Best Practices for Mobile Outputs

Nicky Bleiel
Lead Information Developer
ComponentOne Doc-To-Help

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Wiesbaden, Germany
• 17+ years of experience as a technical communicator.
• Vice President, STC
• Written and designed documentation for software products in the documentation, media, industrial automation, simulation, and pharmaceutical industries.
• Speaker at STC, WritersUA, tcworld, LavaCon, and CIDM on a variety of topics.
• Technical Writing Instructor, Community College of Allegheny County
• www.nickybleiel.com
What We Will Cover

• What is Mobile Help?
• Trends
• Mobile environment
• Single Sourcing Tips and Best Practices
• Examples
Mobile Help can be many things.

- **Standalone Help System**
- Information integrated into the UI of the device
- Overlays
We will discuss...

- Best practices for single-sourcing to Mobile Help.
- Other uses for Mobile Help systems.
From One to Many

Content

- Browser-based Help
- Manual
- Mobile Help
- EPUB
- Etc ...
Mobile Trends
Subscriber Trends

Number of subscribers

• End of 2011: 6 billion — that’s 87% of the world population.

vs.

• 2009: 4.7 billion

Global Mobile Statistics 2012
On the business side:

• 43% percent of businesses are planning to increase their mobile use in the future.

• By 2015, an estimated half of all devices on corporate networks will be mobile devices.

(gigaom.com)

The Enterprise Mobile Explosion
Internationally:

- Growth rate of iOS and Android device adoption faster than any consumer technology in history

**Device Trends**

**Countries with Greatest Number of Active iOS & Android Devices (millions)**

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>165</td>
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<tr>
<td>China</td>
<td>128</td>
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<td>Spain</td>
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<tr>
<td>Brazil</td>
<td>13</td>
</tr>
</tbody>
</table>

Source: Flurry Analytics, Active Devices during July 2012

**Mobile Device Adoption Explodes Internationally**
Mobile Environment
Screen Resolution ...

The most common, in pixels.

In mobile, “resolution” is often used instead of “dimensions”.

http://webdev-il.blogspot.com/2011/03/web-design-for-mobile-screen-sizes.html
• Screen size is measured diagonally in inches.

http://www.onbile.com/info/mobile-screen-sizes/
.. vs. the Viewport

The rectangular area viewable on the screen.

http://webdev-il.blogspot.com/2011/04/mobile-web-design-viewport-size-vs.html
Top Mobile OSSs

StatCounter Global Stats
Top 8 Mobile Operating Systems from Oct 2011 to Sep 2012

Android
iOS
SymbianOS
Series 40
Samsung
BlackBerry OS
Unknown
Sony Ericsson
Other

http://gs.statcounter.com/#mobile_os-ww-monthly-201110-201209-bar
Top Mobile Browsers

StatCounter Global Stats
Top 9 Mobile Browsers from Oct 2011 to Sep 2012

- Android
- Opera
- iPhone
- Nokia
- UC Browser
- BlackBerry
- iPod Touch
- NetFront
- Dolphin
- Other

http://gs.statcounter.com/#mobile_browser-ww-monthly-201110-201209-bar
A Note About Navigation...

http://developer.android.com/design/patterns/navigation.html
Options
Welcome to the "Brew Crew Answer Station" — all the information you need to service our customers.

Website: [http://www.dabrewcrew.com](http://www.dabrewcrew.com)
Twitter: @BrewCrewCoffee
Facebook: [www.facebook.com/brewcrewcoffee](http://www.facebook.com/brewcrewcoffee)

Contact Steve Schnakenberg in the Pittsburgh office if you have a suggestion for improving the "Answer Station."

Related Info:
- Contacts: Pittsburgh, PA
- Contacts: Morgantown, WV
- Social Media
- Product Lines
- Clients & Schedule: Pittsburgh
- Clients & Schedule: Morgantown
- Coffee Machines
- Special Promotions
Many apps/mobile sites look like standalone Mobile Help.

Motorola Razr Mobile Help

<table>
<thead>
<tr>
<th>Tours</th>
<th>Manual</th>
<th>Tips</th>
<th>Support</th>
</tr>
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<tbody>
<tr>
<td>Let's go</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Control</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Home screen</td>
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<tr>
<td>Apps &amp; updates</td>
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<td>Calls</td>
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<td>Contacts</td>
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<td>Messages</td>
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<td>Text entry</td>
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<td>Social networking</td>
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<td>Tips &amp; tricks</td>
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<td>Digital living</td>
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<tr>
<td>Photos &amp; videos</td>
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**Quick start: Home screen**

The home screen gives you all your latest information in one place. It’s what you see when you turn on your smartphone or touch Home ( ).

- **Status Bar**
- **Notifications**
  - Drag this bar down to see details.
- **Widget**
  - Flick left or right to see more panels of shortcuts & widgets.
- **Favorites Tray**
  - Touch Apps ( ) to see all your apps & widgets.
- **Shortcuts**
  - Touch to open.

**Note:** Your home screen might look a little different.
Sleep/Wake button

When you’re not using iPhone, you can lock it to turn off the display and save the battery.

Lock iPhone: Press the Sleep/Wake button.

When iPhone is locked, nothing happens if you touch the screen. iPhone can still receive calls, text messages, and other updates. You can also:

- Listen to music
- Adjust the volume
- Use the center button on your headset to take calls or listen to music
Some options besides “Help”:

- Field service team
- Tourism resources
Example Mobile Projects

• “Brew Crew Answer Station”: knowledgebase for a service team
• “Pittsburgh Fun”: tourism resource
• “Peeved Penguins”: Help for the fictional game
• Can you think of other ways to use Mobile Help?
EPUB v. Mobile Help

EPUBs can be read on Mobile devices, but Mobile Help is:

- Easier to navigate
- Easier/more robust search
- All-in-one pane design
- A “help” experience, not a “book” experience
Tips and Best Practices
Generic Mobile Persona

Start here, make more specific with scenarios:

• Often distracted
• Using one hand
• “Fat finger”
• Using device in varying situations
• Want fast load times
• If they think something is broken, they will quit and move on to something else
General Best Practices

- Keep it simple and prioritize content
- Use vertical navigation
- Be concise
- Page size matters

From [http://socialmedia.biz/2012/05/31/10-best-practices-for-your-mobile-website/](http://socialmedia.biz/2012/05/31/10-best-practices-for-your-mobile-website/)
• Keep it quick
• Simplify navigation
• Be “thumb friendly”
• Design for visibility

W3C Mobile Web Best Practices

- http://www.w3.org/TR/mobile-bp/
- http://www.w3.org/TR/mobile-bp/#bpgroupplayout
Images

• Graphics should be used only as needed.
• Images need to work across platforms. Most common formats: PNG for illustrations; JPG for photos.

Single source management:
• Use Conditional text features.
Avoid tables with dense text.
Large tables make scrolling necessary.

Single source management:
• Use Conditional text features.
• Collapsible Text
• Consider rethinking table
For mobile, keep TOCs to no more than 2 levels (2 taps).

**Single source management:**
- Output-specific TOCs
- Restructure TOCs for all outputs
Desktop terminology – such as “Click” – does not apply.

**Single source management:**

- Manage with Variables
- Avoid using device-specific terminology when possible

[Touch Gesture Reference Guide](#)
Minimalism works well for mobile, as well as:

- Translation
- Usability
“Nurnberg Funnel” minimalism

- Minimalizing the obtructiveness to the learner of the material itself.
- Allow learners to start immediately on meaningfully realistic tasks.
- Reducing the amount of reading and other passive activity.

Goals of minimalism (NF):

- Helping to make errors and error recovery less traumatic and more pedagogically productive.
- Easy-to-scan
Writing Style

Single source management:
• Review and revise content.
• Use conditions and/or variables to manage content as needed.
• Take advantage of Collapsible text
• Bullets and numbering may not be needed
• Don’t place links too close together
• Links that need more prominence can be displayed as buttons.

Single source management:
• Incorporate Collapsible text for all outputs.
• Display links as buttons in Mobile outputs.
• Use conditions and/or variables.
Approximately one billion YouTube videos are streamed on cell phones every day.

Single source management:

• Video is acceptable on mobile devices.
• Consider creating additional videos.
Indexes

- Not necessarily needed in Mobile
  - More likely to use Search
  - “Fat Fingers” make them harder to use

Single source management:
- HAT should provide ability to hide the Index.
Accessibility

Features built into devices, plus 3rd party apps.

• We still need to do our part…

Accessibility requirements:

• Add **Alternative Text** for graphics and video
• Add **table captions and summaries**
• Avoid creating links that open in new windows.

Accessibility can also refer to bandwidth restrictions or availability of customer service.

• Test mobile outputs on as many devices as possible.

• Emulators are useful.
  – http://www.mobilexweb.com/emulators
  – Also see Joe Welinske’s book: Developing User Assistance for Mobile Apps

• W3C mobileOK Checker:
  http://validator.w3.org/mobile/

Resize My Browser:

• http://www.resizemybrowser.com/
Wrap-up
• There are many options for the “Mobile Experience”
• It is possible to single-source to many devices—including desktops
Ten Best Practices for Your Mobile Website: [http://socialmedia.biz/2012/05/31/10-best-practices-for-your-mobile-website/](http://socialmedia.biz/2012/05/31/10-best-practices-for-your-mobile-website/)


References/Further Reading

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• User Interface Guidelines for Mobile and Tablet Devices: http://www.simonwhatley.co.uk/user-interface-guidelines-for-mobile-and-tablet-devices
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Questions?

Contact information:
Nicky Bleiel
ComponentOne
Pittsburgh, PA
nickyb@componentone.com
www.nickybleiel.com
www.doctohelp.com

Twitter: @nickybleiel