttons	✓
»	Brand logo linked to home-page	✓
»	Easily to identify links on pages	✓
»	Site search is prominent and easy to access	✓
»	Finger friendly interactions (limits amounts of pinching/zooming, UI elements provide visual feedback when pressed)	✓

Score: 100%**Content**

»	Headers are clear and descriptive	✓
»	Critical content is found above the fold (don't have to scroll to bottom of page to find material)	✓
»	Styles and colors are consistent (providing good contrast, readability, and relational identification)	✓
»	Visual emphasis (bold, etc.) is used sparingly	✓
»	Unobtrusive ads/pop-ups	✓
»	Pages rich with content (no dead ends)	✓
»	User-friendly URLs	✓

Score: 100%**Key**

✓ = 2 Points ✓ = 1 Point ✗ = 0 Points

**Accessibility****Rating**

»	Reasonable page loading	✓
»	Adequate type to background contrast	✓
»	Easy to read type size/spacing	✓
»	Reasonably sized touch targets	✓
»	Obvious Social Media Integration	✗
»	Page recognizes device constraints	✓

Score: 83%**Orientation/Identity**

»	Company logo prominently placed	✓
»	Comprehend home-page in 5 seconds	✓
»	Clearly indicates to user where they are	✓
»	Minimalist design - excess features removed	✓
»	Retains overall consistency and behavior with the mobile platform	✓
»	Humanized the experience (Provides emotional feedback to the user of system status, error messages are free of technical language)	✓

Score: 91%**Navigation**

»	Navigation easily identifiable	✓
»	Call-to-action labels clear and concise	✓
»	Reasonable number of links/buttons	✓
»	Brand logo linked to home-page	✓
»	Easily to identify links on pages	✓
»	Site search is prominent and easy to access	✓
»	Finger friendly interactions (limits amounts of pinching/zooming, UI elements provide visual feedback when pressed)	✓

Score: 93%**Content**

»	Headers are clear and descriptive	✓
»	Critical content is found above the fold (don't have to scroll to bottom of page to find material)	✓
»	Styles and colors are consistent (providing good contrast, readability, and relational identification)	✓
»	Visual emphasis (bold, etc.) is used sparingly	✓
»	Unobtrusive ads/pop-ups	✓
»	Pages rich with content (no dead ends)	✓
»	User-friendly URLs	✓

Score: 100%**Key**

✓ = 2 Points ✓ = 1 Point ✗ = 0 Points

**Accessibility****Rating**

»	Reasonable page loading	✓
»	Adequate type to background contrast	✓
»	Easy to read type size/spacing	✓
»	Reasonably sized touch targets	✗
»	Obvious Social Media Integration	✗
»	Page recognizes device constraints	✓

Score: 67%**Orientation/Identity**

»	Company logo prominently placed	✓
»	Comprehend home-page in 5 seconds	✓
»	Clearly indicates to user where they are	✓
»	Minimalist design - excess features removed	✓
»	Retains overall consistency and behavior with the mobile platform	✓
»	Humanized the experience (Provides emotional feedback to the user of system status, error messages are free of technical language)	✓

Score: 75%**Navigation**

»	Navigation easily identifiable	✓
»	Call-to-action labels clear and concise	✓
»	Reasonable number of links/buttons	✓
»	Brand logo linked to home-page	✓
»	Easily to identify links on pages	✓
»	Site search is prominent and easy to access	✓
»	Finger friendly interactions (limits amounts of pinching/zooming, UI elements provide visual feedback when pressed)	✓

Score: 86%**Content**

»	Headers are clear and descriptive	✓
»	Critical content is found above the fold (don't have to scroll to bottom of page to find material)	✓
»	Styles and colors are consistent (providing good contrast, readability, and relational identification)	✓
»	Visual emphasis (bold, etc.) is used sparingly	✓
»	Unobtrusive ads/pop-ups	✓
»	Pages rich with content (no dead ends)	✓
»	User-friendly URLs	✓

Score: 93%**Key**

✓ = 2 Points ✓ = 1 Point ✗ = 0 Points

**Accessibility****Rating**

»	Reasonable page loading	✓
»	Adequate type to background contrast	✓
»	Easy to read type size/spacing	✓
»	Reasonably sized touch targets	✓
»	Obvious Social Media Integration	✓
»	Page recognizes device constraints	✓

Score: 92%**Orientation/Identity**

»	Company logo prominently placed	✓
»	Comprehend home-page in 5 seconds	✓
»	Clearly indicates to user where they are	✓
»	Minimalist design - excess features removed	✓
»	Retains overall consistency and behavior with the mobile platform	✓
»	Humanized the experience (Provides emotional feedback to the user of system status, error messages are free of technical language)	✓

Score: 100%**Navigation**

»	Navigation easily identifiable	✓
»	Call-to-action labels clear and concise	✓
»	Reasonable number of links/buttons	✓
»	Brand logo linked to home-page	✓
»	Easily to identify links on pages	✓
»	Site search is prominent and easy to access	✓
»	Finger friendly interactions (limits amounts of pinching/zooming, UI elements provide visual feedback when pressed)	✓

Score: 100%**Content**

»	Headers are clear and descriptive	✓
»	Critical content is found above the fold (don't have to scroll to bottom of page to find material)	✓
»	Styles and colors are consistent (providing good contrast, readability, and relational identification)	✓
»	Visual emphasis (bold, etc.) is used sparingly	✓
»	Unobtrusive ads/pop-ups	✓
»	Pages rich with content (no dead ends)	✓
»	User-friendly URLs	✓

Score: 100%**Key**

✓ = 2 Points ✓ = 1 Point ✗ = 0 Points

**Accessibility****Rating**

»	Reasonable page loading	✓
»	Adequate type to background contrast	✓
»	Easy to read type size/spacing	✓
»	Reasonably sized touch targets	✓
»	Obvious Social Media Integration	✓
»	Page recognizes device constraints	✓

Score: 75%**Orientation/Identity**

»	Company logo prominently placed	✓
»	Comprehend home-page in 5 seconds	✓
»	Clearly indicates to user where they are	✓
»	Minimalist design - excess features removed	✗
»	Retains overall consistency and behavior with the mobile platform	✓
»	Humanized the experience (Provides emotional feedback to the user of system status, error messages are free of technical language)	✓

Score: 75%**Navigation**

»	Navigation easily identifiable	✓
»	Call-to-action labels clear and concise	✓
»	Reasonable number of links/buttons	✗
»	Brand logo linked to home-page	✓
»	Easily to identify links on pages	✓
»	Site search is prominent and easy to access	✓
»	Finger friendly interactions (limits amounts of pinching/zooming, UI elements provide visual feedback when pressed)	✓

Score: 70%**Content**

»	Headers are clear and descriptive	✓
»	Critical content is found above the fold (don't have to scroll to bottom of page to find material)	✓
»	Styles and colors are consistent (providing good contrast, readability, and relational identification)	✓
»	Visual emphasis (bold, etc.) is used sparingly	✗
»	Unobtrusive ads/pop-ups	✓
»	Pages rich with content (no dead ends)	✓
»	User-friendly URLs	✗

Score: 64%**Key**

✓ = 2 Points ✓ = 1 Point ✗ = 0 Points

**Accessibility****Rating**

»	Reasonable page loading	✓
»	Adequate type to background contrast	✓
»	Easy to read type size/spacing	✓
»	Reasonably sized touch targets	✓
»	Obvious Social Media Integration	✗
»	Page recognizes device constraints	✓

Score: 67%**Orientation/Identity**

»	Company logo prominently placed	✓
»	Comprehend home-page in 5 seconds	✓
»	Clearly indicates to user where they are	✓
»	Minimalist design - excess features removed	✗
»	Retains overall consistency and behavior with the mobile platform	✓
»	Humanized the experience (Provides emotional feedback to the user of system status, error messages are free of technical language)	✓

Score: 67%**Navigation**

»	Navigation easily identifiable	✓
»	Call-to-action labels clear and concise	✓
»	Reasonable number of links/buttons	✓
»	Brand logo linked to home-page	✓
»	Easily to identify links on pages	✓
»	Site search is prominent and easy to access	✓
»	Finger friendly interactions (limits amounts of pinching/zooming, UI elements provide visual feedback when pressed)	✓

Score: 85%**Content**

»	Headers are clear and descriptive	✓
»	Critical content is found above the fold (don't have to scroll to bottom of page to find material)	✓
»	Styles and colors are consistent (providing good contrast, readability, and relational identification)	✓
»	Visual emphasis (bold, etc.) is used sparingly	✓
»	Unobtrusive ads/pop-ups	✓
»	Pages rich with content (no dead ends)	✓
»	User-friendly URLs	✓

Score: 75%**Key**

✓ = 2 Points ✓ = 1 Point ✗ = 0 Points

**Accessibility****Rating**

»	Reasonable page loading	✓
»	Adequate type to background contrast	✓
»	Easy to read type size/spacing	✓
»	Reasonably sized touch targets	✓
»	Obvious Social Media Integration	✓
»	Page recognizes device constraints	✓

Score: 100%**Orientation/Identity**

»	Company logo prominently placed	✓
»	Comprehend home-page in 5 seconds	✓
»	Clearly indicates to user where they are	✓
»	Minimalist design - excess features removed	✓
»	Retains overall consistency and behavior with the mobile platform	✓
»	Humanized the experience (Provides emotional feedback to the user of system status, error messages are free of technical language)	✓

Score: 100%**Navigation**

»	Navigation easily identifiable	✓
»	Call-to-action labels clear and concise	✓
»	Reasonable number of links/buttons	✓
»	Brand logo linked to home-page	✓
»	Easily to identify links on pages	✓
»	Site search is prominent and easy to access	✓
»	Finger friendly interactions (limits amounts of pinching/zooming, UI elements provide visual feedback when pressed)	✓

Score: 100%**Content**

»	Headers are clear and descriptive	✓
»	Critical content is found above the fold (don't have to scroll to bottom of page to find material)	✓
»	Styles and colors are consistent (providing good contrast, readability, and relational identification)	✓
»	Visual emphasis (bold, etc.) is used sparingly	✓
»	Unobtrusive ads/pop-ups	✓
»	Pages rich with content (no dead ends)	✓
»	User-friendly URLs	✓

Score: 98%**Key**

✓ = 2 Points ✓ = 1 Point ✗ = 0 Points

**Accessibility****Rating**

»	Reasonable page loading	✓
»	Adequate type to background contrast	✓
»	Easy to read type size/spacing	✓
»	Reasonably sized touch targets	✓
»	Obvious Social Media Integration	✓
»	Page recognizes device constraints	✓

Score: 100%**Orientation/Identity**

»	Company logo prominently placed	✓
»	Comprehend home-page in 5 seconds	✓
»	Clearly indicates to user where they are	✓
»	Minimalist design - excess features removed	✓
»	Retains overall consistency and behavior with the mobile platform	✓
»	Humanized the experience (Provides emotional feedback to the user of system status, error messages are free of technical language)	✓

Score: 100%**Navigation**

»	Navigation easily identifiable	✓
»	Call-to-action labels clear and concise	✓
»	Reasonable number of links/buttons	✓
»	Brand logo linked to home-page	✓
»	Easily to identify links on pages	✓
»	Site search is prominent and easy to access	✓
»	Finger friendly interactions (limits amounts of pinching/zooming, UI elements provide visual feedback when pressed)	✓

Score: 100%**Content**

»	Headers are clear and descriptive	✓
»	Critical content is found above the fold (don't have to scroll to bottom of page to find material)	✓
»	Styles and colors are consistent (providing good contrast, readability, and relational identification)	✓
»	Visual emphasis (bold, etc.) is used sparingly	✓
»	Unobtrusive ads/pop-ups	✓
»	Pages rich with content (no dead ends)	✓
»	User-friendly URLs	✓

Score: 100%**Key**

✓ = 2 Points ✓ = 1 Point ✗ = 0 Points

**Accessibility****Rating**

»	Reasonable page loading	✓
»	Adequate type to background contrast	✓
»	Easy to read type size/spacing	✓
»	Reasonably sized touch targets	✓
»	Obvious Social Media Integration	✓
»	Page recognizes device constraints	✓

Score: 75%**Orientation/Identity**

»	Company logo prominently placed	✓
»	Comprehend home-page in 5 seconds	✓
»	Clearly indicates to user where they are	✓
»	Minimalist design - excess features removed	✓
»	Retains overall consistency and behavior with the mobile platform	✓
»	Humanized the experience (Provides emotional feedback to the user of system status, error messages are free of technical language)	✓

Score: 83%**Navigation**

»	Navigation easily identifiable	✓
»	Call-to-action labels clear and concise	✓
»	Reasonable number of links/buttons	✓
»	Brand logo linked to home-page	✓
»	Easily to identify links on pages	✓
»	Site search is prominent and easy to access	✓
»	Finger friendly interactions (limits amounts of pinching/zooming, UI elements provide visual feedback when pressed)	✓

Score: 71%**Content**

»	Headers are clear and descriptive	✓
»	Critical content is found above the fold (don't have to scroll to bottom of page to find material)	✓
»	Styles and colors are consistent (providing good contrast, readability, and relational identification)	✓
»	Visual emphasis (bold, etc.) is used sparingly	✓
»	Unobtrusive ads/pop-ups	✓
»	Pages rich with content (no dead ends)	✓
»	User-friendly URLs	✓

Score: 93%**Key**

✓ = 2 Points ✓ = 1 Point ✗ = 0 Points

**Accessibility****Rating**

»	Reasonable page loading	✓
»	Adequate type to background contrast	✓
»	Easy to read type size/spacing	✗
»	Reasonably sized touch targets	✗
»	Obvious Social Media Integration	✓
»	Page recognizes device constraints	✗

Score: 42%**Orientation/Identity**

»	Company logo prominently placed	✓
»	Comprehend home-page in 5 seconds	✓
»	Clearly indicates to user where they are	✓
»	Minimalist design - excess features removed	✗
»	Retains overall consistency and behavior with the mobile platform	✗
»	Humanized the experience (Provides emotional feedback to the user of system status, error messages are free of technical language)	✗

Score: 42%**Navigation**

»	Navigation easily identifiable	✓
»	Call-to-action labels clear and concise	✓
»	Reasonable number of links/buttons	✓
»	Brand logo linked to home-page	✓
»	Easily to identify links on pages	✓
»	Site search is prominent and easy to access	✗
»	Finger friendly interactions (limits amounts of pinching/zooming, UI elements provide visual feedback when pressed)	✗

Score: 35%**Content**

»	Headers are clear and descriptive	✓
»	Critical content is found above the fold (don't have to scroll to bottom of page to find material)	✓
»	Styles and colors are consistent (providing good contrast, readability, and relational identification)	✓
»	Visual emphasis (bold, etc.) is used sparingly	✓
»	Unobtrusive ads/pop-ups	✓
»	Pages rich with content (no dead ends)	✓
»	User-friendly URLs	✓

Score: 93%**Key**

✓ = 2 Points ✓ = 1 Point ✗ = 0 Points

**Accessibility****Rating**

»	Reasonable page loading	✓
»	Adequate type to background contrast	✓
»	Easy to read type size/spacing	✓
»	Reasonably sized touch targets	✓
»	Obvious Social Media Integration	✓
»	Page recognizes device constraints	✓

Score: 100%**Orientation/Identity**

»	Company logo prominently placed	✓
»	Comprehend home-page in 5 seconds	✓
»	Clearly indicates to user where they are	✓
»	Minimalist design - excess features removed	✓
»	Retains overall consistency and behavior with the mobile platform	✓
»	Humanized the experience (Provides emotional feedback to the user of system status, error messages are free of technical language)	✓

Score: 92%**Navigation**

»	Navigation easily identifiable	✓
»	Call-to-action labels clear and concise	✓
»	Reasonable number of links/buttons	✓
»	Brand logo linked to home-page	✓
»	Easily to identify links on pages	✓
»	Site search is prominent and easy to access	✓
»	Finger friendly interactions (limits amounts of pinching/zooming, UI elements provide visual feedback when pressed)	✓

Score: 100%**Content**

»	Headers are clear and descriptive	✓
»	Critical content is found above the fold (don't have to scroll to bottom of page to find material)	✓
»	Styles and colors are consistent (providing good contrast, readability, and relational identification)	✓
»	Visual emphasis (bold, etc.) is used sparingly	✓
»	Unobtrusive ads/pop-ups	✓
»	Pages rich with content (no dead ends)	✓
»	User-friendly URLs	✓

Score: 100%

✓ = 2 Points ✓ = 1 Point ✗ = 0 Points

**Accessibility****Rating**

»	Reasonable page loading	✓
»	Adequate type to background contrast	✓
»	Easy to read type size/spacing	✓
»	Reasonably sized touch targets	✓
»	Obvious Social Media Integration	✓
»	Page recognizes device constraints	✓

Score: 100%**Orientation/Identity**

»	Company logo prominently placed	✓
»	Comprehend home-page in 5 seconds	✓
»	Clearly indicates to user where they are	✓
»	Minimalist design - excess features removed	✓
»	Retains overall consistency and behavior with the mobile platform	✓
»	Humanized the experience (Provides emotional feedback to the user of system status, error messages are free of technical language)	✓

Score: 92%**Navigation**

»	Navigation easily identifiable	✓
»	Call-to-action labels clear and concise	✓
»	Reasonable number of links/buttons	✓
»	Brand logo linked to home-page	✓
»	Easily to identify links on pages	✓
»	Site search is prominent and easy to access	✓
»	Finger friendly interactions (limits amounts of pinching/zooming, UI elements provide visual feedback when pressed)	✓

Score: 100%**Content**

»	Headers are clear and descriptive	✓
»	Critical content is found above the fold (don't have to scroll to bottom of page to find material)	✓
»	Styles and colors are consistent (providing good contrast, readability, and relational identification)	✓
»	Visual emphasis (bold, etc.) is used sparingly	✓
»	Unobtrusive ads/pop-ups	✓
»	Pages rich with content (no dead ends)	✓
»	User-friendly URLs	✓

Score: 100%

✓ = 2 Points ✓ = 1 Point ✗ = 0 Points