Making Mobile Phone Websites

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JALTCALL 2008 Conference Workshop
Nagoya University of Commerce and Business
May 31st 3-4:30 p.m. Room 621 Computer Lab
Reasons to make mobile sites

- **Personal**
  - Another kind of homepage or mobile portfolio
  - Retrieve useful maps, links, or addresses on the go
  - Social network beyond the school calendar

- **Professional**
  - *Keitai* are used more than computers in Japan
  - Nearly all students carry *keitai* everywhere
  - Exploit this mobile infrastructure for m-learning
  - Offer another source of course information
  - Offer another avenue for communication
  - Offer language learning exercises (MALL)
Ways to make mobile sites

- **Japanese Web page making programs**
  - E.g., IBM Page Builder, version 8 or later
  - choose mobile rather than PC when starting a page
  - upload files to a subdirectory on the open Web

- **Simplified HTML to fit old small screens**
  - By hand or using any Web page making program
  - Line breaks after about 8 kanji or 16 English letters
  - Small photos or illustrations, up to around 7kb
  - upload files to a subdirectory on the open Web

- **Free Web 2.0 site** (this workshop uses Winksite)

All these accessible by PC or mobile phones anywhere
Example of a personal portfolio

Made in the year 2000, following DoCoMo specifications under consideration by the W3 Consortium, the contents fit the small screens at the time. This is the Web view.
After choosing among the big three mobile providers, such as iMode format, an option is to choose a template for one’s mobile phone homepage and fill in one’s details.
Examples of QR codes

QR codes, invented in Japan, are a kind of bar code that Internet-enabled mobile phone cameras can read by just focusing, turning the pattern into a link to click on to browse a mobile site. Winksite generates QR and other codes automatically as graphics files for printing on any two-dimensional surface, a new interface between the physical world and digital cyberspace.
Homepage with a simulation of the site to the left. From a mobile phone the Winksite domain ends in .mobi while on the Web the same site is dot com instead of dot mobi.
Dashboard with functions the user chooses to activate in the site. Then template boxes are filled in with simple text. Content channels are like subdirectories with reading matter, while more dynamic functions are listed below. Functions turned on such as the Guestbook are indicated in green. The left column offers further options for the whole site.
The **Guestbook** function shows that the site is accessible worldwide. It could serve as another way to reach a person with a message, or to confirm that a person has visited the site. This is the Web interface where the site owner can edit the entries if necessary.

<table>
<thead>
<tr>
<th>Date &amp; Time</th>
<th>Name</th>
<th>Entries</th>
<th>Erase</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 Mar 2008@01:07 AM</td>
<td>Anonymous</td>
<td>kinou ha isogashi</td>
<td>erase</td>
</tr>
<tr>
<td>15 May 2007@01:16 AM</td>
<td>Marian Thacher</td>
<td>Thanks for creating an mlearning site for the rest of us to explore!</td>
<td>erase</td>
</tr>
<tr>
<td>17 Mar 2007@01:14 AM</td>
<td>miki</td>
<td>Thank you for our class!</td>
<td>erase</td>
</tr>
<tr>
<td>03 Mar 2007@02:10 PM</td>
<td>Elizabeth Hanson-Smith</td>
<td>Steve--it looks as if you won't be in TESOL Seattle, so I hope you won't mind if I mention you frequently and with great reverence--you are doing such valuable cutting edge stuff. I'm presenting for the VDM-IS Academic Session, and want to describe some of the things you are into. Thanks for providing such great models of convergence and world-wide collaboration in education! --Elizabeth</td>
<td>erase</td>
</tr>
<tr>
<td>24 Feb 2007@01:33 AM</td>
<td>Hala Fawzi.Sudan</td>
<td>I just want to say thank you for the wonderful information I get from your blog and library.</td>
<td>erase</td>
</tr>
<tr>
<td>22 Feb 2007@12:58 PM</td>
<td>Fabian</td>
<td>Fabian Leonardo</td>
<td>erase</td>
</tr>
<tr>
<td>20 Feb 2007@11:11 PM</td>
<td>ramesh sharma</td>
<td>Dear Steve namaste! I am able to access this site from New Delhi, India. I would explore this site and would tell my kids to see this site also. sincerely ramesh sharma</td>
<td>erase</td>
</tr>
<tr>
<td>07 Feb 2007@01:50 PM</td>
<td>Karolina</td>
<td>Lithuania</td>
<td>erase</td>
</tr>
</tbody>
</table>
Homepage for the site made to support this conference. In the Web simulation to the left, numbers 1-3 are channels or subdirectories created for conference, transportation, and contact information. Numbers 4-6 are activated functions, such as links. The contact channel appears to the right. It anticipates possible situations such as a traveler not finding the campus despite having read about the location.
Links are ostensibly to other mobile phone sites like number 3 (above, left). But while Winksite accepts only simple text in its templates, a workaround is to upload illustrations anywhere on the Web and make links with Winksite as if they were mobile sites. For the Wireless Ready 2008 conference, illustrations included photos of the downtown campus and of the nearest subway entrance. With illustrations larger than a mobile screen, certain makes of phones may automatically resize them, allow one to move around the illustrations, or prompt one to download the file first. Though some phones can access Google or Yahoo Maps, floor plans (above, right) and other contextualized maps and photos can help people find places in Japan, where few streets have names.
Winksite tutorial

There is no user’s manual, but the Winksite founder David Harper has a blog http://harper.wirelessink.com/ with keyword categories, for example “.mobi” with some overall information: http://harper.wirelessink.com/category/mobi/

Workshop participants in the computer lab may go through the following steps and more as time allows, with the presenter demonstrating by live Internet:

• Register for an account at http://winksite.com (note ID, e-mail & password)
• Set up the user profile for one’s mobile site homepage (login, allow popups)
• Set up a site or up to five sites for multiple themes (e.g., SIG conferences)
• Set up channels or subdirectories for the basic contents of the site
• Activate interactive functions such as a Guestbook, blog, forum, etc.
• Activate links to other mobile sites, illustrations or small photos on the Web
• Generate QR code for one’s site by downloading it as a file from Winksite
• Use the QR code on any printed 2D surface, computer or mobile screen
• Confirm with the Web simulator how one’s new mobile phone site works
• Confirm site with a mobile phone or various mobile devices, e.g., iPhone
• Note one’s site’s URLs, each with .mobi for mobile and .com for the Web
• Add more content or functions and confirm the results again
For further investigation

Take note of the URL below. Thank you!

Related article by Hirano (Kobe), Nakatani (Ritsumeikan), McCarty & Masuda (Kagawa), “Applications of Mobile Research in Japan.” *Ubiquity*, 8(38), 1-34 (September 2007).

See over 200 links to the author’s publications, presentations, podcasts, and videos, an Asian Studies WWW Virtual Library 4-star site since 1997, at:

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