

Rethinking the Mobile Web

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The mobile web

- Web developers are enthusiastic about the mobile web, although they don't quite know yet how to work with it.
- What about you?
- Please tell me about the mobile web's relevance to your work if we meet in the hallways, at lunch, or in the pub.

The mobile web



Tizen



Everybody
wants web
technologies

Nobody
wants web
developers

Web developers

- Web developers are as yet unaligned. They do not support any mobile platform - yet.
- Web developers know WAY more about the web than you do. You need their knowledge.

Web developers

- Mobile companies need web developers in order to make their web projects a success.
- But few companies actually trying very hard to talk to web developers.
- Or they do it in the wrong way.

Web developers

- If you bet on the web
- you need web developers in order to make it work
- But web developers don't need you
- Without web developers, your web-based platform will fail
- Without your web-based platform, web developers will prosper on another one

Brief history

- 1998: Netscape 4 and IE4. Deliberate incompatibilities.
- 1998-2002: Web developers take independent action against browser vendors. They win.
- 2002-2008: Web developers set up their own ecosystem, communications, conferences, workshops, etc. etc. etc.
- 2005-current: Large companies get involved. Yahoo, Opera, Mozilla, Microsoft, Google, all take web developers' worries and questions seriously.

Brief history

- 2009-current: Mobile companies try to tell web developers what to do and don't take them seriously.
- 2009-current: Web developers don't take mobile companies seriously.
- Except for Apple and Google. They are special cases.
- Your company is NOT a special case.

Dos and don'ts

- Support web standards! Don't invent something yourself.
- Go to the right conferences. <http://lanyrd.com/profile/ppk/future/>
- Listen to web developers and fix whatever they think ought to be fixed.
- Hire devrels and give them a free rein <http://developer-evangelism.com/>
- Talk about your platform's *weaknesses* and ask web developers how to solve them

Dos and don'ts

- No bloody contests!
- No bloody SDKs!
- No new JavaScript frameworks! We have quite enough already, thanks.
- Give out devices. Dozens per conference.
- Accept that this takes years and costs a LOT of money.

The grand prize

The first few companies to do this right will have won web developers' goodwill.

Their platforms will be embraced and filled with cool apps, while their competitors' platforms are forgotten.

The way to win the mobile web is through web developers.

Remember

- Please tell me about the mobile web's relevance to your work if we meet in the hallways, at lunch, or in the pub.

Thank you

I'll put these slides online

Questions?

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