



# Delivering Wireless Content

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# Delivering Wireless Content

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# What is wireless content

- Any communication optimized for delivery to a mobile device.
  - Could be a web page.
  - Could be an email.

# Why deliver wireless content

- In 2009, 83% of adults have cell phones and 35% have used it to access the Internet.\*
- “We are at the beginnings of an explosion in data.”—Verizon Chief Financial Officer John Killian. (December 9, 2009)

\* Pew Internet Research study



# Appropriate wireless content

- Content suitable for wireless delivery
  - News and announcements
  - Course notifications
  - Email newsletters
  - Member directory
  - RSS feeds
  - Any communication with a call to action.



# Appropriate wireless content

- Content less suitable for wireless delivery
  - Practice assistance
  - Ethics opinions
  - Legal research
  - About us



# Evolution of wireless delivery

- WML—Wireless Markup Language
  - WML is/was an XML derivative developed to deliver text-only content across the wireless application protocol (WAP).
  - Content was arranged into a “deck” of “cards” with navigation built into mobile devices eliminating the need for the developer to account for navigation on a very small display.



# Evolution of wireless delivery

## ■ WML Disadvantages

- Allows only linear navigation, not hyper.
- The learning curve is not steep—if you know XML. Otherwise, WML is totally foreign.
- Conventional web pages are not delivered across the same protocol, nor in the same format, requiring duplicate pages to be developed for mobile delivery.



# Evolution of wireless delivery

- The move away from WML
  - During the '90s, mobile devices became smarter and capable of using the standard http protocol.
  - Their microbrowsers also evolved to handle graphics and the HTML format meaning web pages could be delivered and read by a mobile phone.



# Evolution of wireless delivery

- The move away from WML
  - Unfortunately, viewing a web page on a screen small enough to fit into one's pocket is not easy. Therefore, mobile-friendly pages are being developed—still using HTML, still delivered across http, but optimized for display on a small screen.



# Modern Wireless Development

- Reduced use of graphics.
- No fancy layouts (nested tables, etc.)
- Only use basic javascript.
- Set font family to Verdana with CSS, but allow the device to specify almost all else.



# Modern Wireless Development

- Full site under a different URL (mobile.domain.org).
- Selected pages that redirect to a mobile-friendly version?

# Modern Wireless Development

## ■ Detecting a mobile device

```
<cfif reFindNoCase("android|avantgo|blackberry|blazer|elaine|
hiptop|ip(hone|od)|kindle|midp|mmp|mobile|o2|operamini|
palm(os)?|pda|plucker|pocket|psp|smartphone|symbian|treo|
up\.(browser|link)|vodafone|wap|windows ce; (iemobile|ppc)|xiino",
cgi.http_user_agent) gt 0>
    <cflocation url="mobile-index.cfm">
</cfif>
```

## ■ Example at D.C. Bar's Find a Member



# What we're doing

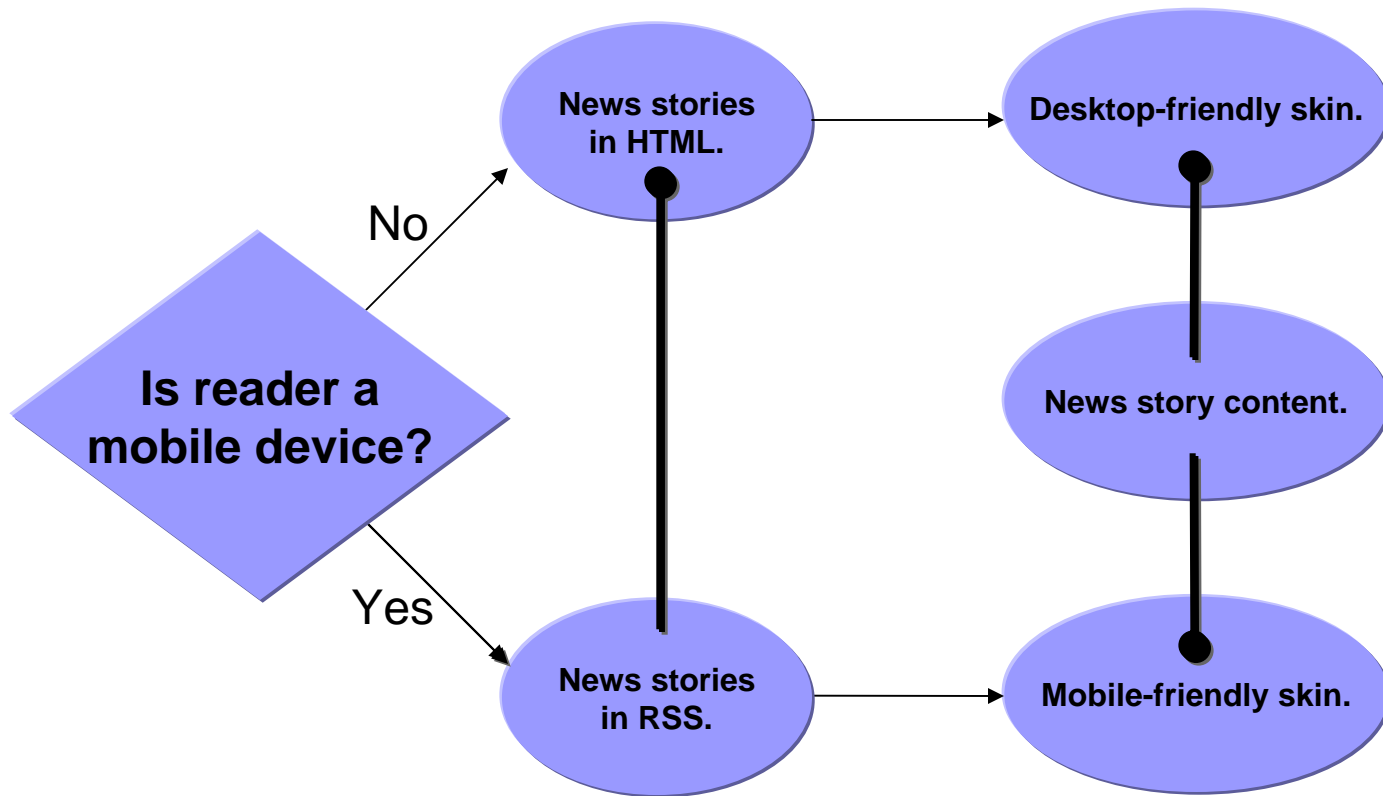
- Currently

- Find a Member
- News stories
- Ebrief

- In development

- Dues payment
- Personalized RSS course announcements

# What we're doing





# What we're doing

- Mobile-friendly emails
  - No, or very tiny graphics
  - Pithy text
- Alternatives to mobile-friendly emails
  - Link to mobile-friendly version which is nothing more but a web page.

# What we're doing

- Example: Ebrief



## January 2010 E-Brief

[Mobile friendly](#)

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# Wireless development costs

- You'll need...

- at least a couple different mobile devices. Start with a Blackberry and an iPhone.
- a development environment. Most development environments have restricted access, so your mobile may need to connect to an internal WiFi (as opposed to 3G) network to access it.



# Question and answer