

# 跨终端的Web

# 关于

舒文@天猫

 @Evance

 evance.is@gmail.com

开始之前

# 有奖竞猜



m.tmall.com

vs





痛

iPad

22:43

35%



## 旧的交互体验

狂暑季 索爱mp3播放器 4g SA656 触摸mp3可爱m...

detail.tmall.com/venus/s

搜索

天猫 Tmall.com

搜索 天猫商品店铺

搜索

天猫 · 产品详情

正品保障 品牌直营 七天退换

十度数码专营店  
¥ 159.00 - 169.00  
所在地: 杭州  
月销量: 4052  
★★★★★ 4.7分(累计评价14702)  
[品牌] [商品详情]

索爱数码旗舰店  
¥ 169.00 - 179.00  
运费: ¥ 8.00  
月销量: 449  
★★★★★ 4.7分(累计评价521)

索爱数码专营店  
¥ 159.00 - 249.00  
运费: 商家承担运费  
月销量: 143  
★★★★★ 4.7分(累计评价1367)

科鑫数码专营店  
¥ 159.00 - 249.00  
运费: 商家承担运费  
月销量: 146  
★★★★★ 4.6分(累计评价206)

石鑫数码专营店  
¥ 159.00 - 299.00  
运费: 商家承担运费  
月销量: 142  
★★★★★ 4.6分(累计评价209)

麦林天鑫数码专营店  
¥ 159.00 - 249.00  
运费: 商家承担运费  
月销量: 248  
★★★★★ 4.7分(累计评价352)

看了该商品的顾客还购买了



索爱SA656 mp3播放器 4g 触摸mp3两款音质超长待机mp3正品特价

单售此商品(详情)



聚分享 [图标] [图标] [图标] [图标] [图标] 收藏该商品(21400)

价格 ¥ 159.00 - 169.00元

配送 [品牌] [品牌] 商家承担运费

月销量 4052件

评价 ★★★★★ 4.7分(累计评价19699)

颜色分类 带FM收音机+送入耳式耳机 无FM收音机+送入耳式耳机

无FM收音机+送入耳式耳机

初学套餐 官方标配 套餐一 套餐二 套餐三 套餐四

数量 1 件 (库存4278件)

服务 [图标] 送运费险 ¥-元

立即购买

加入购物车

品牌排行 [品牌] [品牌] [品牌] [品牌] [品牌] [品牌] [品牌] [品牌] [品牌] [品牌]

服务 [品牌] [品牌] [品牌] [品牌] [品牌] [品牌] [品牌] [品牌] [品牌] [品牌]

商品详情 累计评价14499 月成交量4052件 服务质量 售后服务 售后服务

天猫商家承诺: 您付款之后, 如果商家延迟发货, 可以获得商品价格30% (不大于500元) 的赔付金, 详见

单笔订单满100元, 送“鼠标垫”; 单笔订单满199元减5元; 单笔订单满299元减10元; 单笔订单满599元减20元; 春季促销 全场满减按照单笔订单统计哦 赶紧下单吧

产品参数:		
品牌: 索爱	型号: SA-656(4G)	颜色分类: 无FM收音机+送入耳式耳机...
产品类型: MP3	质保: 原厂质保, 全国联保	容量: 4GB
存储介质: 闪存	操作系统: 无	扩展卡: 不支持扩展卡
旋转播放模式: 不支持旋转	电池类型: 专用锂电池	价格区间: 101-200元
特殊功能: 录音功能	显示屏尺寸: 1.2英寸	音频播放格式: MP3 WMA WAV APE F...
屏幕: OLED	颜色: 蓝色	控制按键: 官方标配 套餐一 套餐二...
上市时间: 2011年		

配置	物品	礼品	价格
			带FM功能费10元

我关注的品牌 21 0

适配浏览

# Mobile Site





# Mobile Site



它解决问题了吗?

# Mobile Site



它解决问题了吗？看起来是！



# Mobile Site



它解决问题了吗？ 看起来是！ But...

新的问题？



# 问题I：那iPad?

# 问题I：那iPad?



# 问题I：那iPad?

## 甚至更多?



# 问题I：那iPad?

## 甚至更多?







## The Next Web



## TIME



## The Great Discontent



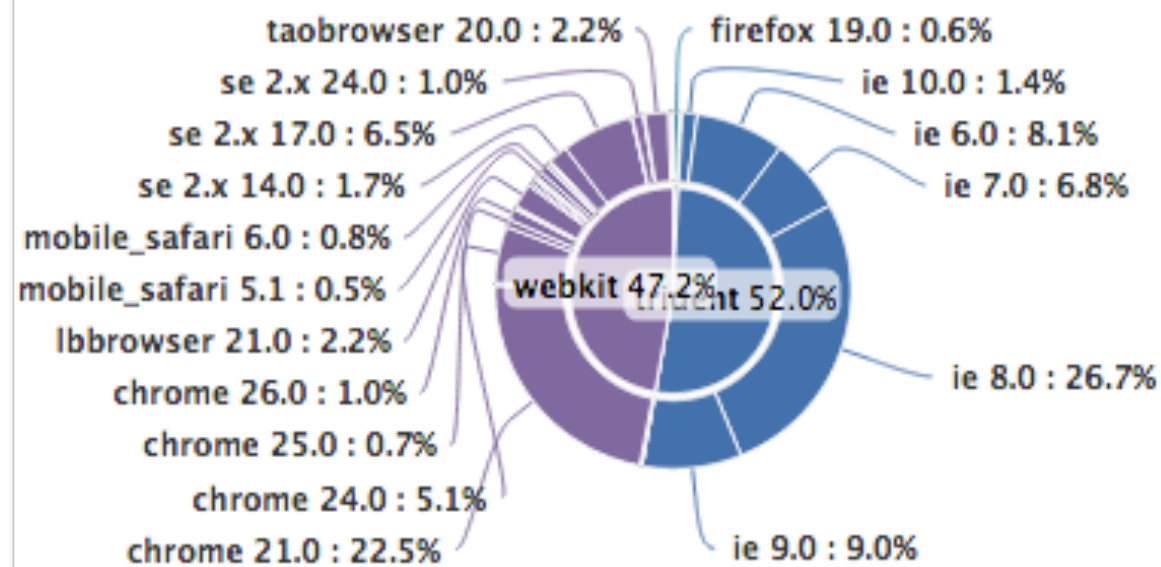
# 响应式设计

针对Mobile Site  
当然是一种好思路。

# 问题2：外部入口？



# 问题2：外部入口？



# 3. 业务/功能的分发

Hi, 剑快狗! 积分 276 消息 18 退出 我的淘宝 我关注的品牌 购物车 0 件 收藏夹 手机版 淘宝网 网站导航 所有商品分类

达人特权 3倍红包中奖率 X

天猫 Tmall.com

1. 拍下商品 2. 确认订单信息 3. 付款到支付宝 4. 确认收货 5. 评价

确认收货地址 [管理收货地址](#)

浙江 杭州 (舒文亮 收) 默认地址  
西湖区 文三路华星时代广场5楼小邮局 13388603344

四川 眉山 (黄志容 收)  
仁寿县 仁寿大道银丰新城8栋7单元7号 13086477613

浙江 杭州 (舒文亮 收)  
滨江区 网商路699号阿里巴巴滨江园区 13388603344 0571-85022088-36086

重庆 重庆 (王修银 收)  
开县 开洲大道(中)华夏上海城(新世纪后)B栋23楼1号 023-52669456

[使用其他地址](#)

确认订单信息

店铺: 十度数码专营店

	单价(元)	数量	优惠方式	小计(元)	配送方式
 索尼SA656 mp3播放器 4g 触摸mp3微软音效超长... 颜色分类: 银FM渐变红+送入耳式耳机 视听套餐: 官方标配	169.00	1		169.00	免运费
售后服务: 您还没有选择任何服务!				0.00 修改	<input type="checkbox"/> 运费险 天猫赠送

补充说明:

店铺优惠: 2013更美好 -¥69.00

店铺合计(含运费): ¥169.00  
满100元, 送鼠标垫

店铺优惠: 2013更美好 -¥69.00

店铺合计(含运费): ¥169.00  
满599元减20元



# 如果

Carrier

7:22 PM

返回

确认订单

收货人: 舒文亮 12222222241

浙江省 杭州市 西湖区 文三路华星时代广场5楼小邮局

店铺: 十度数码专营店 (1)



索爱SA656 mp3播放器 4g 触摸mp3微...  
视听套餐:套餐二,颜色分类:无FM渐变红+送入耳式耳机  
单价:180.00  
数量:  ¥ 180.00

售后服务

☐ 远程服务

¥ 8.00

◀

▶

↶

📖

📄

# 如果



x5

# 如果



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延保

店铺优惠

x5

搭配购买

N元N件

N元N折

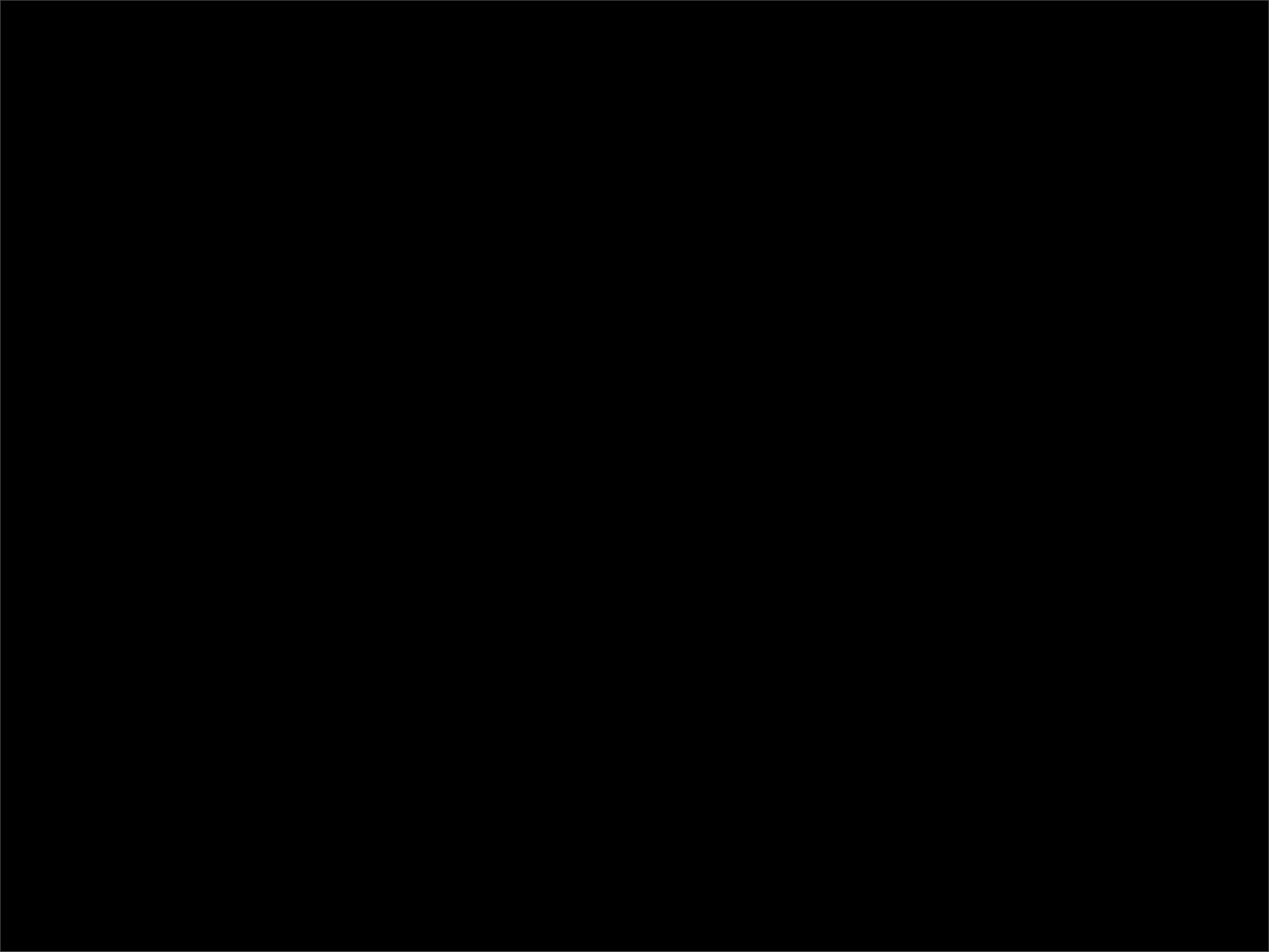
天猫积分

定向优惠

满就减

双11优惠

SO?



# Cross Device Web

# Cross Device Web

## I. 一致的URL

# Cross Device Web

1. 一致的URL

2. 针对设备的新交互体验：触屏、陀螺仪；

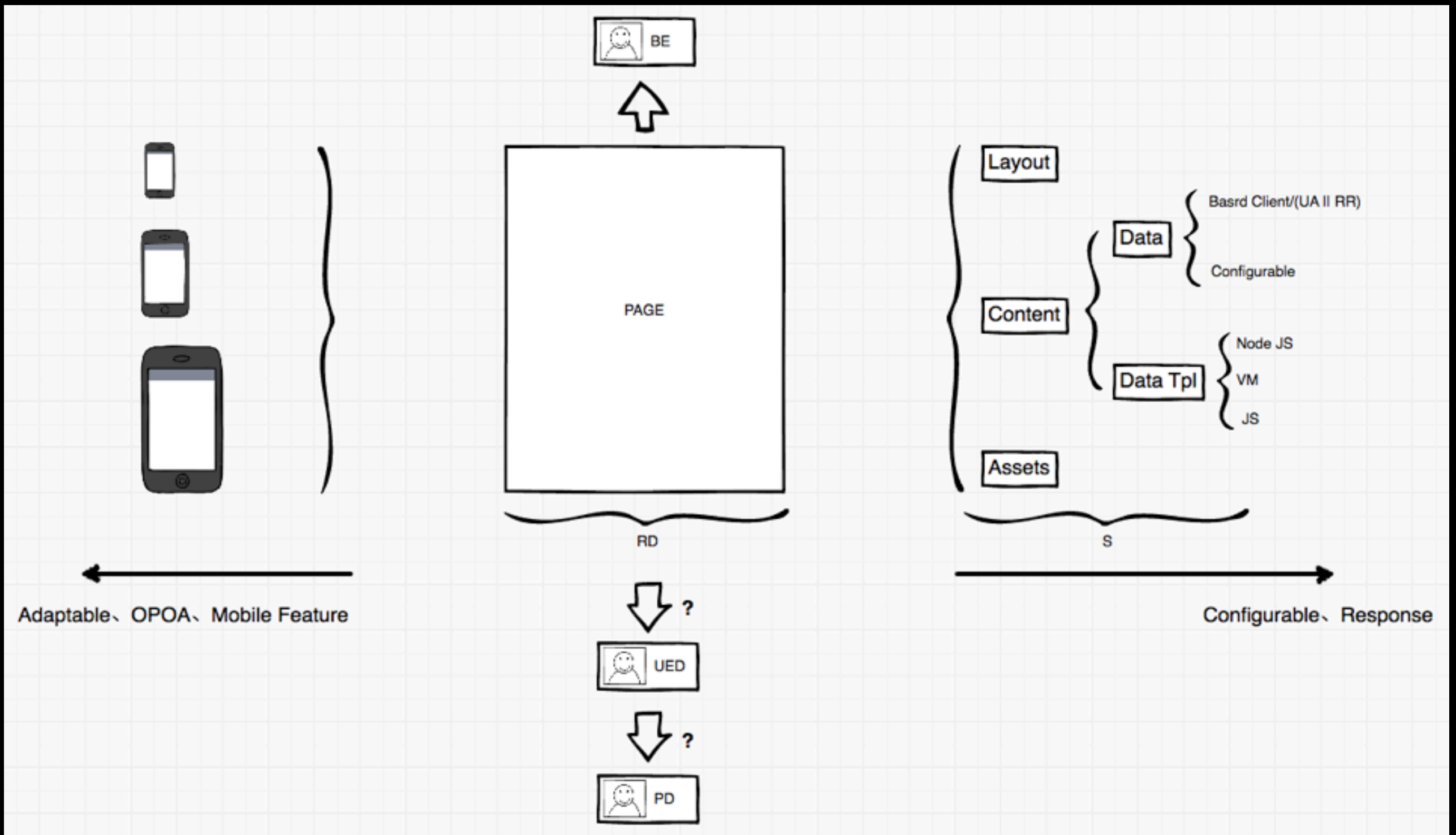


# Cross Device Web

1. 一致的URL
2. 针对设备的新交互体验：触屏、陀螺仪；
3. 多终端适配、弹性化设计

# Cross Device Web

1. 一致的URL
2. 针对设备的新交互体验：触屏、陀螺仪；
3. 多终端适配、弹性化设计
4. 服务端的响应式



# 他们说

# 他们说

## 流程太复杂！

# 他们说

## 流程太复杂！

业务量很大！

# 他们说

联动太多角色！  
流程太复杂！  
业务量很大！

# 他们说

联动太多角色！  
流程太复杂！

业务量很大！

推进太难 >\_<



# 他们说

联动太多角色！  
流程太复杂！

业务量很大！

推进太难 >\_<

如何量化结果？

# 他们说

联动太多角色！  
流程太复杂！  
业务量很大！  
推进太难 >\_<  
如何量化结果？  
前端的价值？

# 他们说

联动太多角色！

流程太复杂！

业务量很大！

推进太难！

如何量化结果？

前端的价值？

反对！

# 观点

# 观点

I. 不是最新的技术来解决最关键问题。

# 观点

1. 不是最新的技术来解决最关键问题。
2. 移动互联网时代，革旧思路的命。

# Mobile First

by Luke Wroblewski

November 3, 2009

## 1. Mobile is exploding

Though the Web has been accessible on mobile devices for years, smartphones are driving huge use of networked applications and services. That AT&T, the exclusive carrier for Apple's iPhone, has seen a 100% increase in mobile traffic data in the past three years. And that's just the beginning.

- Heavy mobile data users are projected to triple to one billion by 2013. ([source](#))
- Mobile internet adoption has outpaced desktop internet adoption by eight times. ([source](#))
- Smartphone sales will surpass worldwide PC sales by the end of 2011. ([source](#))
- Over half of Android and iPhone users spend more than 30 minutes per day using mobile applications. ([source](#))

Building mobile first ensures companies have an experience available to this extremely fast growing user base widely considered to be the next big computing platform.

## 2. Mobile forces you to focus

Mobile devices require software development teams to **focus on only the most important data and actions** in an application. There simply isn't room in a 320 by 480 pixel screen for extraneous, unnecessary elements. You have to prioritize.

So when a team designs mobile first, the end result is an experience focused on the key tasks users want to accomplish without the extraneous detours and general interface debris that litter today's desktop-accessed Web sites. That's good user experience and good for business.

## 3. Mobile extends your capabilities

The World Wide Web has been built on a foundation of rather simple capabilities (page markup, styling, and scripting) determined by what Web browsers can support. Web application developers -desperate to add innovative capabilities to this environment- have pushed the limits of JavaScript, browser plug-ins, and even Web browsers themselves to enable rich activities and interactions online.

But new mobile application platforms are introducing **exciting capabilities** that leave many PC-based Web browsers behind. Consider some of the capabilities offered to developers on Apple's iPhone or Google's Android platforms: precise location information from GPS; user orientation from a digital compass; multi-touch input from one or more simultaneous gestures; device positioning from an accelerometer; and many more.

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# Mobile First

Luke Wroblewski

# I. 它已经且正在爆发



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# Mobile First

Luke Wroblewski

1. 它已经且正在爆发

2. 它迫使我们更专注本质

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# Mobile First

Luke Wroblewski

1. 它已经且正在爆发

2. 它迫使我们更专注本质

3. 它让我们能做到更多



返回

## 确认订单

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广场5F小邮局

订单详情  迪信通官方旗舰店



全国包邮顺丰 飞利浦电动剃须刀R  
Q1250 臻锋3D 含票正品全球...

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¥ 4299.00元

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省 ¥ 30元

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¥ -3.23元

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 店铺VIP，可获得多倍天猫积分

4299点

总金额 ¥ 4269.00元

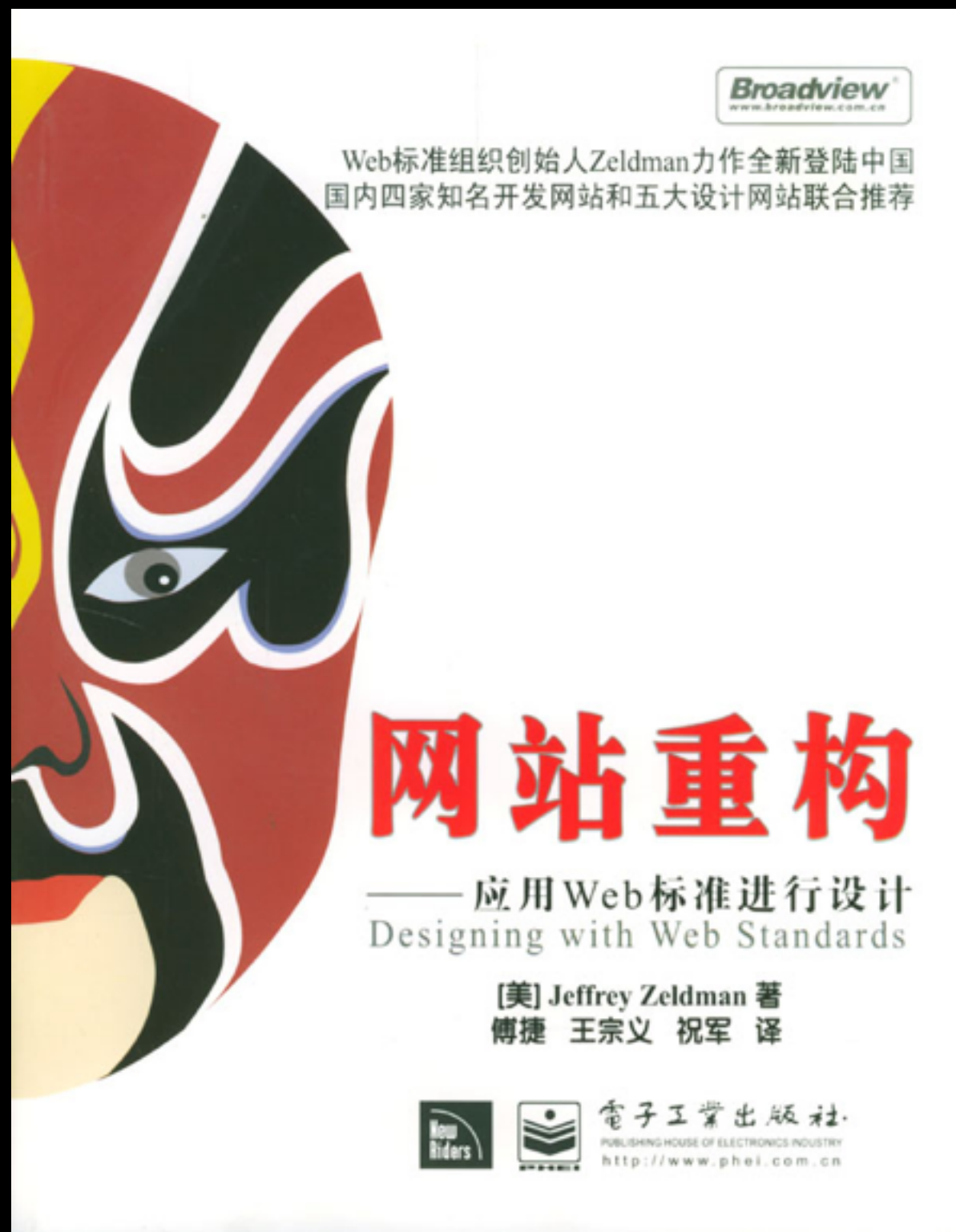
确认购买



3

# 还记得Web标准吗？

# 还记得Web标准吗？



# 还记得Web标准吗？

# 还记得Web标准吗？

我们预见了它；

# 还记得Web标准吗？

我们预见了它；

我们开始兼容Firefox，哪怕IE是当时的世界霸主



# 世界在做什么？

# 世界在做什么？



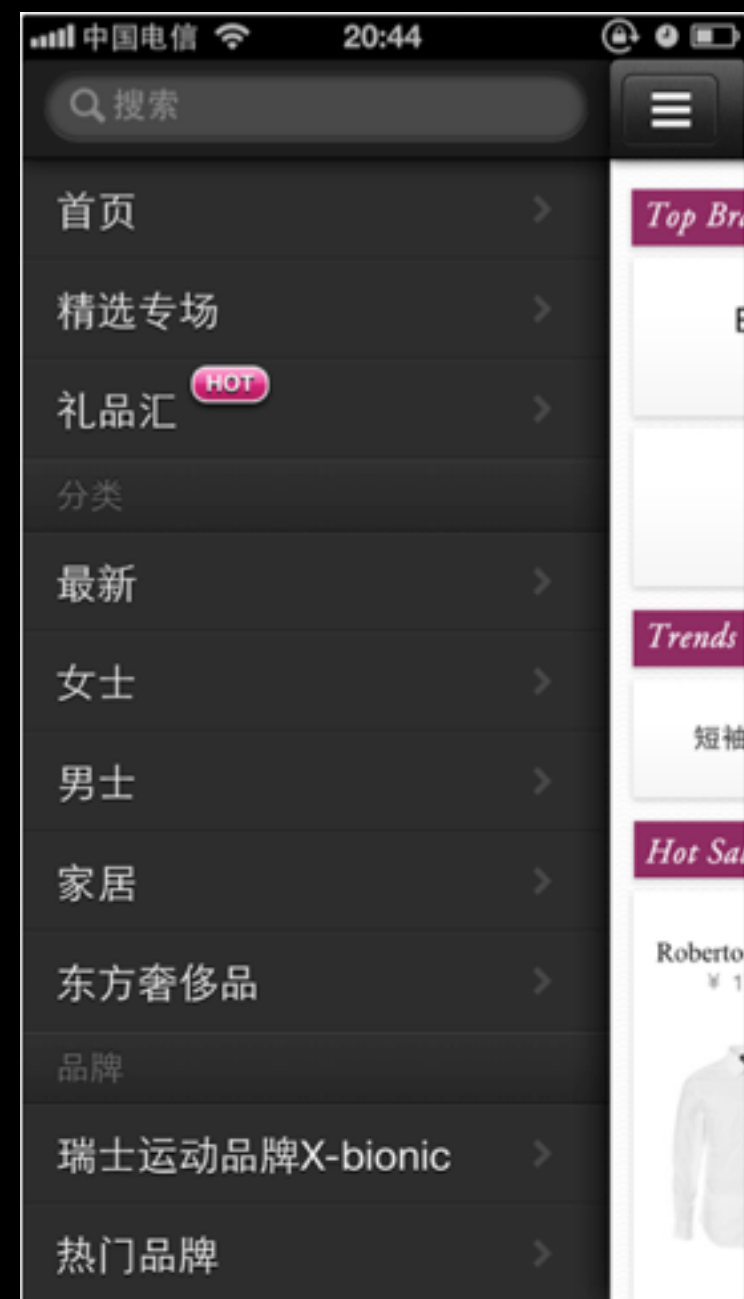
# 世界在做什么？



# 世界在做什么？



# 世界在做什么？



# 世界在做什么？



# 思考?

m.alibaba.com

m.tmall.com

m.taobao.com

m.aliexpress.com

m.etao.com

ju.m.taobao.com

当然，这是不够的



# Win8 App



天猫 TMALL.COM



万代官方旗舰店  
BANDAI.TMALL.COM

万代模型 1/100 MG 突击自由高达/Gundam/高达

价格：¥1080

尺码：M ▼

配送：至 杭州 ▼

数量：3 + - 件（库存1008件）

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立即购买

# Win8 App



天猫 TMALL.COM



万代模型 1/100 MG 突击自由高达/Gundam/高达

价格：¥1080

尺码：M

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数量：3 件（库存1008件）

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价格：¥1080

尺码：M

配送：至 杭州

数量：3 件（库存1008件）

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会员名

密码

登录

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# Win8 App



天猫 TMALL.COM



万代官方旗舰店  
BANDAI.TMALL.COM

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尺码：M ▼

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数量：3 + - 件（库存1008件）

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密码

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忘记密码：请电脑登录www.taobao.com找回

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# Win8 App



天猫 TMALL.COM



万代模型 1/100 MG 突击自由高达/Gundam/高达

价格: ¥1080

尺码: M

配送: 至 杭州

数量: 3 件 (库存1008件)

★ 收藏商品

立即购买



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确认订单

收货人: 舒文亮 13388603344  
浙江省 杭州市 西湖区 文三路华星时代广场5楼小邮局

店铺: 万代官方旗舰店 (1)

万代模型 1/144 RG 自由高达/Gundam/高达 日本...  
单价: 250.00  
数量: 1 ¥250.00

配送方式 快递 9.00元 ¥9.00

运费险 ☐ 购买退货运费险, 退货可赔付6元 ¥0.50  
☐ 天猫达人专享, 退货可赔付6元 ¥0.00

给卖家留言

合计: ¥259.00

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# Win8 App



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当前账户：王松 (songwa7@gmail.com)

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# Hybrid App

# Hybrid App

I.处于初级阶段，性能/流畅程度是绕不过的坎



# Hybrid App

- 1.处于初级阶段，性能/流畅程度是绕不过的坎
- 2.对硬件的能力很弱，依赖标准、浏览器厂商。

# Hybrid App

- 1.处于初级阶段，性能/流畅程度是绕不过的坎
- 2.对硬件的能力很弱，依赖标准、浏览器厂商。
- 3.开发框架不成熟，包括PhoneGap、AppCan。

But, why?

设想： 以下App都是你的 -

设想：以下App都是你的 -



# 3倍摩尔定律

1.移动互联网的摩尔定律

2. 一个链接: <http://clear.evanyou.me>

3. 第二个链接: <http://pattern.dk/sun/>

# 平衡



# 平衡

## I. 迭代与性能

# 平衡

1. 迭代与性能

2. 统一和个性：Web的统一与原生的个性；

# 平衡

1. 迭代与性能
2. 统一和个性：Web的统一与原生的个性；
3. 认识产品、数据说话

# Not only: Cross-device Web

Not only: Cross-device Web  
But : Cross-end Web

# 我们的愿景

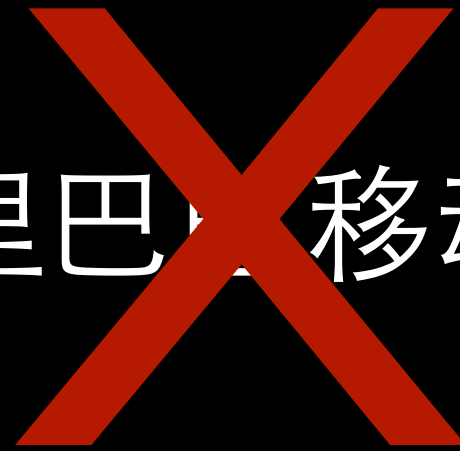
# 我们的愿景

阿里巴巴移动化



# 我们的愿景

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