People first in mobile web design: An audience analysis approach for the future of the web

Lisa Brown

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People first in mobile web design: An audience analysis approach for the future of the web Lisa Brown With thousands of different models of web-capable phones and tablets on the market and new connected tech emerging every day, those playing the role of user advocate are often left drowning in a sea of ever-changing technology, unsure of where to start. This book brings the focus back to the basics. By focusing on audience analysis, we can meet user needs on the mobile web no matter the device. Useful for both beginning and seasoned user advocates, this book presents an overview of considerations unique to mobile helpful to anyone beginning mobile ventures. In this book you will learn: • where the future of the web is headed • various approaches to mobile design including mobilized websites, responsive and adaptive web design, and mobile apps • how to apply familiar audience analysis methods to put people first in mobile web design, including: - mobile web product market analysis - mobile user demographic analysis - mobile personas and user stories - mobile web analytics - mobile user direct responses - mobile usability testing - mobile web best practices evaluation

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