



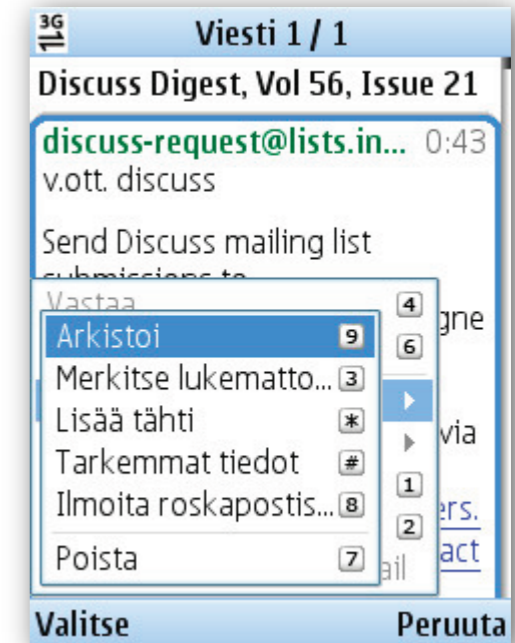
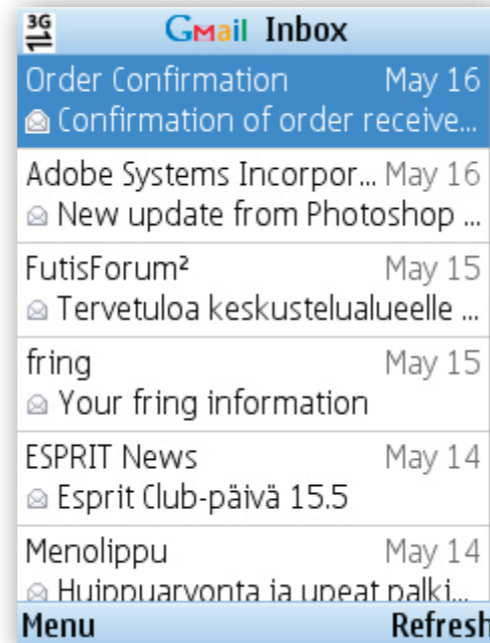
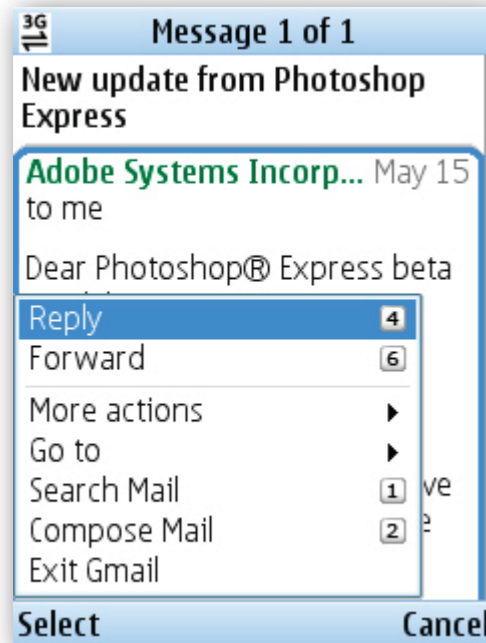
Design is all about creating experiences.

Design is the tool to bridge the gap between the person using the device, and the technology behind the interface – to make complex simple and attractive.

Design is a creative and interactive effort. Experienced designers look beyond their own work to find inspiration and best practices. This document highlights some examples of good mobile design.

Mobile Design

Showcases



Category E-mail client

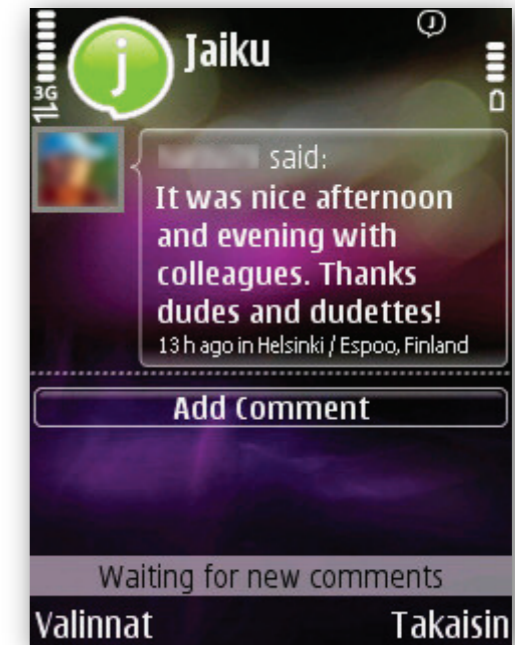
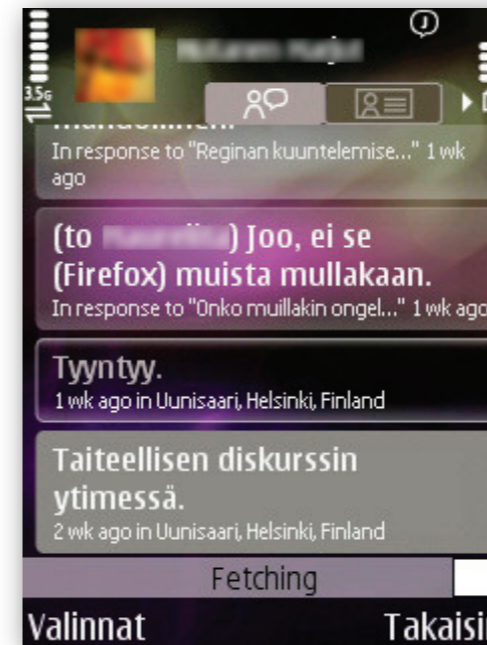
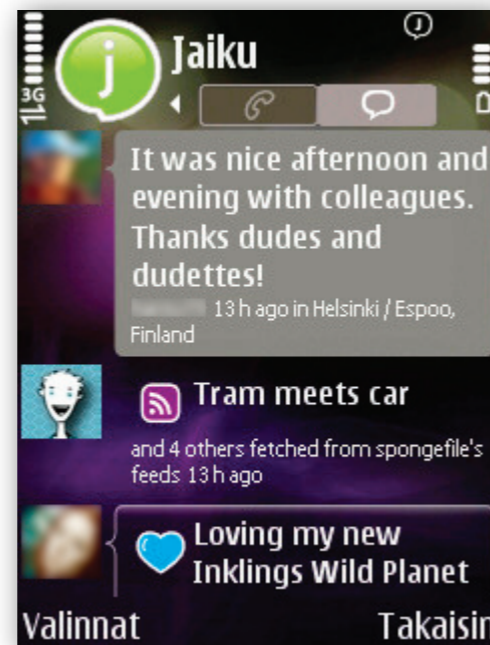
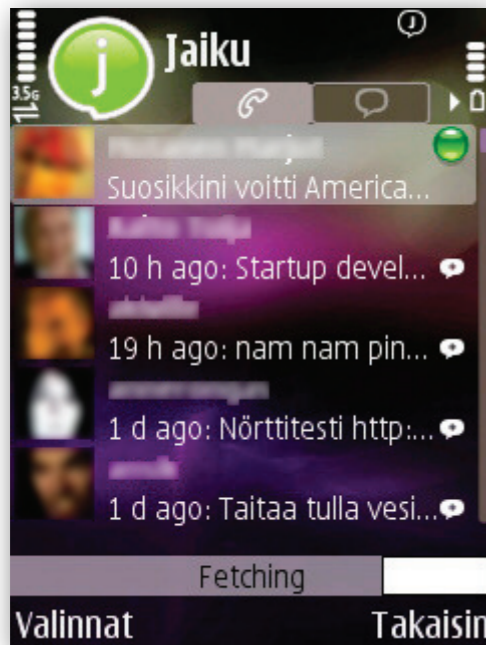
Availability Java-enabled devices, S60, Windows Mobile

Technology Java

Description The Gmail for mobile application lets you access your Gmail account from your mobile phone.

- Design Highlights**
- Mobile Gmail offers similar experience to a desktop browser - it is simple, skimp on images and easy to use
 - Easy access to the most frequently used Gmail commands
 - Mobile keypad shortcuts
 - Reading and replying to emails is easy
 - You can view and open attachments, including photos, Microsoft Word documents, and PDF files

Ease-of-Use	X
Interaction design	X
Visual WOW	



Category Social networking/Microblogging

Availability S60 devices

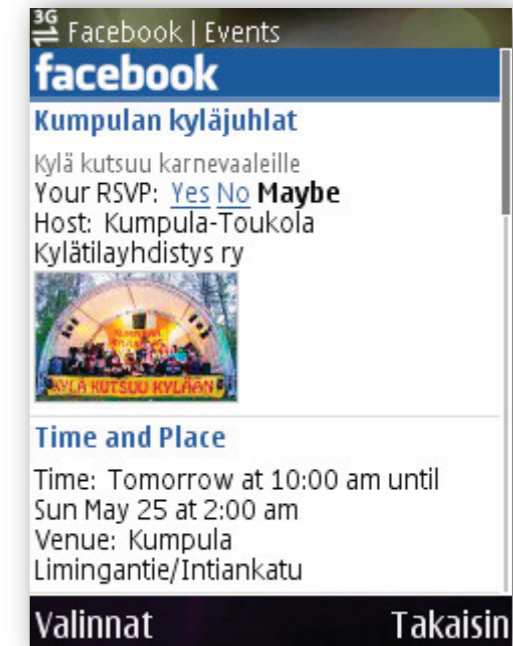
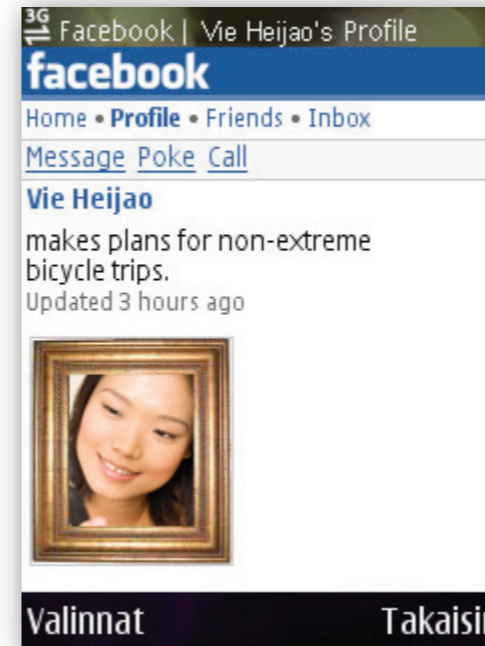
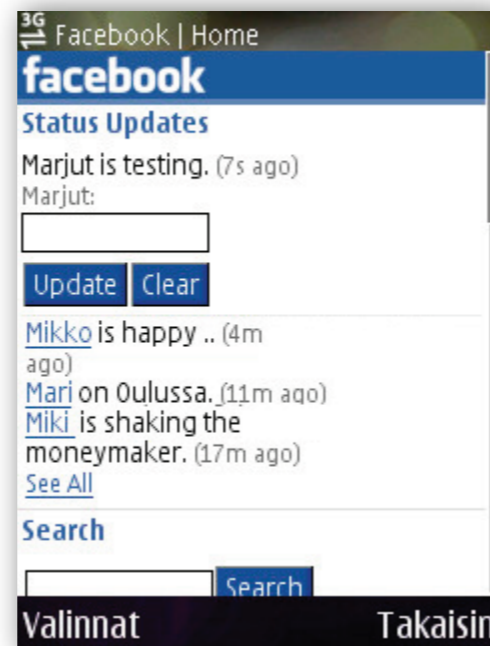
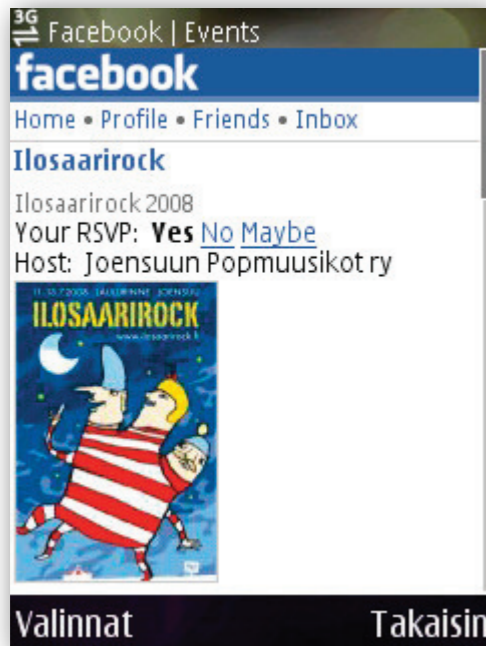
Technology Symbian, also ported to other platforms by Jaiku users.

Description Jaiku Mobile enables you to post and browse Jaikus (short messages), add comments, and share your status and location. It is a live phonebook that displays the activity streams, availability, and location of your Jaiku contacts right in your phone contact list.

Design Highlights

- Utilizing the mobile context to the full
- Excellent setup/installation process: guided walkthrough with clear instructions on how to proceed and what options to choose
- Posting new Jaikus is easy and fun – and addictive
- Visual appearance is simple, stylish, and effective
- Also m.jaiku.com for iPhone and other mobile browser users

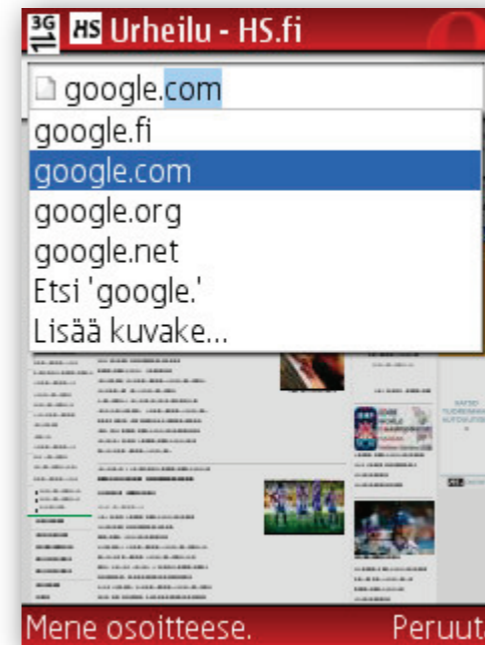
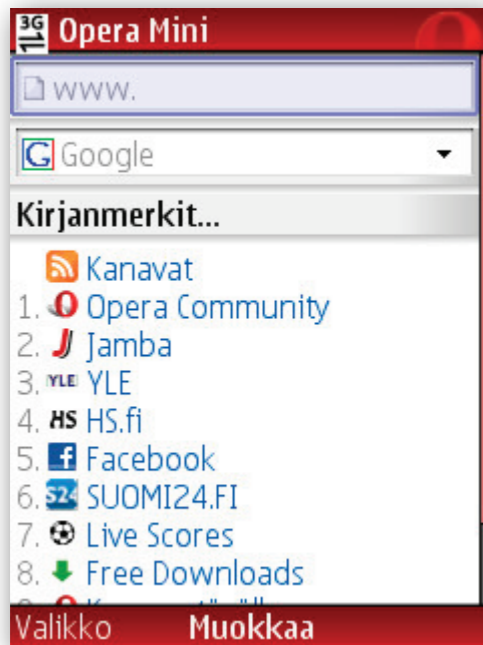
Ease-of-Use	X
Interaction design	X
Visual WOW	X



- Category** Social networking, Mobile Web
- Availability** Via mobile browsers
- Technology** Mobile Web
- Description** Facebook Mobile Web is an alternate version of Facebook specially designed for mobile phones. It includes all the necessary features from the regular site, and it fits on a small screen.

- Design Highlights**
- Follows Facebook's simplistic design
 - Easy to use, not too much content
 - Simple, but still includes all the essential features of full Facebook
 - Clearly modified to mobile use with thought on users' most important needs

Ease-of-Use	X
Interaction design	X
Visual WOW	



Category Web browser

Availability Java-enabled devices

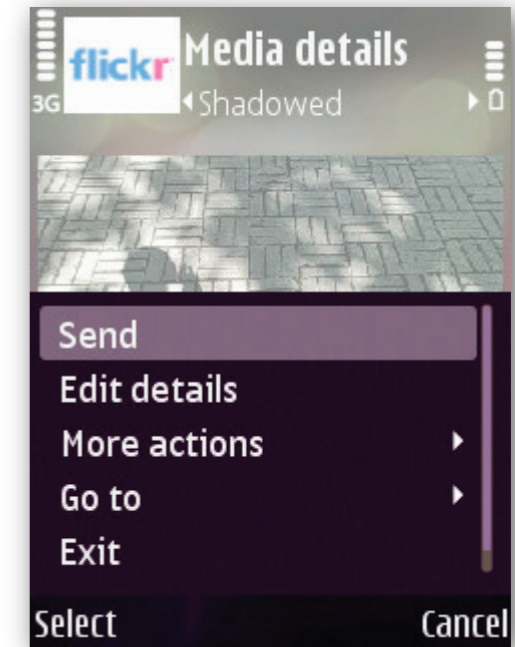
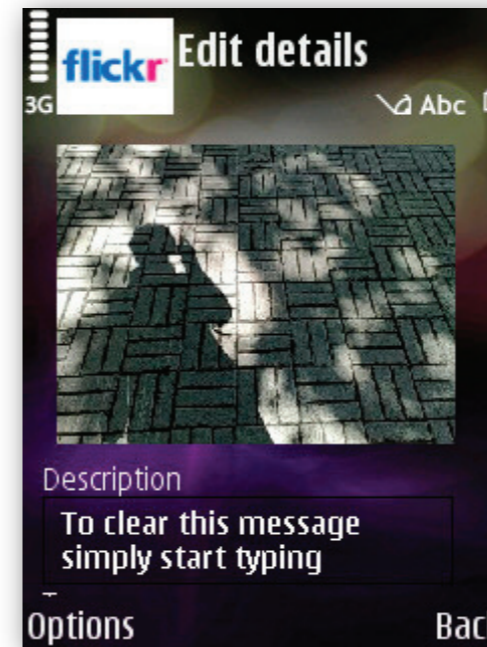
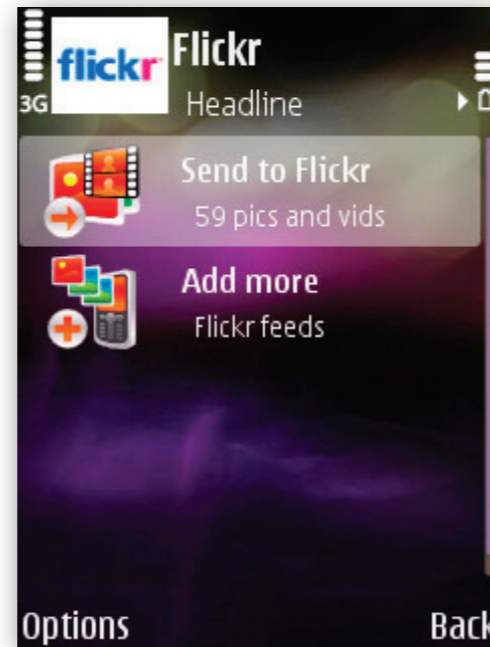
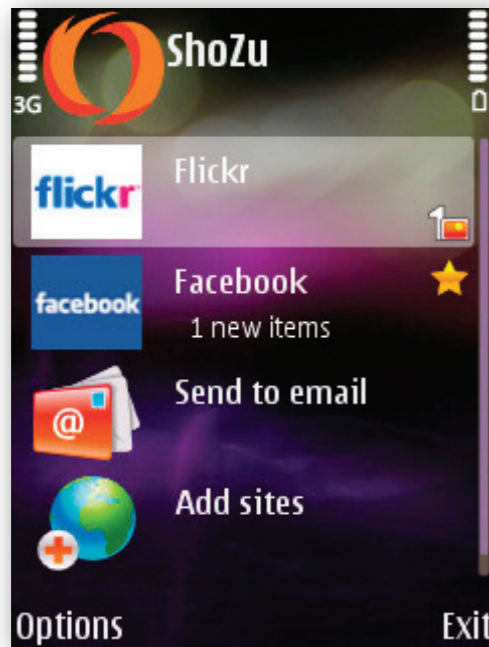
Technology Java

Description Opera Mini is a fast and compact Web browser that allows you to access the Internet on your phone. The latest release includes several new features, including automatic completion of Web addresses; tools for uploading photos to your blog or other site, and saving and viewing pages offline.

Design Highlights

- You can choose whether to see "mobile view" or regular Web pages
- Scalable font size: the texts in the Web pages are folded to fit the screen when zoomed in
- Keypad shortcuts shown for more efficient use
- Browsing is fast
- Displaying the RSS feeds on top of the page is a good decision and subscribing them becomes easy
- The "Page change" animations are smooth and nice

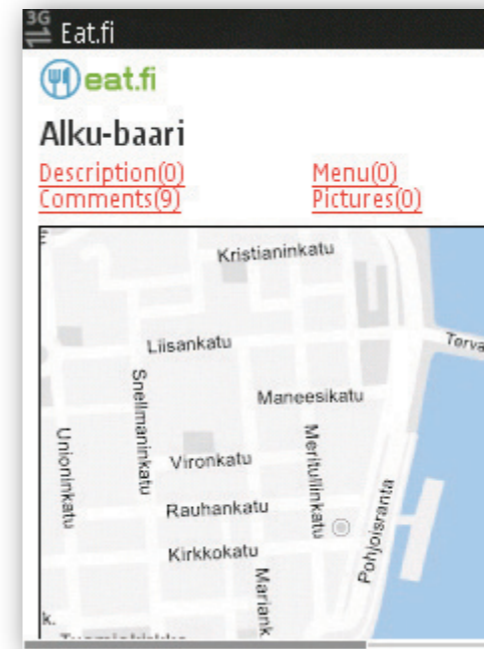
Ease-of-Use	X
Interaction design	X
Visual WOW	X



- Category** Social networking application
- Availability** The ShoZu application is available for over 300 handsets worldwide.
- Technology** Java
- Description** ShoZu allows you to upload or send images and videos over the Internet with a minimum amount of effort. It supports background uploading, so that you can continue taking pictures without the interruption of waiting for the upload to finish. ShoZu works with dozens of Web-based services including Flickr, YouTube, Facebook, Blogger, Twitter and Picasa.

- Design Highlights**
- Easy to install and set up, works seamlessly with the ShoZu Web site
 - Simplistic and colourful design
 - One-click uploading to over 30 online social networks, blogs, photosites, and other popular Web destinations
 - You can add tags, titles, and description to the photos before uploading
 - Photos and videos can be geo-tagged (on a GPS enabled phone)

Ease-of-Use	X
Interaction design	X
Visual WOW	



Category Web service

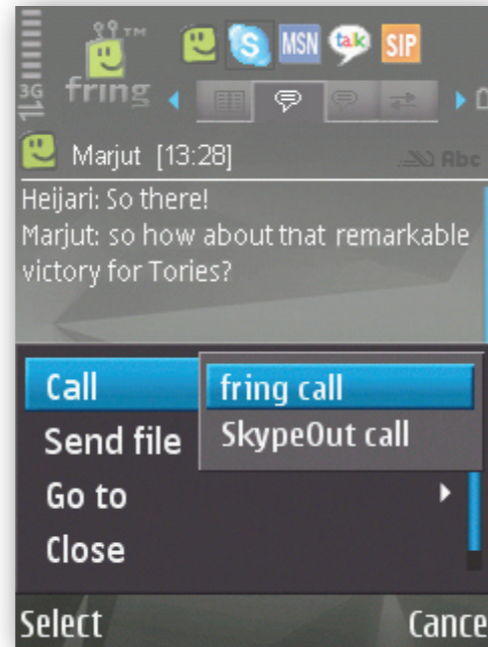
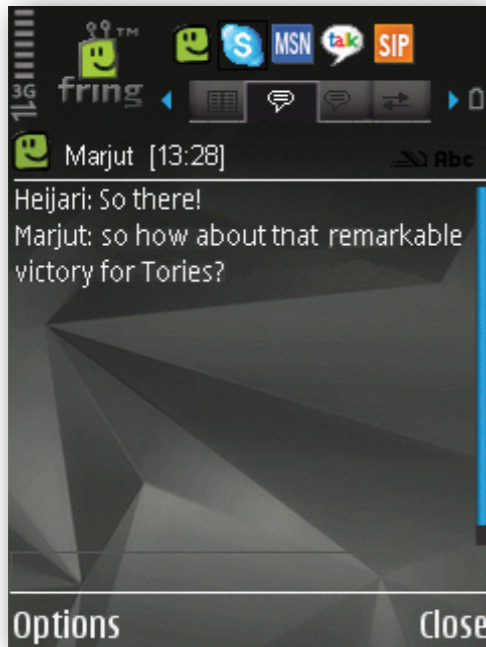
Availability Mobile Web

Technology Mobile Web

Description Eat.fi provides restaurant information for the city of Helsinki, Finland. You enter search criteria for an eatery, and the service displays matching restaurants. You can select to view restaurant locations, descriptions, and menus, and read and provide customer feedback.

- Design Highlights
- Designed for small screen; fast, very little scrolling
 - Plenty of information, but not crowded
 - Effective, straightforward use of crowdsourcing

Ease-of-Use	X
Interaction design	X
Visual WOW	



Category Communication

Availability S60, Apple iPhone, Windows Mobile

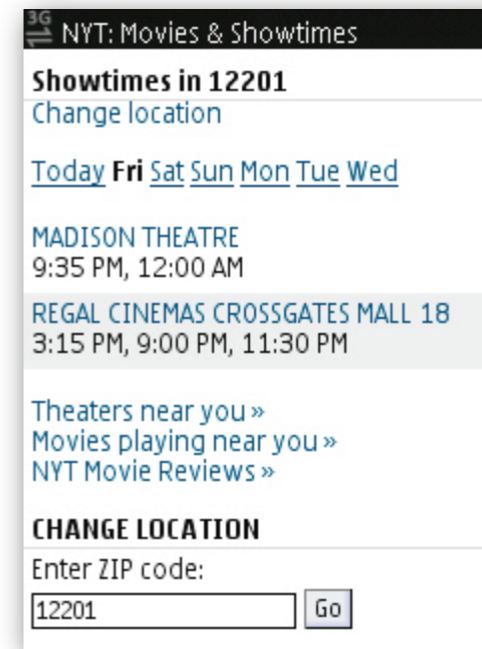
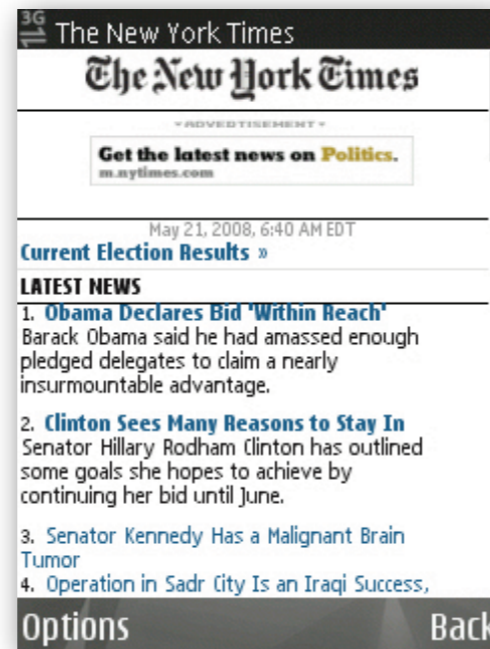
Technology Symbian

Description fring™ is a mobile Internet service that enables you to access your fring, Skype®, MSN® Messenger, Google Talk™, ICQ, SIP, Twitter, Yahoo!™, and AIM® contacts using a data connection.

Design Highlights

- Excellent concept to extend availability from desktop to mobile
- Easy integration to PC services, login to existing service accounts
- Simplistic design: single contact list, clear iconography
- Easy to use

Ease-of-Use	X
Interaction design	
Visual WOW	



Category Web Service

Availability Mobile Web

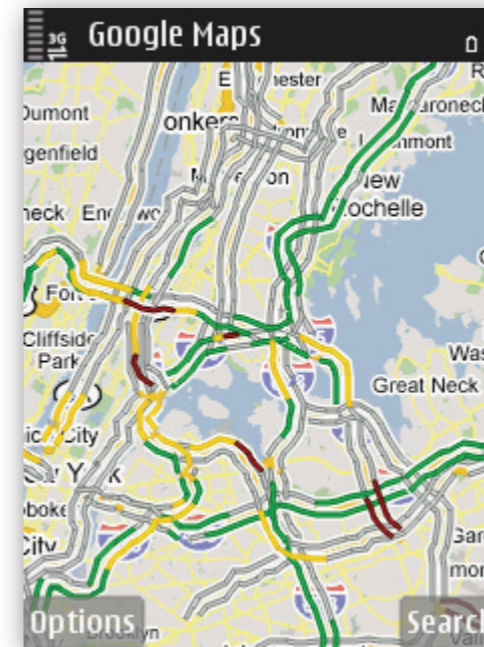
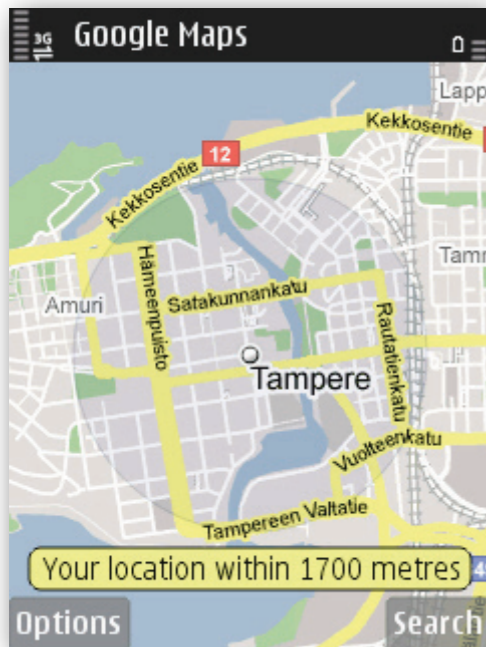
Technology Mobile Web

Description The mobile service of The New York Times, a daily newspaper published in New York City and distributed internationally; often regarded as a national newspaper of record.

Design Highlights

- Condensed news headlines optimized for mobile browsing
- Page tools to enhance readability according to user's preference
- Personal settings and services for registered users of nytimes.com

Ease-of-Use	X
Interaction design	X
Visual WOW	



Category Mapping

Availability S60, Apple iPhone, Windows Mobile, Web-enabled mobile phones

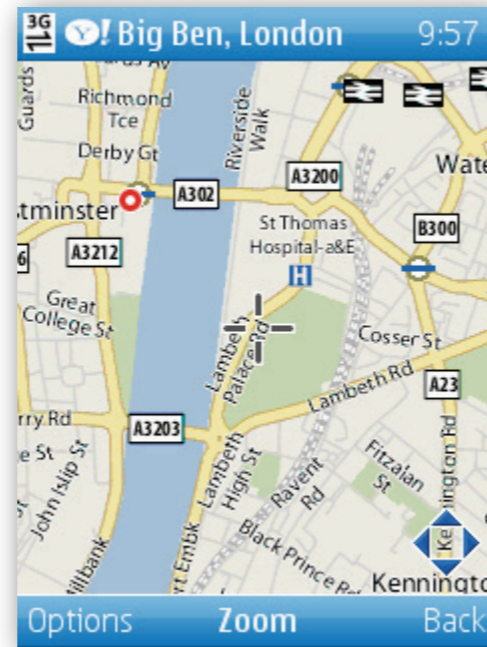
Technology Symbian

Description A mobile application for Google Maps provides maps, local information, positioning, and directions.

Design Highlights

- Perfect concept – mobile map companion
- Well scaled-down to small screen
- User experience close to original desktop application
- Easy to use

Ease-of-Use	X
Interaction design	X
Visual WOW	



Category Service aggregator

Availability S60, Windows Mobile, Apple iPhone

Technology Symbian

Description Yahoo! Go is an all-in-one offering that provides a single interface for Internet services such as email, photo upload, map information, search, and news feeds.

Design Highlights

- Clear visual design
- Easy to add widgets and feeds
- Compact, yet extensive service offering

Ease-of-Use	X
Interaction design	
Visual WOW	X