

mobile design matters

Amanda Etches-Johnson
Digital Odyssey 2010

matters

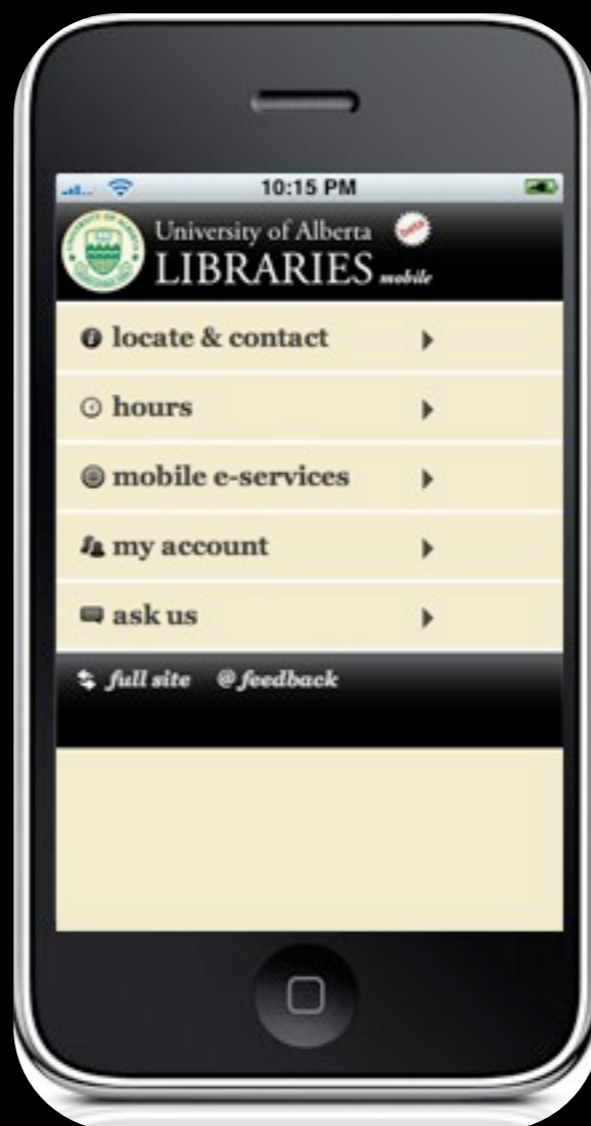
size

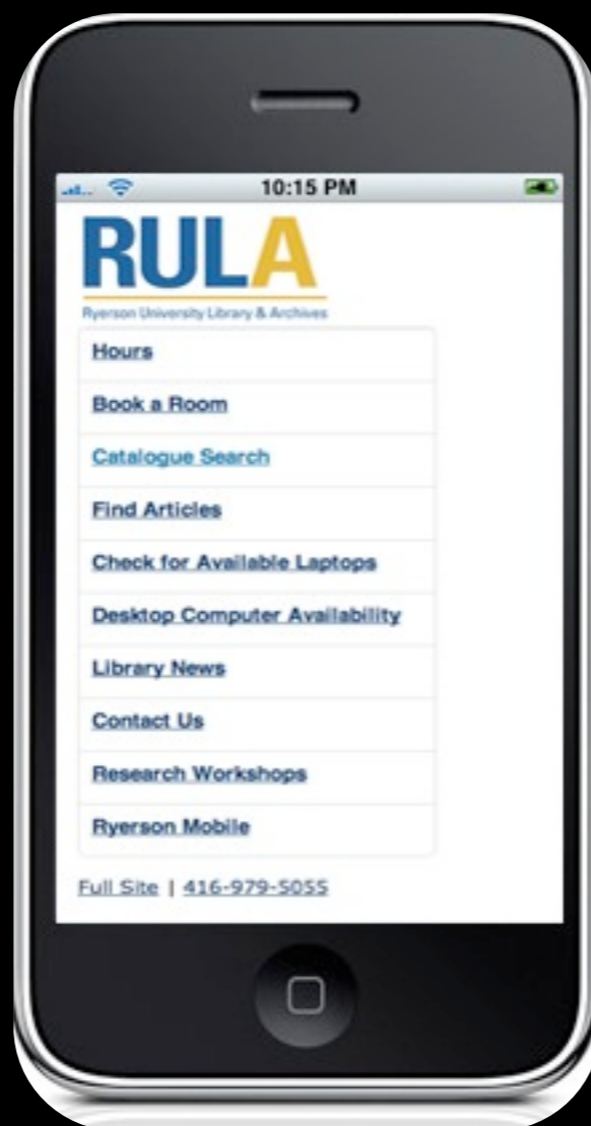
bandwidth

data plans

mobile

UX





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RULA

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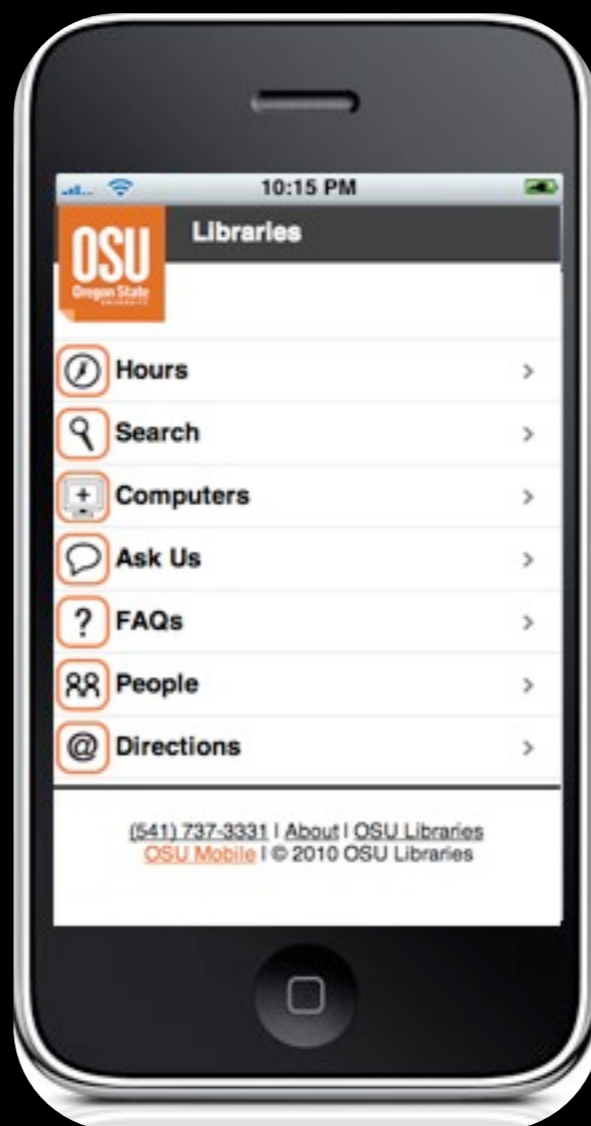
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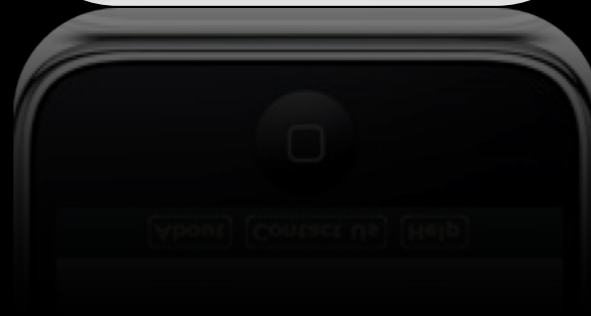
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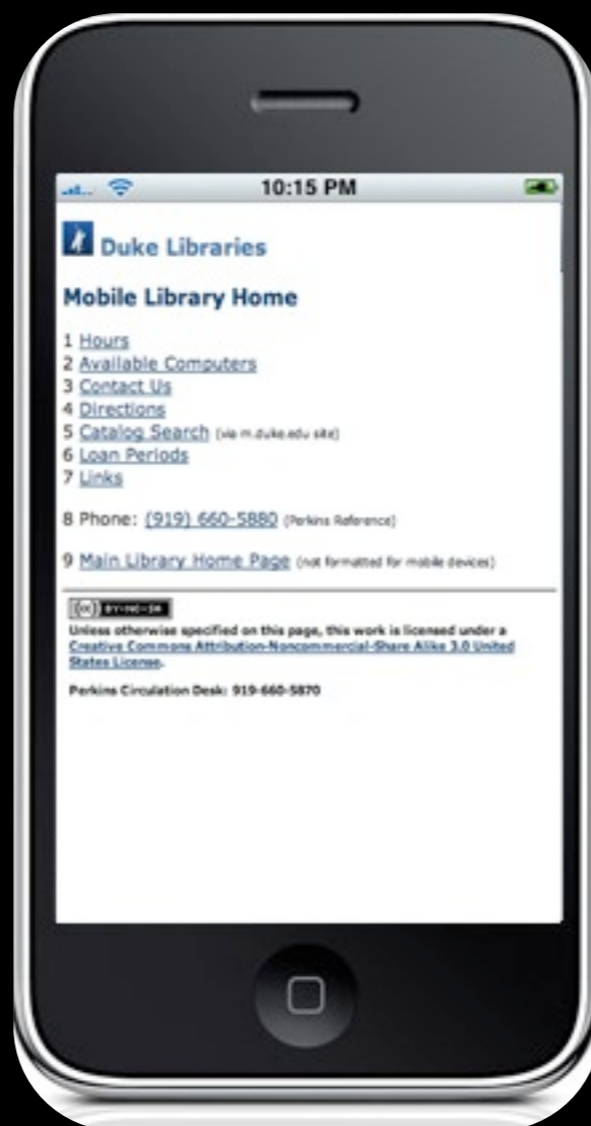












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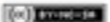
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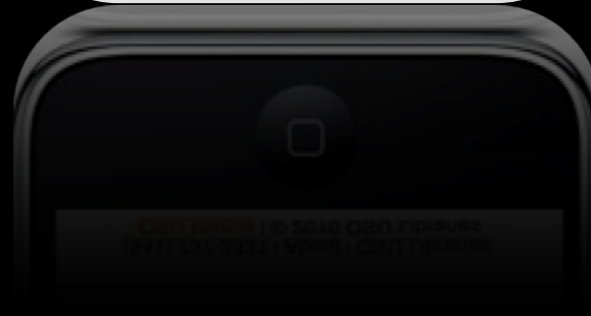
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simple

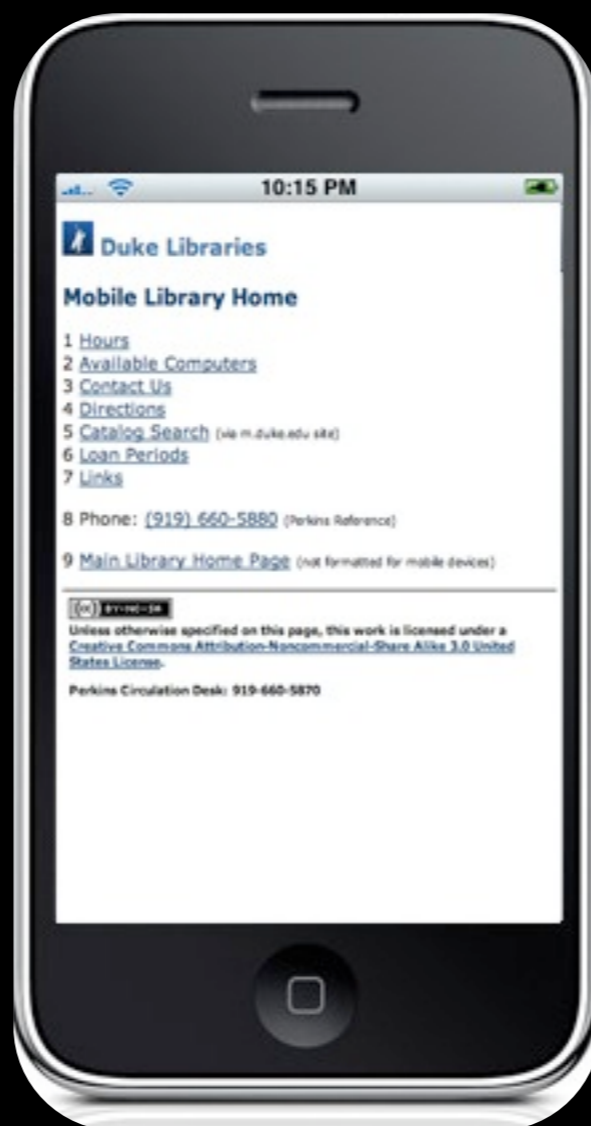


casual
repeat
urgent

casual
repeat
urgent

be selective

clickability



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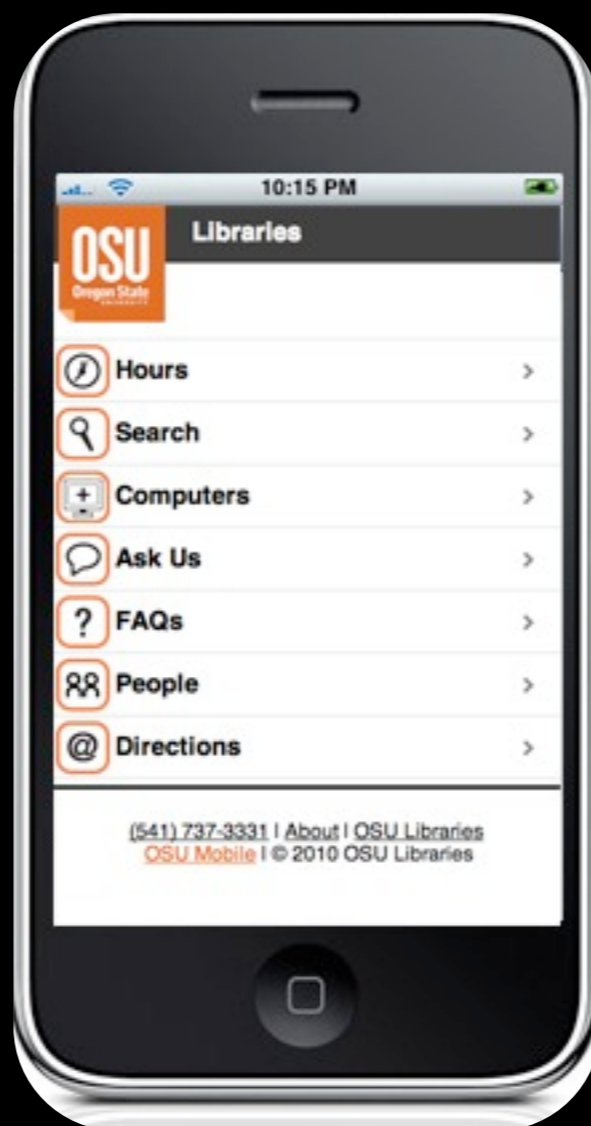
8 Phone: [\(919\) 660-5880](tel:9196605880) (Perkins Reference)

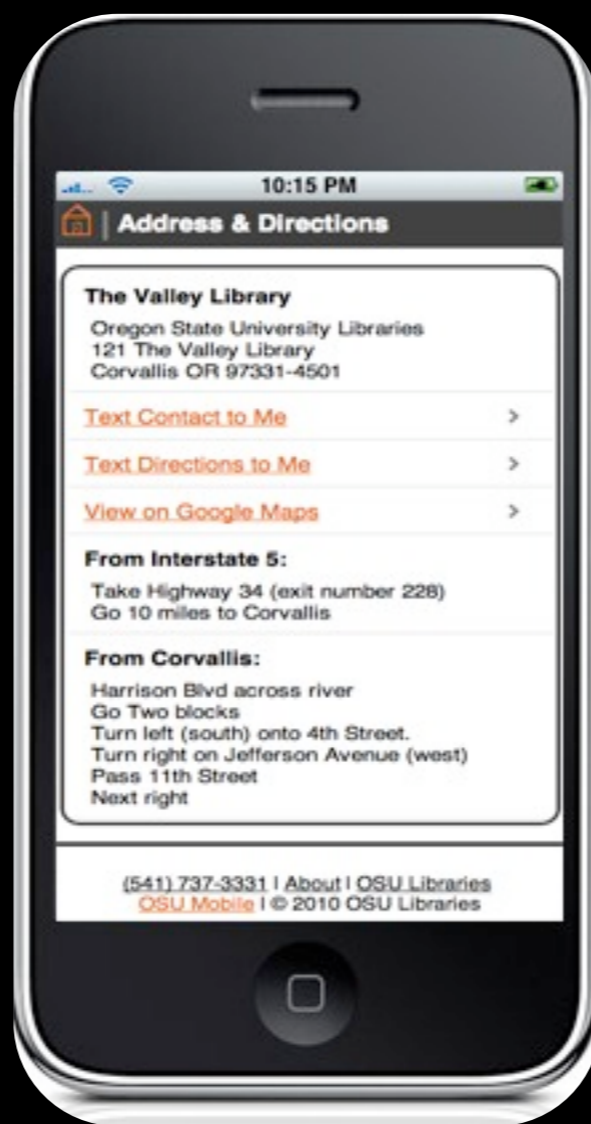
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 Address & Directions

The Valley Library
Oregon State University Libraries
121 The Valley Library
Corvallis OR 97331-4501

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Go 10 miles to Corvallis

From Corvallis:
Harrison Blvd across river
Go Two blocks
Turn left (south) onto 4th Street.
Turn right on Jefferson Avenue (west)
Pass 11th Street
Next right

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keystrokes

prototype

test

thanks!