

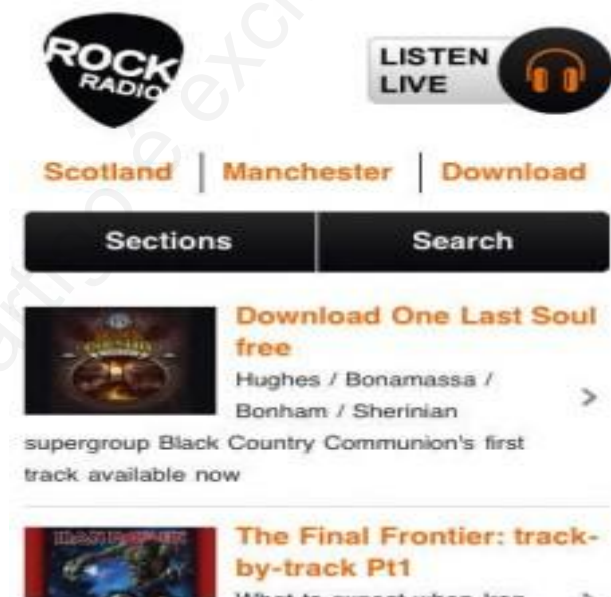
## Web Design: 10 examples of awesome mobile sites



We look closely at 10 of the best mobile sites to see what designs work, why they work and what you can learn from them.

If you want to build a successful mobile website then looking at great examples of the craft is a sensible place to start. So in this article you'll find 10 mobile websites that have caught our collective eye plus tips on how to make a mobile site that impresses. Let's kick off with...

### 1. GMG Radio



Rock Radio (m.rockradio.co.uk) is exactly what the name would lead you to expect, in case you haven't heard of it before, and it totally gets mobile.

Not only has it got a website that's optimised for several mobile browsers, but it also has native iOS apps. All of which means its audience can tune in just about anywhere.

I like its website not so much for the design decisions made, but because it does a great job of bringing all of the content on the desktop site to the mobile browser in a very intuitive, no-nonsense format.

Users can easily find news, galleries, contests, and of course, online streaming.

Phill Clark of Rock Radio's parent company GMG Radio summarises its mobile strategy. "We took the decision to build mobile versions of our websites to ensure our audience could access all of our stations, including Rock Radio, wherever they were and regardless of device."

What we learned: Mobile websites don't need to replicate every feature of the full-fat version and should distil the core functionality. Consider Android and iOS apps to offer further opportunities for people to access your content.

## 2. BBC iPlayer



As you're probably already aware, the BBC's iPlayer ([bbc.co.uk/mobile/iplayer](http://bbc.co.uk/mobile/iplayer)) is essentially a website that's dedicated to putting the last seven days of BBC TV and radio content on the internet for around-the-clock access.

The desktop site design is well-implemented for mobile use as well, with the pink-and-black colour scheme giving the site a distinctive feel.

One good feature is the use of Favourites.

Simply mark a show as a Favourite and all the most recent episodes are just a click away. Your previous viewing history is also listed in Favourites just in case you ever want to refer back to a programme.

What we learned: Transferring your branding across from your desktop website to the mobile version will ensure a consistent feel.

## 3. Mandel Group



The mobile website for Milwaukee-based property company Mandel Group (m.mandelgroup.com) was created by interactive agency Stark Media (starkmedia.com).

The design is excellent and gives users a lot of incredibly useful information without being overwhelming.

The Mandel site makes it easy for property shoppers on the go to access a range of incredibly useful floorplans, images, pricing structures and agent contact information.

I especially like the way that you can pinpoint all their properties on a location map so that they're easy to find if you're out and about.

"The site is completely dynamic and pulls all content from the same place the full site does," explains Stark Media executive Brent Kaul. "Keeping the site in sync with the full version by using the same CMS is definitely a big plus."

What we learned: Use location-based information where appropriate and valuable to mobile users. But don't shoehorn this functionality in if it's not essential and improves the user experience.

#### 4. EA Mobile



EA is one of the biggest game developers on the iOS App Store, so it's quite fitting for it to have a mobile web presence (iphone.eamobile.com). Although it's not a big or complex site, the design is very well executed.

It's reassuringly easy to browse through all the available games and the entry for each has a simple 'Buy It' button that directs you straight to the App Store.

The navigation appears on the bottom and is fixed as you scroll up and down. However, one thing EA perhaps ought to consider is to take the native experience even further by using a framework such as jQuery to load pages via Ajax and add native page transitions.

The only thing I don't like about the site is that it completely disables the browser bar. You can't scroll up and view the URL or do a Google search. I don't agree with doing that, because it strips native functionality from the browser and locks users into the website.

What we learned: This design shows a trend that many iPhone optimised sites are following, which is closely mimicking the look and feel of a native application.

## 5. MOS Creative



MOS Creative is a creative agency based in Maryland that provides services from marketing to web development and branding.

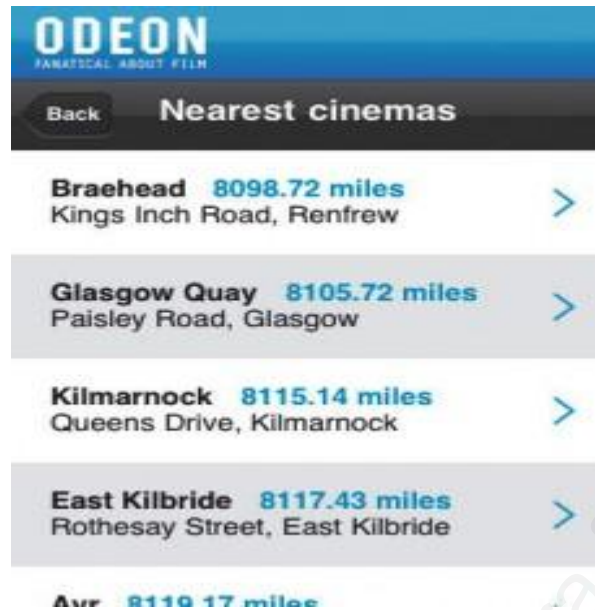
My favourite part of its mobile site (www.moscreative.com) is the quick page loads, as the content is loaded via Ajax, which prevents the browser bar from popping down every time you click a link.

As with many of the agencies we've talked to, MOS Creative see the mobile site as an opportunity for to show clients what they're capable of designwise.

"Our own mobile site is just a model of what we can do, and is a real collaboration of our amazingly talented creative team of designers and developers," says project manager Ally Levin.

What we learned: The only thing missing from the MOS Creative mobile site is a way to view the 'full site'. I believe that's always an important element, just in case people are looking for something specific they have only seen on the full version.

## 6. Odeon



Odeon's mobile site ([mobi.odeon.co.uk](http://mobi.odeon.co.uk)) is a great example of functional, high-quality mobile design. It provides an outstanding way to browse films, read reviews, check local cinema times and even book tickets.

Most of the interactions on the website follow native iPhone app conventions. Each page has a fixed toolbar at the top, with the page title and a back button when applicable. The search and filtering controls also mimic the look and feel of a native app.

The only thing I feel could be improved is the page loads. Each time you click something, a new page/URL loads, as opposed to pulling the content using Ajax and making the experience more seamless.

What we learned: While visual design is crucial, don't overlook page load speed. Frameworks like jQTouch are very good at this, which adds to the 'native' app experience.

## 7. Vito Sport



The Vito Sport is a new car from Mercedes-Benz that's explicitly marketed to people who ride bikes and need a great way to transport them.

What sticks out immediately to me about its mobile site ([m.vitosport.co.uk](http://m.vitosport.co.uk)) is the unique design.

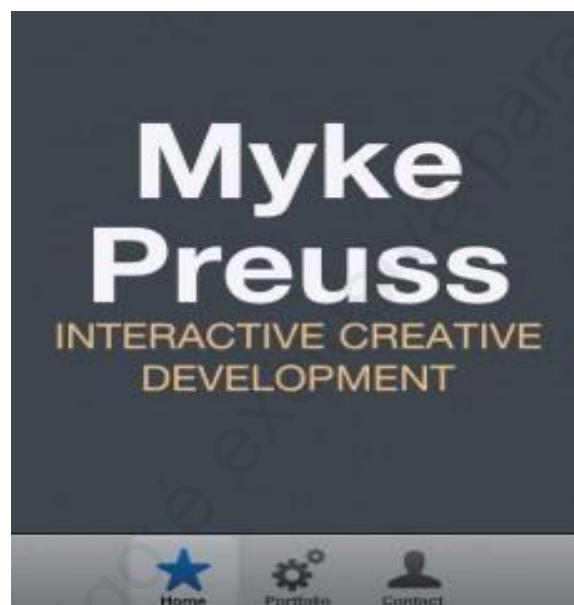
Despite a couple of shortcomings (why is all the live text Times New Roman?), the site is still spectacular.

As well as viewing videos and photos from events, users can follow a team of bikers that are using the car, and even discover what music they're listening to.

It's great to see bigger companies making mobile a priority.

What we learned: The mobile site is very textured and alternative, most likely to appeal to the target market, but still very easy to navigate.

## 8. Myke Preuss



Myke Preuss is a Canadian designer who specialises in mobile and desktop websites.

Much like other curious geeks in our space, Myke experimented with his own site ([m.waytoogood.ca](http://m.waytoogood.ca)) in order to find his way on the mobile web.

The result is a simple, elegant site featuring portfolio pieces and contact information.

"The general design sprang from a desire to have a browser app that looks and acts like a downloadable," says Preuss.

He chose the Sencha Touch ([netm.ag/fWj5aL](http://netm.ag/fWj5aL)) framework for his site, which is a great choice for JavaScript-savvy coders wanting a robust set of tools at their disposal.

What we learned: Show, don't tell. If you're a web designer, a good mobile app can act as a showcase for your coding and designing talents.

## 9. Sea-Doo Mobile



Sea-Doo (m.sea-doo.com) is one of the first mobile sites built with the much-heralded jQuery Mobile framework.

The greatest benefit of jQuery mobile-powered websites is device compatibility. If you're building a site to span several operating systems, then jQuery Mobile is a great choice.

However, if you're trying to mimic a more native iOS experience, then jQTouch (jqtouch.com) is still the way to go.

The Sea-Doo site design doesn't blow me away, but it's easy to navigate and shows off their extensive product offering. All the boats and personal watercraft have dedicated pages with photo slideshows and in-depth product specifications.

Complete with a dealer locator, it has all the tools for customers on the go.

What we learned: Use JQuery Mobile to build your app once and be confident that it will work across multiple mobile devices.

## 10. Food Sense



I love meat, but that doesn't stop me liking vegan site Food Sense (foodsense.is).

Elegant and rich, it offers recipes, a blog, how-tos and an A-list of cherry-picked producers. It's responsive too, maintaining the quality design across devices, with lots of subtle touches: hi-res icons, a curated food gallery, neat typography and good use of white space.

It sometimes feels rather 'minimal Jamie Oliver', but this is no bad thing.

"I think the decision to use a responsive design positively impacted the user experience," says developer Ryan Essmaker (designingmonsters.com).

"I was constantly thinking of how people would interact with it – with their fingers and mouse – which made me focus on what was most important."

It's built on ExpressionEngine using HTML5 and CSS3, with HTML5Shim and Selectivizr for fallbacks, and a customised version of LessFramework as the base for the responsiveness.

**Fonte:CreativeBloq, 13 June 2012. [Portal] Disponível em:  
<<http://www.creativebloq.com/web-design-tips/10-ways-to-make-a-mobile-site-that-doesnt-suck-1232063>/Acesso em: 13 June 2012.**

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