

ÓGNANIR OG TÆKIFÆRI Í MIÐLUN EFNIS FYRIR SÍMA OG SPJALDTÖLVUR

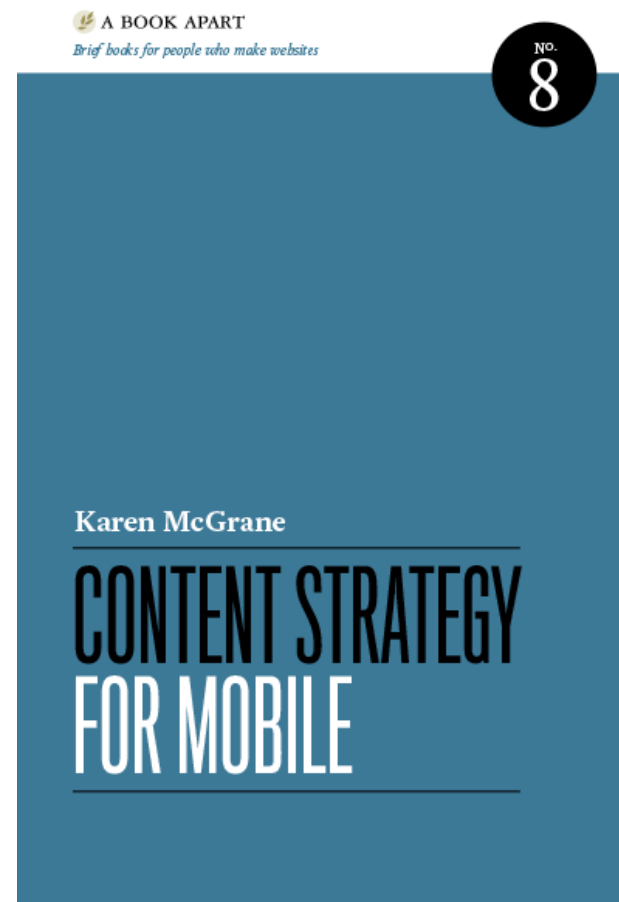
Ský hugbúnaðarráðstefna

21. nóvember 2012

Sigurjón Ólafsson

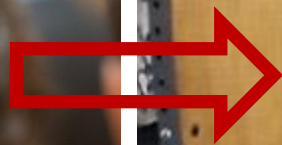
deildarstjóri vefþróunar Íslandsbanka

” Ertu að velta því fyrir þér hvort þú þurfir að fjárfesta í að koma efninu þínu á mobile? Hættu að vonast til að þú þurfir þess ekki. Fyrsta spurning: Ertu með vef? Þá þarftu að koma efninu þínu á mobile tæki. Við þurfum ekki að ræða það frekar.





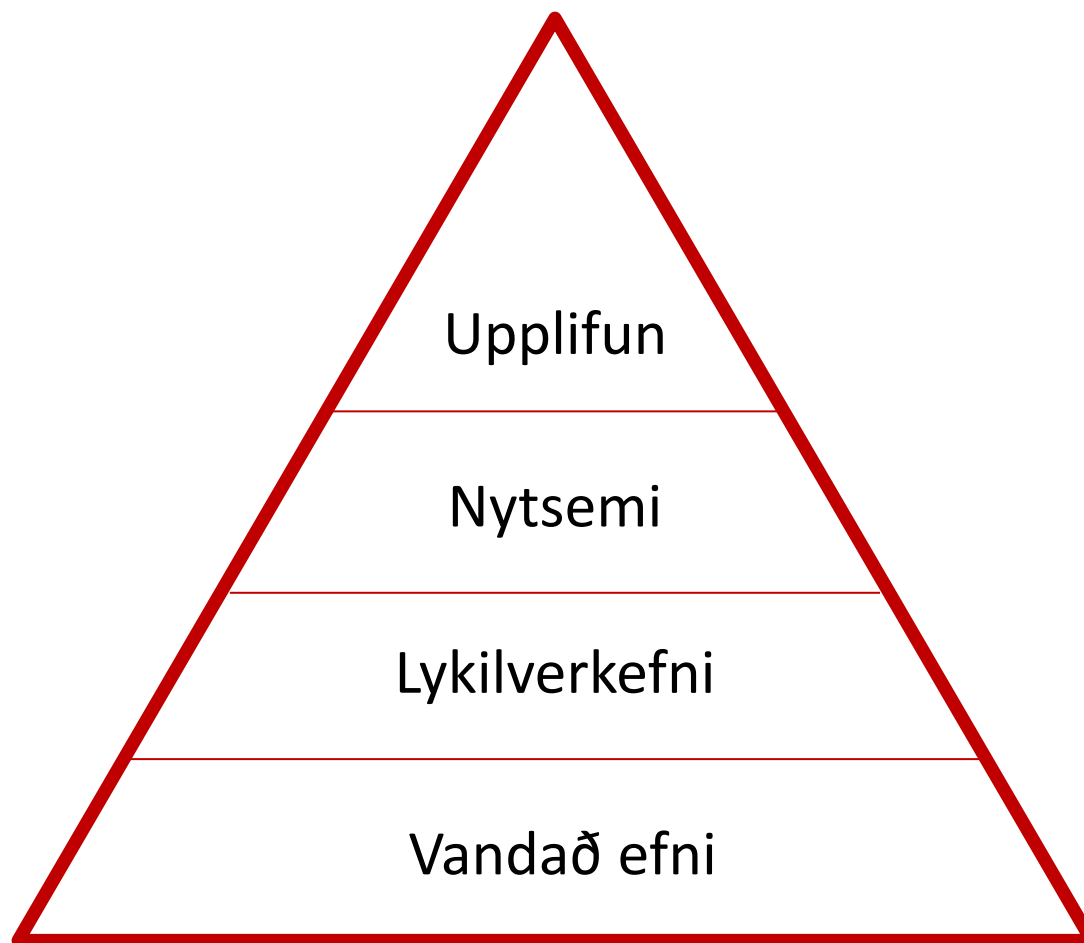
Google gleraugu, ísskápar... hvað næst?



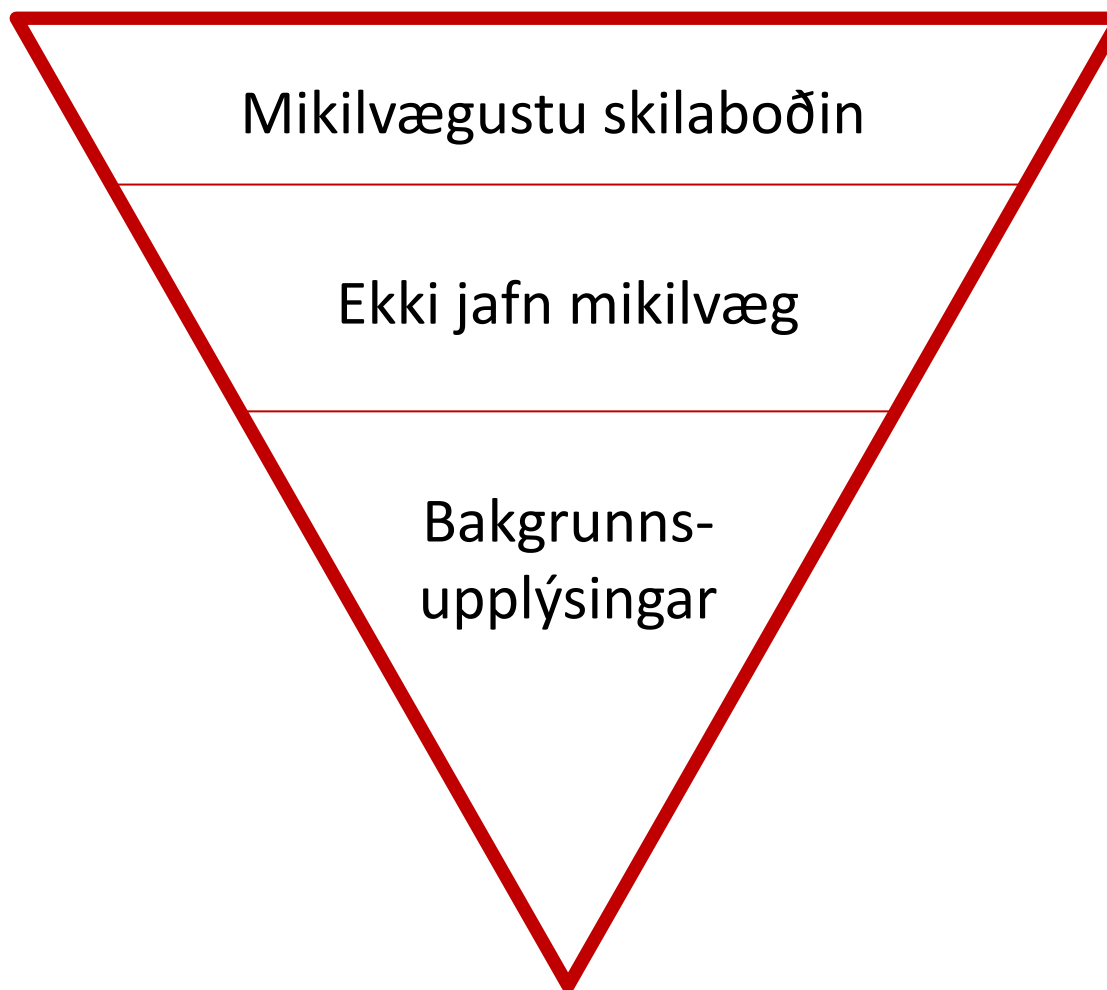
OK!

En hvernig?

Grundvallaratriðin breytast ekki



Reglur um skrif eiga enn betur við



Er þetta þá
jákvætt?





Vefurinn þolir niðurskurð

Síðum
fækkað úr
4000 í 500

40% færri
tölvupóstar í
þjónustuver

Telenor

Slanking ga høyere konvertering, fornøyde brukere og et nettsted som er enklere å administrere.

Telenor.no hadde en rekke utfordringer knyttet til innhold, navigasjon og design. For mye innhold, utydelig budskap, navigasjonsoverlast og manglende koblinger mellom salg, service og kampanjer.

Mobilt Bredbånd



To måneder fri bruk med
Kveld&Helg og Dag&Natt

Med Mobilt Bredbånd kan du bruke nettet når og hvor det passer deg.

- Alltid på nett med suveren dekning
- Best i test flere år på rad
- Komplette sikkerhetspakke inkludert

	Av&Til	Kveld&Helg	Dag&Natt
	Når du bruker Internett av og til	Når du bruker Internett utenom arbeidstid	Surf hele dagen til fast månedspris
Månedspris	99,-	149,-	299,-
Månedspris m/USB-modem 1,- + frakt (19,-)	128,-	0,-	0,-
Datatrafikk inkludert (I Norge)	Fri bruk opp til 500 MB	Fri bruk hverdager 17-07 og helgen/helligdager	Fri bruk
Kr. per MB etter inkludert bruk	1,50 per MB	5,- per MB 07-17 hverdager	-

Privatdelen til Telenor gikk fra vel 2000 til knapt 400 sider, med økt kundetilfredshet og økt salg som resultat.

Dette gjorde vi

Slanket bort 80% av nettstedet

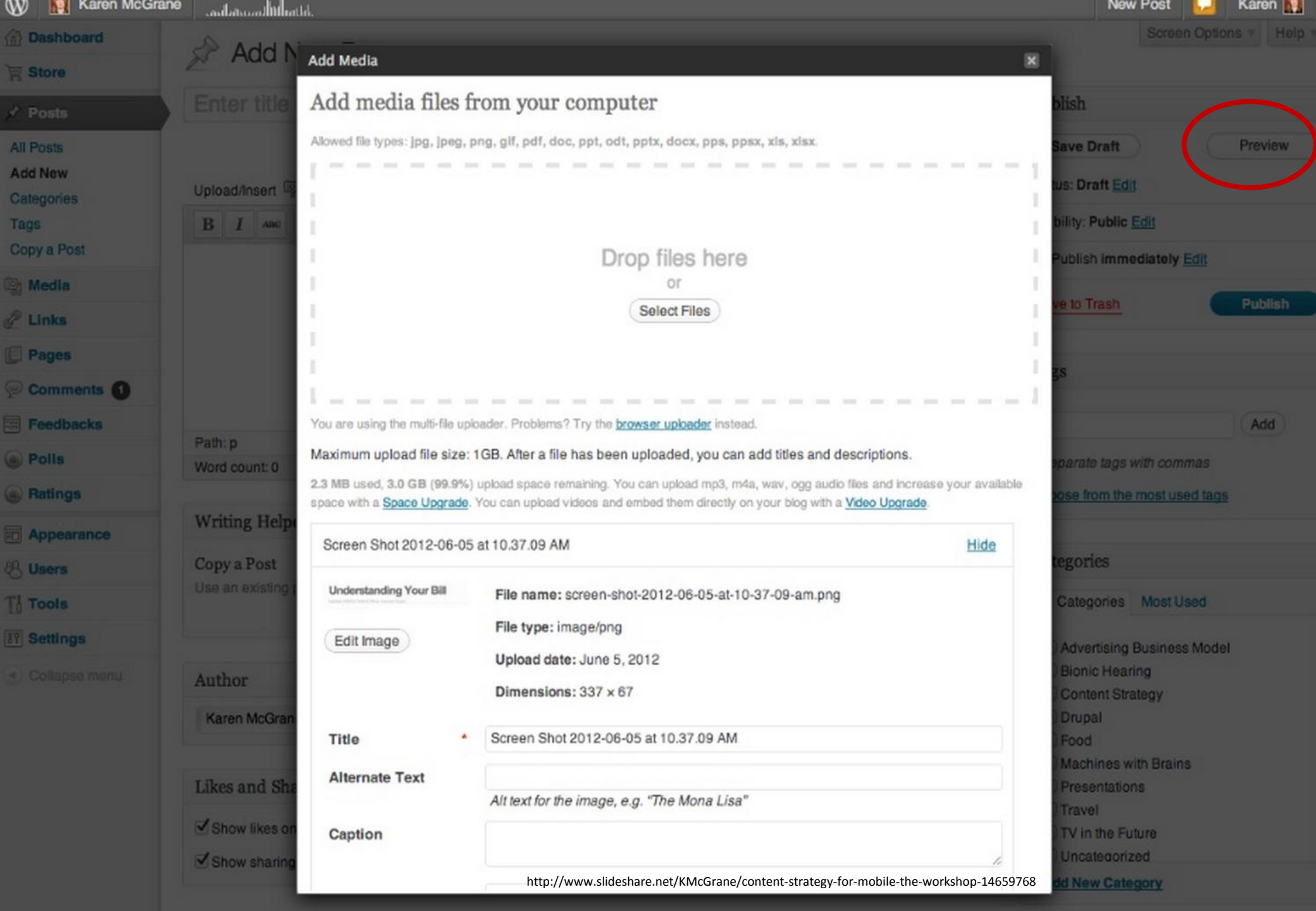
Utviklet og implementerte innholdsstrategi

Coachet og kurset webredaksjonen

Utviklet interaksjonsdesign og informasjonsarkitektur

Vefumsjónarkerfi

- lykill að því að geta boðið upp á frábæra notendaupplifun í mobile
En þau þurfa að breytast



Add Media

Add media files from your computer

Allowed file types: jpg, jpeg, png, gif, pdf, doc, ppt, odt, pptx, docx, pps, ppsx, xls, xlsx.

Drop files here
or
[Select Files](#)

You are using the multi-file uploader. Problems? Try the [browser uploader](#) instead.

Maximum upload file size: 1GB. After a file has been uploaded, you can add titles and descriptions.

2.3 MB used, 3.0 GB (99.9%) upload space remaining. You can upload mp3, m4a, wav, ogg audio files and increase your available space with a [Space Upgrade](#). You can upload videos and embed them directly on your blog with a [Video Upgrade](#).

Screen Shot 2012-06-05 at 10.37.09 AM [Hide](#)

Understanding Your Bill

[Edit Image](#)

File name: screen-shot-2012-06-05-at-10-37-09-am.png

File type: image/png

Upload date: June 5, 2012

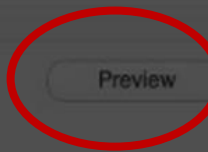
Dimensions: 337 x 67

Title *

Alternate Text

Alt text for the image, e.g. "The Mona Lisa"

Caption



Farsímavefur

- er hægt að bjóða upp á léttvef sem vísar á aðalvefinn fyrir frekari upplýsingar?



Cennydd Bowles

@Cennydd



Following

"It looks like you're on a train. Would you like me to show you the insultingly simplified mobile site?"



Reply



Retweet



Favorite



Buffer

4

RETWEETS

4

FAVORITES



5:54 AM - 21 Apr 11 · Embed this Tweet

Reply to @Cennydd



Mobile Site vs. Full Site

Summary:

Good mobile user experience requires a different design than what's needed to satisfy desktop users. Two designs, two sites, and cross-linking to make it all work.

Based on [usability testing of hundreds of sites](#), the main guidelines are clear:

- **Build a separate mobile-optimized site** (or mobile access sites using mobile devices, their measured usage is higher than for full sites.
 - A mobile [app might be even better](#) — at least for some use cases.
- If mobile users arrive at your full site's URL, **auto-redirect** to the mobile site. Sadly, many search engines still don't rank mobile sites. Mobile site people are often (mis)guided to full sites instead of the mobile site for a superior user experience.
- Offer a clear **link from your full site to your mobile site** for users who end up at the full site despite the redirect.
- Offer a clear **link from your mobile site to your full site** for users who need special features that are found only on the full site.

We've tested hundreds of mobile sites and full sites on all major mobile devices (including iPhone, Android, Windows Phone, and BlackBerry). The findings regarding mobile and full sites were the **same for all the different phones**, so the guidelines are consistent.

The [guidelines are different for large tablets](#) (10-inch form factor devices like the IdeaPad, Samsung Galaxy, etc.), where full sites work reasonably well. For form factor, as in [Amazon Kindle Fire](#)) the ideal would be to have a separate site for mid-sized devices, though most companies can get away with serving their mobile site to Kindle Fire users.

Build a separate mobile site

Cut features and content not core to the mobile use case

Auto-redirect searches to your mobile site

Send users who need more info to the desktop site



SCREEN SIZE IS NOT CONTEXT



31%

notenda í Bandaríkjunum tengjast netinu
eingöngu eða nánast alltaf með mobile

Heimild: Pew Internet, 2012

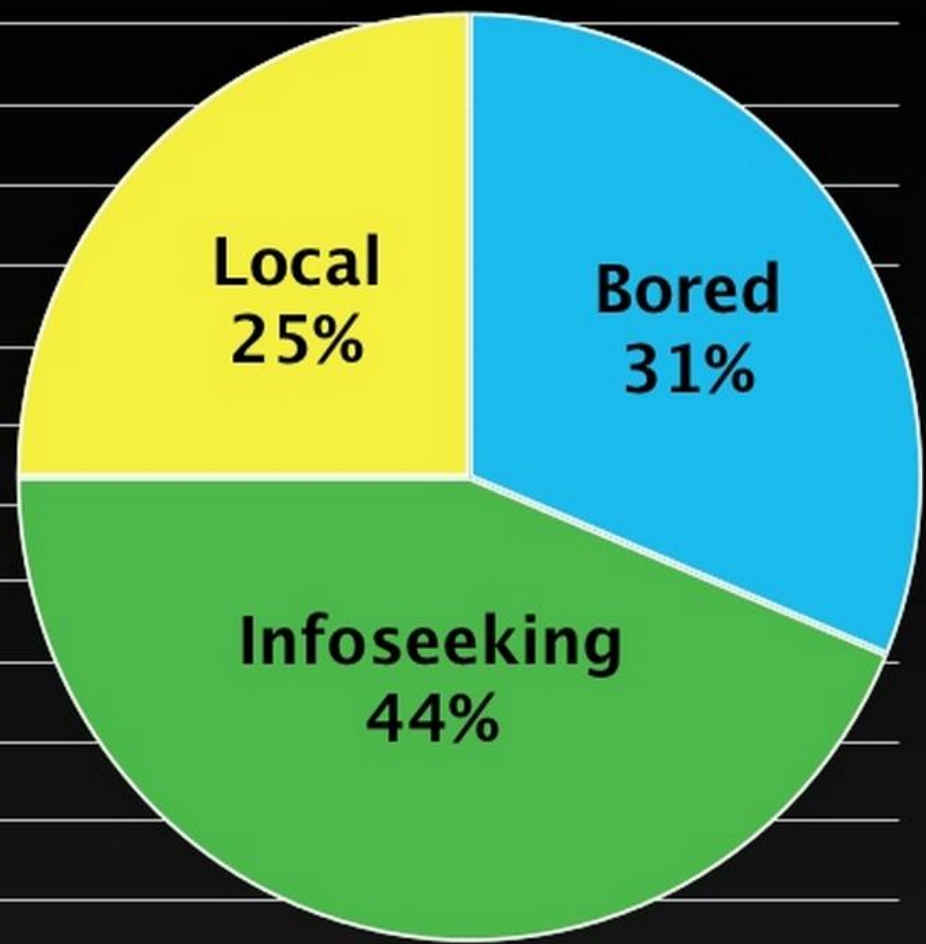
86%

af snjallsímanotendum hafa notað símann sinn til að finna upplýsingar, hvort sem það var til að leysa vandamál, leysa ágreiningsefni, ná í nýjustu upplýsingar (t.d. varðandi umferð eða íþróttarárslit) eða til að taka ákvörðun um hvert eigi að sækja sér þjónustu t.d. á veitingastað

Heimild: Pew Internet, 2012

Search Query	Result
deaths at disney world	Bored
survivor one world	Bored
texts from my dog	Bored
sorella	Infoseeking
aea seattle	Infoseeking
united club	Infoseeking
the vanderbilt brooklyn	Local
lebanese restaurant nyc	Local
nj transit	Local
wtf qr codes	Bored
aea dc	Infoseeking
ia summit 2012	Infoseeking
abita turbo dog	Infoseeking
cochon new orleans	Local
daily beast mobile site	Infoseeking
easter 2012	Infoseeking

Bored
Bored
Bored
Infoseeking
Infoseeking
Infoseeking
Local
Local
Local
Bored
Infoseeking
Infoseeking
Infoseeking
Local
Infoseeking
Infoseeking



” Það þarf enginn
nokkurn tímann
að gera þetta
í mobile

Ummæli: Viðtekin skoðun



” Þú tekur ekki ákvörðun um hvaða tæki notendur koma til með að nota til að sækja þínar upplýsingar

Þeir gera það sjálfir

Karen McGrane

VEFSPEKI ÍSLANDBANKA

Áhersla á gott efni
Fókus á lykilverkefni
Einfaldleiki
Notendavænt
Eignarhald á efni skýrt
Hámarks notendaupplifun

ANDY CLARKE: FRAMTÍÐ VEFSINS ER SKALANLEG

” Anything that’s fixed and unresponsive isn’t web design anymore, it’s something else. If you don’t embrace the inherent fluidity of the web, you’re not a web designer, you’re something else. Web design is responsive design, Responsive Web Design is web design, done right.

Responsive Web Design

Today, anything that's fixed and unresponsive isn't web design, it's something else. If you don't embrace the inherent fluidity of the web, you're not a web designer, you're something else.

- Andy Clarke

The future of the web is... **Responsive Design**

START

Glossary

- one website for every screen
- overall shorter site development cycle
- performs well in Google's search results
- gives choice for the viewers

- 1** **Fluid Grids** refer to fluid designs where the grid units resize according to screen size.
- 2** **Flexible Images** don't have fixed widths but instead move and scale with the flexible grid.
- 3** **CSS Media Queries** selectively serve stylesheets based on browser window's size, orientation, screen res, color.
- 4** **Screen Resolutions** commonly include portrait and landscape widths of smartphones and tablets as well as various desktop monitor resolutions.

”

Þetta er eins og þegar
maður tekur til heima hjá
sér. Loksins finnur maður
allt sem maður leitar að

Hallfríður Jónasdóttir, forstöðumaður þjónustovers
Íslandsbanka, um nýjan vef bankans í ársbyrjun 2012

APP er fyrir notendaupplifun

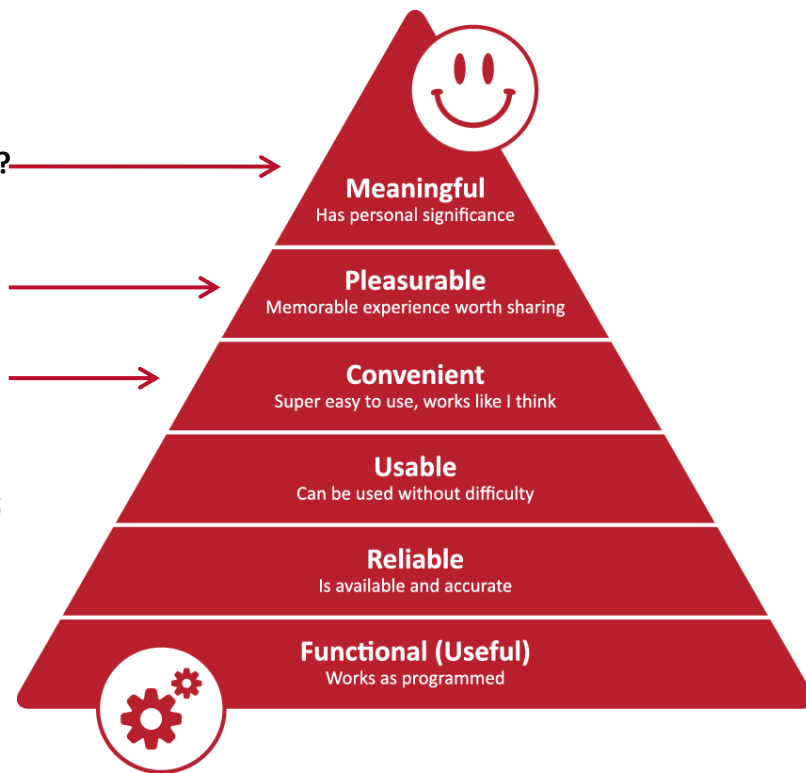


Getum við náð þangað?

Android og iOS App
Ágúst 2011

Nýr farsímavefur
júní 2011

350% aukning á umferð
snjallsíma 2011

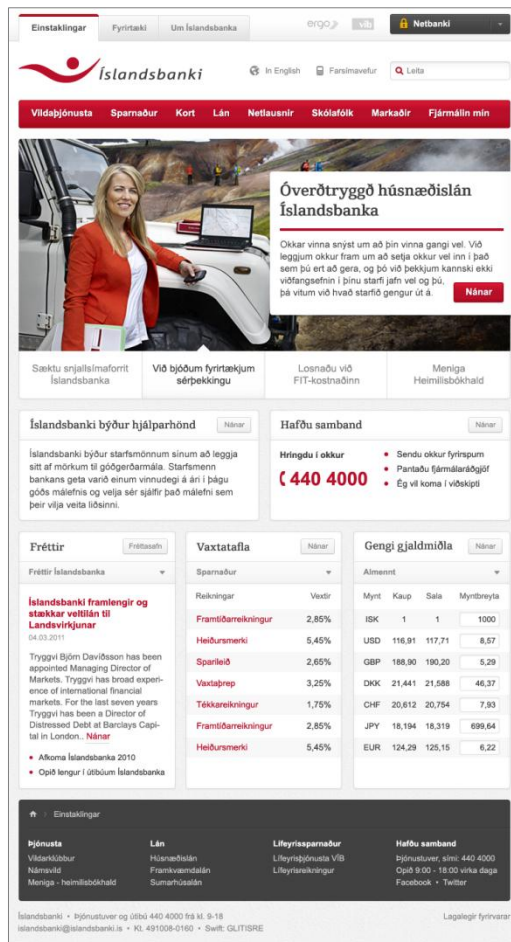


BETA: islandsbanki.is/responsive



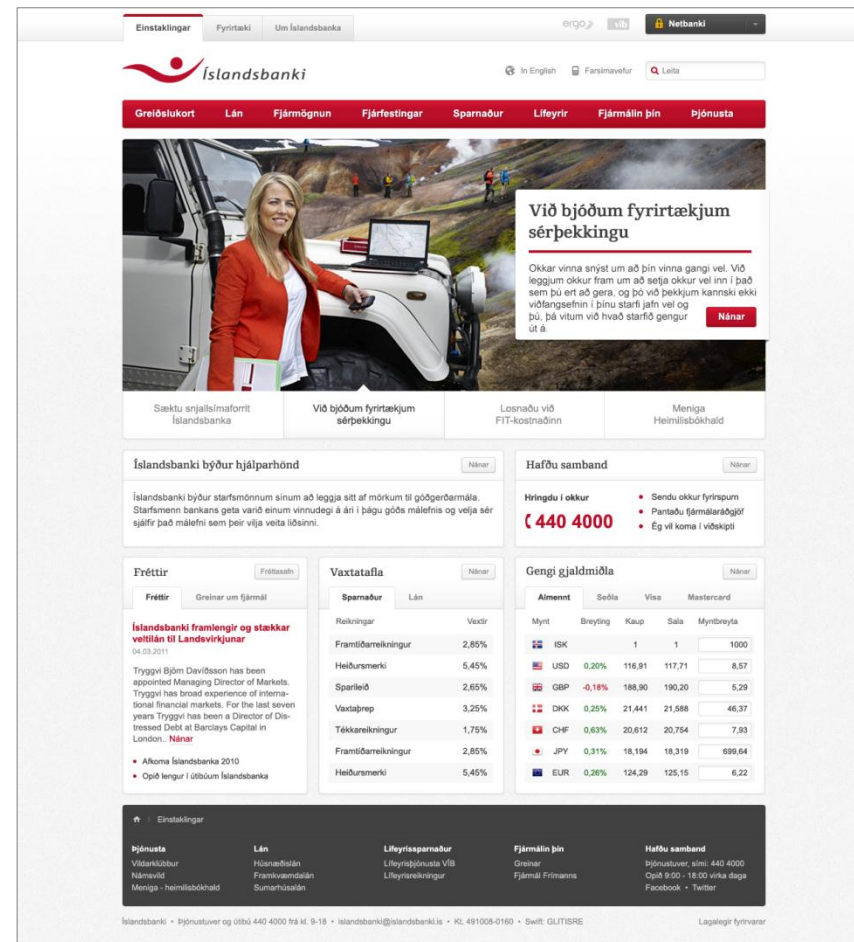
Mobile view (320 width) showing a single-column layout with a large hero image and a 'Við bjóðum fyrirtækjum sérþekkingu' headline. Navigation is simplified with a hamburger menu and search icon.

320 width (Mobile)



Tablet portrait view (768 width) showing a two-column layout. The hero image is split, and the main headline is prominent. Navigation includes a horizontal menu with categories like 'Vildajónusta', 'Sparnaður', 'Lán', etc.

768 width (Tablet Portrait)



Desktop view (1024 width and above) showing a three-column layout. The hero image is full-width, and the main headline is centered. Navigation includes a horizontal menu with categories like 'Greifslukort', 'Lán', 'Fjármagnun', etc.

1024 width and above (Desktop)

Takk fyrir

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