
I know this is a developer conference, but I want to talk anthropology.

We’re all anthropologists.
Anyone who makes a product or service for others is an anthropologist.

In order to provide solutions to user needs, we have to understand their behaviors, problems, cultures.

As we deliver our services to more and more connected devices,
I’ve been thinking a lot lately about platforms as cultures.
What makes a mobile culture different from a desktop culture,
an iPhone culture different from an Android culture?

As I've thought about this:
realized that we too often have a simple, even condescending
view of mobile....

That every mobile user or every mobile platform is same as the next.
We have some really stubborn myths about this mobile user,
and that's really screwing up the way we provide mobile services.

The reality is that we have LOTS of mobile cultures.

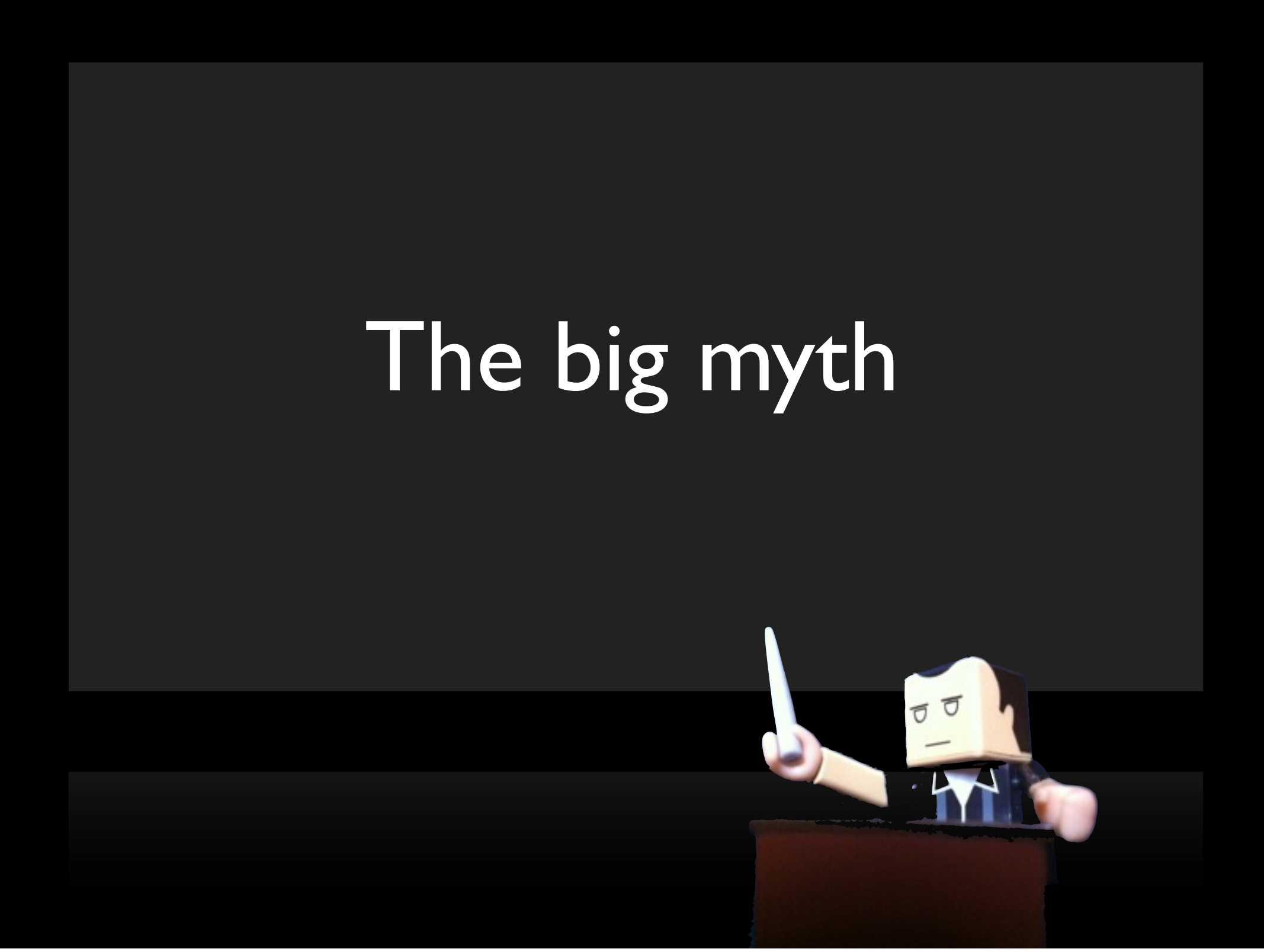
LOTS of mobile mindsets.
These break down across platform, across demographic, across personal context.

We tend to oversimplify mobile needs, boil them down to really simple use cases,

In doing that we risk building dumbed-down apps that patronize our users more than help.

So I’d like to take a look at how we REALLY use mobile apps.
Dispel some persistent myths that we have about mobile users.

[twitter]I’m going to tweet a few resources from my talk WHILE I’M GIVING MY TALK. Magic![/twitter]




Let’s start with THE BIG MYTH.
That mobile users are always distracted, in a rush, no attention span.
Mobile not just on go: couch, kitchen, bed, 3-hour layover.

[next]
Or, y’know, in the little boys’ or girls’ room.
40% admit to using phones in bathroom.
Luke: 60% are liars.

[next]
But this myth leads to kneejerk assumption
that mobile means lite version.
Rushed users and small screen mean mobile apps should do less.
85% expect mobile experience to be better or equal to laptop or desktop experience.

Our job is not to willy-nilly strip out useful features.
Mobile website -> search for “full desktop site”

We do everything on our phones now.
Anytime you say, somebody won’t want that on mobile,
that’s not mobile content... you’re wrong.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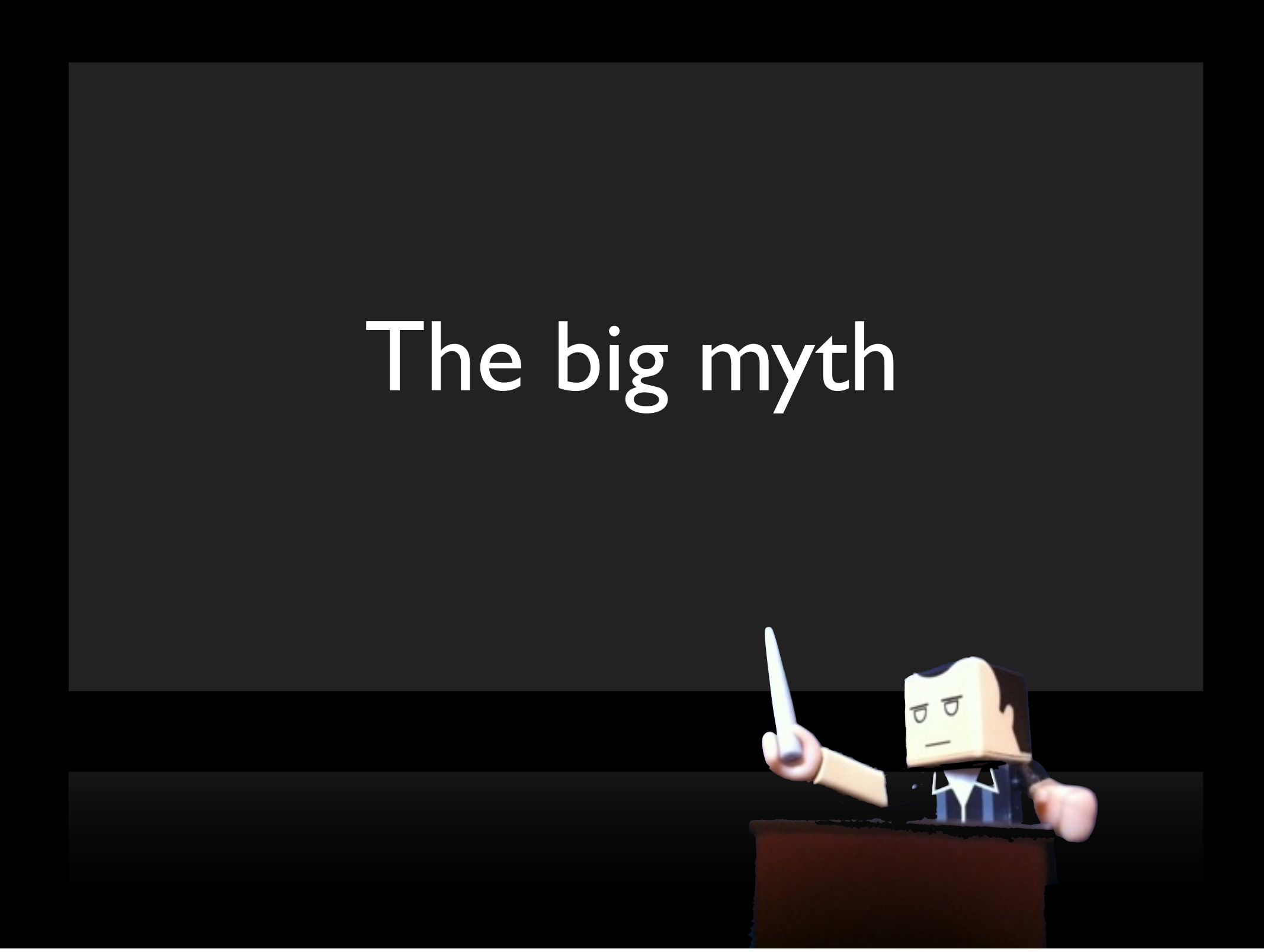


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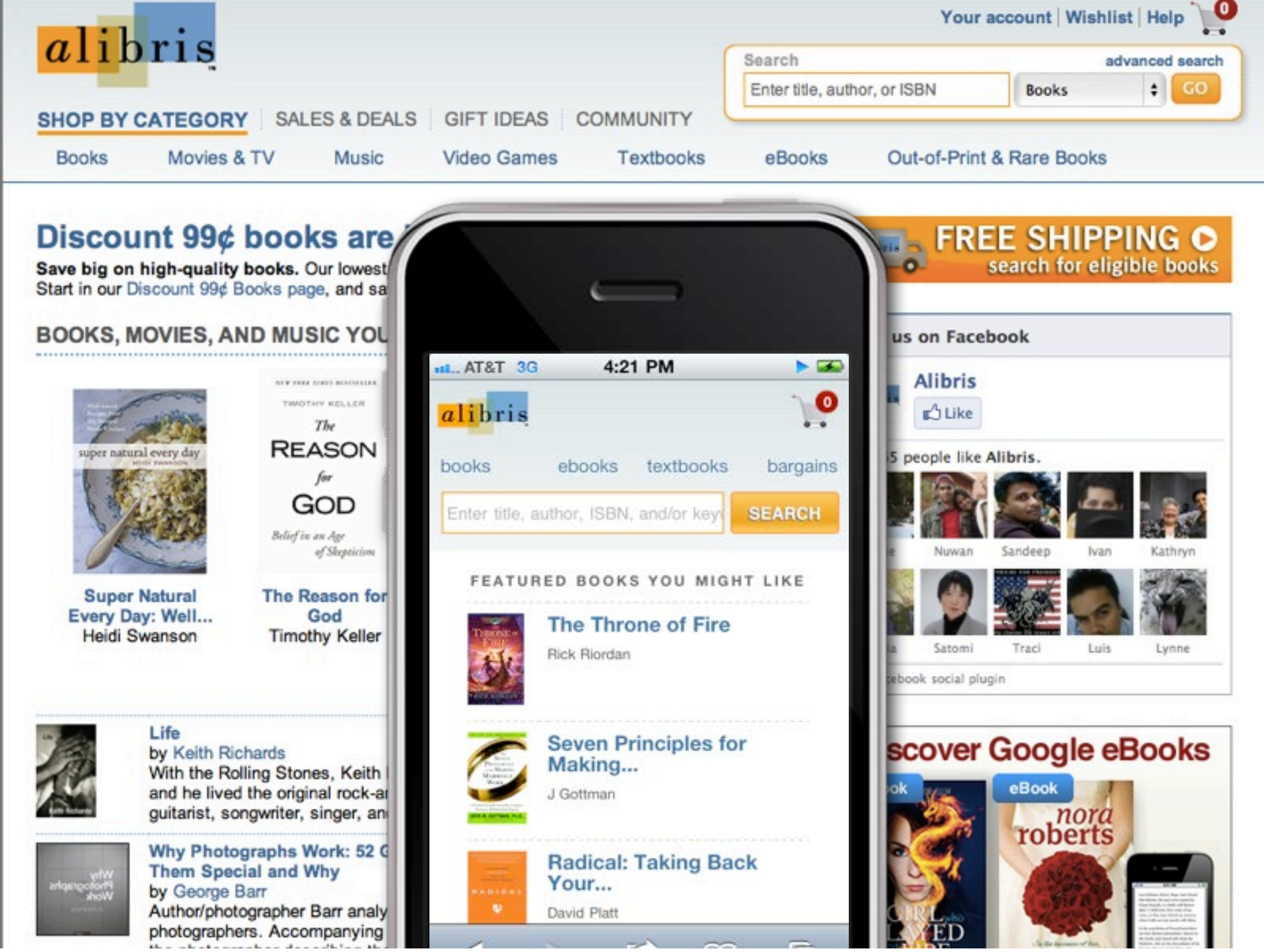


Alibris create a mobile commerce website that trimmed their rare books section.
The manager of the site explained that they believed people who were going to spend so much on rare books would want to do more expansive searching than is easy on mobile. And that they wouldn't want to commit to the purchase on the go.

Every time you assume that someone won't want to do something on mobile, you're wrong.
eBay sells several Ferraris every month on their mobile apps.

Don't arbitrarily remove content. This is denying a purchase to mobile users.

But who cares, right? Mobile's still a niche?

[twitter]85% expect online mobile transactions to be better than or equal to desktop. http://j.mp/nzt5SP[/twitter]

25%

of US mobile web users

exclusively
use mobile web

That’s around 8% of US adults overall.
So if you care about reaching this huge swath of users, then you have to care about hitting them on mobile.

Because that’s the ONLY way to reach them.
That group DEFINITELY expects to do everything on mobile.

And here’s the lesson...

[twitter]25% of US mobile internet users never or rarely use desktop internet. http://j.mp/oZmJoO[/twitter]

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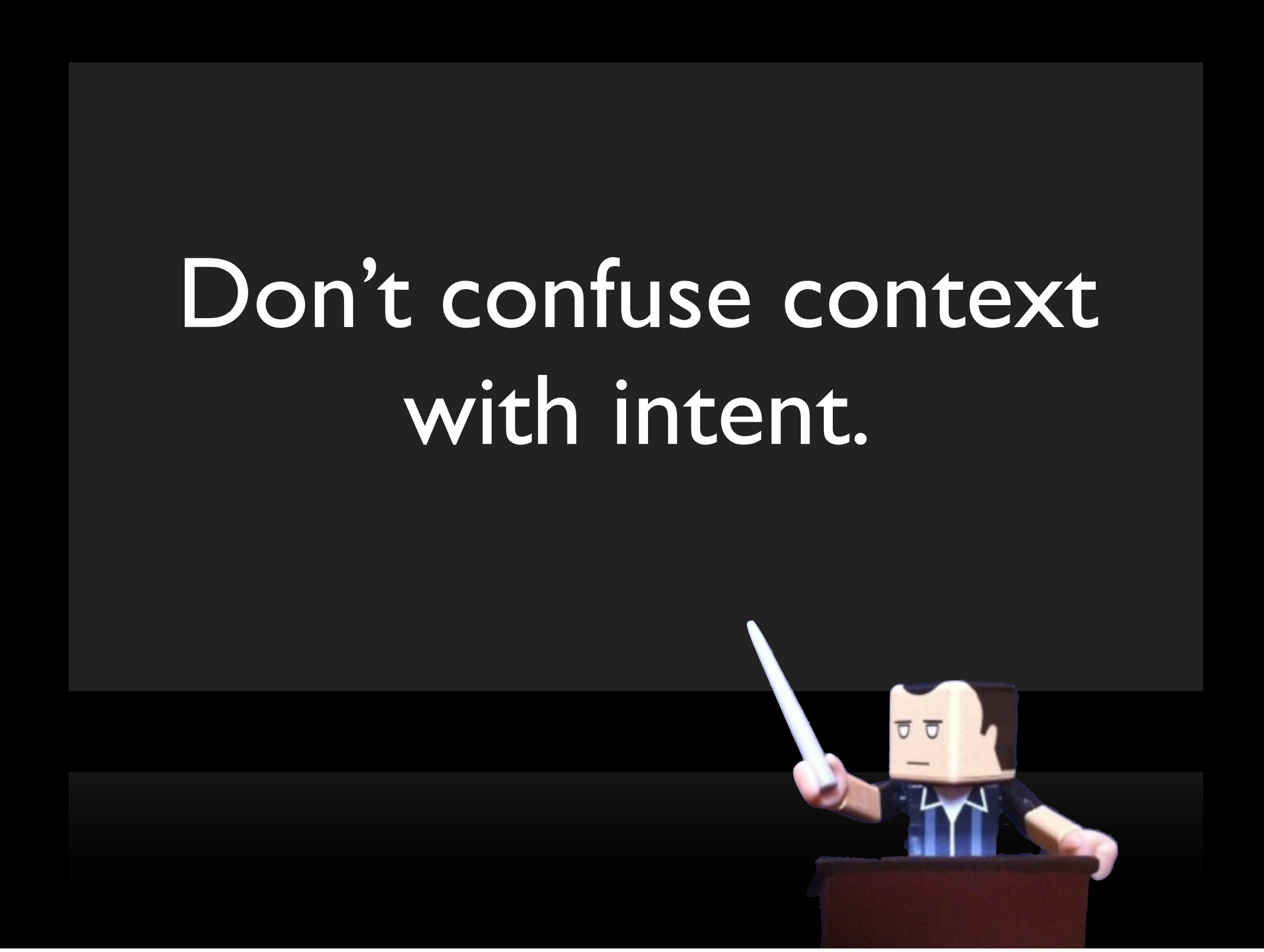



[slow]You can’t confuse context with intent.

Using small screen ≠ wanting to do less.
Like saying that because paperbacks have smaller pages,
you have to remove entire chapters.

Mobile websites/apps should have full content/tools
May be displayed differently, its hierarchy may change.
But core content should all be there.

Don’t arbitrarily give me LESS.
Simplicity is good, but removing too much is condescending.
In fact, embrace complexity.

[twitter]eBay sells several Ferraris every month through its mobile app.
http://j.mp/q3PJIJ[/twitter]

Complexity is not
a dirty word.

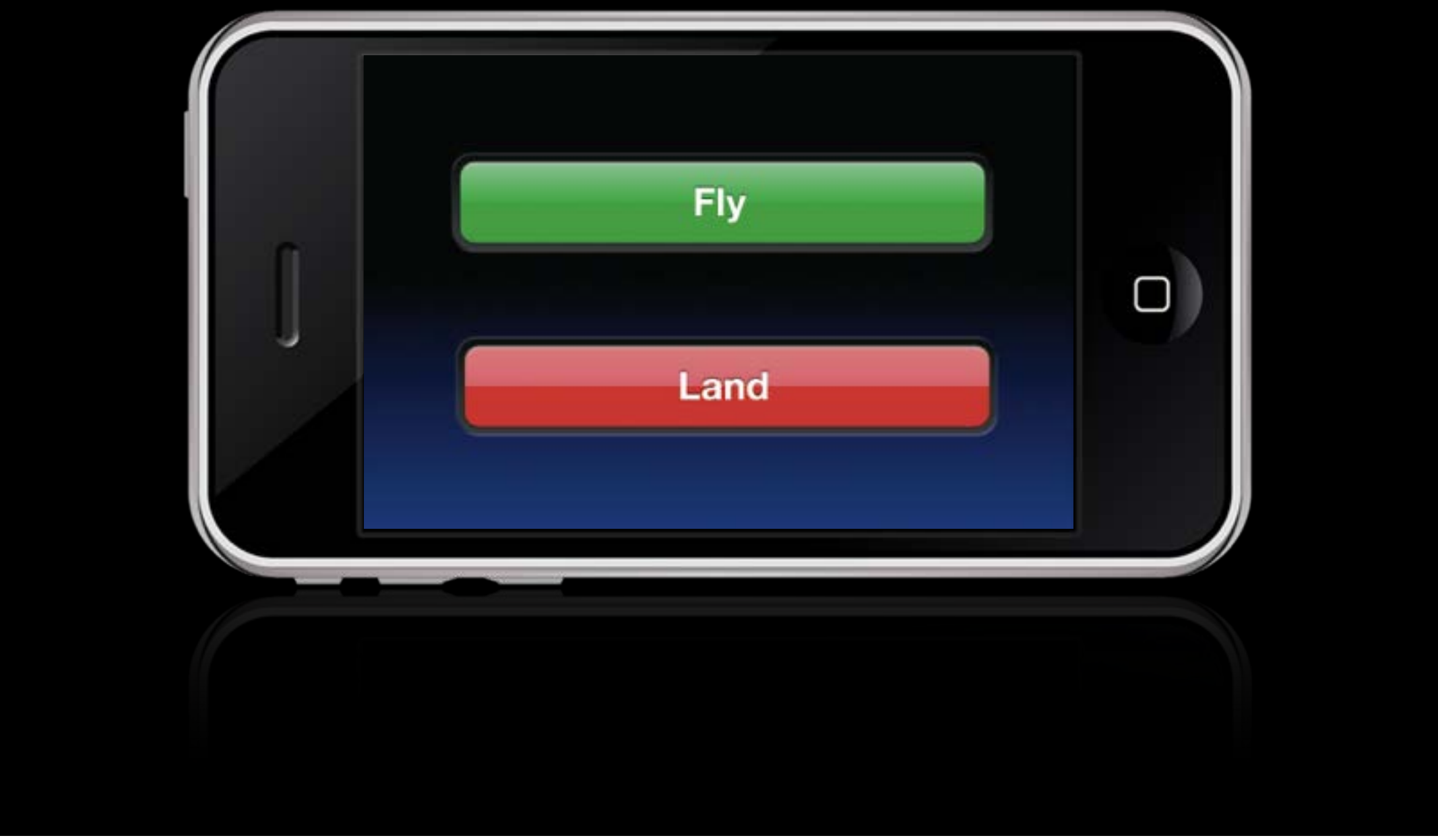
Complexity is awesome, gives life and apps texture.
We as designers have to embrace complexity to allow our users to complete difficult tasks and make sense of complex info.

People don’t want dumbed down apps,
they want uncomplicated apps.
The trick is to make complexity uncomplicated.
There’s a difference.

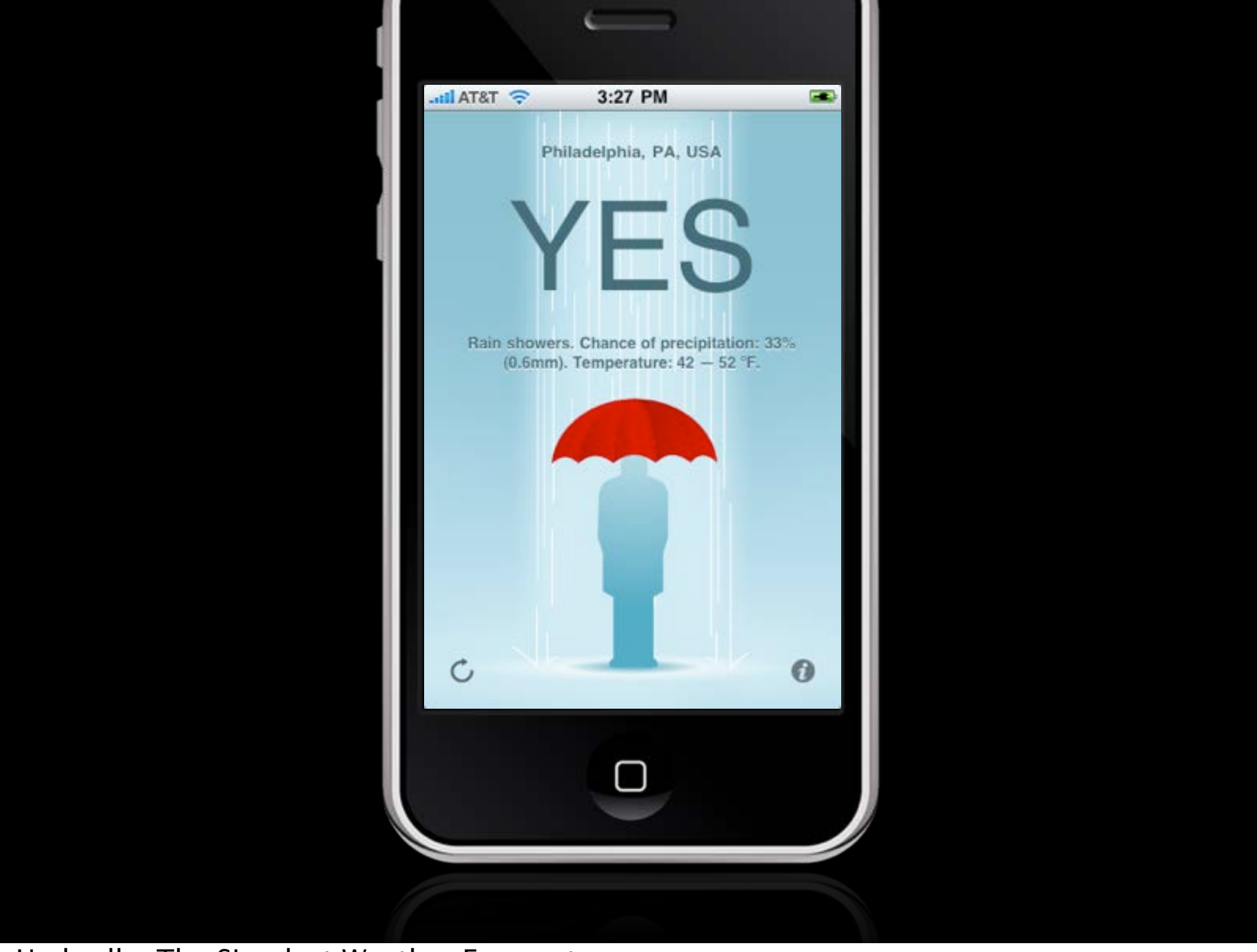
So, bucking the myth of the distracted user means figuring out how to create complex yet comprehensible interfaces.

Uncomplicating complexity is hard to do.
It starts with figuring out what the user doesnt want/need to be exposed to.

So, if you’re designing an app to fly an airplane, you might start here...




...when your customers really want this.
What's their goal? Help them get there as fast as they can.



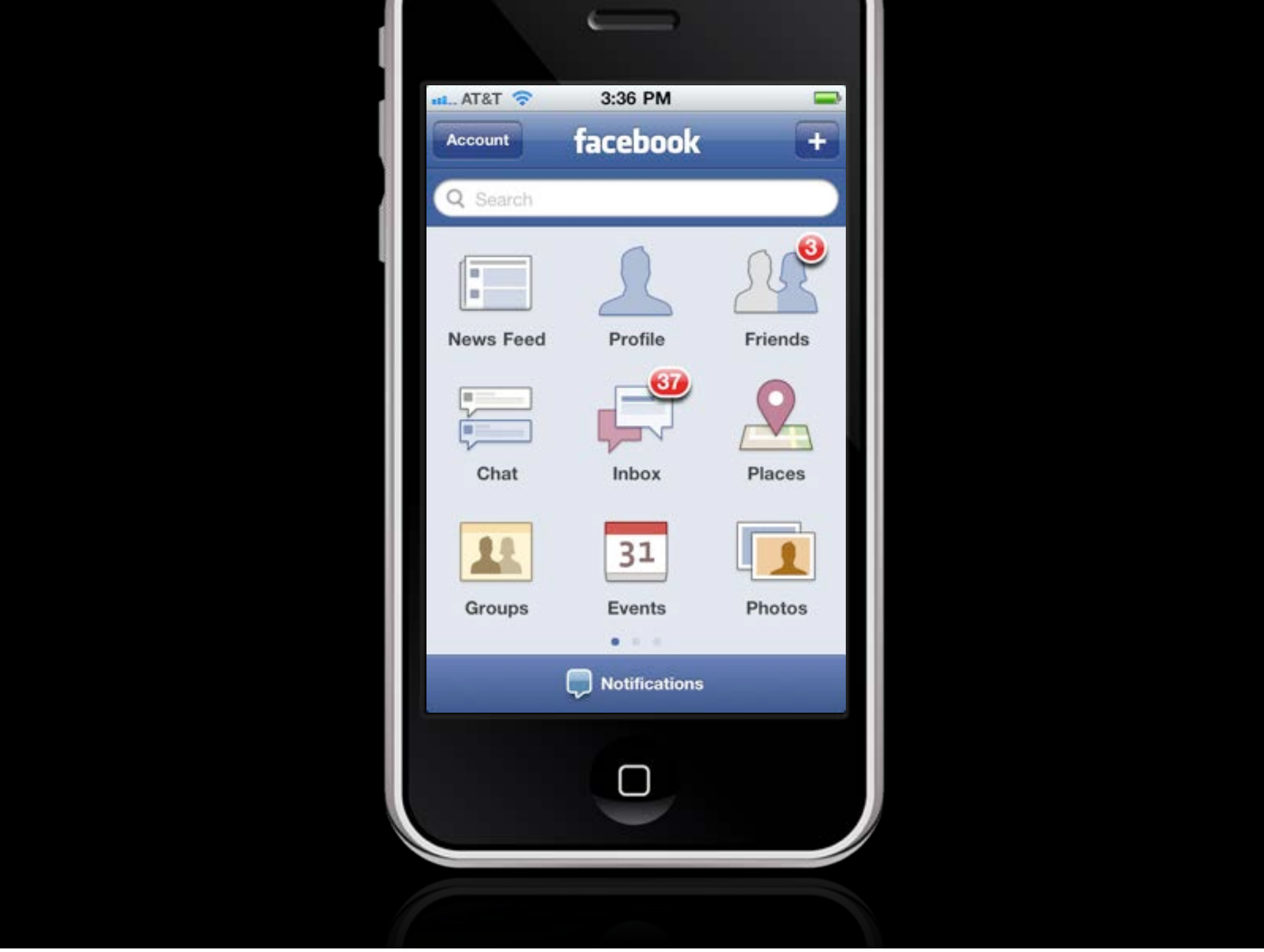

Umbrella: The Simplest Weather Forecast
“Will I need an umbrella today?”
I’m the perfect audience for this app.

But look: for some, maybe most, pic of umbrella won’t cut it.
Weather hugely complex.
Stepfather Ken want to be exposed to all its complexity.

For him, papering over that complexity is a fail.
He would find this condescending.

Managing complexity doesn’t always or even usually
mean stripping out features until the project is toothless.
Mobile doesn’t mean less, it doesn’t mean lite.

Facebook iPhone app v1 started with too few features and users hated it.
Without a minimum level of features and complexity, it just wasn’t facebook.




Facebook solved the complexity problem
by creating the illusion of “sub-apps”
with the dashboard grid.


This is the Accuweather.com iPad app,
but I'm not sure that it manages complexity in the right way.
First of all, scary.

But more important, jammed with information.
More than you need at any given time.
Don't make me scan all this data for what I'm looking for.
Instead, let me ask for it as I need it.

Manage complexity not by presenting it all at once,
but by managing it through give and take.


Accuweather.com.
Actually does a better job with complex information
in small screen of iPhone app instead of iPad app.

Dense info for the current moment

[next]
Oh baby… yeah… Now we're talking. Ken's in hog heaven.
I've got dew point, I've got humidity, barometric pressure.

Nice start:
But how to provide all of the day's detailed info?


Swipe at current conditions to move into future. [next]

Detailed conditions for 7am, and temps for later.
I ask app about 10am… by touching 10am!
Only when I ask for that info does it give it to me.
Question, answer. Ask, receive.

Requires more taps than just dumping all the data on you directly.
But each screen more digestible.
[slow] Again: clarity trumps density.

The web has given us a squeamishness about extra clicks.
In mobile: tap quality far important than tap quantity.
As long as each tap delivers satisfaction (example), extra taps are ok.
Again, it invites conversation, give and take.

With full, rich amount of conversation that you can get at and explore.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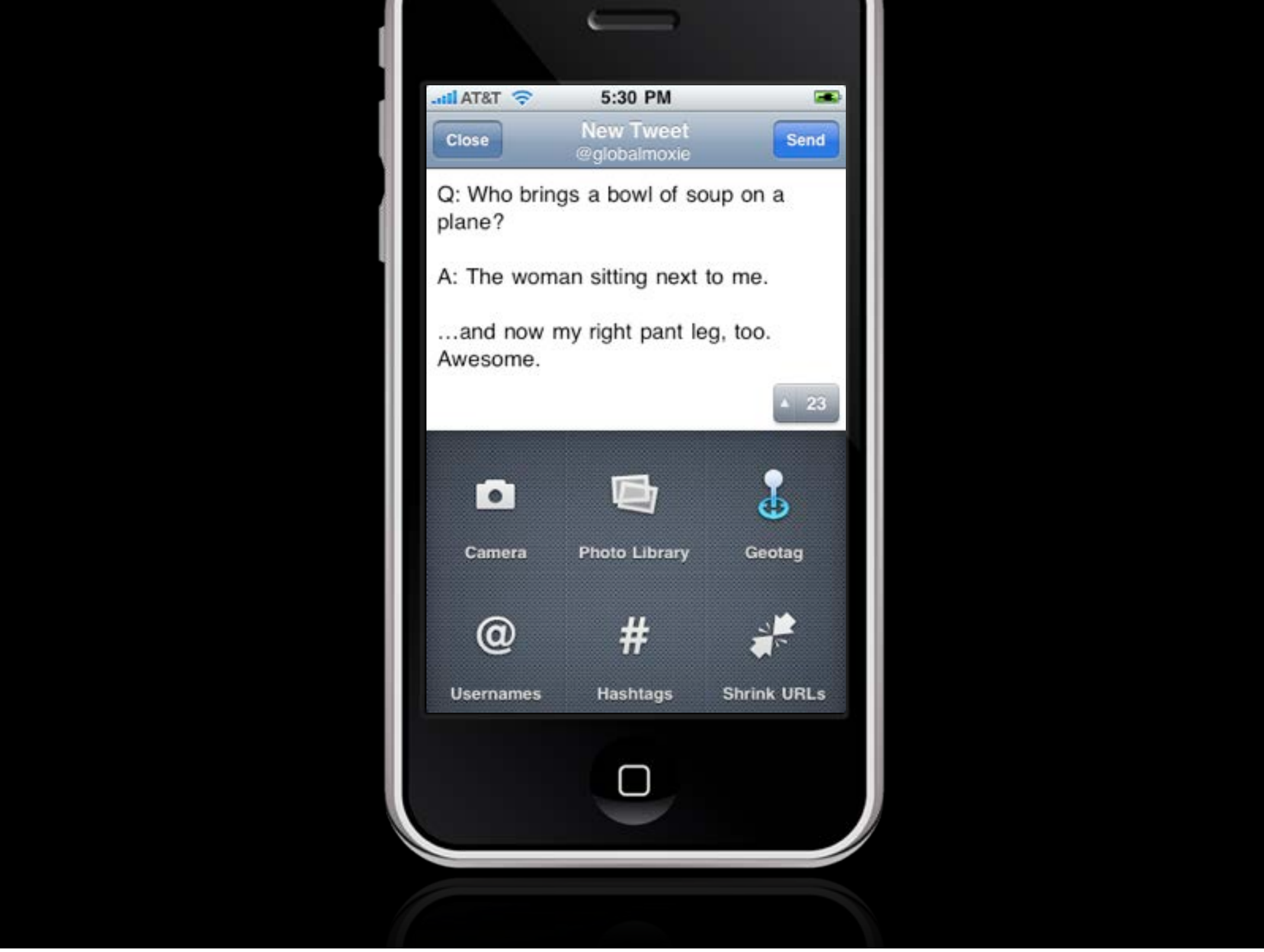



Tweetie, now the official Twitter app, solved this.

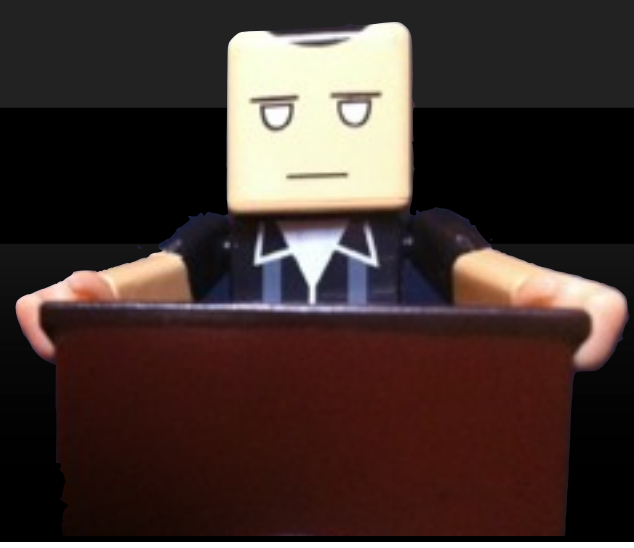
Put secondary tools and features behind a secret panel.

Trouble with secret panels is that they have to be discoverable.

Latch hidden in plain sight.
In recent releases, added animation hint.

Optimize each screen for the primary task.
Secondary tools and controls
behind hidden doors and secret panels.

# Mobile ≠ Less



So again, the idea is not to arbitrarily strip out features and content.
It’s a matter of organizing and prioritizing them.

In fact, rather than thinking that mobile means less...


The real question is: how can I do more?

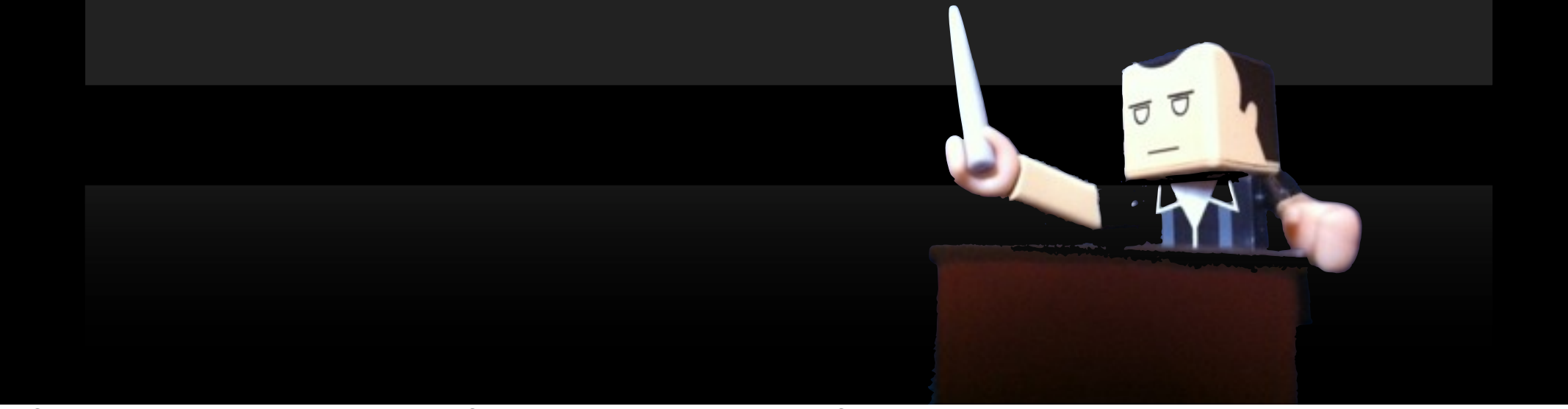
These devices can DO MORE than a desktop.
They have a camera, microphone, GPS, gyroscope, touch.
What are the opportunities that creates for subtle insights and new features?

This stuff gives your app or website superpowers.
Stop thinking about mobile CONTENT.
Stop thinking about what people won't want on mobile.
You'll be wrong.

Instead of mobile content: mobile devices, mobile capabilities.
What can you DO with that content?

Start with a basic website and then use feature sniffing to layer on mobile-only tools.
Touch interactions, location information, the camera.
Progressive enhancement for superpowered devices.

There’s no such thing as the mobile web.

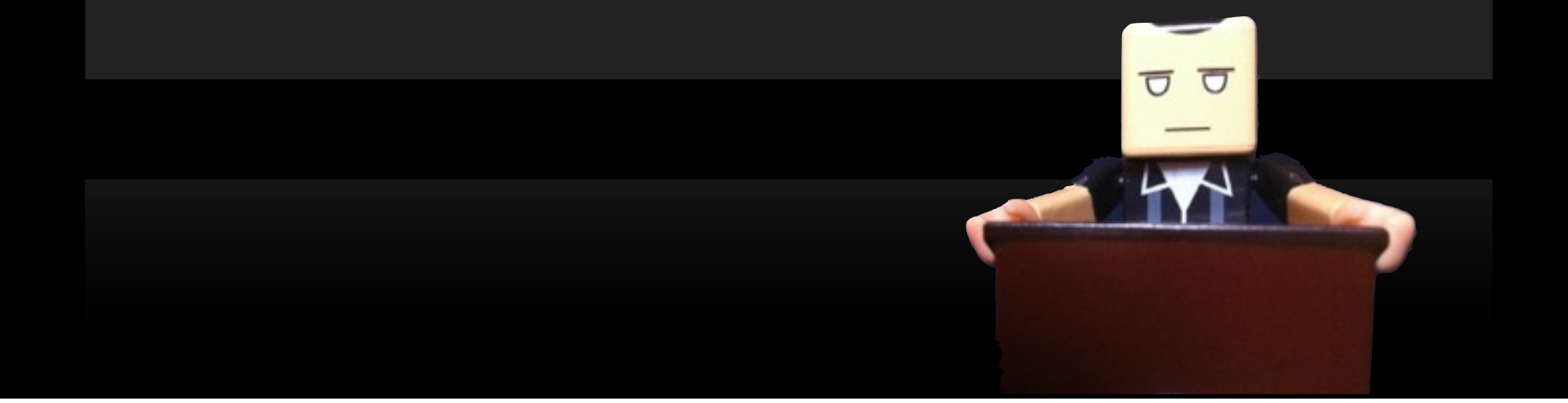


If we want to serve the same fundamental content or features to all devices,
just enhanced to suit specific devices,

that means we can’t think of different websites for different devices.

[slow]
Don’t think in terms of a mobile website.
Think instead: how is this single website experienced on mobile devices?

# One web



For most web experiences, this should be the goal.
A single website that happens to take into account what the specific device is capable of.

Build by thinking about progressive enhancement.
Serve a single html page to all devices and use media queries to provide design thinking for common sizes and formats.

Javascript feature sniffing to layer on new functionality:
GPS, touch, eventually camera accessibility.


I'm not going to go into all the hows and whys of how this works today.
Instead, I'll point you to a terrific book.

This gist:
Start with a flexible grid.
Apply flexible image sizes.
Use media queries to do design thinking for common device sizes.
Use JavaScript to detect features

The result: a site whose content/features available on all browsers.
Typically, with a site that is most fully featured on mobile devices,
even if its media are tuned for lower bandwidth.

[twitter]For most web experiences, single website for all devices should be goal.
@beep can help: http://j.mp/k7yC0D[/twitter]


So: thematically similar content and features across all devices.
That doesn't mean you should just throw the kitchen sink in there,
and put each and every thing in your mobile app.

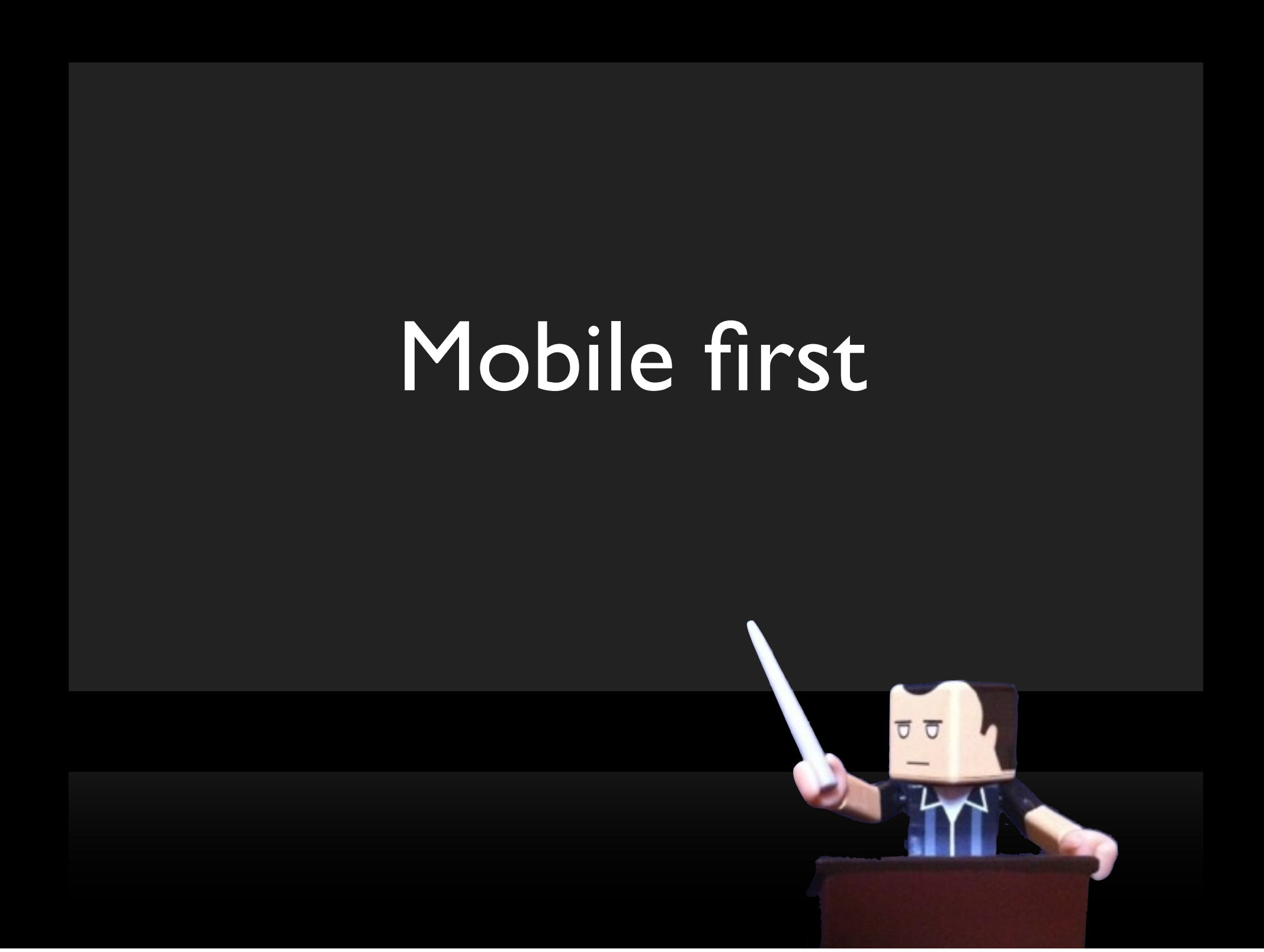
First, it's hard.
It's hard to elegantly fit lots of content and features into a small screen.
This business of uncomplicating complexity isn't easy.

But more important, all those content and features
may not be so important in the first place.

So wait? This sounds contradictory, right?
Mobile should do everything, but it shouldn't do everything?

Here's what I mean:
Your mobile site should probably have less stuff than your desktop site has now.
Not because it's mobile, but because your desktop site is full of crap.

# Mobile first

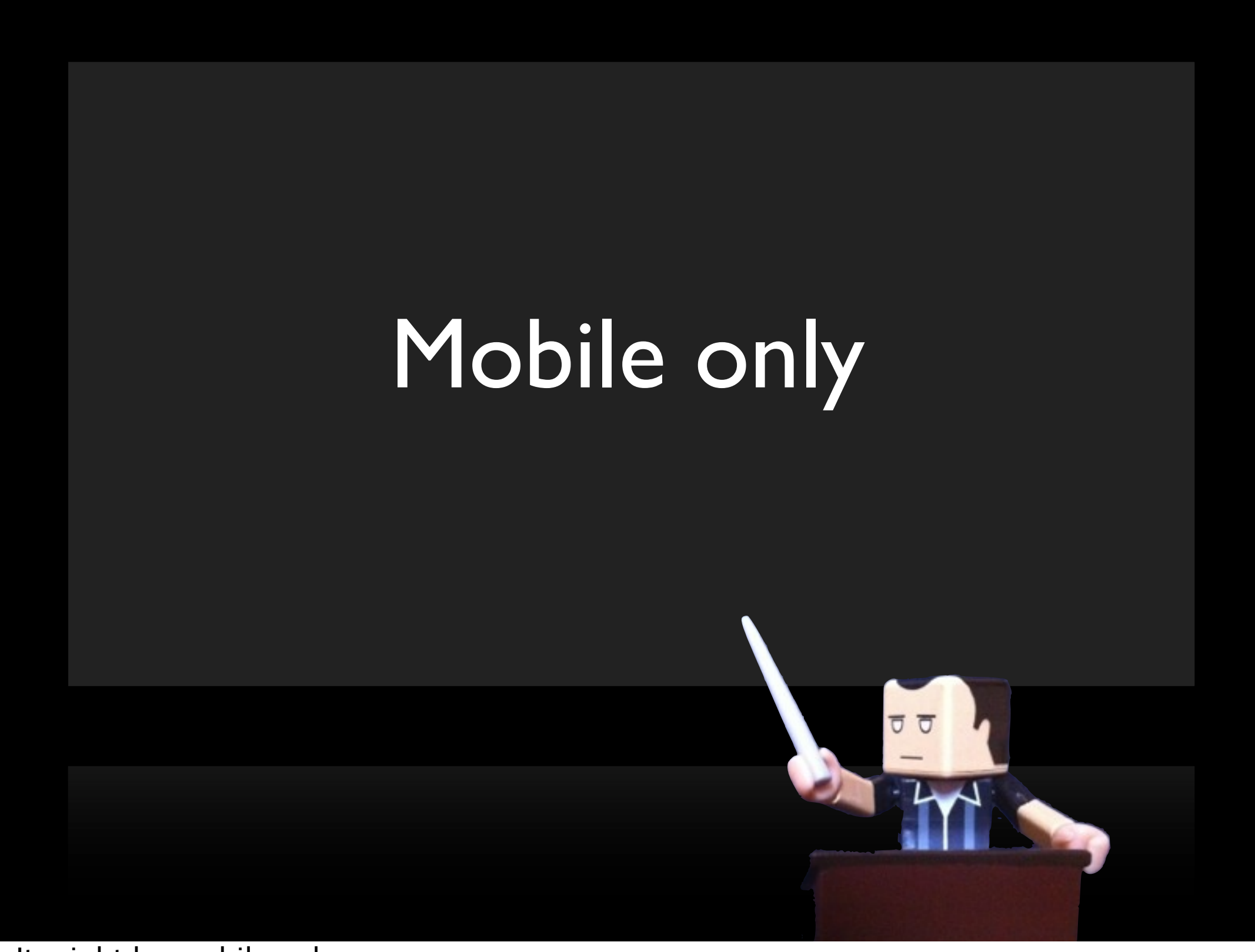


Luke W's mobile first mantra.
Start with small screen, use its constraints to create a filter to help decide:
man, can we really fit this stuff in there? is it worth it?

Start with mobile and then move to desktop after you've already done that hard work of figuring out whether it's really important to your users.

Be discerning.

In some cases, it may not be just mobile first...




It might be mobile only.
Features that apply only to mobile devices and their unique super powers of sensors, location, and portability.

So this is getting kind of complicated, right?
You might have some mobile-only features that desktop can’t support.
You might have some content that’s useful but not a top priority in mobile.
How do you prioritize these things?
How do you understand what’s likely to be most important to a mobile user?


Think of mobile as on the go, but it's not just that.
It's anywhere and everywhere: mobile is couch, kitchen, long airport layover.

If mobile doesn't just mean on the go, but anywhere and everywhere,
that's a tough scenario to design for.

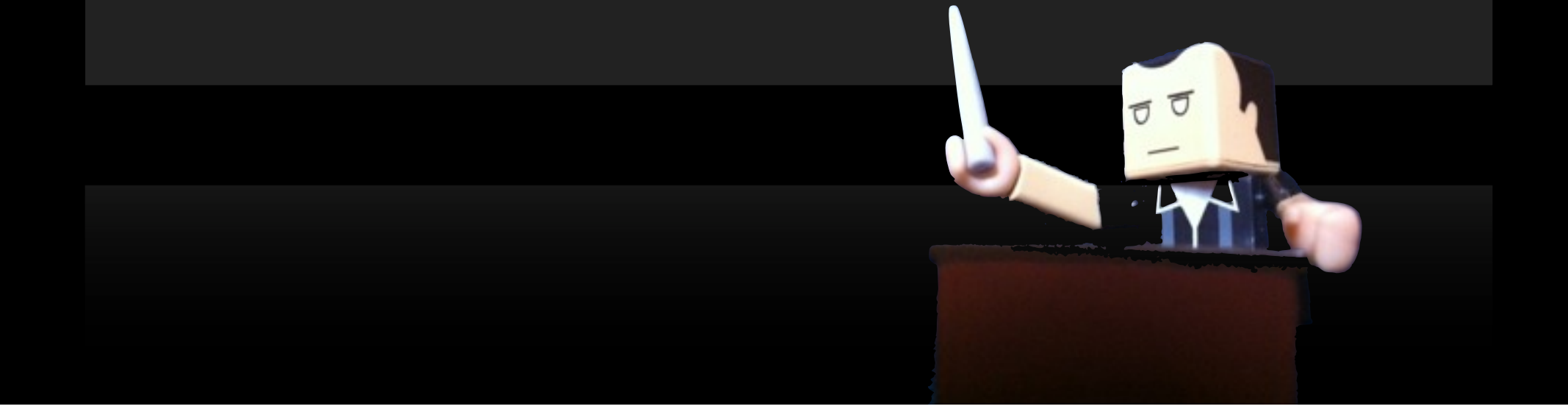
That suggests infinite variations and infinite priorities.
And of course that's impossible.

So we have to identify and emphasize the most common use cases for each device.
You can get your head around the most common use cases by turning to common mobile mindsets.

I’m micro-tasking.

I’m local.

I’m bored.

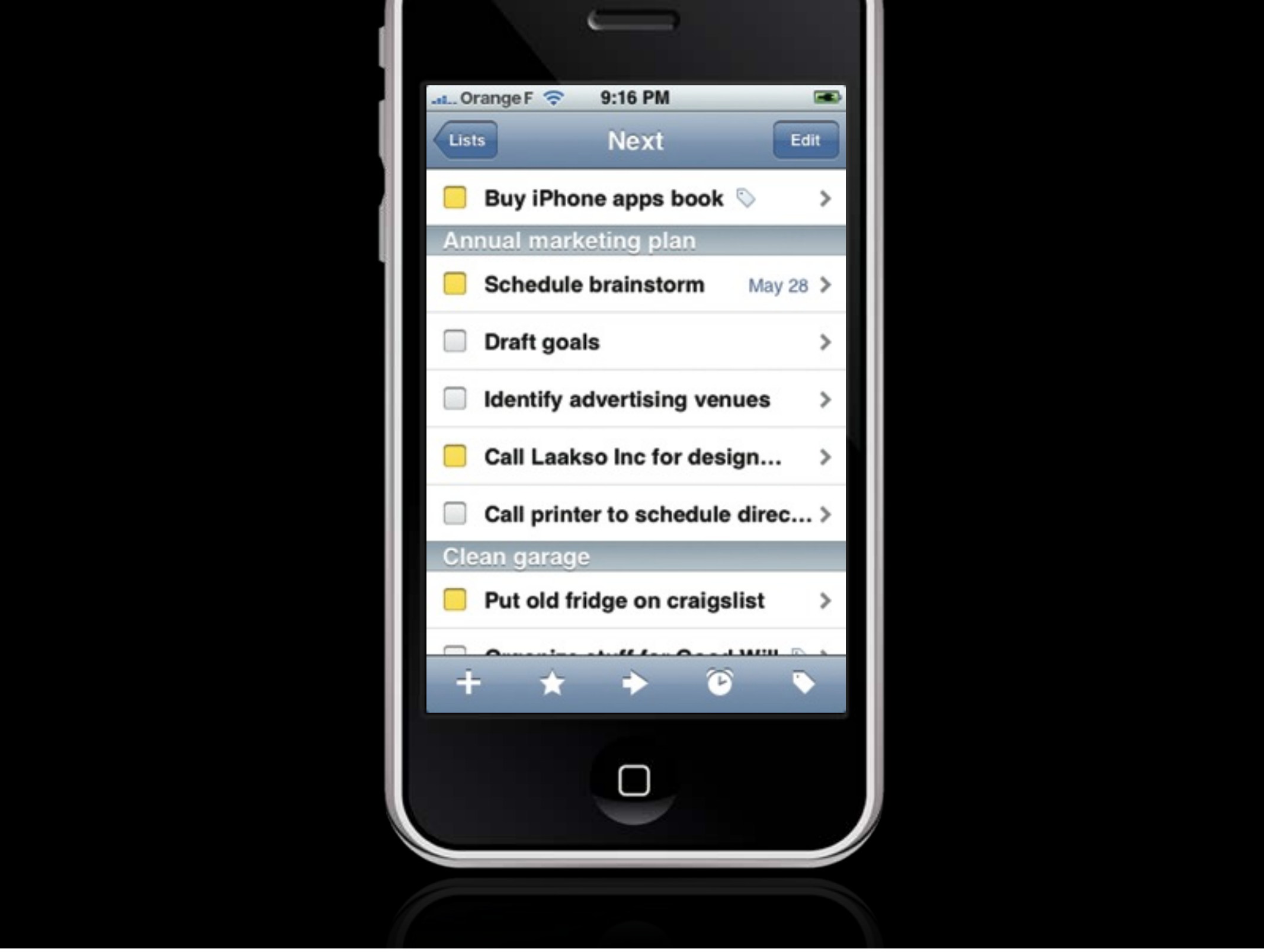


Here’s a framework I find useful.
By and large, we launch mobile apps in one of three mindsets.

Think of these as the REAL cultures of mobile use.
Let’s take them out one by one.

# I’m Micro-Tasking

Micro-tasking: Quick dashes of short tasks, get in and get out.
Device of convenience and context.
Wedge its use in between other activities.
Captures lost time. Grocery store lines, subway commutes.
Anticipate dashes and short sprint.
Identify recurring tasks, optimize for those tasks, then: polish, polish, polish




Things To-Do List
Optimized for adding to-dos and checking them off.

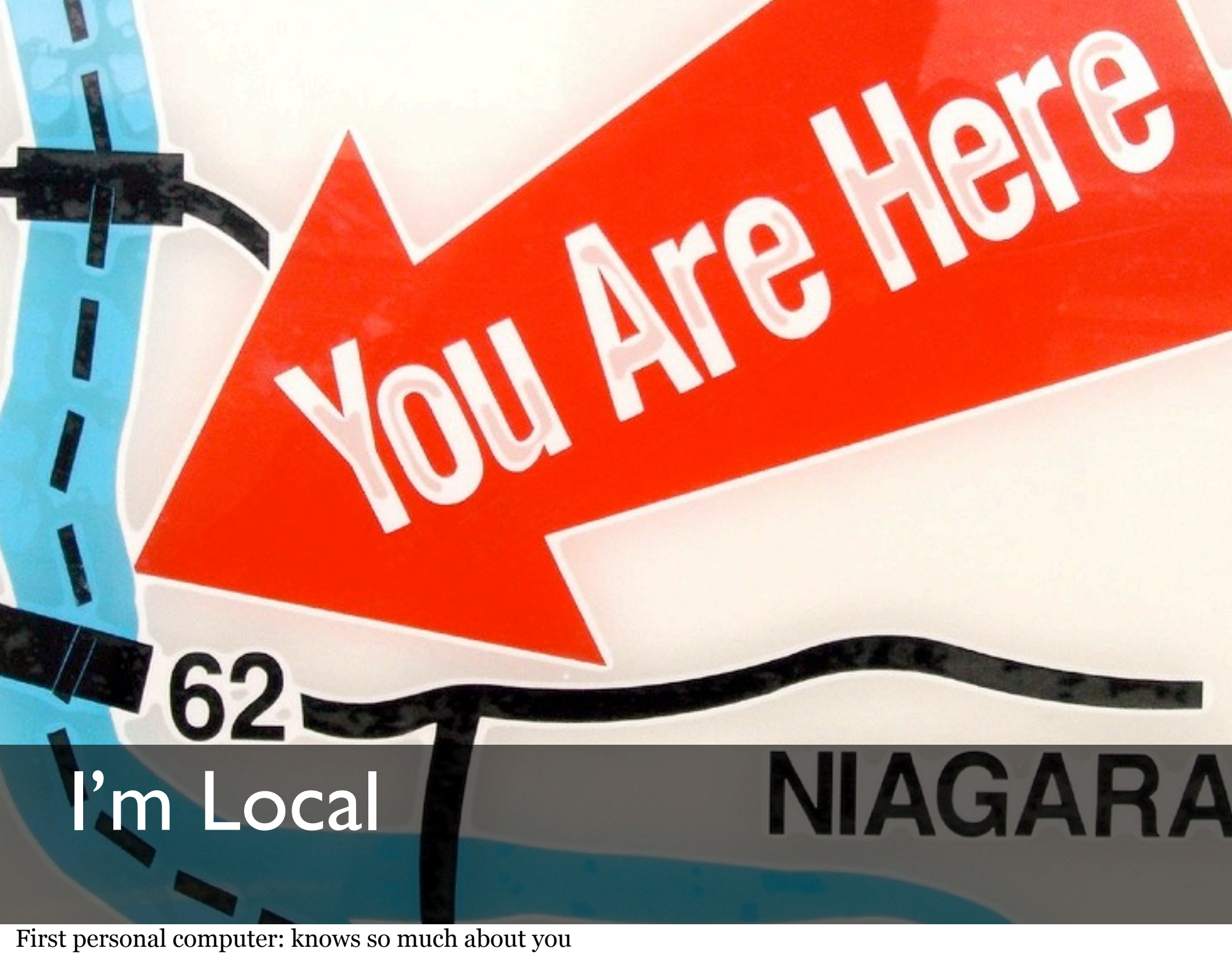
Add a to-do list by tapping that plus sign in lower left.

Every screen has it.
No matter where you are, one tap away from adding task

Mail app:
new message button on every screen

Identify primary tasks and optimize the hell out of em.

Constant presence of these controls important
but so is a call to action...




# I’m Local

First personal computer: knows so much about you
Sensors -- Sight, hearing, touch
Use sensors to give personal context to tasks and info

Maps are the obvious use.
Again, useful to think: am I going far enough?
How can I take this further?
Not just what’s around you but what’s in front of you.

Shopper

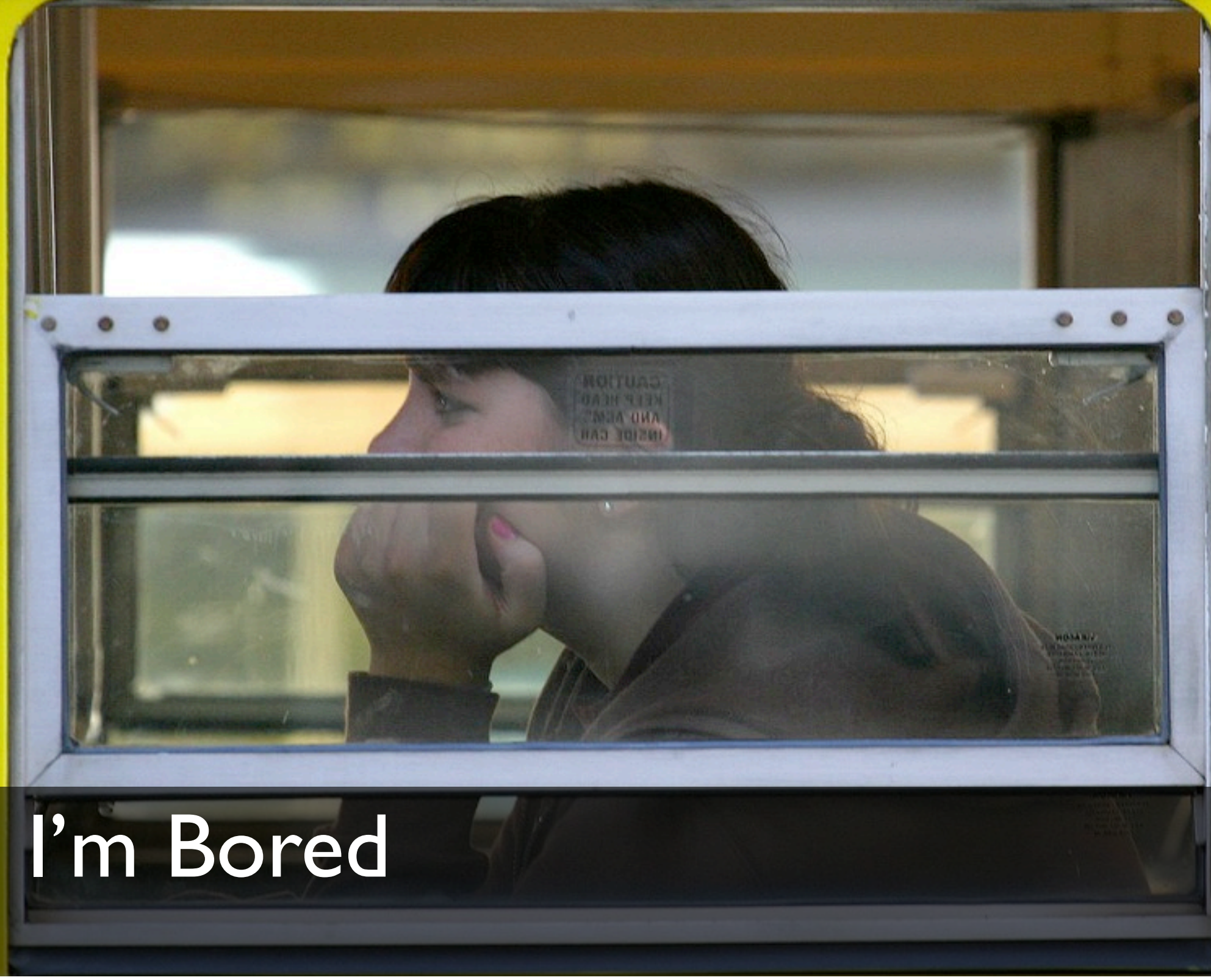
Word Lens

IntoNow

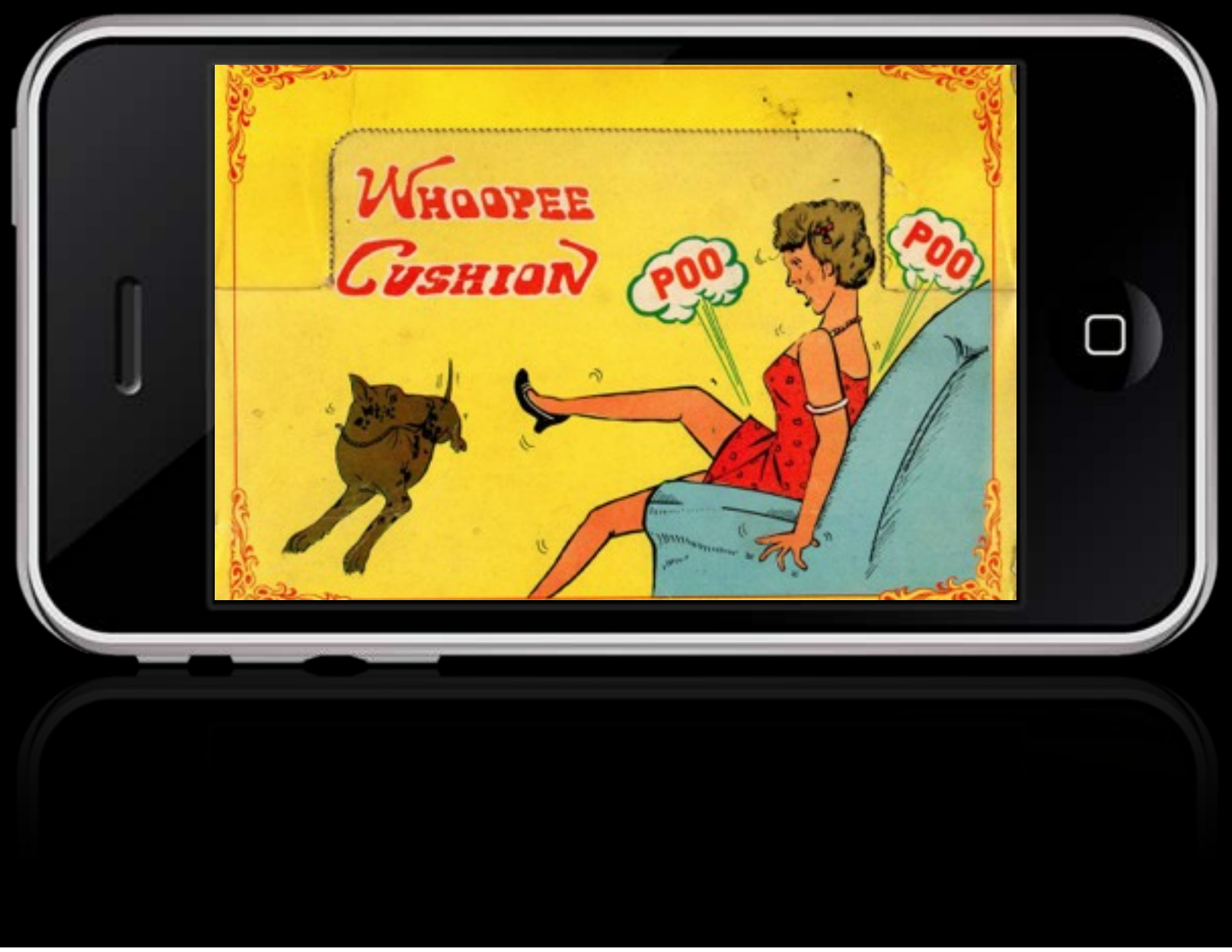
Not just what's near me
What's right in front of me?
Browsers don't yet have access to this stuff, but that's coming sooner or later.

Android 3 Honeycomb was supposed to have access to the camera for photos and video, sooner or later.

Use sensors: Add highly personal context to tasks/info




Nothing more tapworthy than helping someone survive dull-as-paste moment
Games most popular in app store.
iPhone great for this for same reason it’s great for micro-tasking: Always there
Video game, high literature, low humor




Make me laugh.
Boredom floats industry of moron tests & fart-sound apps
Full-fledged software genre
Software not just for work now: Want entertainment, distraction
That’s new for mainstream: software is content, not a tool.

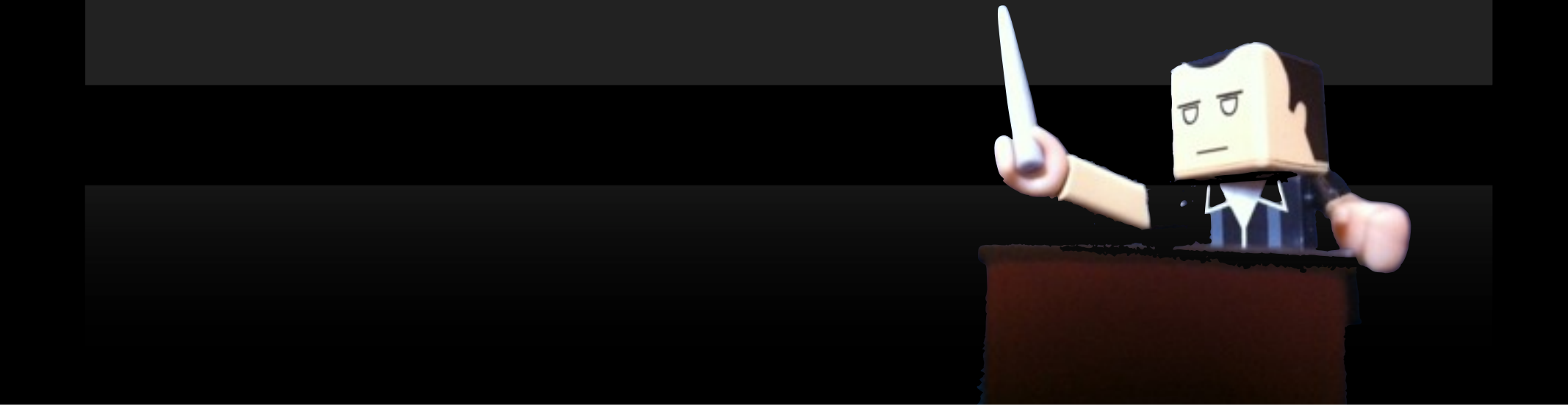

Workaday apps can meet this need, too.
Here RunKeeper (running/exercise journal)
and Lose It (calorie counter)

Novelty apps, games, books, news, youtube, twitter. All story.
Common thread: exploration.

Productivity apps great at providing exploration,
especially apps that collect personal data.
Where you've been, where going; Personal stats as video game
Explore our own personal history, video game for narcissists.

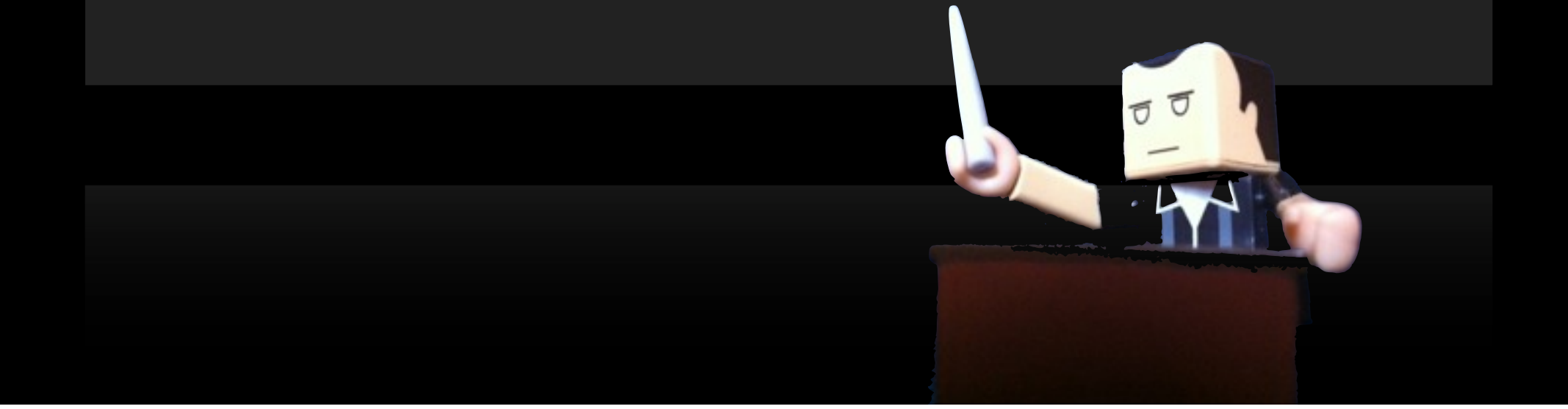
Not just micro-tasking… Create opportunities for leisurely crawl
Optimize for quick sprints but provide something to explore
Help people slow down.
Boredom buster

- ✓ Mobile ≠ less
- ✓ Complex ≠ complicated
- ✓ Narrow the focus on ALL versions
- ✓ Responsive web design for one web
- ✓ Optimize for micro-tasking
- ✓ Go local; sensors = super powers
- ✓ Create opportunities for exploration



Let me just pause to round up these big-picture concepts for creating great mobile experiences.

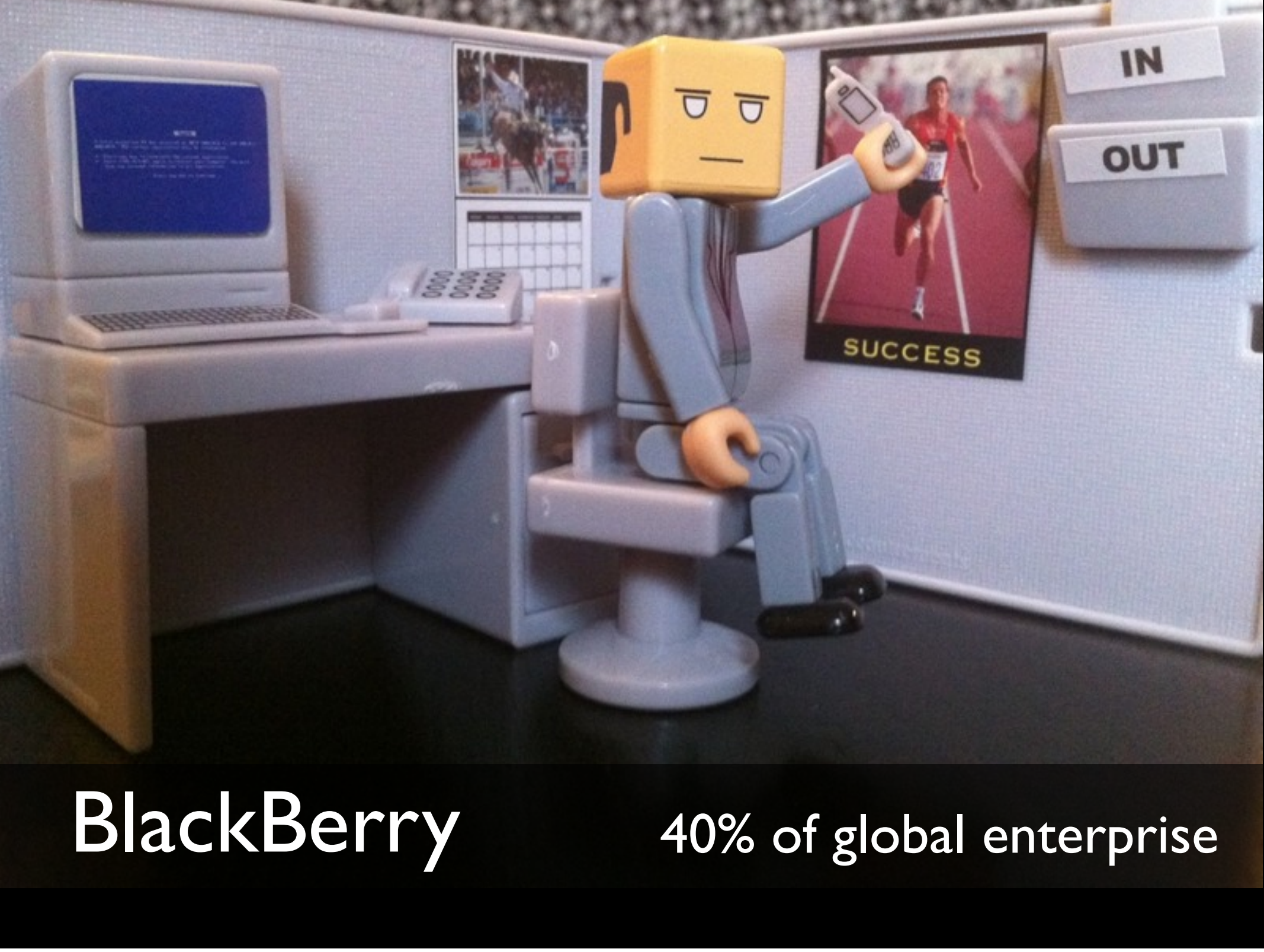
# The platforms and mobile culture



Those are some broad observations about mobile generally,
but it turns out that mindsets are different within the platforms themselves.
iPhone, Android, Windows Phone, Nokia.

Customers of each platform approach the mobile experience very differently,
and you need to consider those varying priorities as you identify YOUR mobile audience.

Do a quick survey of these platform cultures.
Understand what's different between developing services for iPhone vs Android, for example.




Wow, BB has 40% of the GLOBAL enterprise market.
Much higher in the US and in Europe, well over half.
If that's YOUR market, pay attention there.

As might expect, heavily text-centric culture.
Studies: far more email and texting than other devices.

But: Lower browsing activity. No wonder.
Miserable browser. JavaScript turned off.
Setting to turn it on is buried.

Situation's getting better, though, adopted WebKit browser in BB6.
More on WebKit in a bit.
For now, though, simply say: very text-driven culture.
Consider: how does your app fit into that culture


# iPhone: active lifestyle

By contrast. Incredibly active users, active browsers.
With iOS, including iPhone, iPad, iPod, over half of US mobile browser traffic,
despite much lower marketshare.

iPhone users are also the biggest buyers:
70% of eBay's mobile commerce comes from iPhone.
Just one company, sure, but...
eBay alone accounts for 1/4 of mobile e-commerce sales in US.

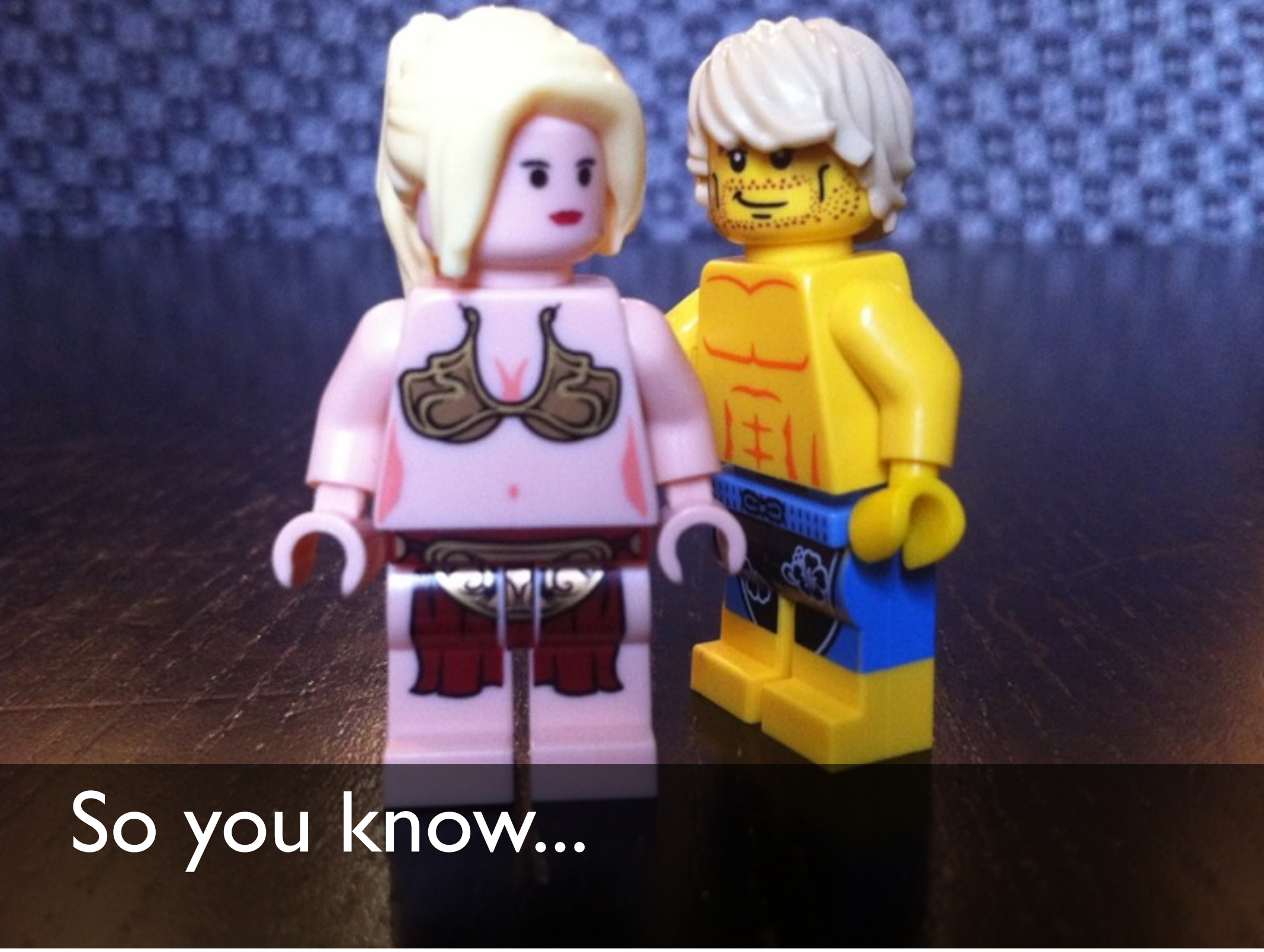
iOS users are more willing to buy.
When you look at the demographics makes sense...

Source:
ComScore re US traffic percentage:
http://www.comscore.com/Press_Events/Presentations_Whitepapers/2011/The_State_of_the_US_Mobile_Advertising_Industry
U.S. customers generated $850 million in sales in 2010 ($2billion worldwide)
Total was $3.4 billion (ABI Research)
http://mobile-financial.com/node/13353/eBay-hits-nearly-$2-billion-in-m-commerce-sales-worldwide-in-2010
http://www.pcworld.com/article/204970/ebay_bringing_mobile_apps_into_the_future.html
http://www.mobilecommercedaily.com/2010/09/29/ebay-ipad-users-spend-50pc-more-than-pc-web-users


# Older, wealthier, educated

iPhone skews older, wealthier, and more educated than Android.
Not surprising considering the higher typical cost of the devices.

But my favorite fact...

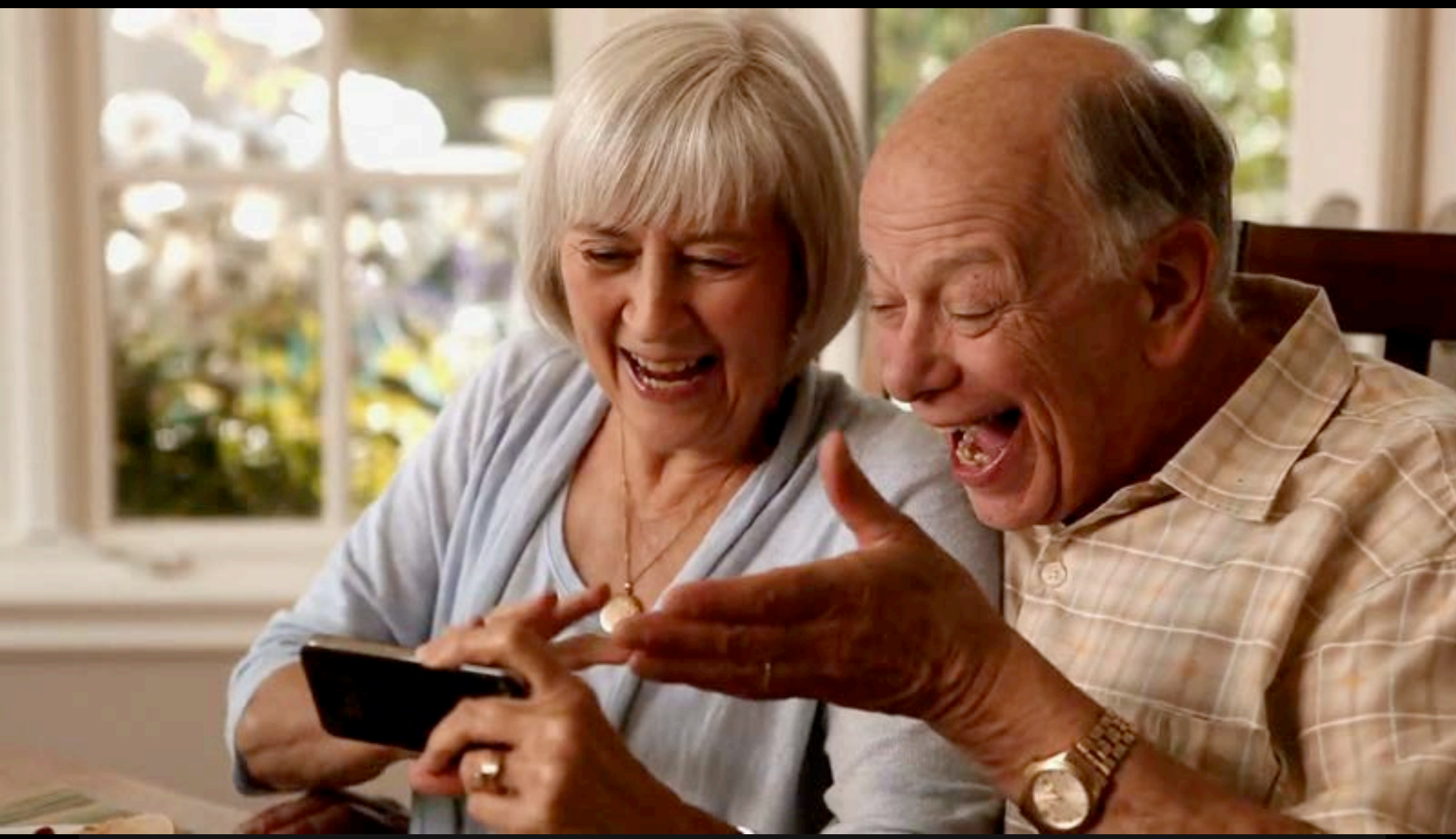


# So you know...

iPhone users also have more sex than other mobile users.

That’s according to a study by OKcupid, the dating site.
Apparently studied all their mobile traffic,
statistically significant difference.
Go older, educated, wealthy people!

[twitter]Fact: iPhone users have more sex than folks on other phone platforms. Hey, would stats lie? http://j.mp/pta5oA[/twitter]



Speaking of which... Can tell a lot about a culture by its ads.
Says who companies think their audience is,
shapes who buys the product going forward.

Marketing inventions, but give hints.
So I want to look at a couple of ads today to get a sense of personality.
Here's the ad Apple released right after iPhone 4 came out.

[view]
It's all about warmth, personal connection, emotion.
They're smiling at the device the whole time,
smiling at the person on the other side.
Device imbued with these personal connections.

Apple's marketing, design, and experience emphasize:
beauty, personal connection, polish, pleasure
human feeling, fun, even emotional

Emotional connection to hardware and software.
When a lot of people got their iPhones,
surprised by how personally attached they were
Not just to the phone but to the apps.
Suddenly apps were content, not just tools.

Entertainment & social connection
A new way to think about software.
Not only were phones accessories but apps, too.
Bag/desk

iPhone = heavy emotional connection and attachment
Apps as content, media, personal comm.

Compare that personality and message to this ad for Droid X.
Droid ads like a sci-fi horror movie.
Cold technology versus warmth of human connection.
Tools versus content.

# Android: it’s the technology.

Android emphasizes technology: tools and features.
It does MORE than other phones.
iOS emphasizes polish, refinement, friendliness
Android emphasizes its tools, customization.
It’s YOUR phone. It’s your arm!

Experimentation. Cutting edge also means rough edges.
It’s not always the most comfortable experience.
Feature count and flexibility at expense of polish.

Android users would welcome improved user exp,
but it's not highest priority for them or the platform.


# Android skews techy.

Best suited for technically proficient high-end users
who don't mind tinkering to get past hiccups.

Nielsen: Android users customize phones more than others.
Lead iPhone in ringtones, wallpaper, picture downloads.

Also more popular for straight communication:
More text and instant messaging than iPhone.

Curious:
Fewer app and game downloads than on iPhone;
Again, iPhone users see apps as content. iPhone is a content/media device.
Likely related to superior app store.

# Android skews younger.

Android tends to be slightly younger
In part, because phones often cheaper.

While it has lots of rough edges, it's a "good enough" phone.
Inexpensive, widely available.
Great recipe for spreading far and wide.

Designed for geeks, by geeks.
But because of its price, also getting into the hands of regular, ungeeky folks,
A little bit of a disconnect, causing some worrying trouble.

Need threshold know-how to stay out of trouble on the device.
It's no accident that antivirus software starting to come out for Android.
We'll see how it develops.

# Windows Mobile

Ohhh!! Poor Windows Mobile.

Windows Mobile used to dominate market,
along with Symbian.

It's been moribund for years,
despite half-hearted efforts to bring it to life.
Microsoft just couldn't get it together,
caught flat-footed by iPhone and Android.

But Microsoft finally brought us something new late last year.
They're trying to work a spiffy transformation.

# Windows Phone 7

Windows Phone 7 has a whole new look
with the classy UI design language they're calling Metro
Very interesting ideas that is, as its name suggests, urban and modern.

# Windows Phone 7 personas

Design team focused on a very specific persona:
young socially active couple or family.
geographically mobile
active life, juggling lots of people and media.

aiming for a very personal experience
that helps you make connections among people/events in your life.
Social media plugged into everything.

Highly customizable, a phone that looks and feels like yours.
Merges personality traits from both Android and iPhone:
About personal connection like Apple,
but also about personalization like Android.
Make the phone yours.

My point:
No matter what technology you use to build,
be aware that platforms and their users have different priorities.
Think about those priorities as you go to design for them.
Even tweak slightly for different contexts.

# Yes, we have no apps.

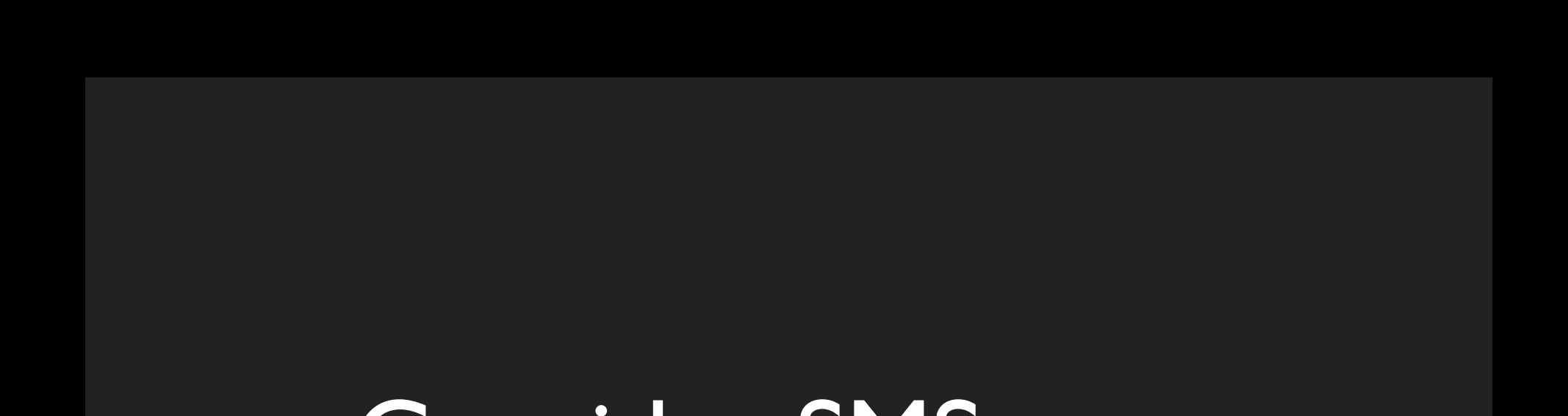
There's also this guy. It's worth remembering that we only 1/3 of Americans have smartphones.
2/3 still sitting this out. No web, no apps.

Compare that to text messages.
3/4 US adult cell phone users send & receive text messages
87% of teen cell users text.

At this moment, ours is a text culture more than an app or web culture.
That's changing, web and app use growing fast.
But that's the reality of our moment now.

So sometimes, it may make sense to think smaller.

# Consider SMS apps



Fancy mobile apps—whether web or native—aren't always the answer.

Simplest solution almost always best.
I love the new. I love where mobile tech is headed.
But let's not forget the tried and true. Text works.

Face cremes.

Approaching 20% response rate.

Whether website, app, or text service:
what's the minimum I need to give my audience to let them accomplish their goal?
Sometimes low-tech, small solutions are best.


# This is only the beginning.

But look, high tech or low tech, we have all these cultures, all these devices.
For iPhone, for iPad, for web, for desktop apps, for Android, for SMS.

Thrilling but overwhelming time for all of us right now.
Avalanche. We've been taking them head-on, one at a time.
Android, iPad, Windows Phone, mobile website.

This seems a little scary right now, right?
Friends, just beginning. It's only going to get worse.

More and more screens of all sizes.
Devices whose form just won't fit our print designs.
Devices without screens at all. How do we prepare for THAT?

Step back from that whirlwind for a moment,
stop thinking so much about individual platforms,
Stop focusing so much on APPS or WEBSITES.

If you're going to deliver rich, complex experiences to all these contexts,
you have to start with your CONTENT.

Look across the entire range of devices and interfaces,
and seek out the commonalities.
What's range of service you want to offer.

[next]
Floating above all these cultures, tying them together,
is you, your company, your goals, your service.
And that's embodied digitally by your API.


# The API runs the show

THIS is the real winner. Not web apps or native apps or 1 platform.
The big boy in the room is thinking about your interfaces
as a spectrum of apps that plug into a single wellspring
of service.

Build a common back end that can serve all of these interfaces,
that lets you turn and pivot to each culture,
to each technology, to each device.

So:

What are the digital services and information that you provide?
Who are you? Who are your customers? What do you provide for them?

The future is all about
the database, the CMS, the API

(Say, anybody here know about that stuff?)

Do you get what I’m saying here?

Not mobile first, not desktop first. Content and API first.

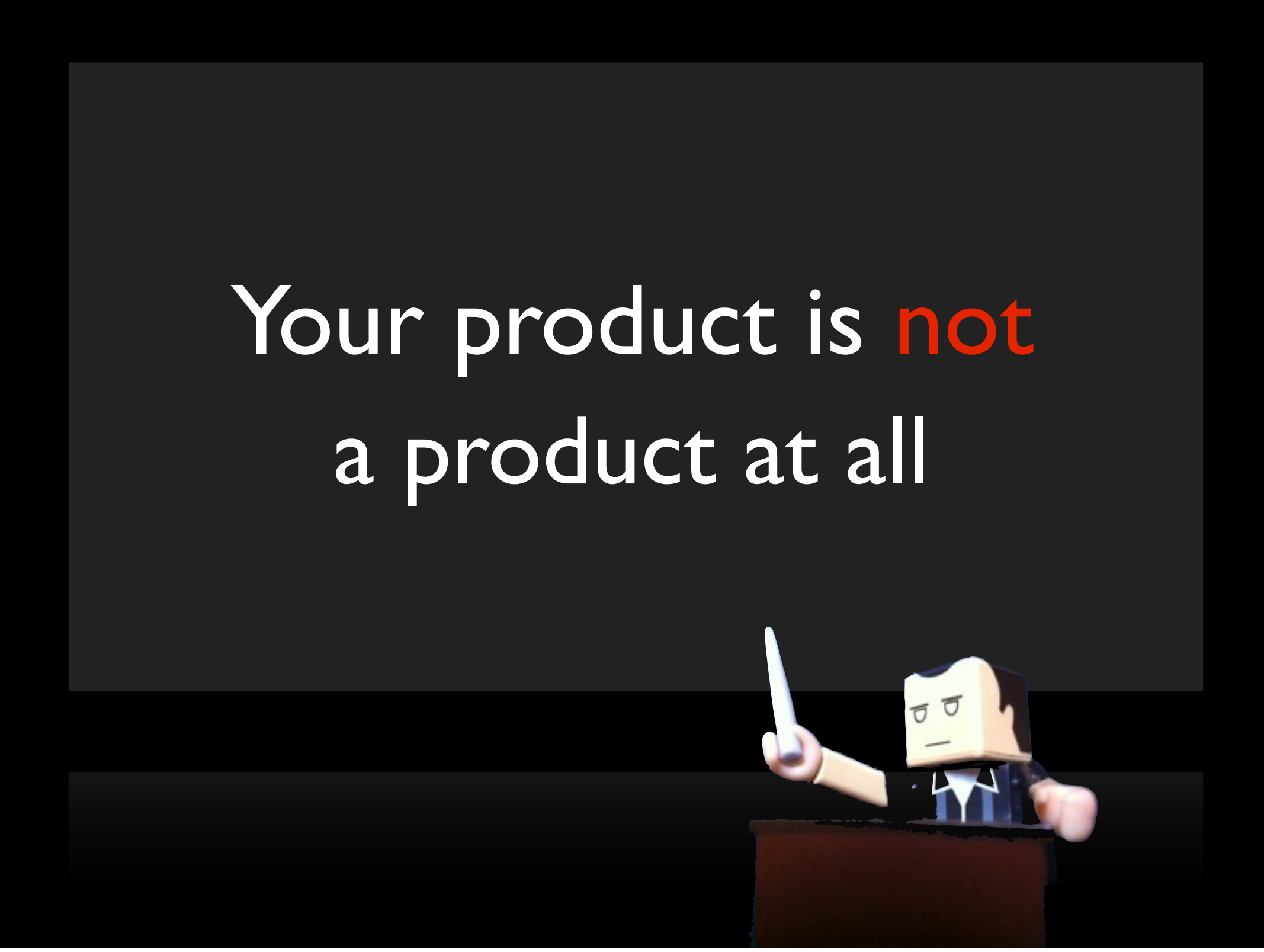

See, your product isn't really a product at all.
[next]
Your product is something called content. It's a service.
The rest are all just containers.

At any moment, we tend to focus on a single container: an app, a website
And that's what we're all running after in a panic right now, right?
Gotta have an app! Gotta get on tablets. Gotta have that mobile website!

[slow] But an app is not a strategy. It's just an app.

Stop focusing so much on APPS. Not sustainable. Won't keep up.
Can't do pixel-perfect for EVERY point content touches reader.

Pull back from obsession w/presentation. Have to start w/CONTENT.
Have to accept that your content will have to take many forms.

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Pull back from obsession w/presentation. Have to start w/CONTENT.
Have to accept that your content will have to take many forms.

I’ll turn now to the famous content strategist and UX designer Bruce Lee.

“You put water into a cup,
it becomes the cup.

You put water into a bottle,
it becomes the bottle.

You put it in a teapot,
it becomes the teapot.”

# Content like water

"Empty your mind.
Be formless, shapeless,
like water."

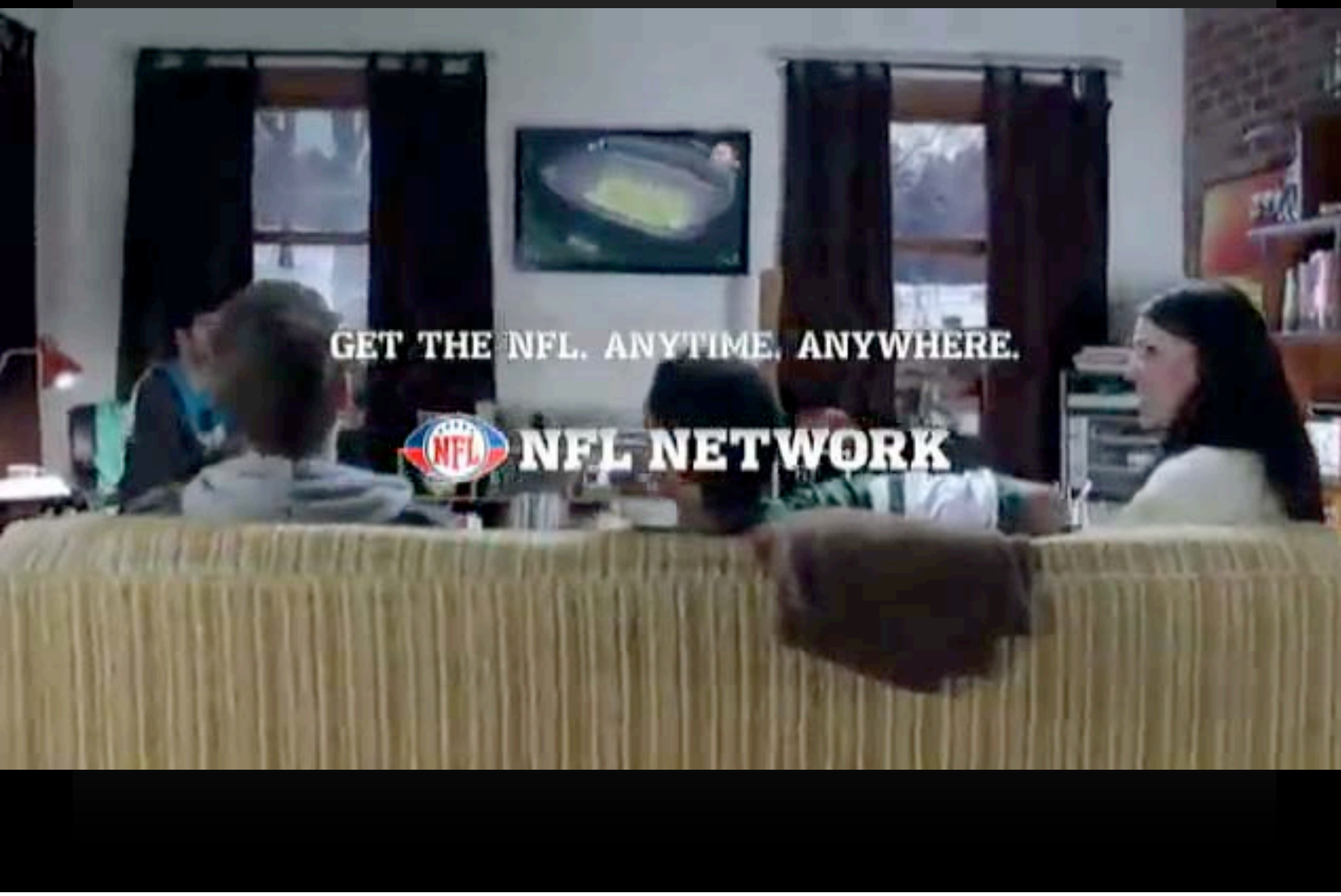
Content like water. Content's going to take many forms,
flow into many different containers,
many of which we haven't even imagined yet.

Build common back end to serve ANY interface.
Stop thinking app, start thinking flexible content.

Came out of 90s with data locked up in legacy systems.
Now turning out of early web era with data locked up in web CMS.
Content that's stored as HTML. Big unstructured blobs of data.

CMS has to be agnostic about these platform machinations.
Important design work to be done behind the scenes on CMS.

Need clean content repositories & APIs to deliver
more neutrally formatted content to be displayed on any device.
Even devices we haven't imagined yet.




There’s a growing mainstream expectation that you can simply get all your content from any device.
We expect content to flow seamlessly, follow us throughout the day.

This ad for NFL.com, crisp illustration of that shift.
[play]

We access the same content across multiple devices.
Phones, PCs, tablets, X-boxes, tv boxes

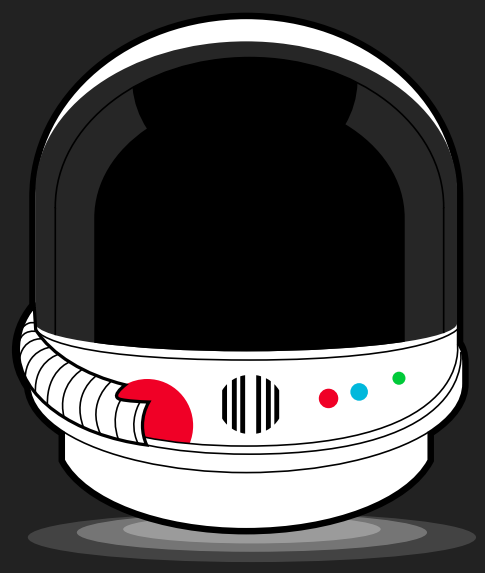
Kindle and Netflix
That expectation is going to spread to even the most modest apps.
I want my stuff everywhere.

[twitter]NFL.com’s crisp illustration of mainstream expectation that content will flow from device to device: http://j.mp/nkrn7f[/twitter]

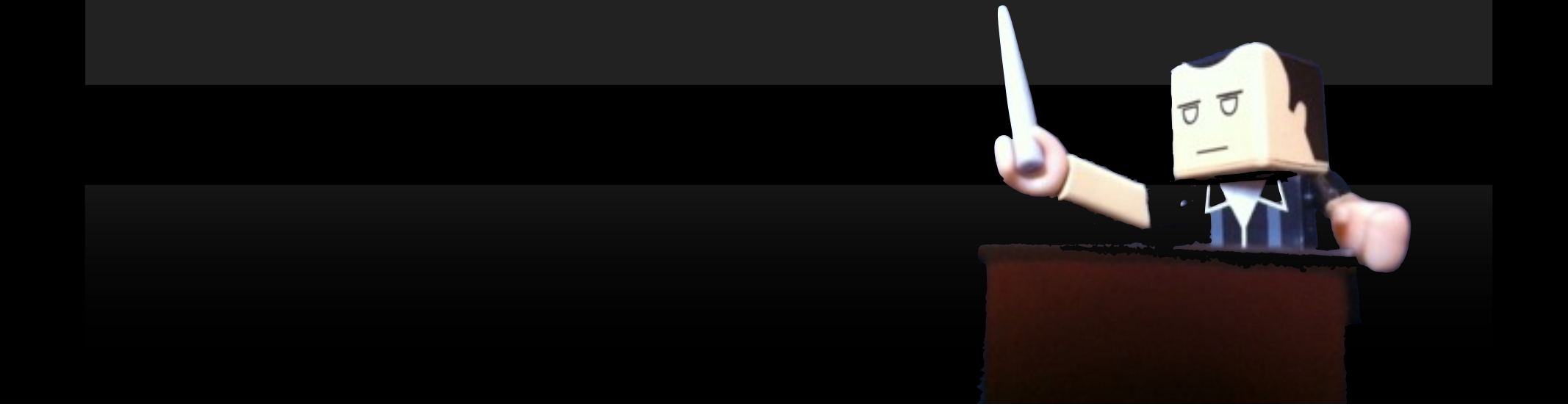

That means we’re all cloud developers.
I don’t care how you build it—native app or web app or both:
[slow]just about every app should be a web client of some kind.

Our future is one of many, many thin clients talking to smart web services.
Clients should all be tailored to individual devices—their cultures, contexts, form factors.

But they’ll all be web clients, talking to the cloud.
Doesn’t matter if cloud accessed via the browser or a native app.
They’re all talking to the web.
We have to do thoughtful design of the back end services that will power all these devices.



http://futurefriend.ly



As I said, devices & interfaces we haven't even imagined.
Can't know the future, so can't be future-proof.
But we CAN be future-friendly.

Future Friendly is a resource for big-picture considerations
for managing and escaping this app-centric thinking.

Biggest lesson there, strange thing for a designer to say:
don't try to control form of your content in each and every context.
You won't be able to keep up. You can't scale.

Instead, help organization to create well structured content.
Build APIs that can send this content to any device context.
This is good business sense—will create value, save money—
but also good creative sense.

[twitter]A future-friendly approach to serving a sea of connected devices:
http://futurefriend.ly/[/twitter]


This is a quote from an extremely bright 18-year old designer Ethan Resnick.

What he means: structure your content well,
you’ll give yourself more creative control in this exciting,
dizzying world of connected devices.

You’ll have the hooks and flexibility you need to:
-- put content where you want it,
-- style it how you want it,
-- in ways that are appropriate to the device.

The real win...
for business value,
for creative control,
for empowering readers,

is actually in creating content strategies and design strategies
that are not so tied to any single presentation.

Because it’s not your app strategy,
or your desktop strategy,
or your web strategy.
or your mobile strategy.


Who are you to your customers?
What do you do for them?
How can you embody that digitally
and provide that service or information wherever they might need it?

This may seem really scary right now.
No way to keep up with all of these devices and platforms.
But this is only the beginning.

So we have to stop thinking so rigidly about these separate independent channels.
Start thinking of them as a spectrum across which our content flows seamlessly.

There’s no single mobile context or culture, no single mobile platform.
We as consumers know this. So let’s be sure we do the same as designers.

We are inundated by screens, a rain of little glowing rectangles.
That’s not going to change, so we can’t sweat it.
This is simply the environment we work in now.
So accept it, understand it, know that we have to give up some control.

And then we’ll go kick some ass.

- ✓ Know your customers
- ✓ Know what devices they use
- ✓ Know how they use them
- ✓ Think customers, not technology
- ✓ API first: think service, not app


I love you guys.
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