Multi-Device First: Creating Content with Mobile in Mind

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"Phones"

Source: Grail Research 2011 (via Shoutlet)
Uniquely Mobile

- Personal devices for private texts, searches
- Just-in-time information for decision making
- The ultimate multitasking device

Source: Our Mobile Planet: United States, Google/Ipsos OTX MediaCT, US, May 2012
Drivers for Mobile Innovation

Geolocation

Image: Hogan Lovells

mCommerce

Image: Ve Interactive

Politics

Image: Danya International, Inc.
The (New) Last Frontier: Mobile Ads

Material Upside for Mobile Ad Spend vs. Mobile Usage

% of Time Spent in Media vs. % of Advertising Spending, USA 2012

- **Internet Ad**: $37B*
- **Mobile Ad**: $4B*
- **$20B+ Opportunity** in USA

Note: *Internet advertising reached $37B in USA in 2012 per IAB. Mobile advertising reached $4B per eMarketer. Print includes newspaper and magazine. $20B opportunity calculated assuming Internet and Mobile ad spend share equal their respective time spent share. Source: Time spent and ad spend share data based on eMarketer (adjusted to exclude outdoors / classified media spend), 12/12.
Responsive design includes fluid grids, flexible images, device detection and media queries. Most importantly, it’s a different approach to content and design.
Responsive Design

1. Build it once in HTML 5
2. Chunk content
3. Prioritize content
4. Use media queries to present information differently
5. Conduct device tests
6. Maintain content centrally
7. Listen to the users
Radiolab
Medicare.gov

Is my test, item, or service covered?

Find health & drug plans
Apply for Medicare

Find doctors, providers, hospitals, plans & suppliers

Home

Medicare.gov

A federal government website managed by the Centers for Medicare & Medicaid Services
7500 Security Boulevard, Baltimore, MD 21244

Helpful Links

DANAYA INTERNATIONAL, INC.

Medicare.gov

Is my test, item, or service covered?

Find health & drug plans
Apply for Medicare

Live in a Durable Medical Equipment Competitive Bidding Program area? Find a Medicare-contract supplier

Learn more about the Durable Medical Equipment Competitive Bidding Program?

Your Medicare Summary Notice just got easier to understand.

Address change/Medicare card issue?

Select your card issue...

Information for my situation

Select your situation...

Find someone to talk to

Select your state...

Find doctors, providers, hospitals, plans & suppliers

Find doctors & other health professionals
Find nursing homes
Find hospitals
Find home health services
Find dialysis facilities
Find health & drug plans
Find suppliers of medical equipment & supplies

More quality, planning, & compare tools

Sign Up / Change Plans
Your Medicare Costs
What Medicare Covers
Drug Coverage (Part D)
Supplements & Other Insurance
Claims & Appeals
Manage Your Health
Forms, Help, & Resources

Contact Medicare
Find health & drug plans
Find hospitals, providers, hospitals & plans
Where can I get covered medical help?
Get Medicare forms
Publications
Information in other languages
Phone numbers & websites
Get Email Updates
Open email form

Helpful Links
Site policies & important info
Privacy policy
Faq
No fraud
Help.gov
UHgov
Inspector General
Plain language
Archive
Downloadable databases
Medicare & You
Help with the formats & plug-ins

CMS & HHS Websites
HealthCare.gov
Medicare.gov
Medicaid.gov
Payer.gov
Medicare & You

Get Involved with Us

Related Websites
Medicare.gov
Medicare & You

Social Media
Follow Medicare.gov on Twitter
Like Medicare.gov on Facebook

Medicare.gov

Medicare.gov
6 Tips for Drinking the Responsive Design Koolaid

1. Create bite-size pieces of content
2. Prioritize by user needs
3. Elevate or separate calls-to-action
4. Connect sharing to individual pieces of content
5. Vary images for visual distinction
6. Make navigation features clear

Check out Chrome add on: Responsive Site View
Thank You

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