

MOBILE IS
NOT
THE FUTURE



MOBILE USAGE 2012

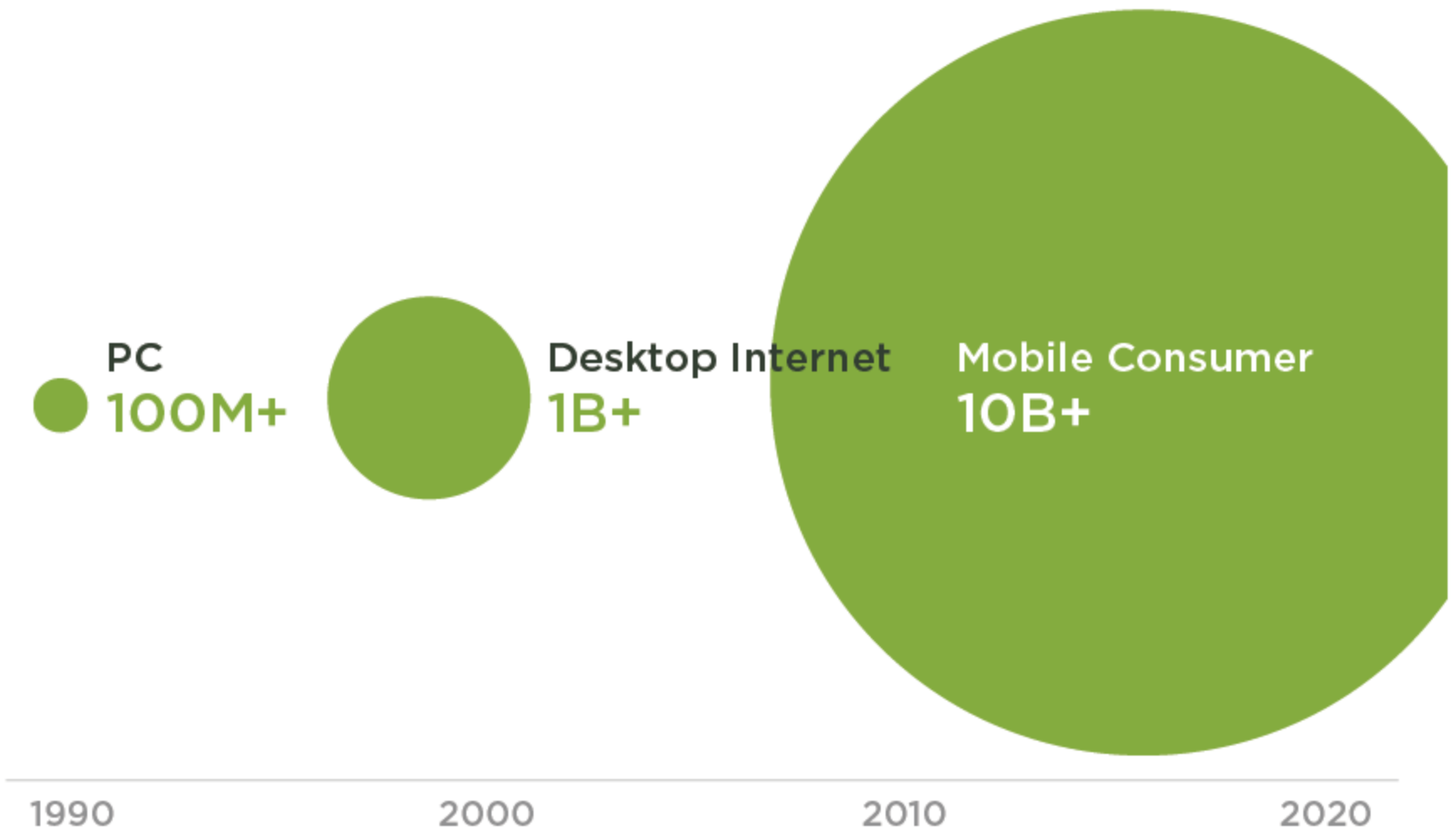


2.1B
Mobile Users

29.5%
Population

31%
US Population

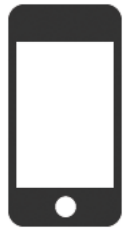
51%
Low Income



BABIES VS. DEVICES

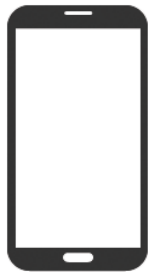


370K babies born every day



378K iPhones sold

562K iOS devices activated



1.3MM Activations

THE MOBILE LANDSCAPE



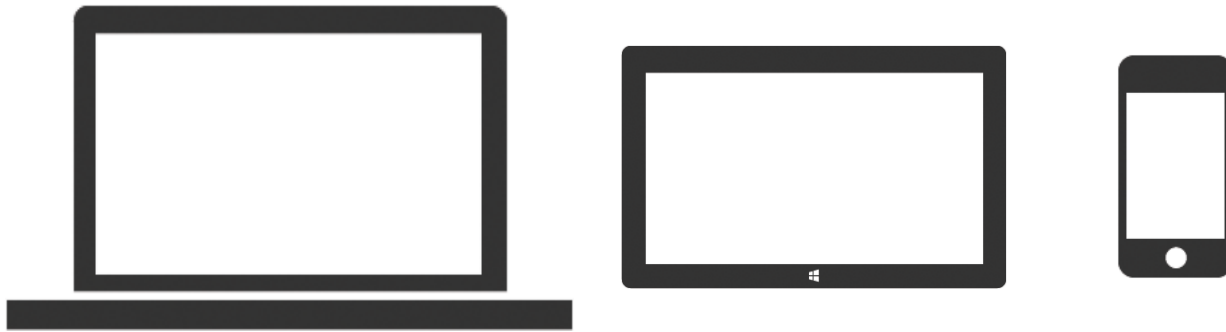
**52% of US laptop owners own a
smart phone**

THE MOBILE LANDSCAPE

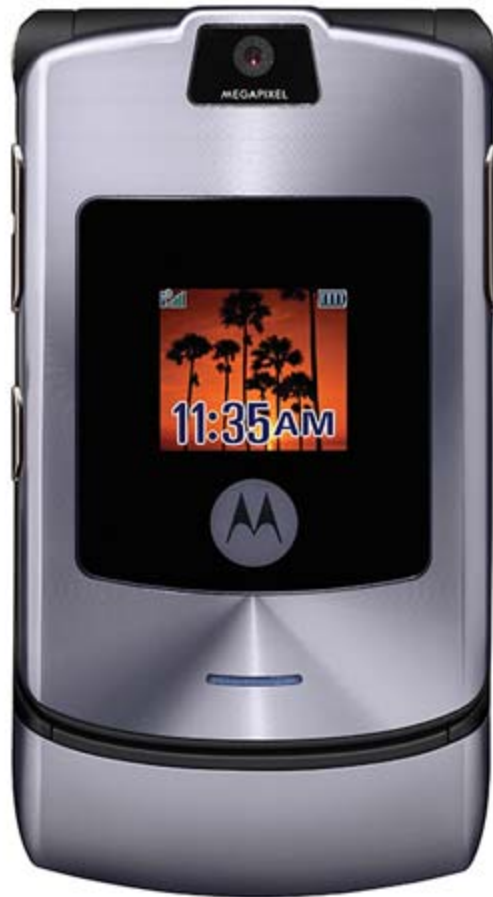


**31% of US smart phone owners
own a tablet**

THE MOBILE LANDSCAPE



**13% of Americans own laptop,
tablet and smartphone**





Tap



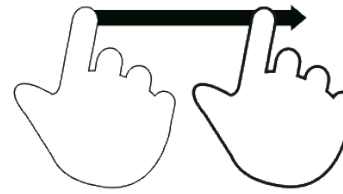
Briefly touch surface with fingertip

Double tap



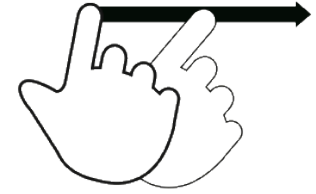
Rapidly touch surface twice with fingertip

Drag



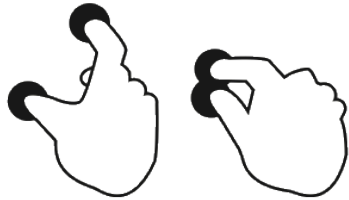
Move fingertip over surface without losing contact

Flick



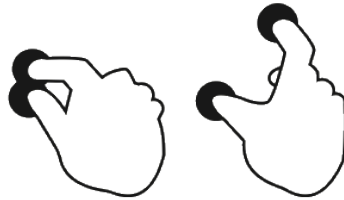
Quickly brush surface with fingertip

Pinch



Touch surface with two fingers and bring them closer together

Spread



Touch surface with two fingers and move them apart

Press



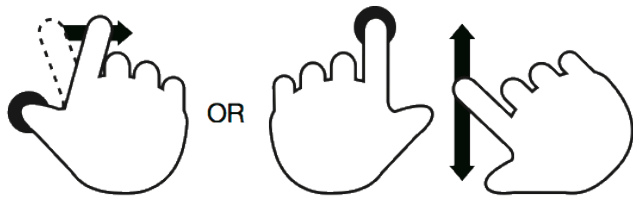
Touch surface for extended period of time

Press and tap



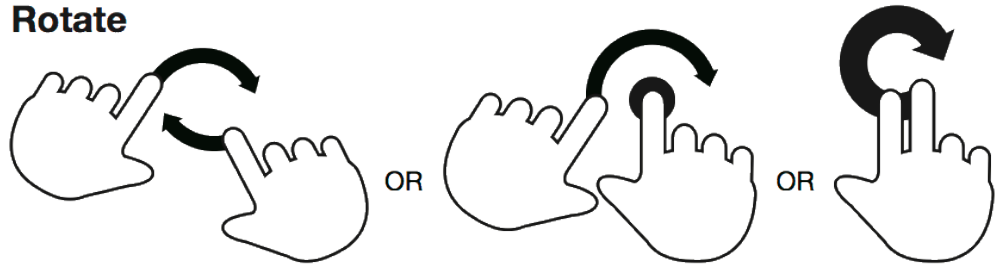
Press surface with one finger and briefly touch surface with second finger

Press and drag



Press surface with one finger and move second finger over surface

Rotate



Touch surface with two fingers and move them in a clockwise

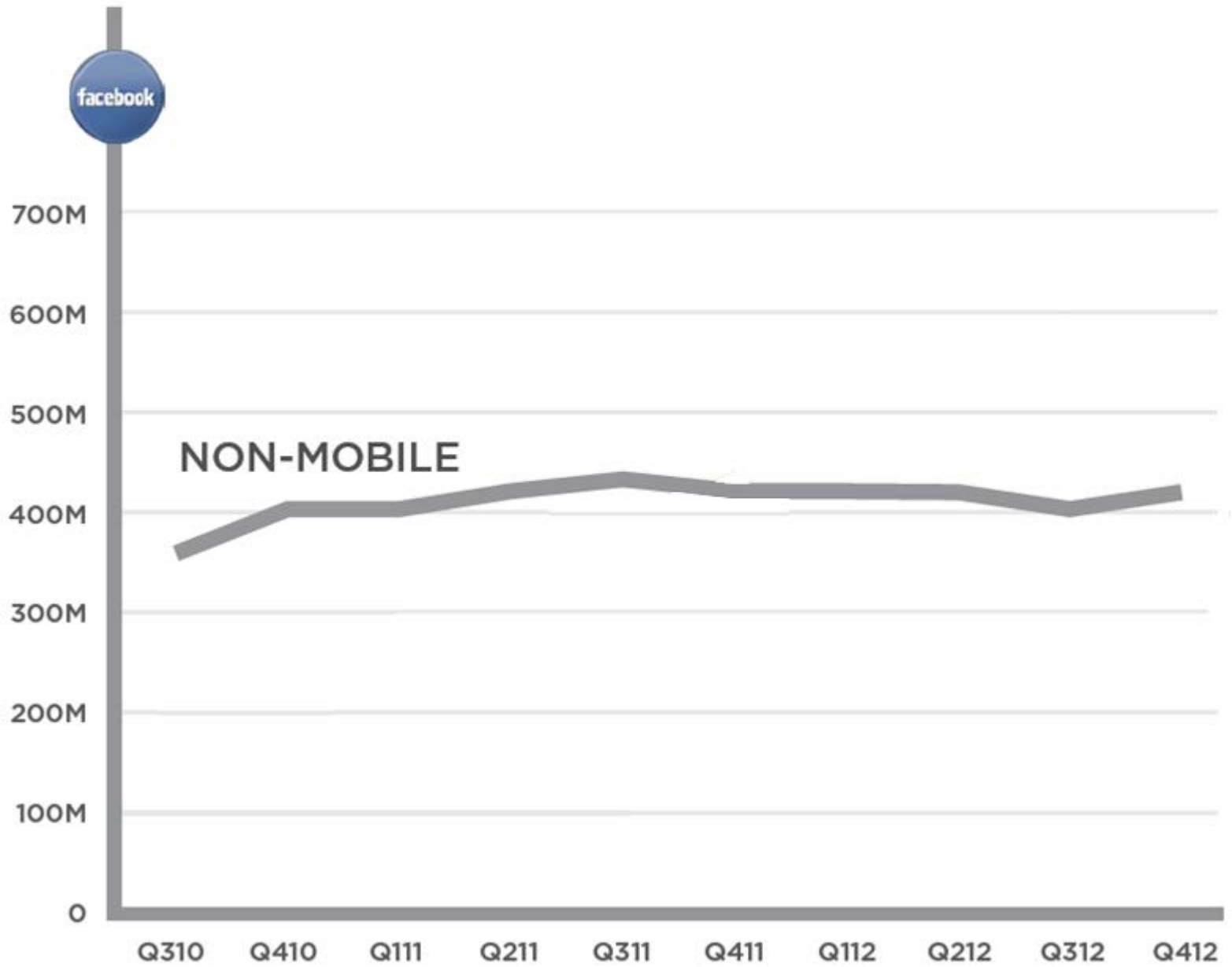


“It was clear mobile use was going to take over; designing for mobile pushed you to better and simpler designs because of constraints like small screens and slow networks; and last but not least, mobile devices had capabilities like multi-touch and location detection that allowed you to create new kinds of experiences”

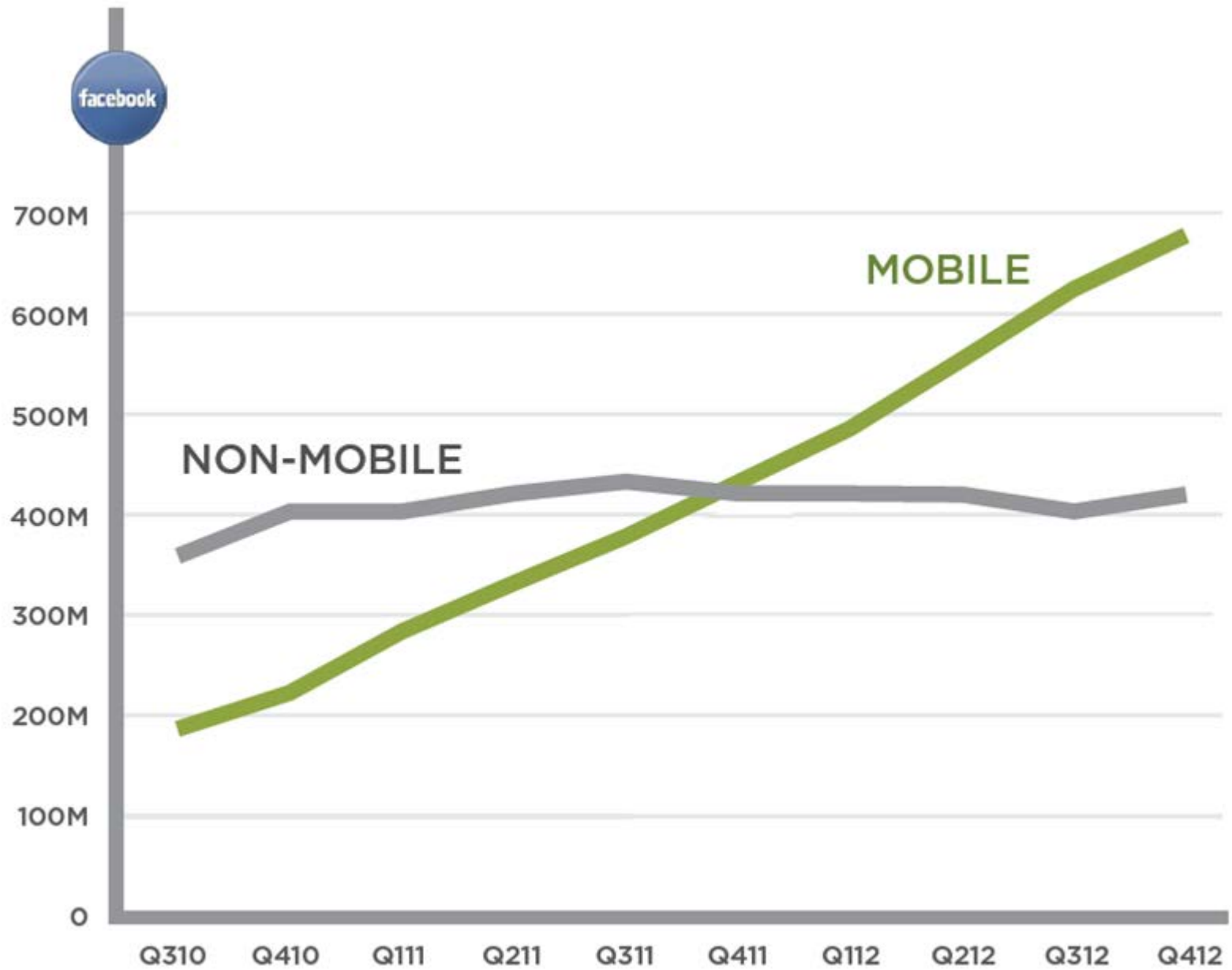
Luke Wroblewski

Founder of Mobile First, Former Yahoo
VP, co-founder of BagCheck

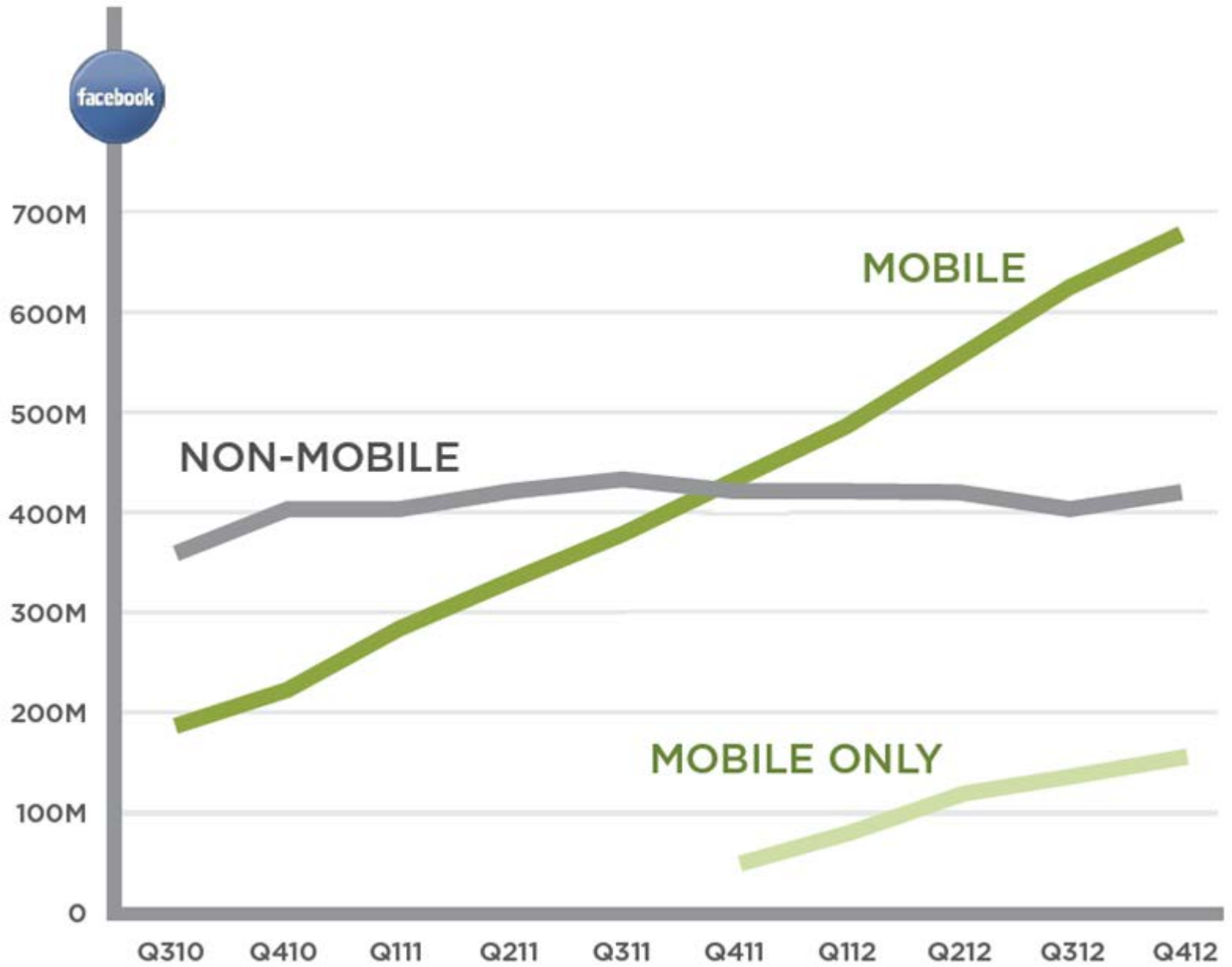




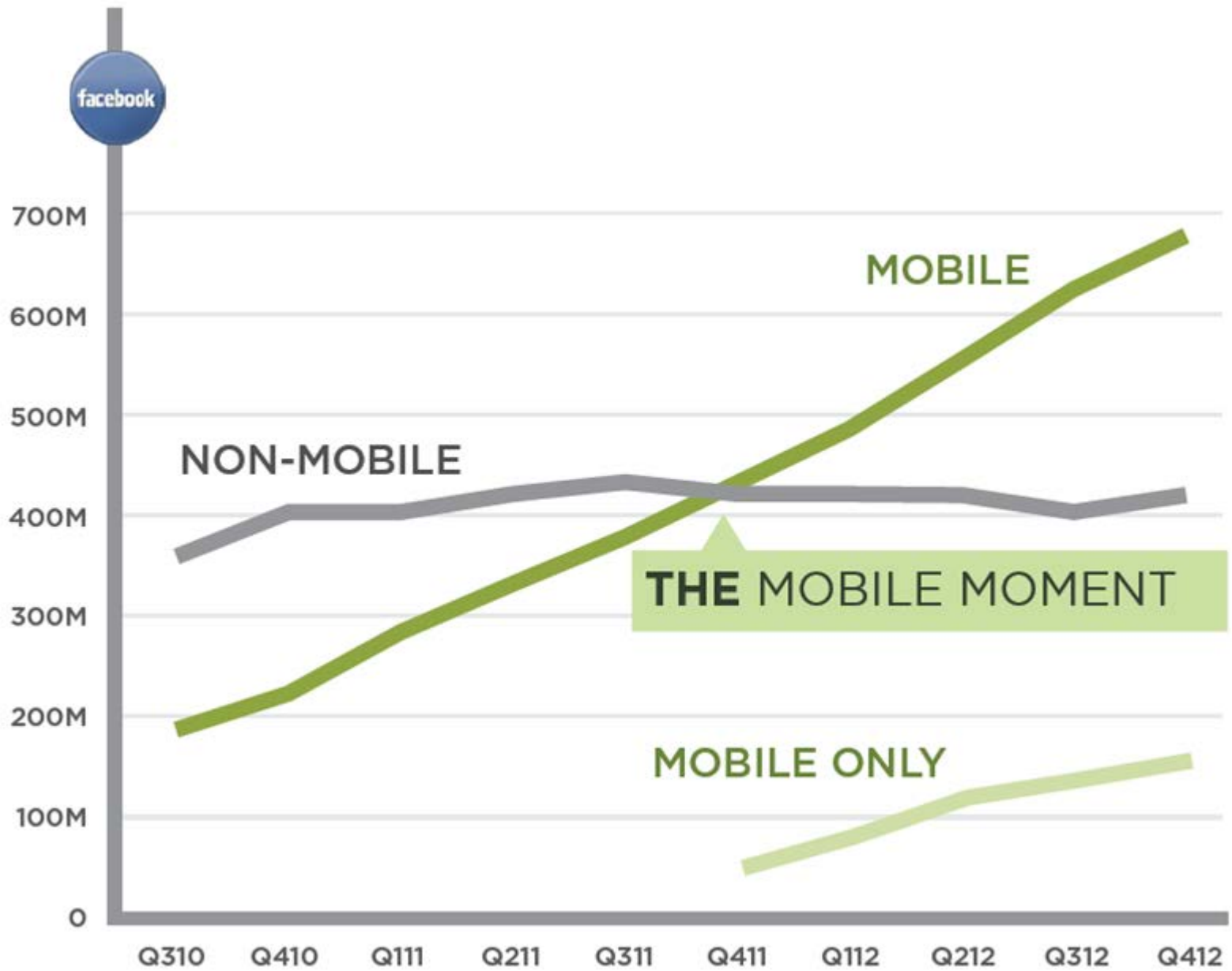
Source: Luke Wroblewski - <http://www.lukew.com/ff/>

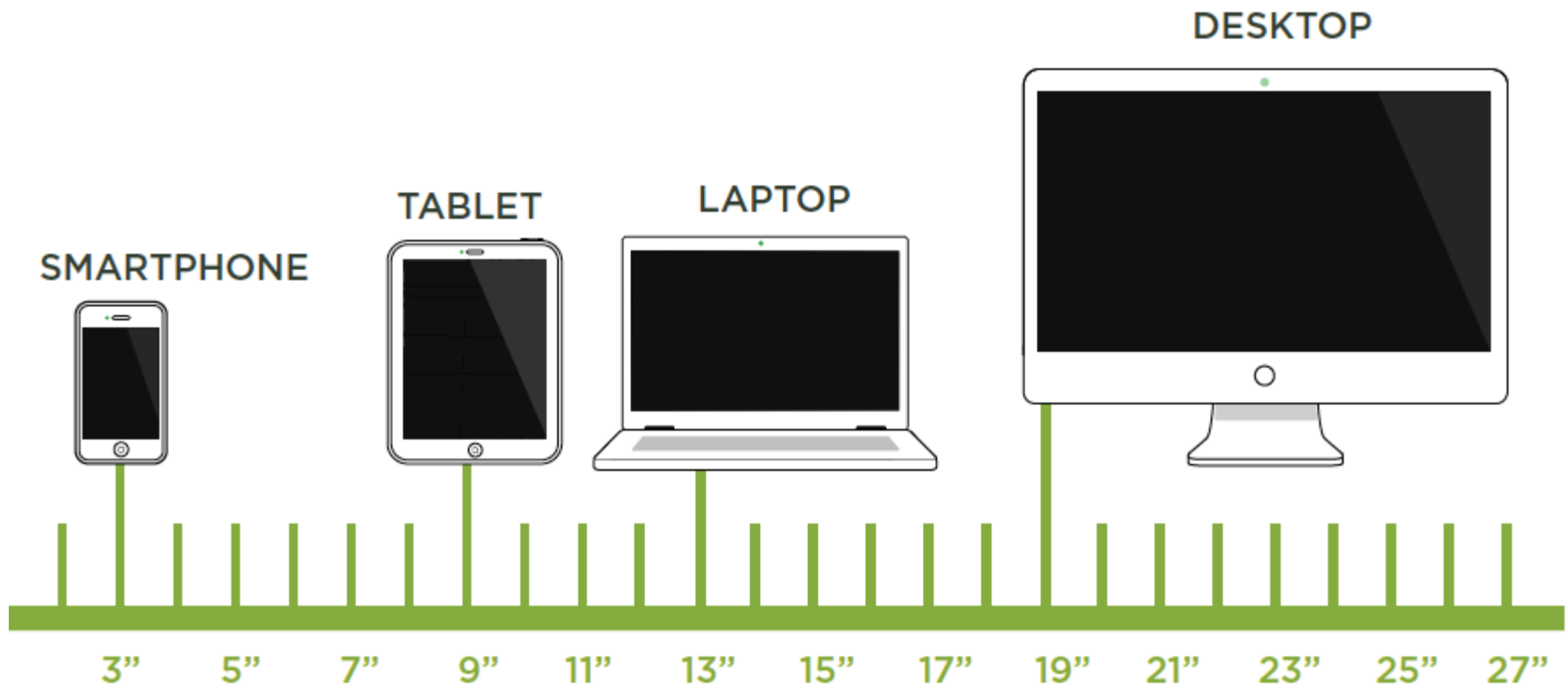


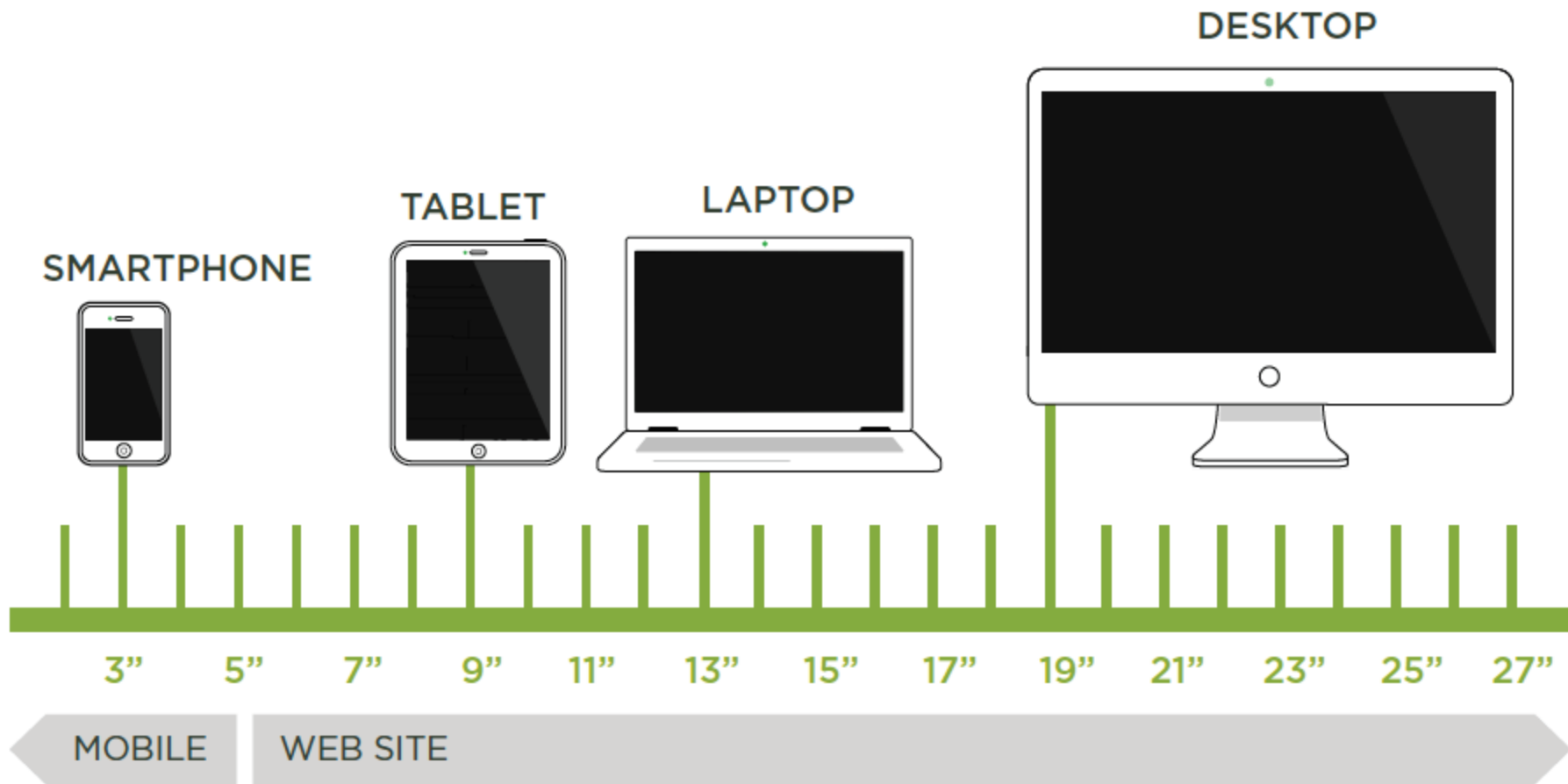
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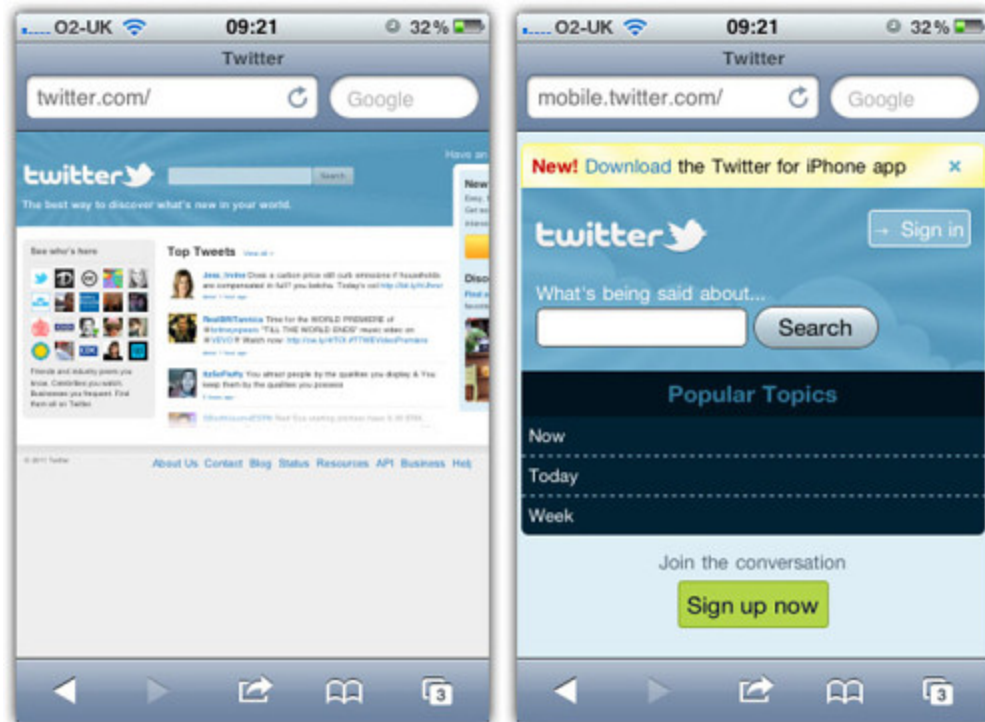






MOBILE WEBSITES

m.yourcompany.com





Apple iPhone 4S



HTC Incredible



HTC Incredible 2



HTC Rezound



Samsung Galaxy S II



Google Galaxy Nexus

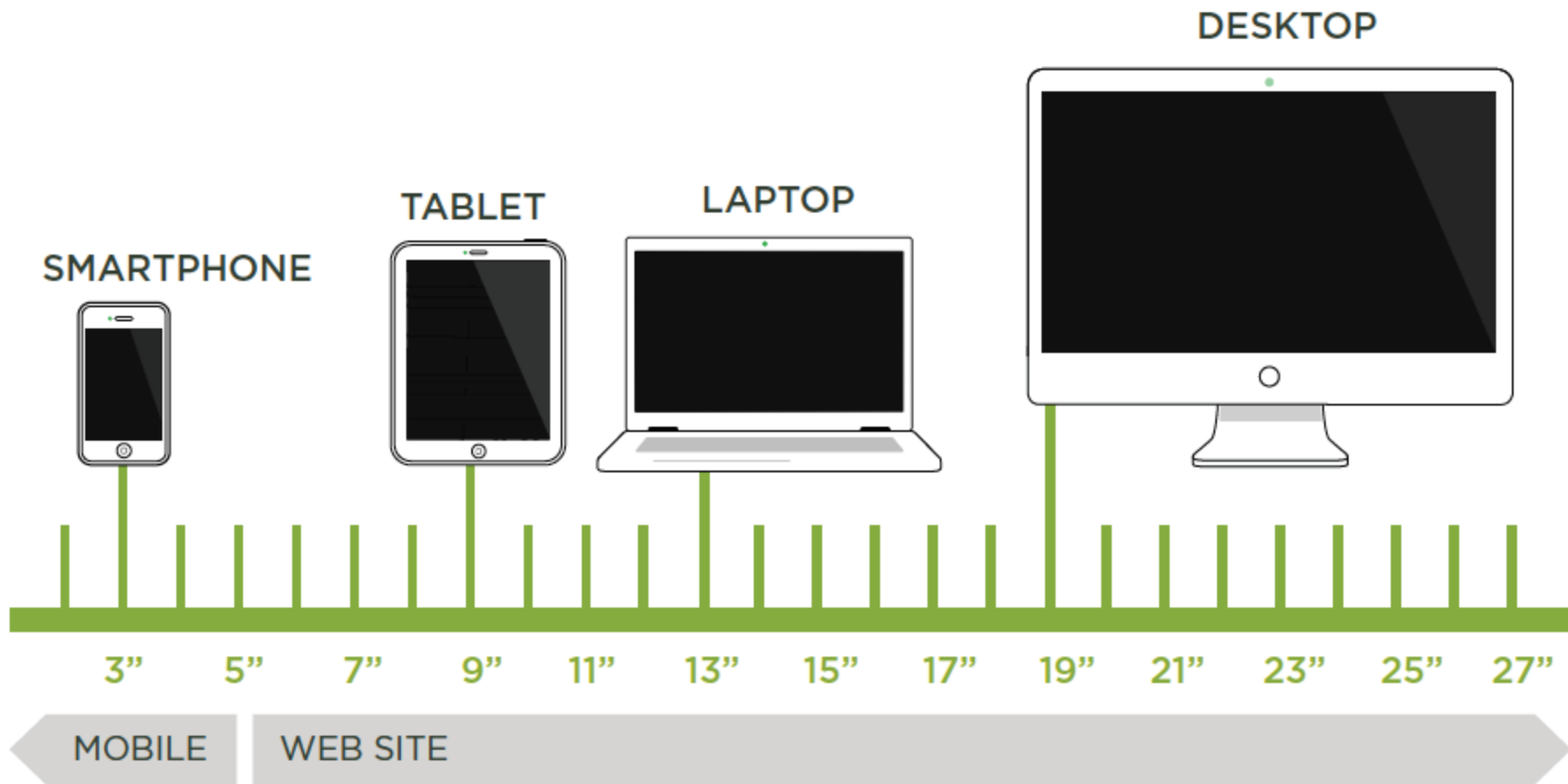


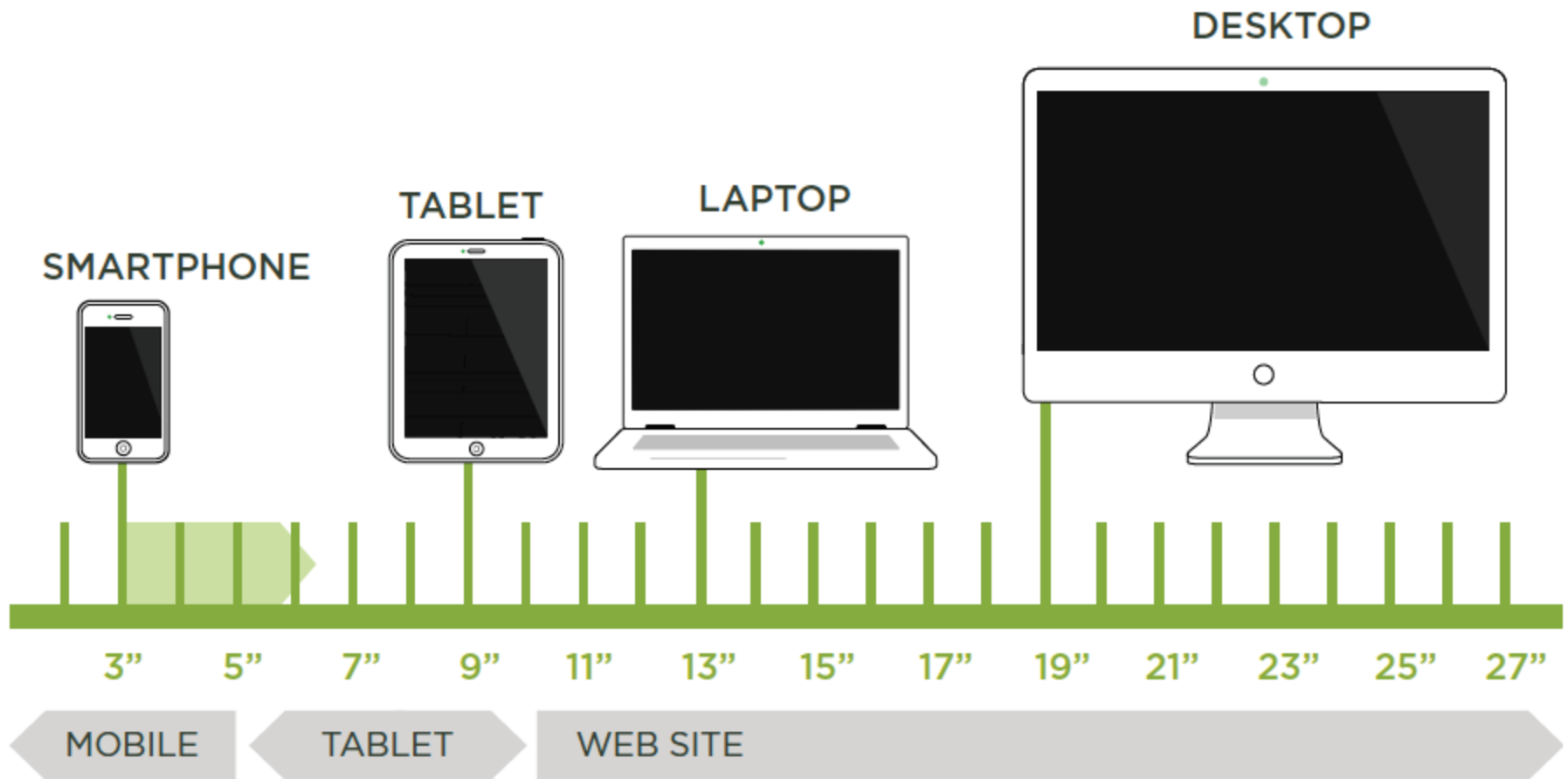
Motorola Droid Razr





Phablet - Samsung Galaxy Tab -8





TABLET



7.0"

7.9"

8.9"

9.7"

Google Nexus 7

Apple iPad Mini

Kindle Fire HD

Apple iPad

TABLET

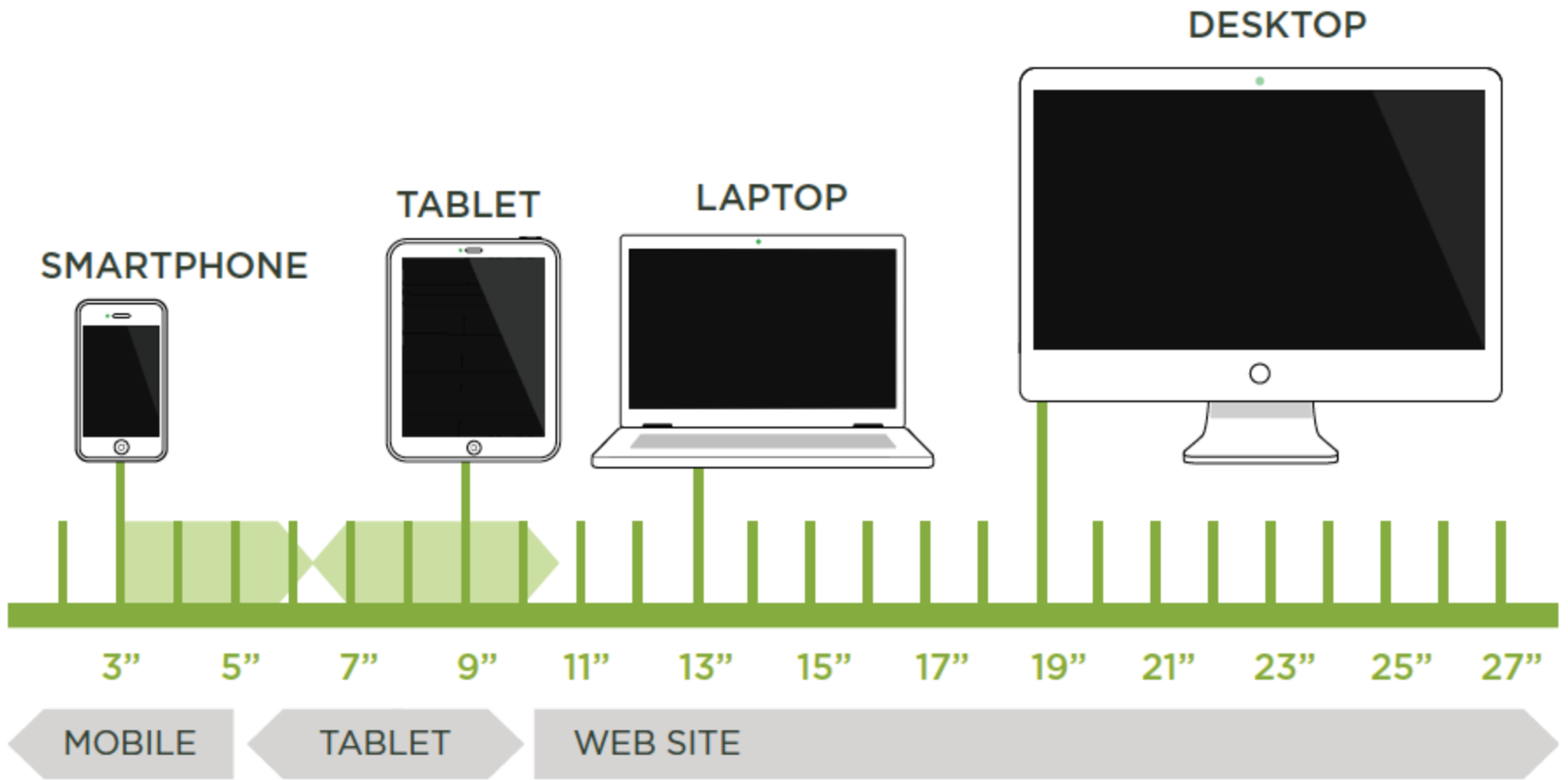


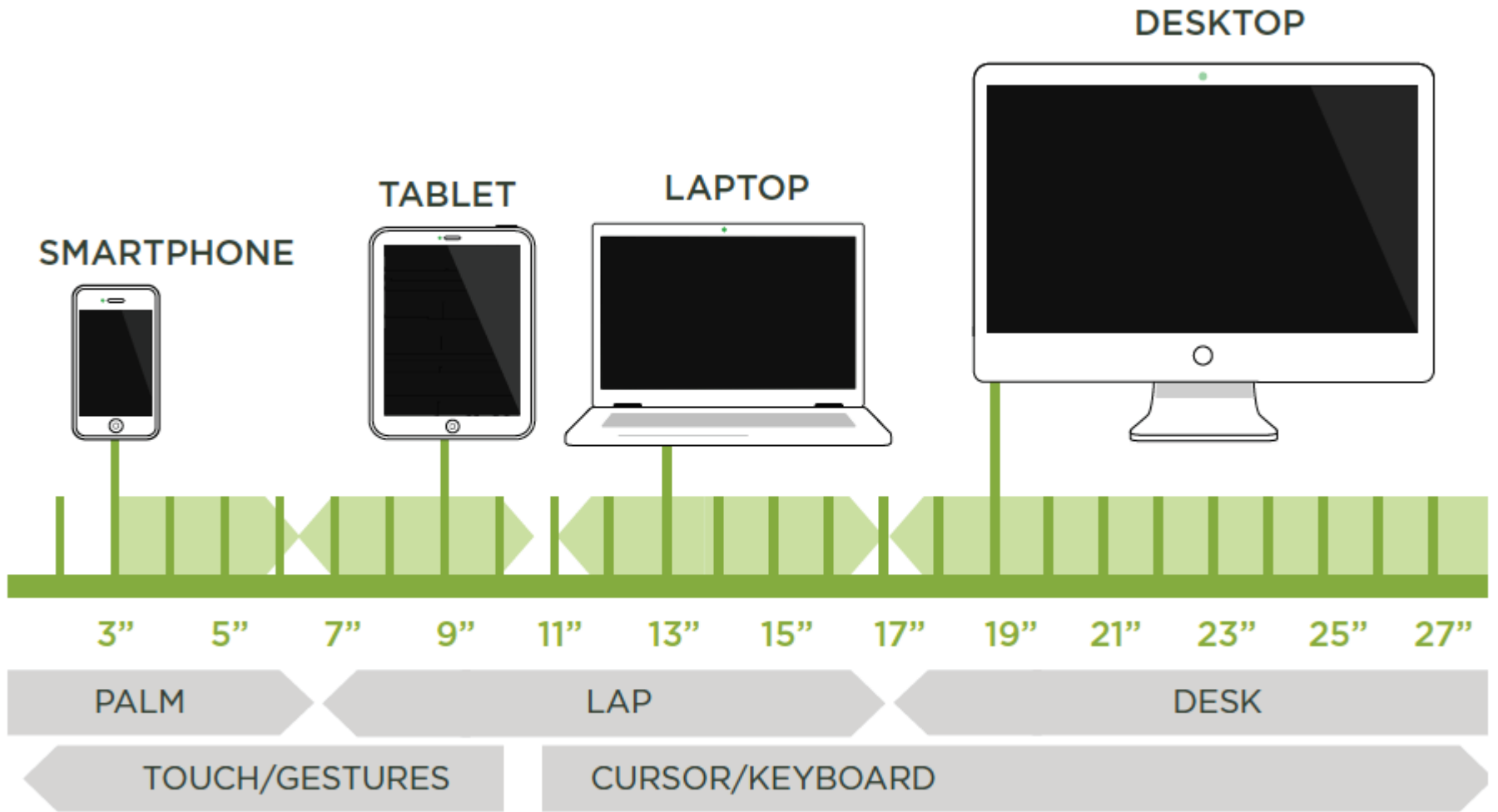
9.7"

10.1"

Apple iPad

Lenovo ThinkPad Tablet 2
Acer Iconia Tab W510
Dell Latitude 10
Dell XPS 10
Asus Vivo Tab RT





INTRODUCING YOGA.



DESKTOP

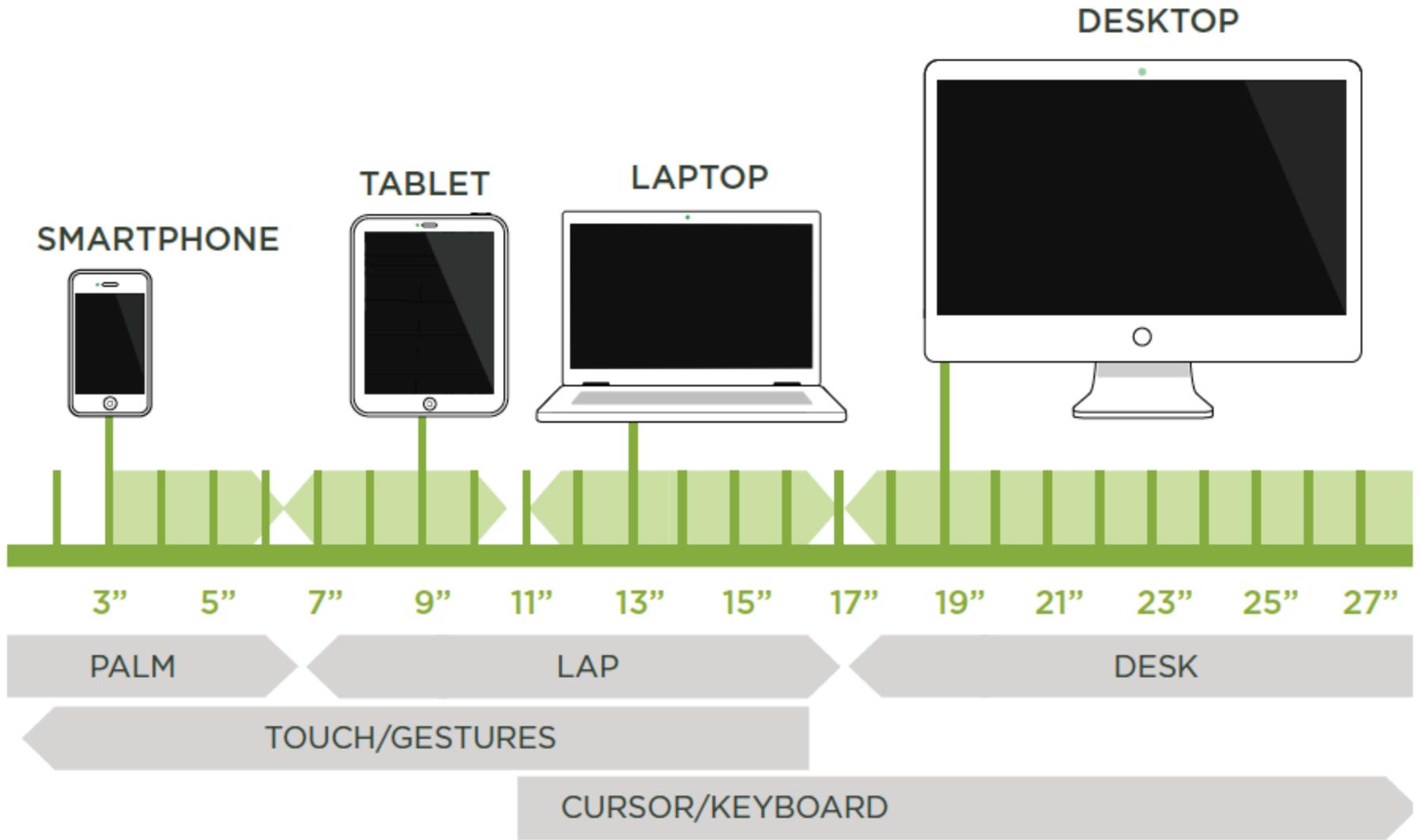


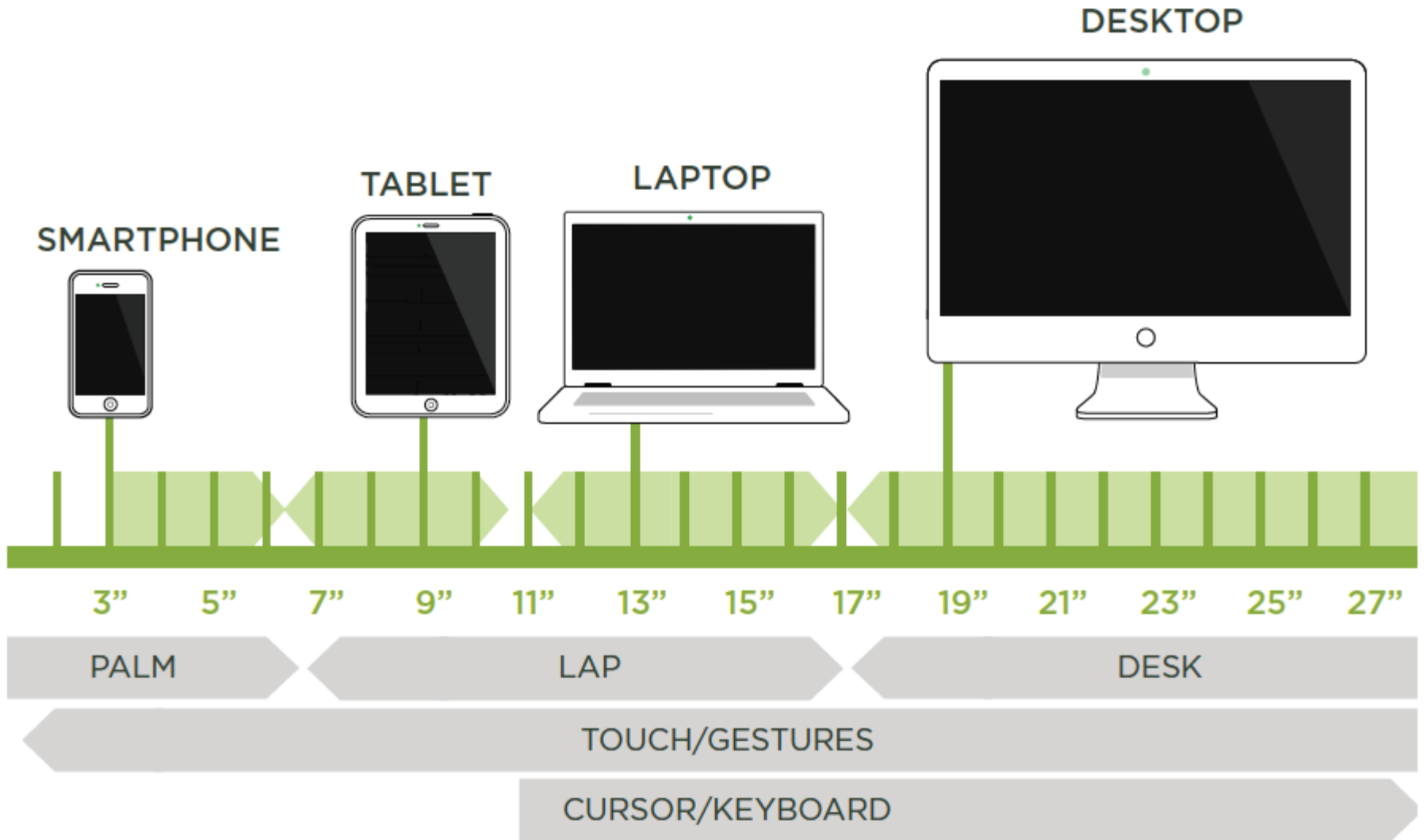
20"

Sony Tap 20



Source: Luke Wroblewski - <http://www.lukew.com/ff/>







at&t

10:10 AM

Google

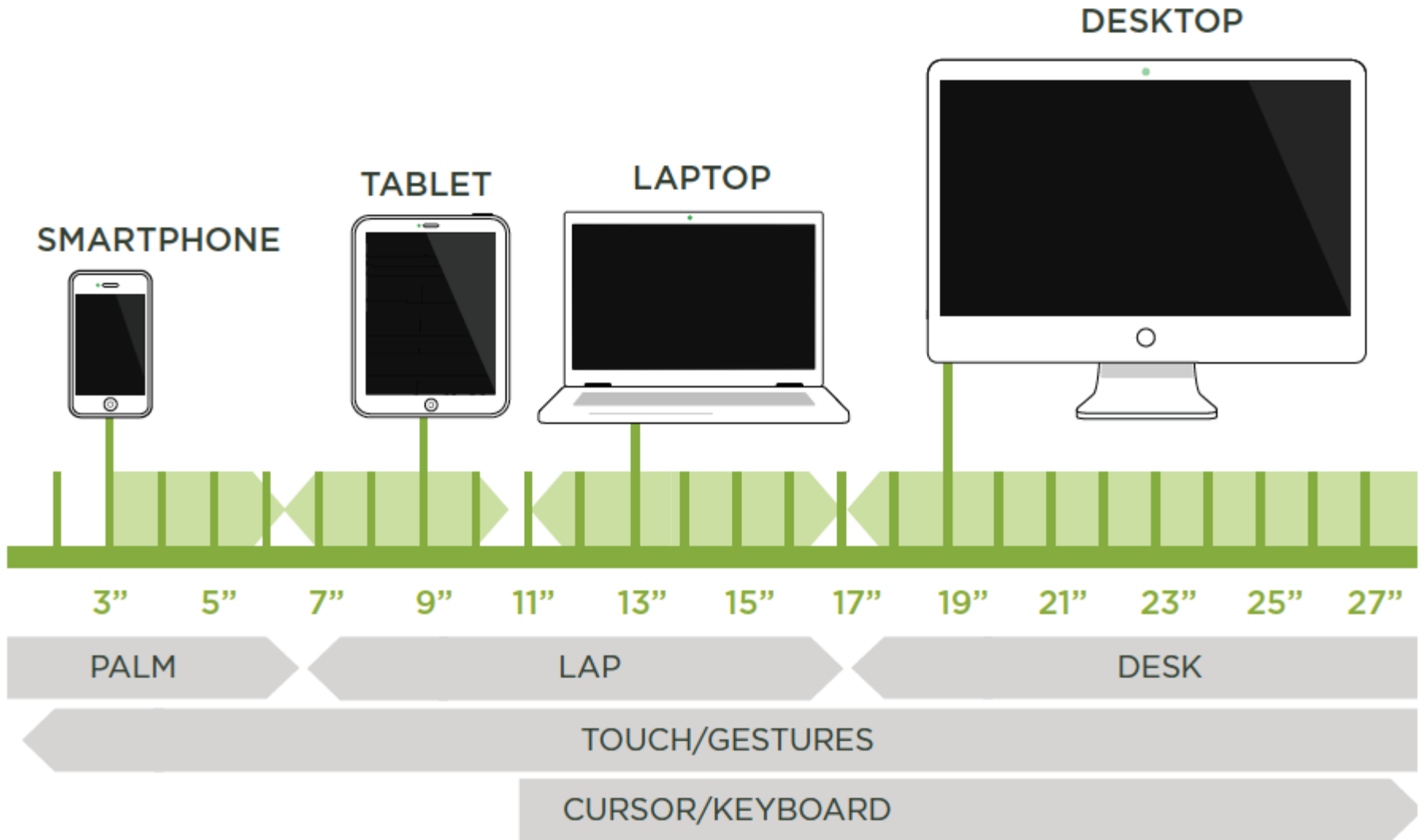
75°F 97° | 65°
Seattle
Sunny
AccuWeather.com Updated 08/05 10:09 AM

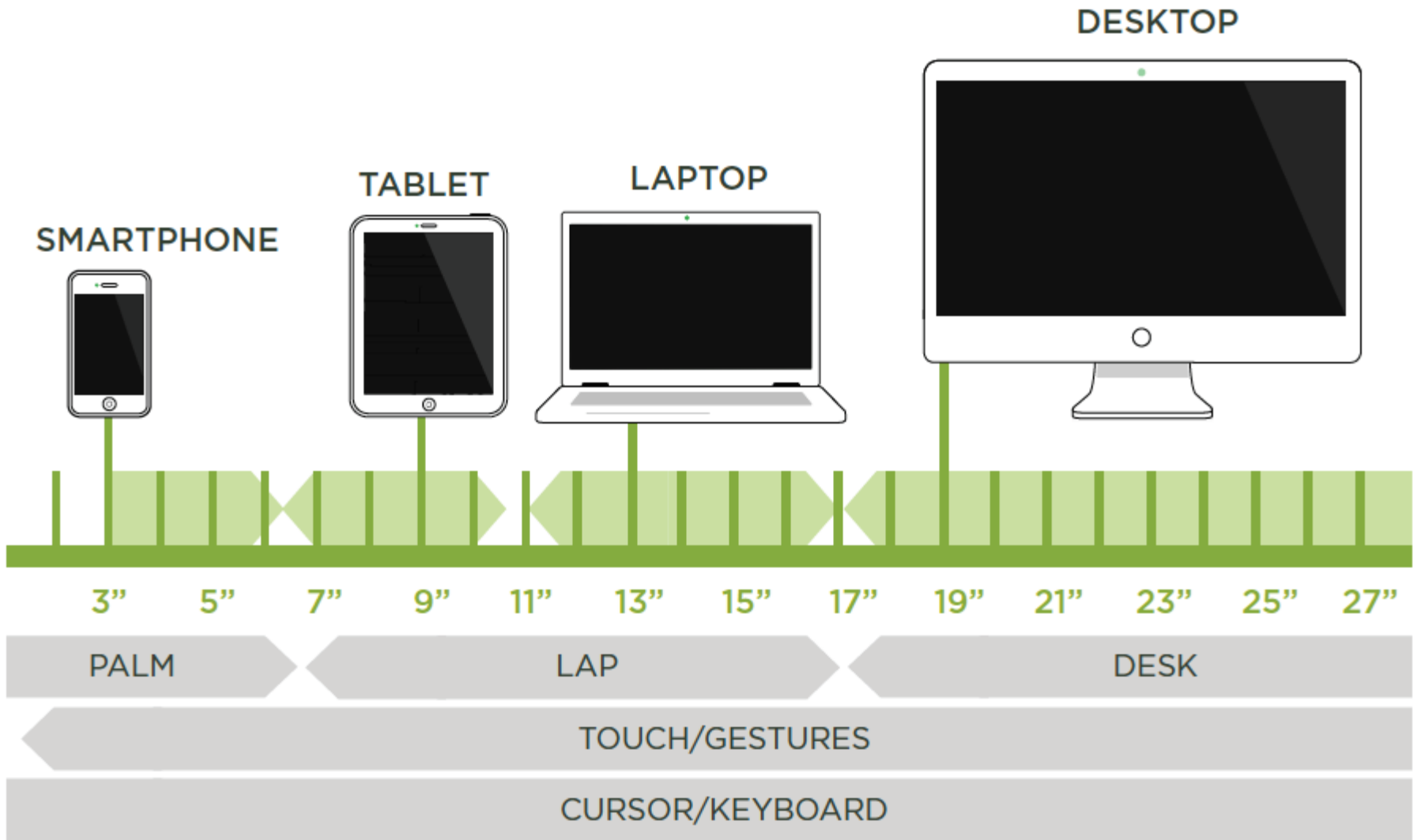
Calendar Quickoffice Asphalt Facebook

Contacts Messaging Camera Market

Phone Email Web Applications

SAMSUNG





RESPONSIVE DESIGN



A friend once insisted to me that the plural of “moron” is “focus group.” – Ethan Marcotte

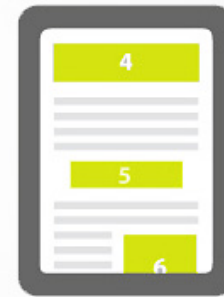
Ethan Marcotte

Web Designer/Developer, Speaker,
Author





RESPONSIVE DESIGN



RESPONSIVE DESIGN





ADAPTIVE CONTENT

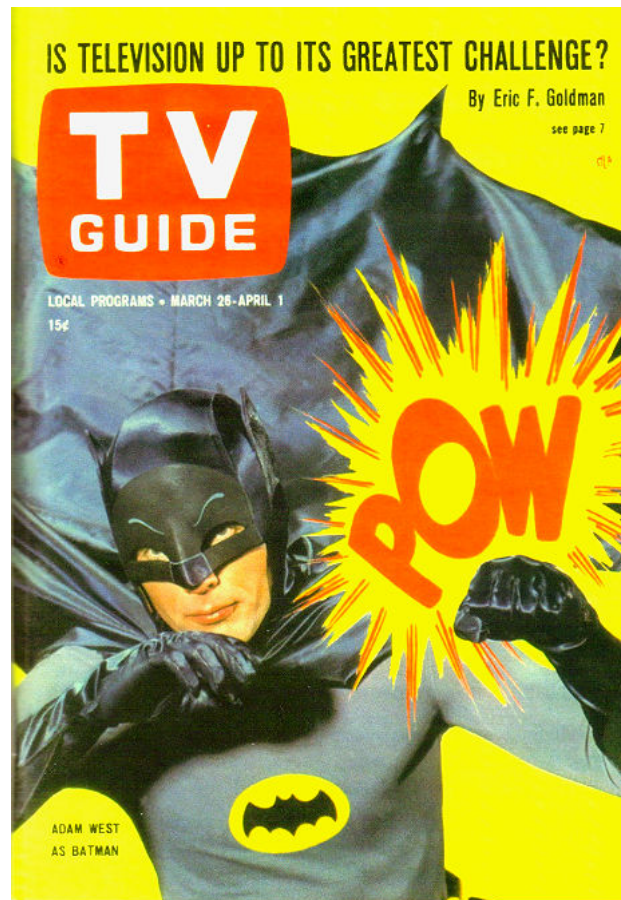


“On a good day, I make the web more awesome.
On a bad day, I just make it suck less”

Karen McGrane

UX Designer, Content Strategist, Author

ADAPTIVE CONTENT



ADAPTIVE CONTENT

Saturday

MORNING-AFTERNOON

- 9:00 ② ⑫ JEANNIE—Cartoon
③ ⑦ DEVLIN—Cartoon
④ ③⑤ LAND OF THE LOST
—Children
⑬ COUNTRY MUSIC
⑭ ⑲ MISTER ROGERS—Children
9:30 ② ⑫ PEBBLES AND BAMB BAMB
—Cartoon
③ ⑦ LASSIE'S RESCUE RANGERS
—Cartoon
④ ③⑤ SIGMUND—Children
⑤ MOVIE—Western ⑥W
"Ghost of Zorro." (1949) Clayton
Moore dons the regalia of the
masked avenger to aid a telegraph
line's completion. (90 min.)
⑭ ⑲ VILLA ALEGRE—Children
10:00 ② ⑫ SCOOBY-DOO, WHERE ARE
YOU?—Cartoon
③ ⑦ ④② SUPER FRIENDS
—Cartoon
④ ③⑤ PINK PANTHER—Cartoon
⑨ WOMEN'S PRO TENNIS
Billie Jean King vs. Chris Evert in the
singles final of the Virginia Slims of
Sarasota (Fla.) Tennis Tournament.
Total prize money in the event is



MAY 17, 1975

- \$75,000. Bud Palmer reports the ac-
tion. (60 min.)
⑬ AUTO RACING—Ascot Park
⑭ ⑲ SESAME STREET
⑳ PELICULA
10:30 ② ⑫ SHAZAM!—Children
④ ③⑤ STAR TREK—Cartoon
⑪ MOVIE—Drama ⑥W
"The Moon Is Down." (1943) John
Steinbeck's story about people in a
Norwegian town vs. Nazi invaders,
superbly directed by Irving Pi-
chel. Sir Cedric Hardwicke, Lee J.
Cobb. (90 min.)
11:00 ② ⑫ VALLEY OF THE DINOSAURS
—Cartoon
③ ⑦ ④② THESE ARE THE DAYS
—Cartoon
④ ③⑤ BASEBALL WARM-UP
⑤ MOVIE—Western
"Five Guns West." (1955) John Lund
and Dorothy Malone in a "B" effort
about murderers who are pardoned
to catch a deserter. (90 min.)
⑨ WOMEN'S PRO TENNIS
Billie Jean King and Chris Evert meet
Betty Stove and Virginia Wade in the
doubles final of the Virginia Slims of
Sarasota (Fla.) Tennis Tournament.
Bud Palmer reports the action in the
\$75,000 event. (60 min.)
⑭ ELECTRIC COMPANY
⑲ GOLDEN HERITAGE
11:15 ④ ③⑤ BASEBALL
The Cincinnati Reds meet the Expos
at Montreal's Jarry Park. (Live)
[Rain game: Milwaukee Brewers vs.
Twins at Bloomington, Minn.]
11:30 ② ⑫ HUDSON BROTHERS RAZZLE
DAZZLE SHOW—Children
③ ⑦ ④② AMERICAN BANDSTAND
Johnny Bristol ("Leave My World")

ADAPTIVE CONTENT



The screenshot displays a digital cable TV guide interface. At the top left, it says "DIGITAL CABLE" and "7:03pm" next to a "TV GUIDE" logo. Below this, the word "Friends" is highlighted in yellow, with the text "Select to view folder contents." underneath. To the right, there is a small image of a woman sitting at a laptop outdoors. Below the "Friends" section, a status bar shows "DVR My Recordings 55% Full" and "Sorted by Date" with left and right arrow icons. The main part of the screen is a list of recordings, each with a folder icon, the title, and the date. The "Friends (14)" entry is highlighted in yellow. At the bottom center, there is a white downward-pointing triangle icon.

Recording Title	Date
House	11/25/2005
Los Ouentes de Madison	11/25/2005
Friends (14)	11/25/2005
Jack	11/20/2005
Deal or No Deal (3)	11/18/2005
Christmas Vacation	11/12/2005

ADAPTIVE CONTENT

Law & Order: Special Victims Unit
 "Greed" (Sea 3 Ep 20) **HD**
 (1:00pm - 2:00pm) Benson and Stabler investigate two rapes that appear to have been committed by the same man; Mary Beth Hurt and He... (HD, CC, Stereo, R, Letterbox) TV-14, Crime Drama, First aired: 4/26/02
 Christopher Meloni, Mariska Hargitay, Richard Belzer, Dann Florek, Ice-T

622 TBSHD

RCN 2:30pm

12:30pm	1:00pm	1:30pm	2:00pm	Tue 1/15
Americ... According to Jim	Everybody Loves...	Everybody Loves...	Rules of Engage...	622 TBSHD
↳ Bones	Bones		Bones	623 TNTHD
↳ Law & Order: Speci...	Law & Order: Special Victims Unit		Law & Order: Sp...	624 USAHD
1,000 ... 1,000 Ways to Die	1,000 Ways to Die	1,000 Ways to Die	1,000 Ways to Die	625 SPIKEHD
↳ Push (2009)	Jumper (2008)			626 FXHD
↳ In the Heat of the Ni...	WGN Midday News		Walker, Texas R...	627 WGNHD
McLint... Hell on Hooves	The Deadly Companions (1962)			628 MAVTVHD
↳ Knight Rider	Attack of the Show!		X-Play	629 G4HD

options sort (channel number) previous day next day search

ADAPTIVE CONTENT

The screenshot shows an iPad interface for a TV Guide application. At the top, the status bar displays 'iPad', signal strength, Wi-Fi, the time '12:36 PM', and battery level '99%'. Below the status bar is a navigation bar with a 'Back' button, the title 'TV Guide', and a search icon. A secondary navigation bar contains genre tabs: 'All', 'Favorites', 'Comedy', 'Drama', 'Action', 'Family', 'Romance', 'Mystery', and 'Sports'. The main content area is a grid of program tiles. Each tile includes a poster image, the program title, and the start time. A blue vertical bar on the right side of the grid contains a gear icon for settings. At the bottom, a timeline shows the current time '6:30 PM' highlighted in blue, with other time slots '4:30', '5:30', '6:30', '7:30', and '8:30' visible.

Program	Time
2 Broke Girls	06:30 pm
Alcatraz	06:00 pm
Australian Open 2012 Men's Final: Djokovic vs. Nadal	06:00 pm
Awake	06:00 pm
Ax Men	06:00 pm
Battle Los Angeles	06:15 pm
Best of the NBA	06:00 pm
Chuggington	06:00 pm
Comedy Central Stand-Up	06:00 pm
Family Guy	06:30 pm

ADAPTIVE CONTENT





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Search for topics, agencies, cities

Agencies | Cities & Counties

POPULAR TOPICS

- Collecting or Paying Child Support
- Finding a Job
- Applying for...
- Applying for...
- Applying for...
- Filing State Income Taxes
- Getting Your...

This Week in GeorgiaGov



Food Recalls: What You Need to Know

"FOOD RECALL" - two words with immediate consequences. Every day, food products are recalled for a variety of reasons.

[Read More](#)

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Search for topics, agencies, cities

Agencies | Cities & Counties

POPULAR TOPICS

- Collecting or Paying Child Support
- Finding a Job
- Applying for Food Stamps
- Applying for Medicaid
- Applying for a Business License
- Filing State Income Taxes
- Getting Your Tax Refund

This Week in GeorgiaGov



The Legislative Process: SB 136 Goes to the House

The Senate unanimously approved a bill that would make it a crime to pilot a boat with a blood alcohol content of .08 or higher and increase penalties for those caught boating.

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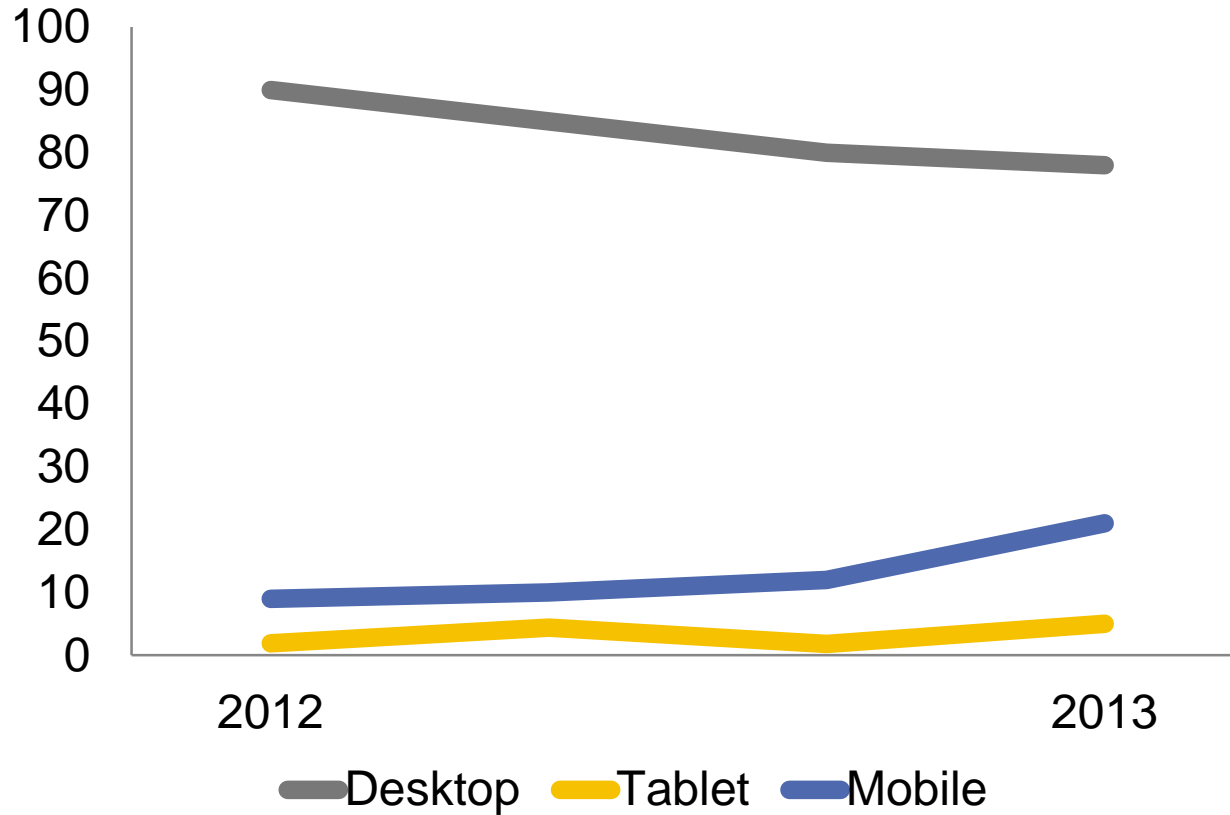
Search for topics, agencies, cities

Agencies | Cities & Counties

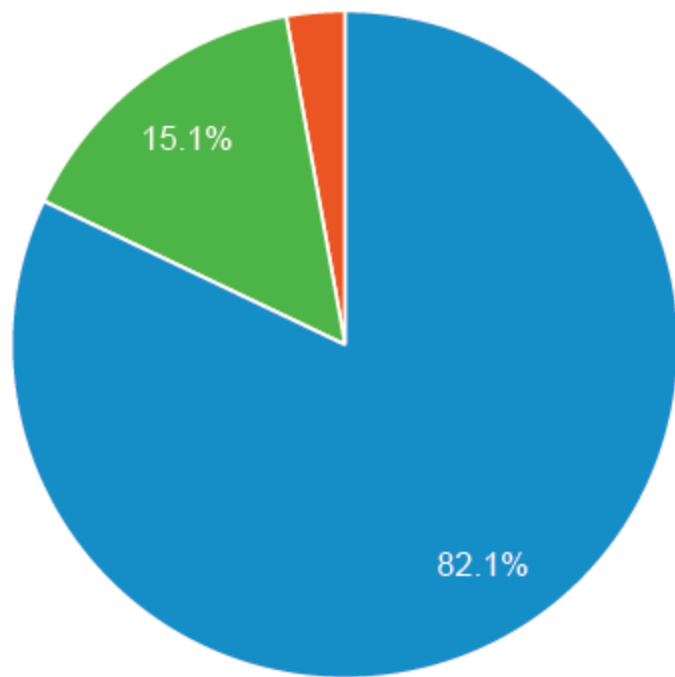
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GEORGIAGOV



GEORGIAGOV PLATFORM



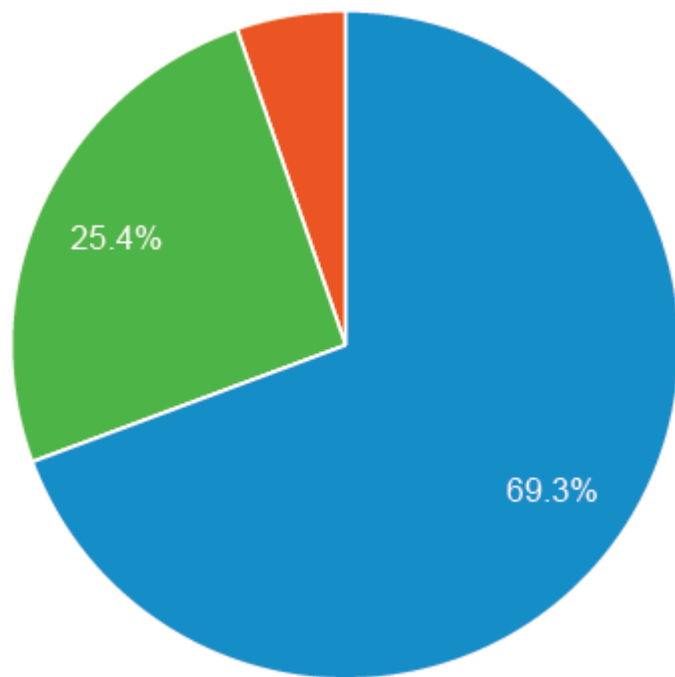
2012

Desktop – 82%

Mobile – 15%

Tablet – 2%

GEORGIAGOV PLATFORM



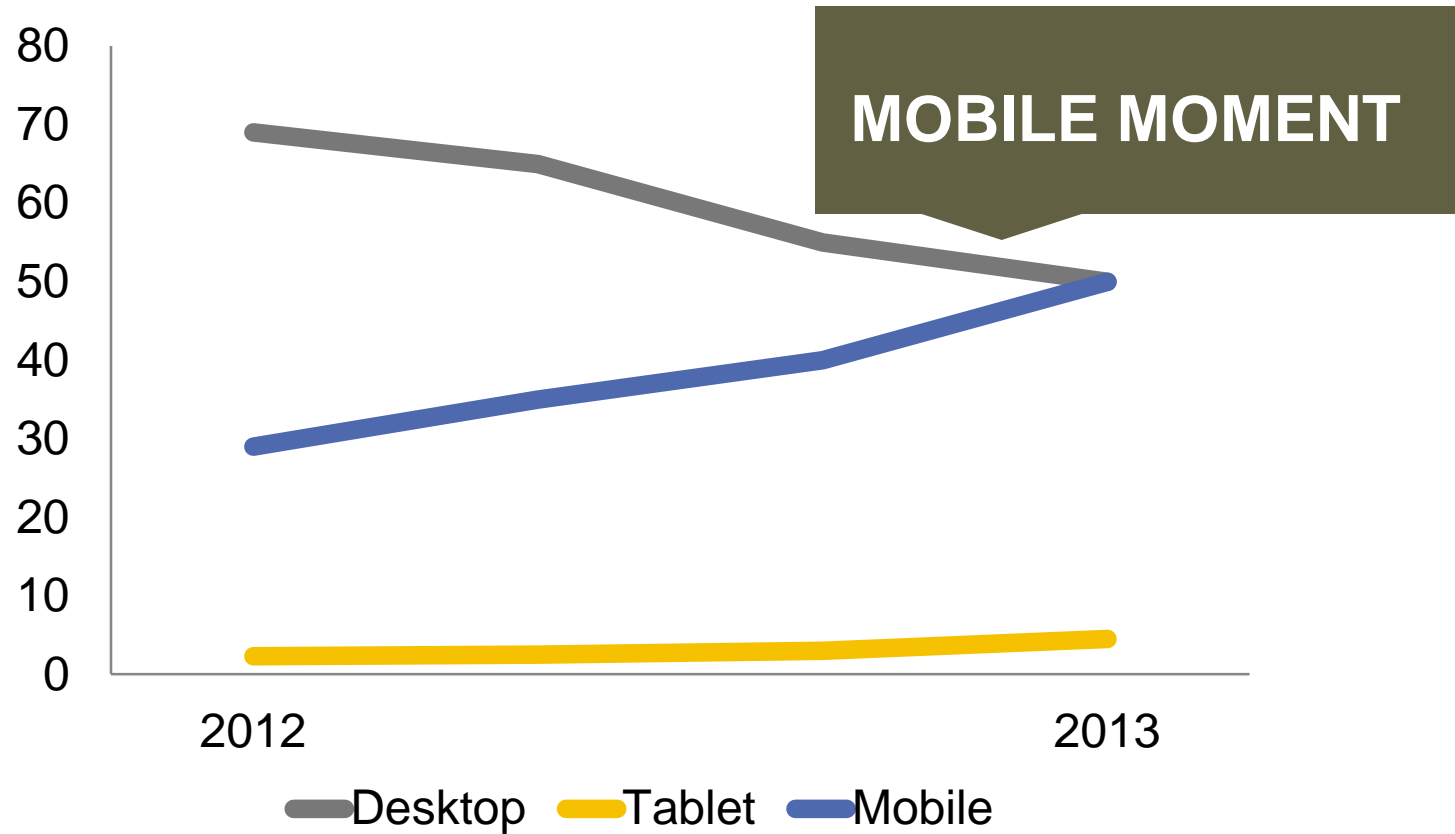
2013

Desktop – 69%

Mobile – 25%

Tablet – 5.5%

DCSS



TAKE AWAYS

- Monitor analytics
- Don't ignore your mobile visitors
- Take content seriously
- **MOBILE IS HERE!**

THANK YOU

