

Sonoff Consulting Services, Inc., 271 Saxony Drive, Crestview Hills, KY 41017 USA: Telephone: (859) 261-5908.



(Search Window): (Search Domain): Mobile Scsi P&KT WWW

Part 2: What to look for - and expect - in any World Class Mobile Web Site's Underlying Design? Page of Sonoff Consulting Services, Inc.'s Productivity and Knowledge Transfer Mobile Web Site

The three major headings provided on this Mobile Web site are listed below:

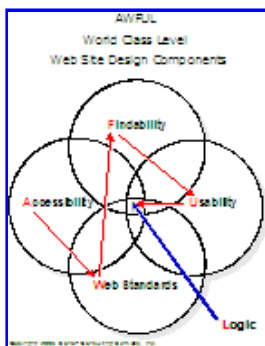
- [Answer: A "Perfect 10" Mobile Web Best Practices Score of 100 for each and every Web page](#)
- [Keeping the Focus on Customer-centric Benefits is the Goal of Scsi's Mobile Web Best Practices.](#)
- [Scsi makes Mobile Web page assessments as easy as filling in a single-page document \(on- or off-line\).](#)

NOTE: Relevant hyperlinks are included within the associated paragraphs to make your browsing session productive and all the more enjoyable.

Answer: A "Perfect 10" Mobile Web Best Practices Score of 100 for each and every Web page

A logical "view from the top down" perspective is the starting point

To illustrate this starting point graphically and emphasize its nature as being the core for all that follows, a [Venn diagram](#) provided below reveals how [Logic](#) [L] is the very foundation for Scsi's "AWFUL" design approach - where "A+W+F+U=L" serves as a mnemonic for each of the five letters shown in brackets in the paragraph immediately following the diagram below:



As used here, Logic [L] equates to the [union](#) of four World Class Level Mobile Web Site Design Components - [Accessibility](#) [A], [Mobile Web Standards](#) [W], [Findability](#) [F], and [Usability](#) [U].

Transforming "AWFUL" design-level concepts into real-world-level Mobile Web Best Practices that benefit everyone

With such a high-level summary of Scsi's "AWFUL" logical design components kept in mind, you will no doubt be better able to appreciate at least some of the thought processes that led to Scsi's World Class Level Mobile Web site design and implementation (see [Scsi's Mobile WebKISS\(TM\) Guide #11: TOTAL ACCESS ... So What?](#) for an overview/summary) built upon [Scsi's "Perfect 10" Mobile Web Site Standard](#) with its underlying set of [Scsi's Mobile Web Best Practices](#) for striving-to-become World Class Level Mobile Web Sites listed below.

To see the overall picture of what is stated above, select the [Scsi's World Class Mobile Web Site Mobile Web Best Practices image](#) immediately below - if present - to view or download a full-page Adobe PDF diagram that provides hyperlinks to each of Scsi's "Perfect 10" Mobile Web Site Mobile Web Best Practices for your convenience.



Scsi's "Perfect 10" Mobile Web Site Standard's underlying set of ten Mobile Web Best Practices for World Class Level Mobile Web Sites

- [Best Practice #1](#): Every Mobile Web page is [fast loading](#).
- [Best Practice #2](#): Every Mobile Web page is [viewable with any type of browser](#).
- [Best Practice #3](#): Every Mobile Web page incorporates meaningful, descriptive 'balloon help' text for every hyperlink (both text- and graphics-based).
- [Best Practice #4](#): Every Mobile Web page's navigation always remains under user control, thereby allowing use of any combination of keyboard, mouse, or other pointing devices as hyperlink selection tools.
- [Best Practice #5](#): Every Mobile Web page incorporates an integral and effective dual-domain search window.
- [Best Practice #6](#): Every Mobile Web page's text viewing size selections remain under user control at all times - according to the particular browser tool's available selections.
- [Best Practice #7](#): Every Mobile Web page's contents will always automatically resize widthwise to fill the entire browser window - no matter what screen resolution settings or window sizes are in effect at any time.
- [Best Practice #8](#): Every 'Print this page' operation automatically results in an intelligently word wrapped, truncation-free, black-on-white printout of that Web page's main body contents - regardless of the page orientation and user-specified text size selection in effect at that time.
- [Best Practice #9](#): Every Mobile Web page incorporates readily accessible contact information.
- [Best Practice #10](#): Every Mobile Web page [validates](#) against the World Wide Web Consortium (W3C) specifications for Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), and Web Accessibility Initiative (WAI) Content Guidelines (WCAG).

What does the presence of all these Mobile Web Best Practices really mean from a practical perspective?

Have it all ... [Ubiquitous Web Access](#) ... here and now on Scsi's P&KT Mobile Web site

Think about it ... You can have it all - here at the Scsi P&KT Mobile Web site. For, as you will discover for yourself, each and every one of [Scsi's Mobile Web Best Practices](#) for a [World Class Level Mobile Web site](#) is adhered to throughout the entire Scsi P&KT Mobile Web site.

Possibly, based on the usual Web site experiences we regularly encounter, the collective set of Scsi's Mobile Web Best Practices listed above may be judged by most readers to be unreachable - or at the very least unexperienced before you came to the Scsi P&KT Mobile Web site. Ah, but yes, convincing you that all that Scsi has stated above is absolutely true is the [Mobile Web challenge](#) to be met, now isn't it - to overcome such obstacles and get on with the business at hand, right? Having said this, of course, it seems that there will always be naysayers whenever someone claims to have made a noteworthy breakthrough in any field of endeavor. That's also expected, isn't it?

Confirm all ten of Scsi's Mobile Web Best Practices are present for any Mobile Web page in the sonoffconsulting.mobi domain

Nonetheless, you can and will be able to prove for yourself that each and every one of these claims has been fully met. How? By actually putting everything claimed above to the test right here on the Scsi P&KT Mobile Web site - using Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool as described below, you will soon realize that all of these Mobile Web Best Practices have in fact been achieved and that Y-O-U are the true benefactor. Isn't that what the Internet is supposed to be all about?

Keeping the Focus on Customer-centric Benefits is the Goal of Scsi's Mobile Web Best Practices.

The collective set of [Scsi's Mobile Web Best Practices](#): is built on a foundation of [conformance to World Wide Web Consortium \(W3C\) standards](#). However, as you will see, the Mobile Web Best Practices themselves need not be thought of as being listed in any rigid sequential or highest-to-lowest priority order. Rather, Scsi suggests that you view Scsi's Mobile Web Best Practices as significant contributors toward [achieving a Web site design that remains focused on serving its visitors effectively](#).

When and if any particular Scsi Mobile Web Best Practice catches your attention more than another, you might decide to examine the related details by selecting the corresponding hyperlink for the Mobile Web Best Practice of interest at that moment. Upon doing so,

you will more readily be able to "read, mark and inwardly digest" (ala, Francis Bacon) - what has been achieved - all by design - and provided throughout the sonoffconsulting.mobi domain as [customer-centric benefits for everyone to enjoy](#).

Scsi makes Mobile Web page assessments as easy as filling in a single-page document (on- or off-line).

Use Scsi's STCEW Tool as your basic reference

For your convenience, Scsi provides an easy-to-understand and easy-to-use Test Criteria Evaluation Worksheet to use as a working tool that will make the task of reinforcing your understanding and appreciation of what was just described above straightforward - as well as transferable to others either in hardcopy or softcopy format.

How and what is involved to accomplish all this? Don't worry. You will learn by doing. When and if you make use of [Scsi's Test Criteria Evaluation Worksheet Tool \(STCEW\)](#) described and hyperlinked to in [Part 3](#), this will become something that you will want to pass along to others to learn.

Available Formats for Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool

For your convenience, make use of Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool - provided as a one-page Adobe Acrobat ([PDF](#)), one-page Microsoft Word ([DOC](#)), or a two-page ([TXT](#)) file.

Want a quick look at the STCEW Tool's Checklist?

Curious? Well, you will soon [learn and prove for yourself](#) - both quickly and quantitatively using Scsi's Test Criteria Evaluation



Worksheet (STCEW) Tool - selectable via the graphic (if present here) to launch it as a PDF file - and view a fill-in checklist of Scsi's ten "Mobile Web Best Practices for a World Class Level Mobile Web Site."

What will you quickly discern for yourself when you make use of the STCEW Tool?

The STCEW Tool is really an easy-to-use checklist, straightforward to understand, and anyone can use it to check for the presence or absence of [Scsi's Mobile Web Best Practices](#) on any Mobile Web site's pages.

What should you do to get other Mobile Web sites to fix their Mobile Web site's problems?

Let Web Sites know where they need improvement

As you gain experience in applying Scsi's Mobile Web Best Practices checklist - refer to [Scsi's Test Criteria Evaluation Worksheet \(STCEW\) Tool](#) for details - for performing degree-of-conformance assessments, you will come to more fully recognize which of [Scsi's Mobile Web Best Practices](#) are overlooked entirely by the vast majority of today's currently designed and implemented Mobile Web sites.

Provide specific assessments to prove your point

With quantitative assessments in hand that confirm specific Web pages as needing improvements you will definitely play an influential role by actually pointing out specific areas where improving the quality of any given Mobile Web site should be focused.

In fact, Scsi encourages you to provide copies of your STCEW checklist results to those Mobile Web sites' personnel. For by taking this action step, you will clearly indicate to those individuals that you truly do know exactly where they are currently "missing the boat" in terms of maximizing the visitor/customer/prospect/user Mobile Web experience.

If the Mobile Web site personnel are even a bit smart, they will listen to you, implement those needed changes for everyone's benefit, and you can take full credit - once they do come through with the promised changes that you brought to their attention.

Mobile Web Page Validation and Contact Information

Validate this Scsi's "Perfect 10" Mobile Web Site Standard Page to assure full conformance to W3C's [XHTML 1.0 Basic](#), cascading style sheet ([CSS](#)), and [WCAG Accessibility](#) recommendations.

Contact Information: [Raymond Sonoff](#), President of Sonoff Consulting Services, Inc., 271 Saxony Drive, Crestview Hills, KY 41017 USA: Telephone: (859) 261-5908.

[Sonoff Consulting Services, Inc.](#) (Scsi) - [Mobile Productivity](#) and [Knowledge Transfer](#) Specialists

Copyright © 2004-2007 Sonoff Consulting Services, Inc. - All rights reserved - [Scsi's Mobile Privacy Policy](#)

Shortcut Text	Internet Address
MAIN HEADING	http://sonoffconsulting.mobi/mobile_unique_features_part2.html#SkipToHeading1
view or download	http://sonoffconsulting.mobi/mobile_unique_features_part2_with_hyperlinks.pdf
Mobile Home	http://sonoffconsulting.mobi/
Expanded Mobile Home	http://sonoffconsulting.mobi/index_expanded.html
Graphics-based Mobile Home	http://sonoffconsulting.mobi/index_graphics_mapped_version_3.html
Mobile About Scsi	http://sonoffconsulting.mobi/filters/scsi_corp/scsi_corp.html
Mobile Site Map	http://sonoffconsulting.mobi/site_map/site_map.html
Mobile Productivity	http://sonoffconsulting.mobi/filters/productivity/productivity.html
Scsi's Mobile WebKISS™ Guides	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_webkiss_guides_page.html
Other Mobile Web Sites	http://sonoffconsulting.mobi/filters/url_links/url_links.html
Mobile Contact Us	http://sonoffconsulting.mobi/filters/contact_us/contact_us.html
Scsi's Mobile Access Keys	http://sonoffconsulting.mobi/access_keys.html
Scsi's Mobile Web Best Practices	http://sonoffconsulting.mobi/mobile_unique_features_part2.html#h3_3
#1	http://sonoffconsulting.mobi/mobile_unique_features_1_of_10.html
#2	http://sonoffconsulting.mobi/mobile_unique_features_2_of_10.html
#3	http://sonoffconsulting.mobi/mobile_unique_features_3_of_10.html
#4	http://sonoffconsulting.mobi/mobile_unique_features_4_of_10.html
#5	http://sonoffconsulting.mobi/mobile_unique_features_5_of_10.html
#6	http://sonoffconsulting.mobi/mobile_unique_features_6_of_10.html
#7	http://sonoffconsulting.mobi/mobile_unique_features_7_of_10.html
#8	http://sonoffconsulting.mobi/mobile_unique_features_8_of_10.html
#9	http://sonoffconsulting.mobi/mobile_unique_features_9_of_10.html
#10	http://sonoffconsulting.mobi/mobile_unique_features_10_of_10.html
why the Scsi P&KT Mobile Web Site is both virus- and worm-free	http://sonoffconsulting.mobi/mobile_unique_features_1_of_10.html#h2_2
professional assistance	http://sonoffconsulting.mobi/need_professional_assistance.html
addressing productivity	http://sonoffconsulting.mobi/scsi_focus_on_productivity.html
knowledge transfer-related matters	http://sonoffconsulting.mobi/what_scsi_pkt_does.html
e-mail	mailto:info@sonoffconsulting.mobi
	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_11_total_access_so_what.html
Answer: A "Perfect 10" Mobile Web Best Practices Score of 100 for each and every Web page	http://sonoffconsulting.mobi/mobile_unique_features_part2.html#h2_1
Keeping the Focus on Customer-centric Benefits is the Goal of Scsi's Mobile Web Best Practices	http://sonoffconsulting.mobi/mobile_unique_features_part2.html#h2_2
Scsi makes Mobile Web page assessments as easy as filling in a single-page document (on- or off-line)	http://sonoffconsulting.mobi/mobile_unique_features_part2.html#h2_3
Venn diagram	http://sonoffconsulting.mobi/scsi_pkt_mobile_awful_design_components_with_hyperlinks.pdf
Logic	http://sonoffconsulting.mobi/scsi_mobile_proof_of_world_class_level.html
union	http://sonoffconsulting.mobi/scsi_pkt_awful_design_components_with_hyperlinks.pdf
Accessibility	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_2_why_100_accessibility.html
Mobile Web Standards	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_1_why_val_web_site.html
Findability	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_8_increase_mobile_search_engine_rankings.html
Usability	http://sonoffconsulting.mobi/filters/productivity/web_usability/web_usability.html
Scsi's "Perfect 10" Mobile Web Site Standard	http://sonoffconsulting.mobi/mobile_unique_features.html
Scsi's World Class Mobile Web Site Mobile Web Best Practices image	http://sonoffconsulting.mobi/scsi_pkt_perfect_10_web_best_practices_diagram_with_hyperlinks.pdf

Shortcut Text	Internet Address
viewable with any type of browser	http://sonoffconsulting.mobi/any_browser.html
Ubiquitous Web Access	http://sonoffconsulting.mobi/index_expanded.html#h2_2
Mobile Web challenge	http://sonoffconsulting.mobi/mobile_unique_features_part3.html#stcew
achieving a Web site design that remains focused on serving its visitors effectively	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_9_how_productivity-focused_is_your_mobile_web_site.html
Part 3	http://sonoffconsulting.mobi/mobile_unique_features_part3.html
(PDF)	http://sonoffconsulting.mobi/mobile_stcew_perfect_10_conformity_checklist.pdf
(DOC)	http://sonoffconsulting.mobi/mobile_stcew_perfect_10_conformity_checklist.doc
(TXT)	http://sonoffconsulting.mobi/mobile_stcew_perfect_10_conformity_checklist.txt
learn and prove for yourself	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_4_what_could_management_learn.html#h2_4
XHTML 1.0 Basic	http://validator.w3.org/check?uri=http://sonoffconsulting.mobi/mobile_unique_features.html
CSS	http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.mobi/code/scsi_pkt_mobi_2007a_all.css
WCAG Accessibility	http://webxact.watchfire.com/
Raymond Sonoff	http://sonoffconsulting.mobi/filters/scsi_corp/rsonoff_scsi_profile.html
Scsi's Mobile Privacy Policy	http://sonoffconsulting.mobi/w3c/scsi_pkt_p3p.html