



# Sharp Innovations, inc.

the internet marketing advantage™



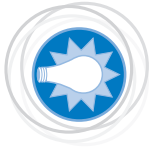
# Mobile Web Design Services

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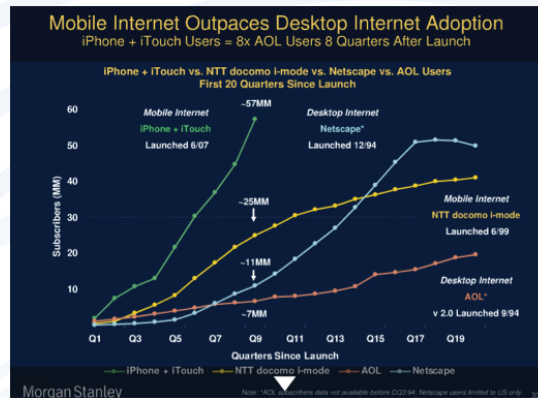


## Your Website—Everywhere

Small screen sizes and other device limitations (lack of windows, navigation, speed, etc.) can inhibit how your website is viewed and interacted with on mobile devices. And while many modern mobile devices, such as the iPhone, attempt to display the “real” Internet, their inherent limitations often make traditional sites difficult to view or navigate. Creating a web-friendly version of your website at a “.mobi” address is one way for viewers to have a more positive experience with your website. By developing your site to W3C “Mobile OK” and similar standards, your website can be developed in ways that, while still limited by the device itself, will help ensure users have the best mobile experience possible.

## Mobile Growth Outpaces the Internet

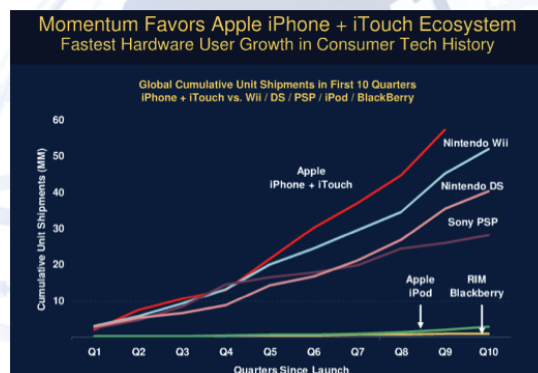
The widespread adoption of the iPhone is catapulting mobile web usage into the mainstream. Just how widespread is it? According to Morgan Stanley Internet analyst Mary Meeker, the adoption of the iPhone and iPod Touch is out-pacing even the early adoption rate of the desktop Internet itself. In fact, over 46 Million people in the US actively browse the mobile web each month.



But it's not just the early adopters that are using these devices. Morgan Stanley notes that the iPhone has had the fastest hardware user growth in the entire history of consumer electronics. It has not only grown faster than the enormously popular Nintendo Wii, it has blown right past even the ubiquitous iPod.

## Only the Essentials

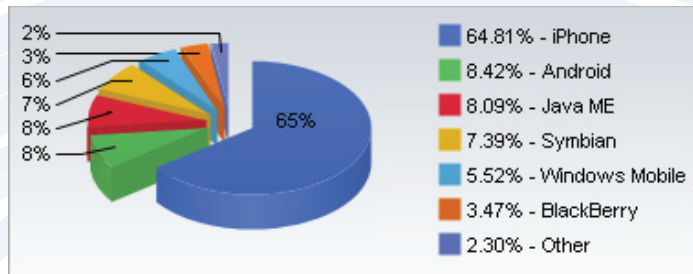
The average user's attention span is already short when they are sitting behind a computer screen. Now imagine a user on their phone, waiting in a line at a restaurant, just trying to get a quick glimpse at some content. Simplicity is key. A website like Digg, for instance, is very content heavy. But the mobile version only has 10 headlines and basic navigation capabilities to make better use of screen real estate and reduce wait times from slower mobile connections.





## User Interfaces for Mobile Sites

While browser usage is currently being dominated by the iPhone, the fact remains that a variety of devices access mobile websites. Sometimes you navigate with your finger, other times you move a pointer with keys. Each of these devices not only have different resolutions and screen sizes, but also different orientations, adding another layer of difference. Fortunately, the dominate operating systems (Apple iPhone OS, Palm OS and Google Android) currently all run Webkit, a standards-based browser that renders code very well.



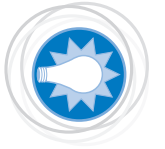
## Mobile Site Design

Just because there is a "little" screen and it is a "little" site, it does not mean that it should have a "little" design. While list-based browsing makes sense for usability and for phones that have fewer capabilities, "smarter" phones can do much more. Understandable icons, good typography and the right amount of whitespace are key. Since many mobile browsers don't have many fonts installed (and image-based text creates longer wait times), it is important to stick to "web safe" fonts, and to be ready to accept that some phones won't display your site perfectly.

There are a few ways your website can be made to detect mobile devices, their capabilities and screen sizes. Tools like [deviceatlas.com](http://deviceatlas.com) and [detectmobilebrowsers.mobi](http://detectmobilebrowsers.mobi) work well, but rarely perfectly. Testing a website in a variety of devices is the only surefire way to make sure it looks good in all browsers.

## The Future

A large number of mobile website developers use WebKit, which supports a majority of the HTML 5 specifications for future browser compatibility. In terms of functionality, the possibilities of off-line data storage, drag and drop interfaces, easy video embedding and geo-location are almost endless. Many modern mobile devices have GPS chips in them, and the browsers are location aware. So one day, you could be in a restaurant and surfing their site. The restaurants website asks to see your locations via GPS, and knows you are in the store. It then displays a message recommending that you get "today's special" now, and offers a 10% coupon. The possibilities for mobile website applications are virtually limitless.



## Getting Started

A mobile version of your website can be created as an add-on to any existing website, or as part of the development of a new website. If you do not yet have a website, focusing your efforts on the core site first is always recommended. Once a core site is in place, we will:

- **Re-use static content from your website, so nothing else is needed.**
- **Create an extra style sheet for mobile devices to read, removing animation, re-ordering text, re-aligning images, etc. to allow content to work better on these devices.**

Pricing for a mobile device optimized version of an existing website starts at \$1,260.00 set-up, plus \$52.50 per page. For example, a new, 10 page website designed by Sharp Innovations could have a mobile version of the site created for a total of \$1785.00 (\$1,260.00 + \$525.00) additional. The final page count would be determined after the core website project has completed the Stage 3: Content Development phase of our process, to ensure correct pricing based on the final page count.



### Mobile Website Development

12 hours of programming set-up time @ 105.00/hr = **\$1,260.00 set-up**

+ Web designer page development time\*\* @ **\$52.50/per page**

☛ Mobile application development quoted separately.

Sites with shopping carts, calendars, event registrations or other non-static functionality may have additional set-up our build costs. Please contact us for a custom quote.

\*\*Based on final page count from approved content of core website

Web development solutions from Sharp Innovations are always built with your potential site visitors in mind—and with a mobile version of your site, they'll have a good experience with your brand regardless of what they might be using to find you.

Call us at 888-575-8977 or e-mail us at sales@sharppinnovations.com for a custom quote.