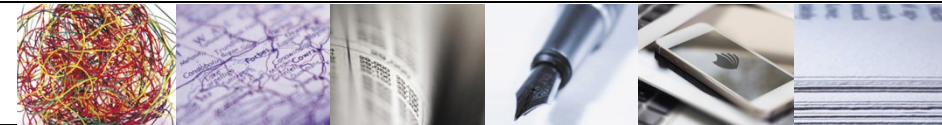


Creating Content for Mobile and Embedded Devices

TCUK 2017

Thursday, 28th September

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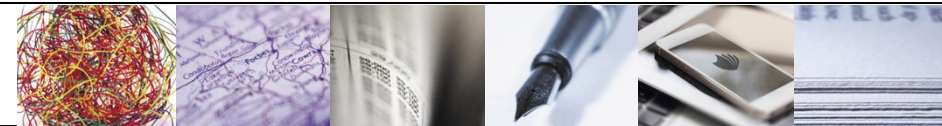


■ Phil Lane

- ◆ Content Strategy Specialist at Imprimatur
- ◆ 7 years' experience in technical documentation
- ◆ XML enthusiast
- ◆ Cyclist
- ◆ Rotary engine fanatic

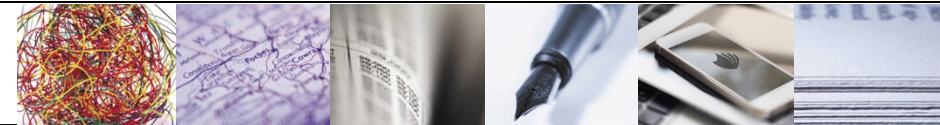


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- **Technology-led documentation and language company**
 - ◆ Content Management
 - ◆ Translation, machine translation and language strategy
 - ◆ Technical writing and illustration
 - ◆ App creation and digital
- **Established for 22 years**
- **Based in London, Godalming and Munich**
- **Schema Silver Partner since 2015**

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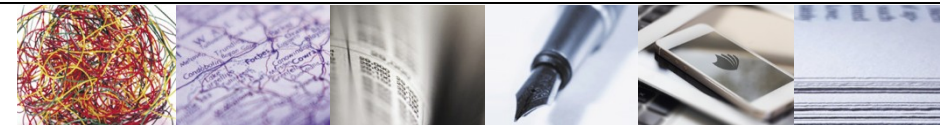


What is mobile content?

- **Mobile content** is any type of electronic media which is viewed or used on mobile phones
 - ◆ Ringtones, graphics, discount offers, games, movies, and GPS navigation (Wikipedia)
 - ◆ Plus technical documentation and help



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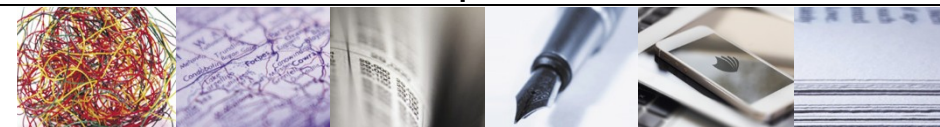


What are embedded devices/systems?

- An **embedded system** is a computer system with a dedicated function within a larger mechanical or electrical system, often with real-time computing constraints (Wikipedia)
- An embedded system is a device *within* a device



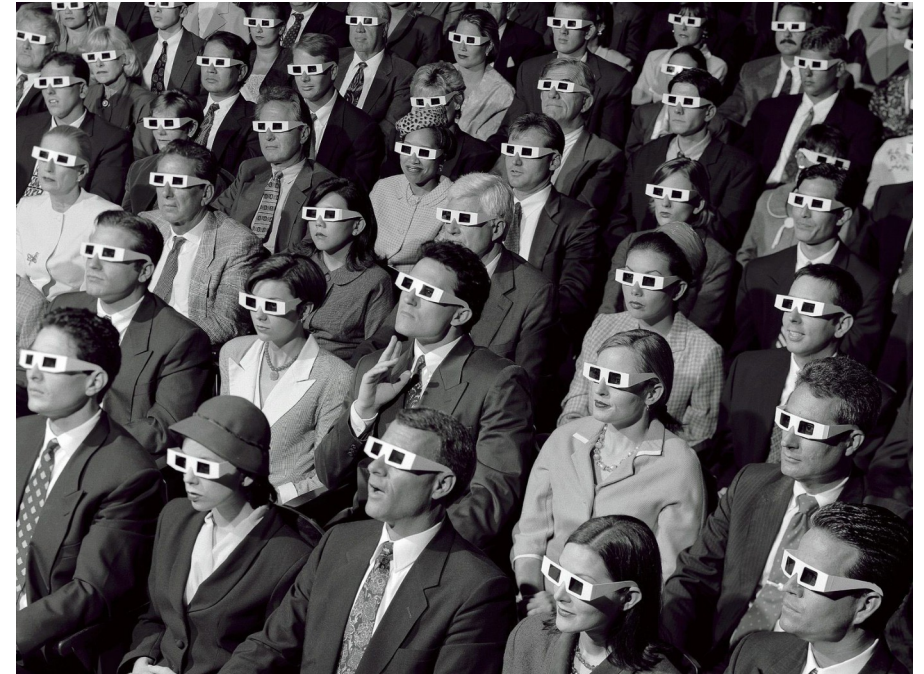
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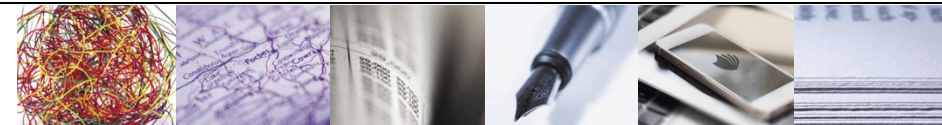
Who are your audience?

Knowing your ~~real enemy~~ **users** is half of the battle (anon)

- **Known**
 - ◆ Employees in your company
 - ◆ External trained staff
- **Unknown**
 - ◆ Other users



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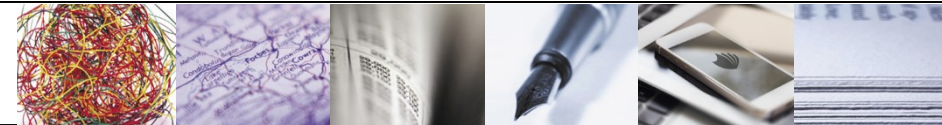


Which devices are you planning to support?

- **Mobile**
 - ◆ iOS
 - ◆ Android
 - ◆ Windows
- **Tablet**
 - ◆ iOS
 - ◆ Android
 - ◆ Windows
- **Embedded devices**
 - ◆ Unique to you



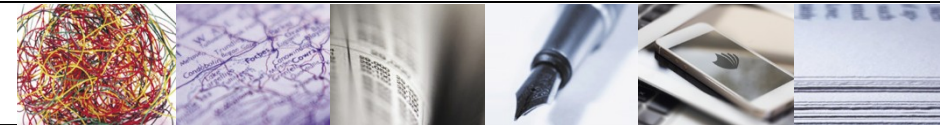
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How will you deliver the content?

Web	App	Embedded
<p>Pros:</p> <ul style="list-style-type: none"> • Supporting: mobile/tablet/desktop • Analytics • Secure HTTPS connections • Always up-to-date <p>Cons:</p> <ul style="list-style-type: none"> • Online only 	<p>Pros:</p> <ul style="list-style-type: none"> • Offline support • Analytics • Content can be encrypted <p>Cons:</p> <ul style="list-style-type: none"> • Security (data is downloaded locally) • Keeping content up-to-date 	<p>Pros:</p> <ul style="list-style-type: none"> • Tailored to the device <p>Cons:</p> <ul style="list-style-type: none"> • Often low specification • Poor feature support • Tailored to the device

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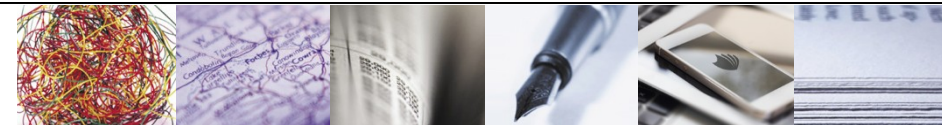


“Users are 5 times more likely to abandon a task if a site isn’t optimised for mobile”

(Adobe)



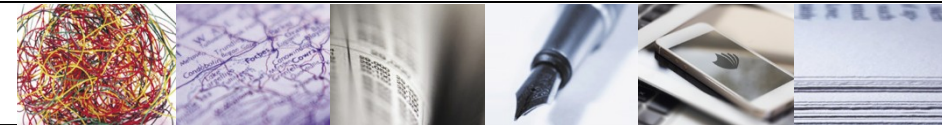
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What is user experience?

- **UX \neq look and feel**
- **UX \neq accessibility features**
- **UX \neq flow**
- **UX $=$ entire design**

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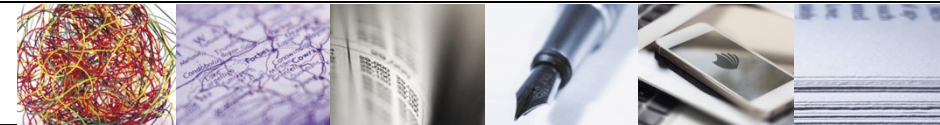




“Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it’s really how it works.”

Steve Jobs

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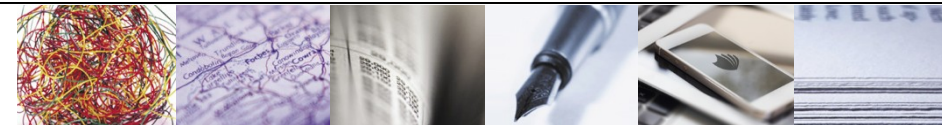


What can we do to improve user experience?

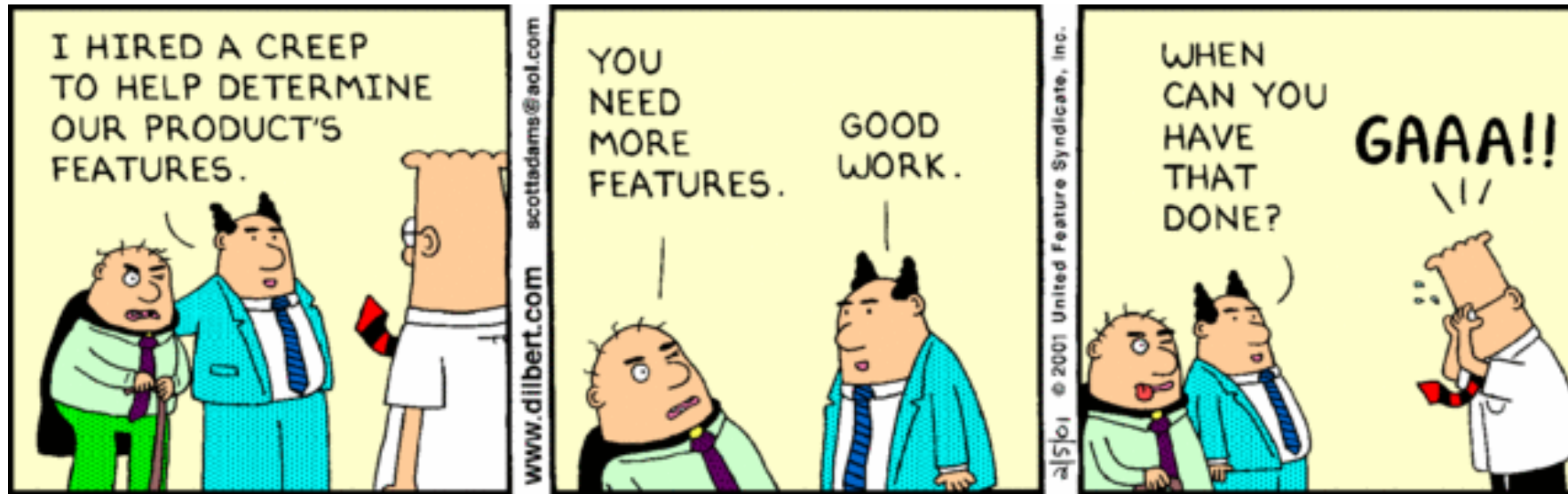
- **Careful consideration of the design elements**
- **Develop a specification and test it**
 - ◆ User testing
 - ◆ Feedback
 - ◆ Iterative approach
- **Don't try and do too much**



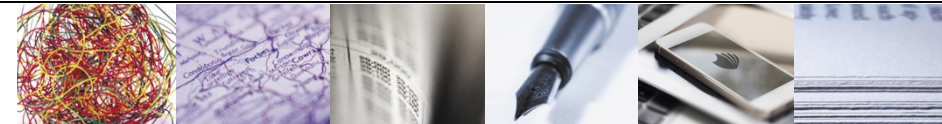
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- Keep the experience simple and usable



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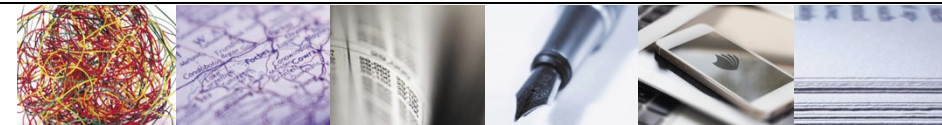


What does this mean for our content?

- **Content should be minimalist**
 - ◆ Single purpose
 - ◆ Concise
 - ◆ “Every page is page one” (Mark Baker)
- **Content should be linked**
 - ◆ Associated content should be easy to access



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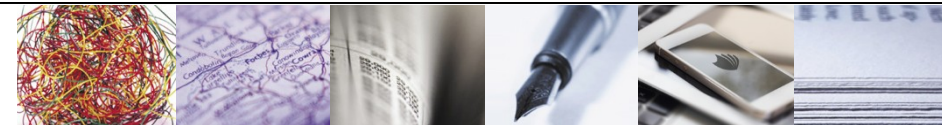


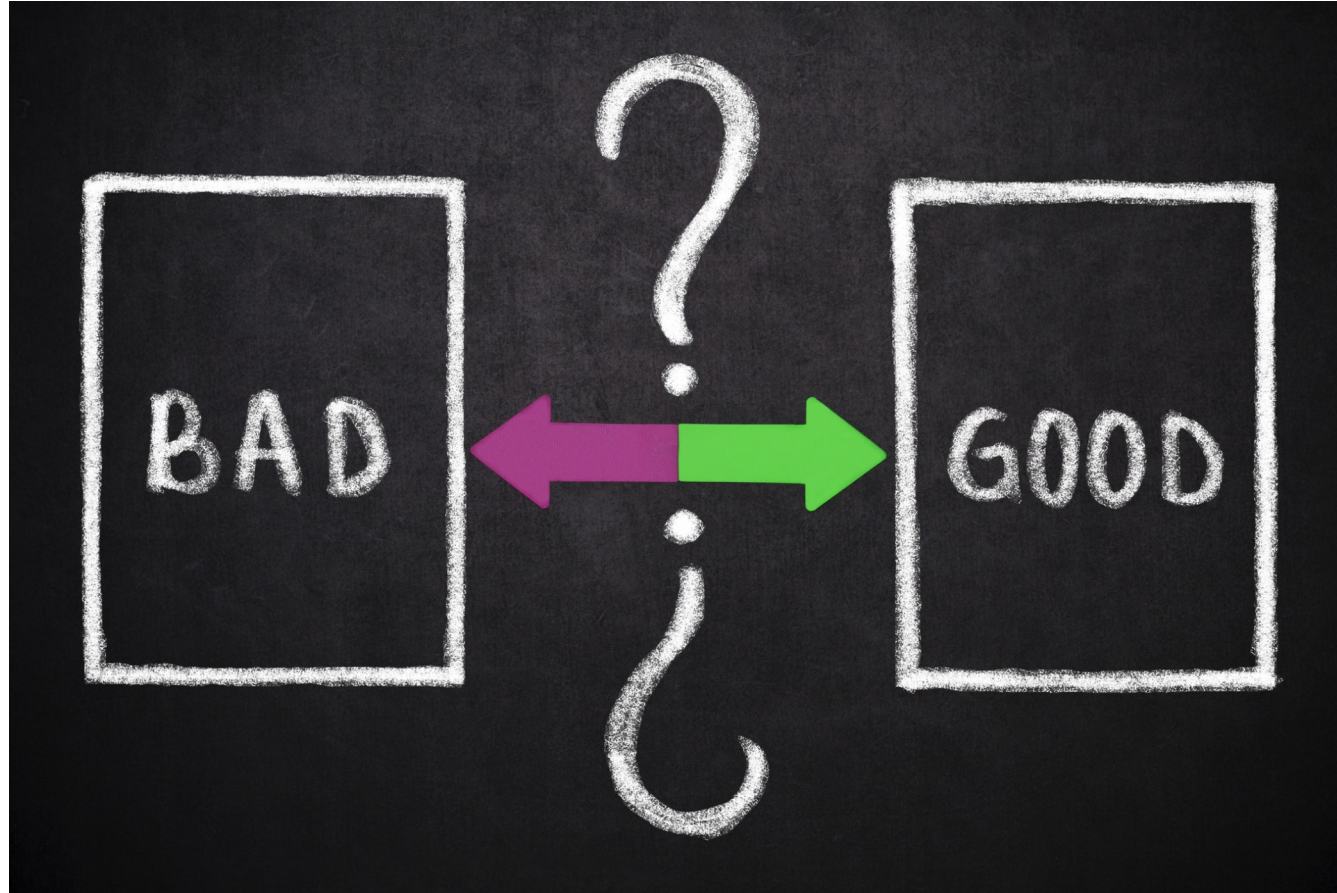
“Minimalism is not a lack of something. It’s simply the perfect amount of something.”

Nicolas Burroughs - @burr_oughs

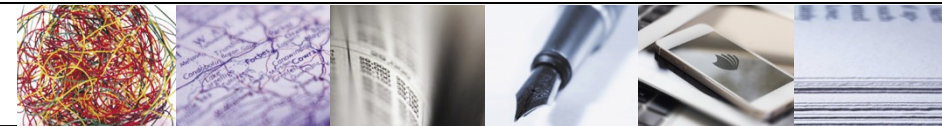


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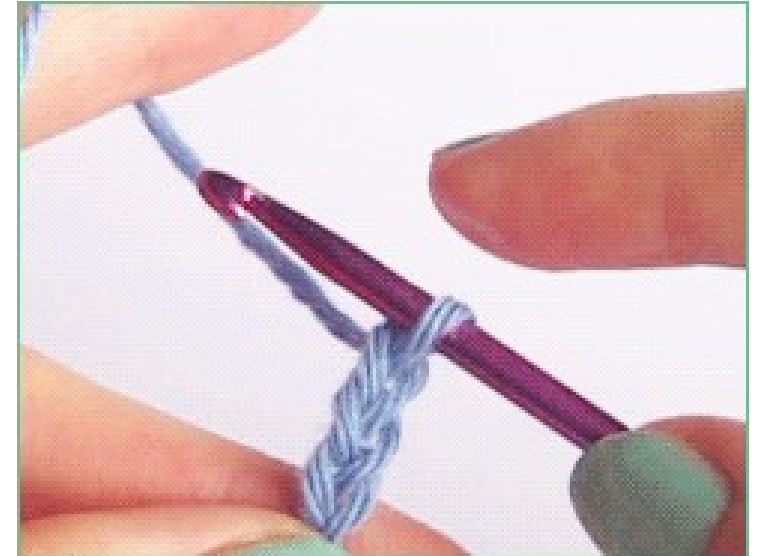
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Should we include video or animation?

- **Use video or animation**

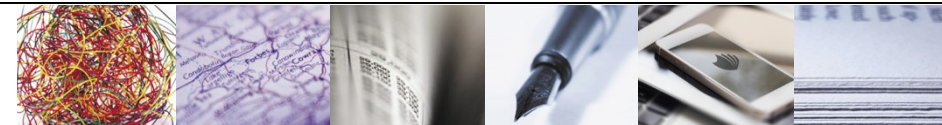
- ♦ YouTube receives 5.3% more hits per month than Google (Telegraph)
- ♦ Even simple GIFs can be effective



1. Wrap the yarn over your hook, and insert your hook under the front two loops of the third chain from your hook.

<http://crochet-gifs.tumblr.com/>

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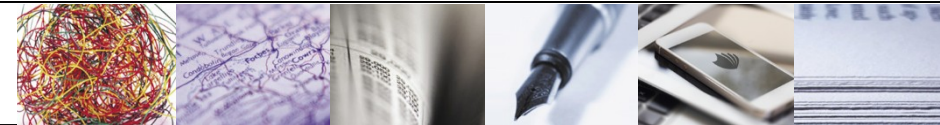


Do we need security?



<https://reedwilsondesign.com>

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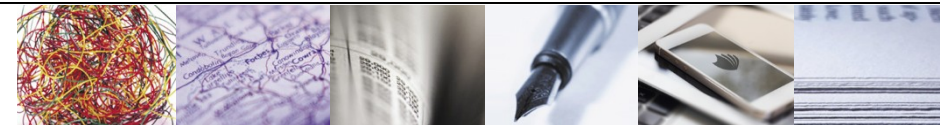


What are the security options?

- **Encrypted connections**
 - ♦ Google Chrome browser demotes sites that don't use HTTPS
 - ♦ 'Let's Encrypt' provides free HTTPS certificates (<https://letsencrypt.org/>)
- **Content Delivery Server**
 - ♦ Sync to encrypted content on device
- **Mobile devices can be lost**



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Develop a specification

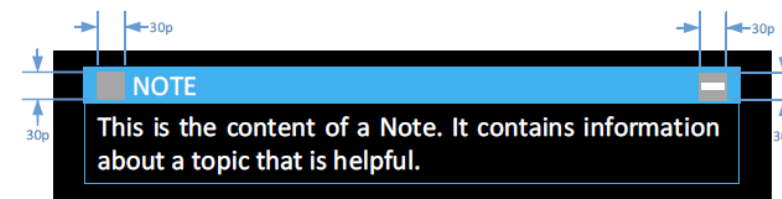
- Design and document plans
- Build demonstrators for user testing
- Approve look and feel with stakeholders

Accordion widget design

The collapsed and expanded states are shown below:






Collapsed notification

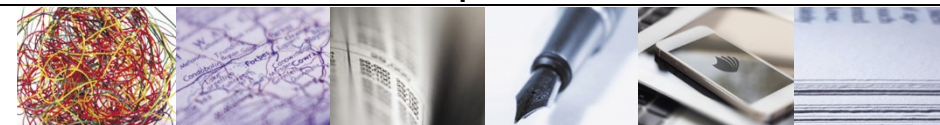


Expanded notification

The notification widgets will use the following graphics (to be supplied by Bentley):

Symbol name	Symbol	Filename (default page size)
Note		Note.svg
Caution		Caution.svg
Important Information		Important.svg

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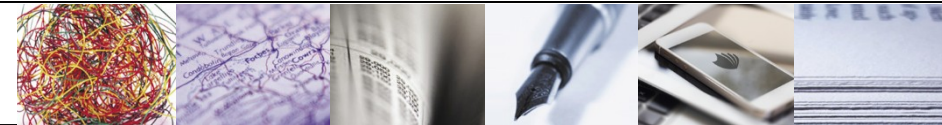


Development and testing

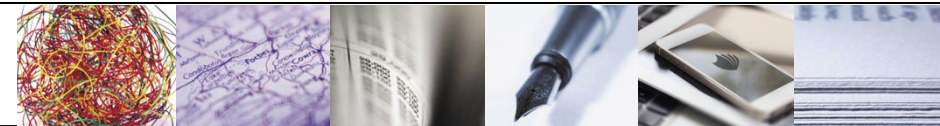
- **Determine the limitations of your chosen platform(s)**
 - ♦ Do they support the latest features?
 - ♦ Can I use the same features across all chosen platforms?
- **Test**



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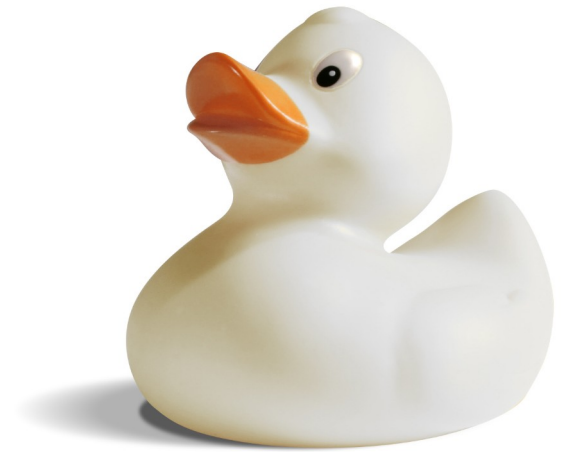


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