

# DOTNETNUKE



# MOBILE STRATEGIES

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Presented by

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# Mobile Strategies - Rebriefing

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What to expect & what's changed

# Agenda

- Background: History / Purpose
- Goals: Mobile with DotNetNuke
  - Why do we do it?
  - What should DNN do for us?
  - What should we do ourselves?
- Different Scenarios and how to solve them
- Recommendations

# Background - Purpose

Provide optimal information / tools...

...in every usage scenario

→warning! this is mainly a conceptual issue, not a technical one, for eg. see Language-Detection, typical needs of mobile users, etc.

# Background - Purpose - Implementation

1. Know if the user is mobile, tablet, small-screen etc.
2. Change what the user receives...
3. ...based on our idea of ideal information/tools

## Ergo

1. Detect
2. Redirect...
3. or Reformat (same info, different display)
4. or Reinform (different info)

# Background - History

- DNN 3, 4, 5 - DIY (Do it yourself)
- DNN 6.1
  - Open Source API / Framework from 51degrees.mobi
  - Devices-Data from WURFL
  - → Problem: License changed by ScientiaMobile
- DNN 6.2 & 7.0
  - API & Data from 51degrees.mobi
  - Light-data included in community
  - Good data for 60.-/Year/Site
  - Great data for 360.-/Year/Site or included in Pro-Edition

*note: more Links in slide notes*

# Output Variations

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# Four Output Adaptions

1. Responsive Layout  
→ [www.2inspire.ch](http://www.2inspire.ch), boxes and fonts change on screen-resize
2. Responsive CMS-Page
  1. requires responsive Modules
  2. Razor-Templates
  3. 2SexyContent
  4. Responsive ASCX-Skins  
→ anybody from the audience? simple demo <http://mobile.dnn.ch>
3. Standalone Mini-Site  
→ [www.dnn.ch/m](http://www.dnn.ch/m) , [www.2sic.com/m](http://www.2sic.com/m)
4. Standalone Mini-Site with Content-/Module-Sharing  
→ [m.kenda-dental.com/](http://m.kenda-dental.com/) (shared catalog-data from SharePoint)



# Output Adaptions - Responsive

1. Change Output / Layout
  1. alternative CSS and/or HTML
  2. Alternative Layout-Image-Resolutions
  3. → Method: CSS, Different Skins, Smart Skins (w/Logic)
2. Change Content
  1. Content in many Variations (short/long texts, etc.)
  2. Different content-presentations
  3. Images & Resolutions
  4. Videos & Resolutions (YouTube, ...)
  5. → no standard available. use Modules supporting multiple outputs or Razor-Templates (like 2SexyContent), or use JS-tricks to automatically use other images etc.

# Output Adaptions - Mini-Sites

1. Very simple
2. Usually very reduced content (easy to maintain)
3. Usually specialized content (e.g. Maps links)

→ Low effort, low maintainance, elegant

1. Optionally with User-Sharing, Module-Sharing, Content-Sharing (Pro-Edition or manual work)

# Output Adaptions - Redirects

1. Demo w/DNN 7.0
2. Redirect-Settings
3. `nomo=1`, `nomo=0`

→ Low effort, low maintainance, elegant

We would recommend using at least the simple data-subscription.

# Output Adaptions - about DDRs

1. DDR – Device Description Repository
2. Light-Version in DLL
3. Simple Data (60.-/year)
4. Pro-Data (~360.-/Year) w/Auto-Update
5. Can be ordered in the DNN Store

→ DotNetNuke Professional has the Pro-Subscription

# User Input

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# Input-Adaptions

**Warning: We believe that Input on mobile devices is not fun for the user**

1. Recommendation: minimize input at all cost...if not a primary feature of your site
2. ...also makes development easier: leave most input-scenarios to non-mobile devices
3. If really, really needed, spend a lot of time optimizing

→ Suggestion: use QR-Codes to minimize input

# Closing Recommendations

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# Recommendations

1. In 90% of all companies, we believe the best solution is a Mini-Mobile-Site, with Detect/Redirect (Content-Sharing?)
2. Use simple responsive Design on really simple, single-purpose sites like Micro-Sites, Product-Sites  
→ and when responsive, KISS – maybe specials for Tablets/TVs, and still redirect for Mobile
3. Full Responsive-Design & Layout ONLY if you have very data-intens sites (many contributes in similar formats), and if you have a huge budget - call me 😊



# Thanks!

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More infos and this presentation...

[mobile.dnn.ch](http://mobile.dnn.ch)

and [www.yaml.de](http://www.yaml.de) - Perfect CSS-Framework