
LCC Futures 2013

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on-IDLE

Vital Statistics

on-IDLE founded in 1999

4 LCC alumni

Team of 6:

2 designers, 3 developers, 1 account manager

Clients in the UK, Switzerland, Germany, France, Italy, Hong Kong, China, Saudi Arabia, USA and South Africa

Clients include [logos] Amex, Bahamas, LCC, Oxford Street, WHO, UNDP, West End Live!, Westminster City Council, Swiss Embassy, Tunisia, Virgin Media

What's It All About?

We think of ourselves as mobile first – it is clear it is a wave large enough you can ride it to reinvention. The scary part of reinvention is it happens best with platform shift.

Marissa Mayer
Yahoo CEO

Designing for mobile first prepares you for the growth and opportunities and enables you to focus and innovate in ways you previously couldn't.

The Trend

Mobile growing because devices are getting better and cheaper

New market using mobile phones to get online with inexpensive mobile devices & increasing affordable data plans

Broader coverage from faster networks
> 4G already available with some providers in the UK

Global mobile data traffic grew 70 percent in 2012, reaching 885 petabytes per month*

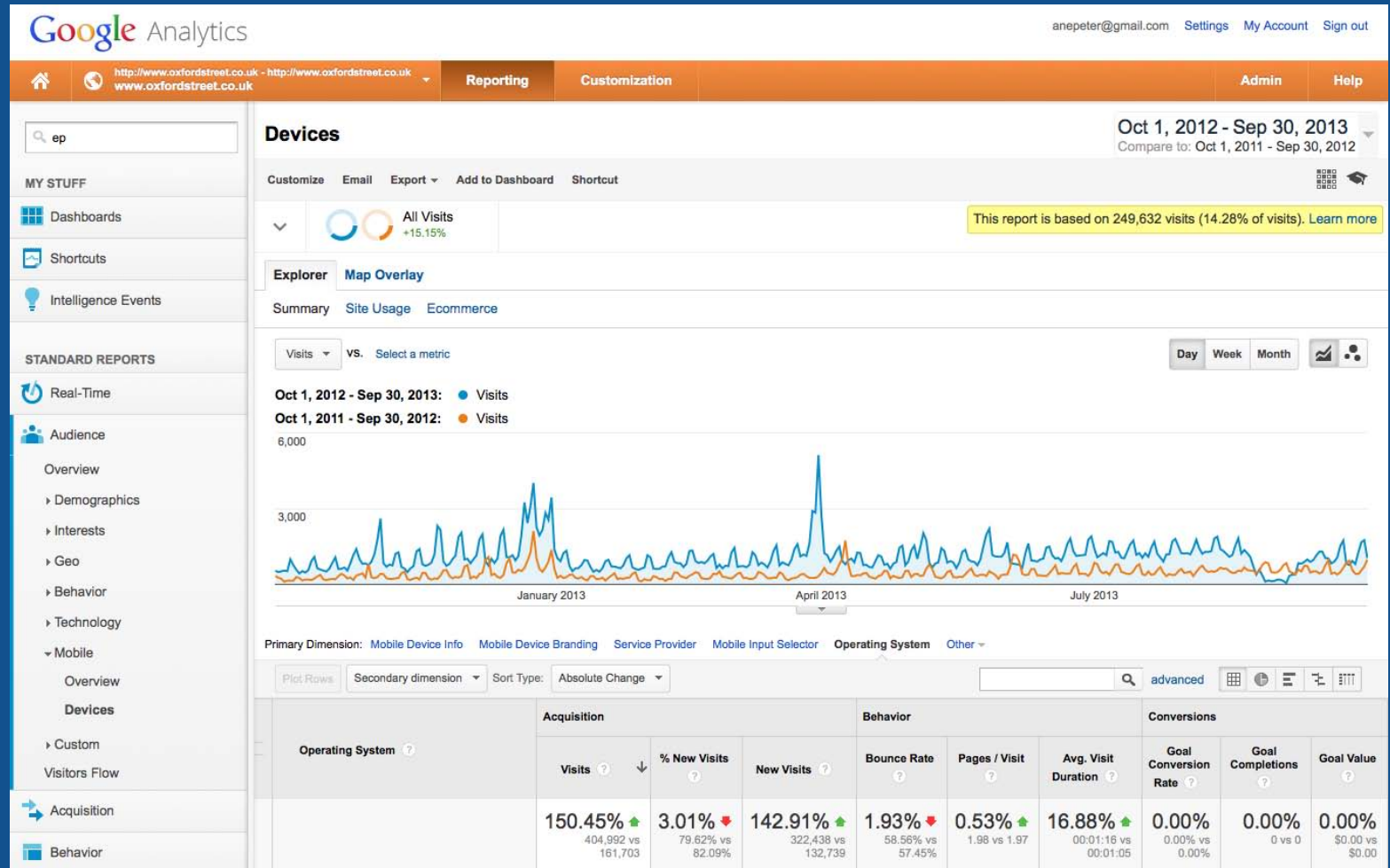
The Trend

Mobile video traffic exceeded 50 percent for the first time in 2012*

Tablets will exceed 10 percent of global mobile data traffic in 2015*

***Cisco Virtual Networking Index (VNI):**
<http://bkaprt.com/mf/17>

Clients Are Convinced



Clients Are Convinced

Devices	Operating System ?	Acquisition			Behavior			Conversions		
		Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
		404,992 vs 161,703	79.62% vs 82.09%	322,438 vs 132,739	58.56% vs 57.45%	1.98 vs 1.97	00:01:16 vs 00:01:05	0.00% vs 0.00%	0 vs 0	\$0.00 vs \$0.00
↳ Custom Visitors Flow		150.45% ↑	3.01% ↓	142.91% ↑	1.93% ↓	0.53% ↑	16.88% ↑	0.00%	0.00%	0.00%
↳ Acquisition										
↳ Behavior										
↳ Conversions										
	1. iOS									
	Oct 1, 2012 - Sep 30, 2013	309,943	79.88%	247,569	58.20%	1.97	00:01:14	0.00%	0	\$0.00
	Oct 1, 2011 - Sep 30, 2012	53,962	81.40%	43,924	57.07%	1.98	00:01:06	0.00%	0	\$0.00
	% Change	474.37%	-1.87%	463.63%	1.98%	-0.32%	12.51%	0.00%	0.00%	0.00%
	2. Android									
	Oct 1, 2012 - Sep 30, 2013	78,057	76.88%	60,013	58.97%	2.01	00:01:26	0.00%	0	\$0.00
	Oct 1, 2011 - Sep 30, 2012	24,515	83.17%	20,390	58.06%	1.93	00:01:10	0.00%	0	\$0.00
	% Change	218.41%	-7.56%	194.33%	1.58%	4.24%	22.67%	0.00%	0.00%	0.00%
	3. BlackBerry									
	Oct 1, 2012 - Sep 30, 2013	12,342	87.29%	10,773	67.48%	1.71	00:00:58	0.00%	0	\$0.00
	Oct 1, 2011 - Sep 30, 2012	9,526	87.79%	8,363	68.23%	1.61	00:00:53	0.00%	0	\$0.00
	% Change	29.56%	-0.57%	28.82%	-1.11%	5.95%	9.10%	0.00%	0.00%	0.00%
	4. Windows Phone									
	Oct 1, 2012 - Sep 30, 2013	3,376	84.03%	2,837	46.06%	2.59	00:02:10	0.00%	0	\$0.00
	Oct 1, 2011 - Sep 30, 2012	735	92.38%	679	58.10%	1.80	00:00:54	0.00%	0	\$0.00
	% Change	359.32%	-9.03%	317.82%	-20.72%	43.73%	141.97%	0.00%	0.00%	0.00%
	5. Firefox OS									
	Oct 1, 2012 - Sep 30, 2013	154	100.00%	154	100.00%	1.00	00:00:00	0.00%	0	\$0.00
	Oct 1, 2011 - Sep 30, 2012	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	\$0.00

Clients Are Convinced

	% Change	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%	0.00%
6. (not set)										
Oct 1, 2012 - Sep 30, 2013	105	93.33%	98	46.67%	3.87	00:02:39	0.00%	0	\$0.00	
Oct 1, 2011 - Sep 30, 2012	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	\$0.00	
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
7. Nokia										
Oct 1, 2012 - Sep 30, 2013	154	100.00%	154	63.64%	1.59	00:00:42	0.00%	0	\$0.00	
Oct 1, 2011 - Sep 30, 2012	84	100.00%	84	83.33%	1.42	00:01:36	0.00%	0	\$0.00	
% Change	83.33%	0.00%	83.33%	-23.64%	12.30%	-56.62%	0.00%	0.00%	0.00%	0.00%
8. Bada										
Oct 1, 2012 - Sep 30, 2013	28	100.00%	28	75.00%	1.50	00:00:08	0.00%	0	\$0.00	
Oct 1, 2011 - Sep 30, 2012	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	\$0.00	
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
9. Series40										
Oct 1, 2012 - Sep 30, 2013	28	100.00%	28	25.00%	2.75	00:01:28	0.00%	0	\$0.00	
Oct 1, 2011 - Sep 30, 2012	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	\$0.00	
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
10. LG										
Oct 1, 2012 - Sep 30, 2013	7	100.00%	7	0.00%	2.00	00:00:30	0.00%	0	\$0.00	
Oct 1, 2011 - Sep 30, 2012	0	0.00%	0	0.00%	0.00	00:00:00	0.00%	0	\$0.00	
% Change	∞%	∞%	∞%	0.00%	∞%	∞%	∞%	0.00%	0.00%	0.00%

Show rows: 10 Go to: 1 1 - 10 of 18 < >

This report was generated on 11/20/13 at 8:17:26 PM - Refresh Report

Responsible Web Design (RWD)

In the eye of the beholder

User experience is everything

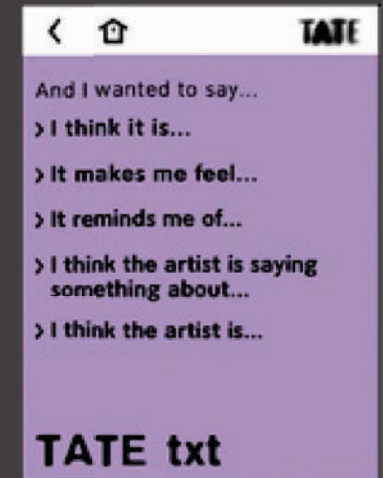
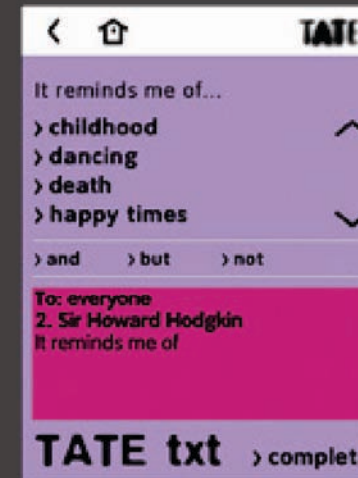
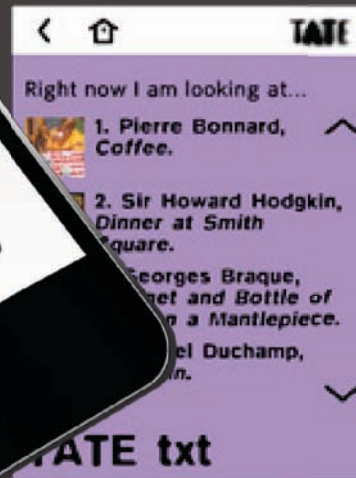
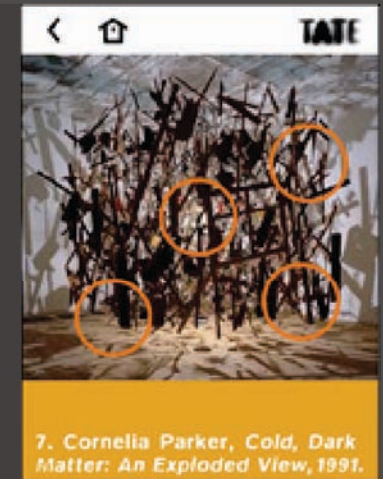
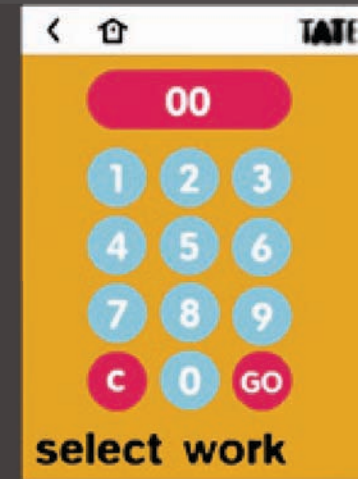
Content is (still) king

Performance is queen

Learn the language of touch

Tate Modern

Think 'fingers'



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Practice what you preach



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The CEO is not at his desk

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Our client saved 30% more on their datacenter consolidation with Sumerian Forward Thinking analytics (click here for the full client story)

There are 2 ways to access workbench

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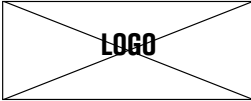
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After a three-year gestation period ending in a rally of parliamentary ping-pong as the Act was battled between both Houses, last week the Defamation Act 2013 >

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THE BLACK SWAN

Where your reputation is concerned what you don't know certainly can hurt you. You can't plan for every eventuality, but you can ensure you are resilient enough to roll with the punches.

SEE THE SCHILLINGS DEFENSE



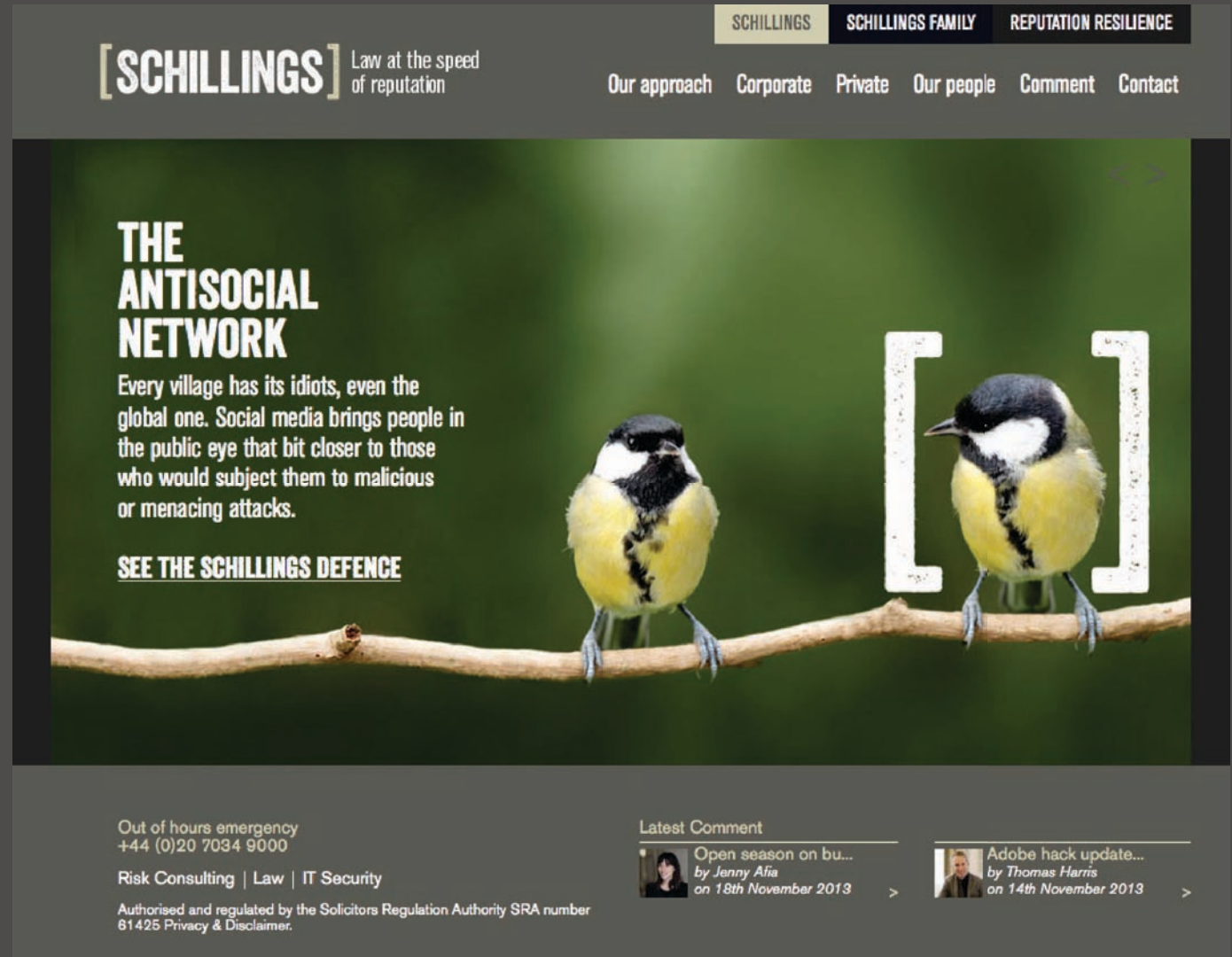
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
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- ✓ 2x faster than UK average*
- ✓ Super Hub



Home phone

- ✓ Unlimited weekend calls to UK landlines, 0870 numbers and Virgin Mobile numbers

Starter Collection


+

+


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- Upgrade your TiVo box to a 1TB TiVo box for an extra £49.95 one off activation fee for your first box
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- Add Sky Movies collection for an extra £19.50 a month
- Add the Asian Media channels for an extra £12 a month
- Add Talk Evening & Weekends for an extra £4.60 a month
- Add Talk Unlimited for an extra £8 a month
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£33.00 base package

£33.00 sub total per month

+ £14.99 line rental per month

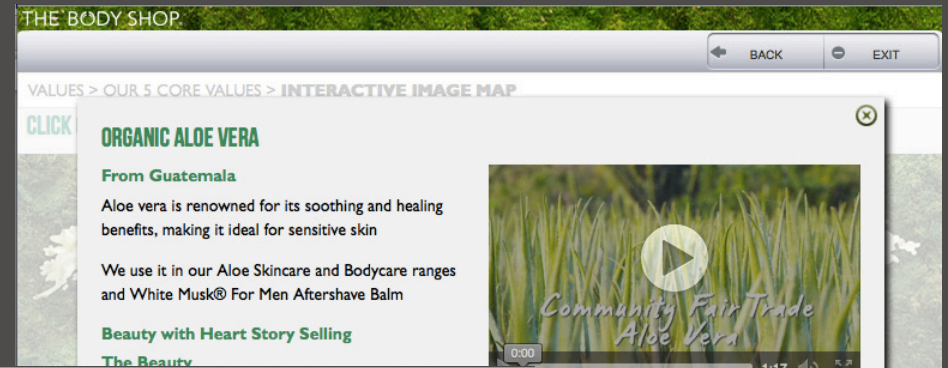
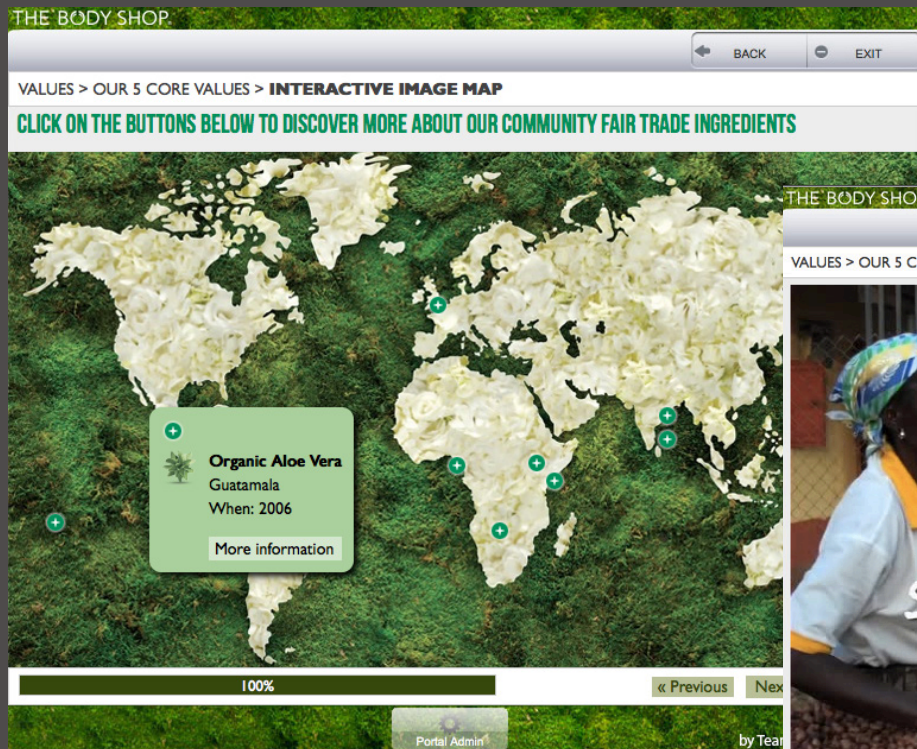
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Where, why, on what



Michael Holman

www.michael-holman.com

The thing about grids

Michael Holman

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Books

26 June 2012

Filed under **Books**

Stripey & The Post Box



Authored and commissioned by Michael Holman, the book tells the story of Stripey the cat and his quest to solve the problem of dogs making it near impossible to post letters for fear of being ambushed and chased, ending in the hallowed halls of Number 10 Downing Street and Newsnight.

Michael Holman

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News & Comment | 10th Sep 2013

Face up to reality and start talking to Robert Mugabe

It is time for the west to take stock, set aside old scores and take a fresh look at Zimbabwe.

Books | 26th Jun 2012

Stripey & The Post Box

Authored and commissioned by Michael



News & Comment | 7th Apr 2012

What Kibaki's snub means for old Europe

There is bad news for those aggrieved European diplomats whose complaints about being denied access to President Kibaki made headlines last weekend.

News & Comment | 28th Feb 2012

Africa is rising - and Britain's bwanas are out of step

Africa is on the move: from basket case to a potential bread basket, from dodgy debtor to investor

Reportage | 24th Aug 2011

Why has Africa had such a small role in the famine relief effort?

Dadab in northeast Kenya is one of the largest refugee camps in the world

News & Comment | 22nd Mar 2011

The African renaissance is under way

Africa is on the move. Not since the era of decolonisation has there been such an upbeat assessment of the continent's prospects. From Cape Town to

Books | 11th Apr 2010

Dizzy Worms - An African Tale

In DIZZY WORMS, the final novel in the satirical Kwishe trilogy, Michael Holman draws an affectionate portrait of a region beset by the machinations of



Biographical | 15th Mar 2010

A Profile of Michael Holman

An interview by Marianne Brown. 'Holman has had a front row seat at one of the world's theatres, the rise and fall of African nations.

News & Comment | 11th Feb 2010

A leader welcomed by the world

Nelson Mandela emerged with tantalising slowness. For the first time in 27 years the outside world was about to see



News & Comment | 25th May 2009

Tainted data hide the cost if Africa's upheavals

Even by Africa's grim standards, it was a horrendous statistic: 5.4m people have died in the Democratic Republic of Congo

Astrum Wine Cellars

www.astrumwinecellars.com

Finding your way around

The screenshot shows the main navigation and product discovery interface. The header includes the Astrum Wine Cellars logo and a navigation menu with links for Home, About, Producers, Products (highlighted), News, and Contact. A search and filter sidebar on the right contains buttons for Search, Login, Winelist, and Value Range. Below the navigation is a world map where product availability is indicated by red dots. A tooltip for Italy shows '256 Products'. Two inset maps show 'Guadeloupe' and 'New Zealand'. A search and filter sidebar on the right includes a 'Quick Search' field with a 'Go' button, a dropdown menu set to 'A - Z', and filter options for Style, Country, Region, and Grape Variety, each with a dropdown arrow and a 'Go' button at the bottom.

This close-up view details the search and filter sidebar. At the top is a hamburger menu icon. Below it is the Astrum Wine Cellars logo. The sidebar features a 'Quick Search' input field with a red 'Go' button. A dropdown menu is currently set to 'A - Z'. Under the heading 'Filter by:', there are four dropdown menus for 'Style', 'Country', 'Region', and 'Grape Variety'. At the bottom of the sidebar is a prominent red 'Go' button with a right-pointing arrow.

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Global Climate & Health Alliance

www.climateandhealthalliance.org

Simplicity is complicated



THE GLOBAL CLIMATE & HEALTH ALLIANCE

Climate & Health

Climate change impacts on health

Health as a driver for action on climate change

Protecting and Promoting Public Health



Climate change impacts on health

The 2009 UCL-Lancet Commission stated that "climate change is the biggest global health threat of the 21st century". The impacts of climate change on human health and well-being are being felt today. These effects are both direct – through extreme weather events, food and water insecurity and infectious diseases – and indirect – through economic instability, migration and as



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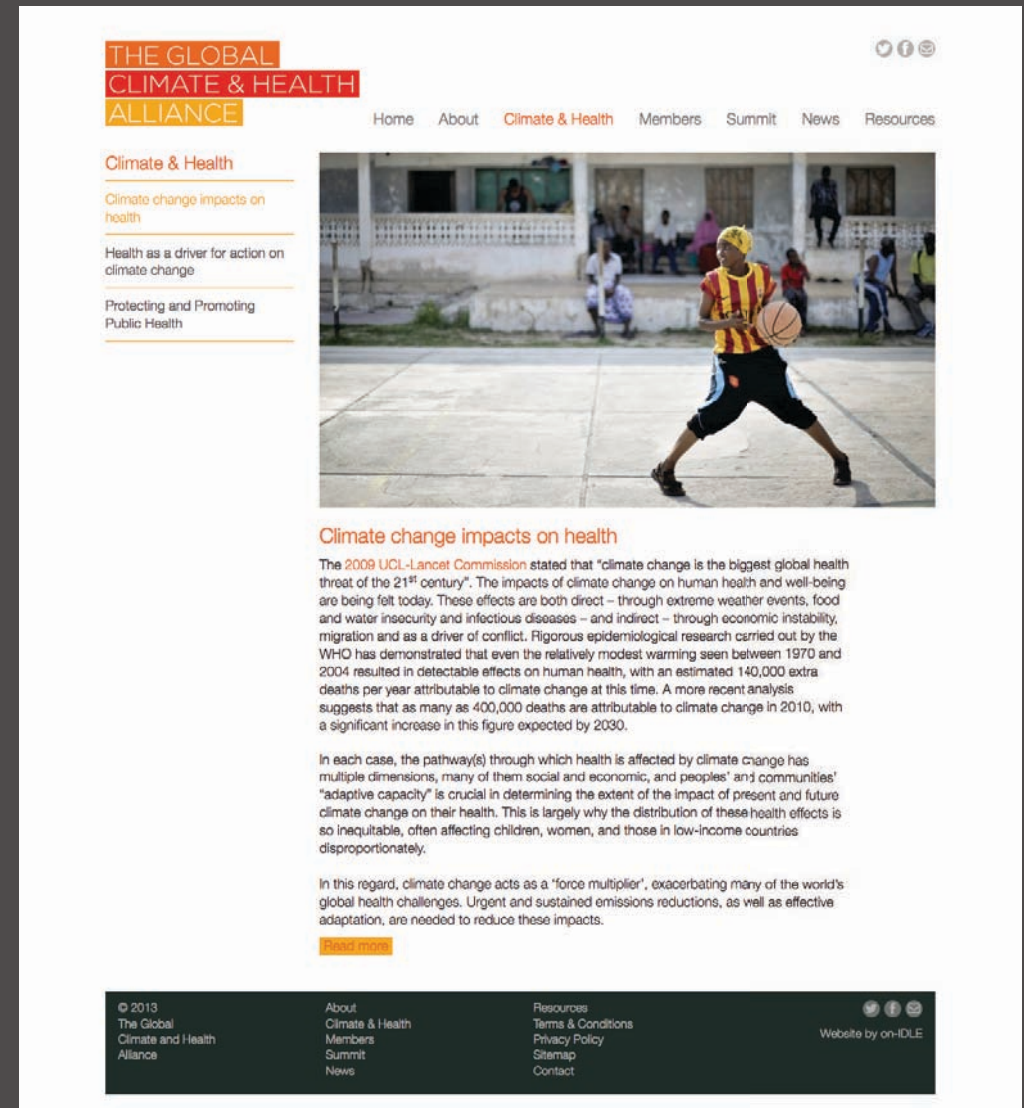
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Climate & Health

Climate change impacts on health

Health as a driver for action on climate change

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Climate change impacts on health

Health as a driver for action on climate change

Protecting and Promoting Public Health



Climate change impacts on health

The 2009 UCL-Lancet Commission stated that "climate change is the biggest global health threat of the 21st century". The impacts of climate change on human health and well-being are being felt today. These effects are both direct – through extreme weather events, food and water insecurity and infectious diseases – and indirect – through economic instability, migration and as a driver of conflict. Rigorous epidemiological research carried out by the WHO has demonstrated that even the relatively modest warming seen between 1970 and 2004 resulted in detectable effects on human health, with an estimated 140,000 extra deaths per year attributable to climate change at this time. A more recent analysis suggests that as many as 400,000 deaths are attributable to climate change in 2010, with a significant increase in this figure expected by 2030.

In each case, the pathway(s) through which health is affected by climate change has multiple dimensions, many of them social and economic, and peoples' and communities' "adaptive capacity" is crucial in determining the extent of the impact of present and future climate change on their health. This is largely why the distribution of these health effects is so inequitable, often affecting children, women, and those in low-income countries disproportionately.

In this regard, climate change acts as a "force multiplier", exacerbating many of the world's global health challenges. Urgent and sustained emissions reductions, as well as effective adaptation, are needed to reduce these impacts.

[Read more](#)

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About Climate & Health Members Summit News

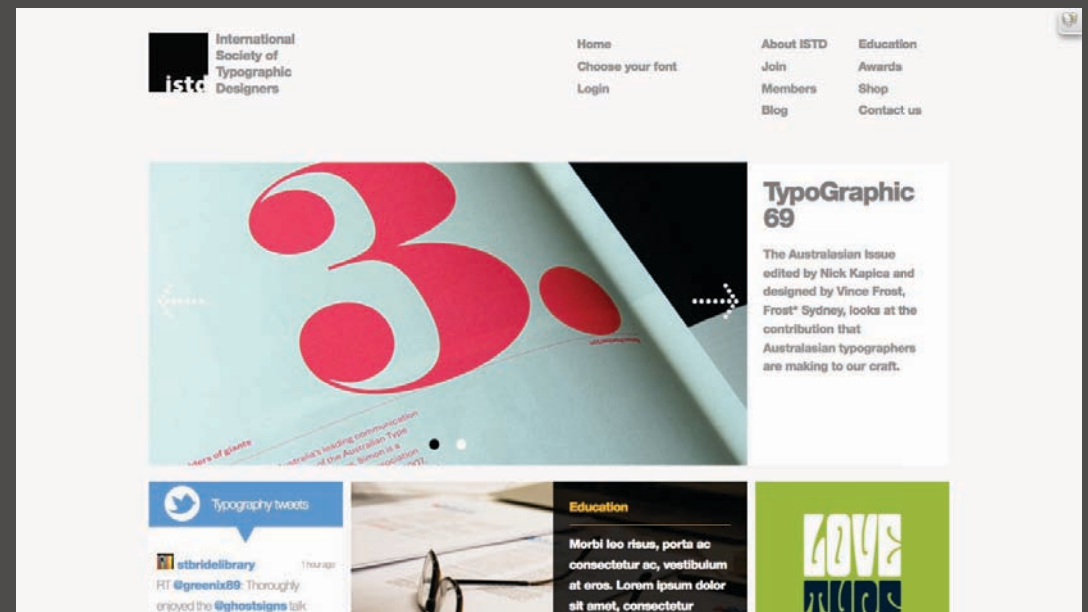
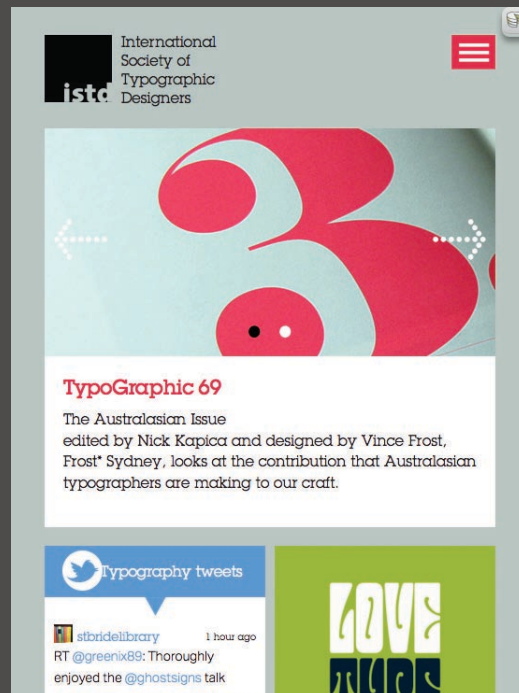
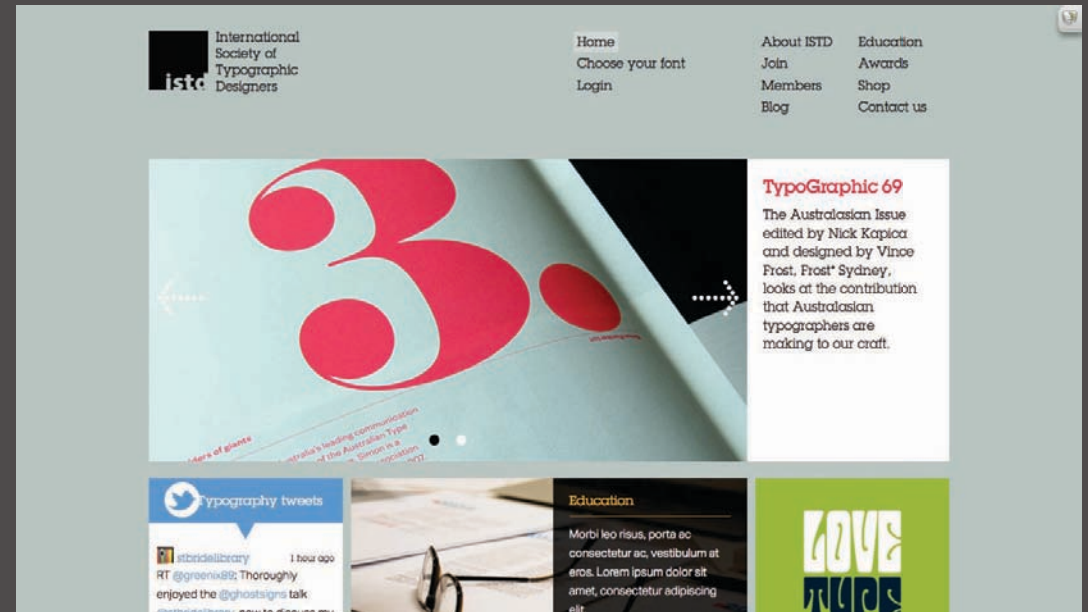
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Website by on-IDLE

ISTD

istd.org.uk

Designing for designers



The Alcohol Health Network

www.alcoholhealthnetwork.org.uk

Built-in flexibility

The screenshot shows the desktop version of the Alcohol Health Network website. At the top left is the logo, and to its right is a navigation menu with links: Home, What we do, E-Drink-Check, Evidence, About, Clients, and Contact. Below the menu is a large blue banner with a white line-art illustration of a city and people. The banner text reads: "An innovative approach to promoting safer drinking across the workforce". Below the banner are two content boxes. The first, titled "Workforce Health", features an illustration of a woman with a clipboard and lists two bullet points: "Support staff to identify if their drinking puts their health at risk and provide advice on cutting down" and "Identify which groups may be most at risk and guide staff to more support". A red "more" button is at the bottom right. The second box, titled "Alcohol Awareness Week 2013", features an illustration of a man and asks "What can you do to promote safer drinking in your workplace?". It lists two bullet points: "Download our free Factsheet for workplace health leads and use our True or False Quiz to generate some discussions." and "Download our free Factsheet for workplace health leads and use our True or False Quiz to generate some discussions." A green "More" button is at the bottom right.

Alcohol Health Network

Home What we do E-Drink-Check Evidence About Clients Contact

An innovative approach to promoting safer drinking across the workforce

Workforce Health

We improve the health of your workforce by raising alcohol awareness and preventing risky drinking. We can:

- Support staff to identify if their drinking puts their health at risk and provide advice on cutting down
- Identify which groups may be most at risk and guide staff to more support

more

Alcohol Awareness Week 2013

What can you do to promote safer drinking in your workplace?

- Download our free Factsheet for workplace health leads and use our True or False Quiz to generate some discussions.

More

The screenshot shows the mobile version of the Alcohol Health Network website. At the top left is the logo, and to its right are social media icons for Facebook, RSS, Twitter, and LinkedIn, followed by a hamburger menu icon. Below the menu is a large blue banner with a white line-art illustration of a city and people. The banner text reads: "An innovative approach to promoting safer drinking across the workforce". Below the banner is a content box titled "Workforce Health" with an illustration of a man. The text reads: "We improve the health of your workforce by raising alcohol awareness and preventing risky drinking. We can:". It lists two bullet points: "Support staff to identify if their drinking puts their health at risk and provide advice on cutting down" and "Identify which groups may be most at risk and guide staff to more support". A red "more" button is at the bottom right.

Alcohol Health Network

An innovative approach to promoting safer drinking across the workforce

Workforce Health

We improve the health of your workforce by raising alcohol awareness and preventing risky drinking. We can:

- Support staff to identify if their drinking puts their health at risk and provide advice on cutting down
- Identify which groups may be most at risk and guide staff to more support

more

The Alcohol Health Network

www.alcoholhealthnetwork.org.uk

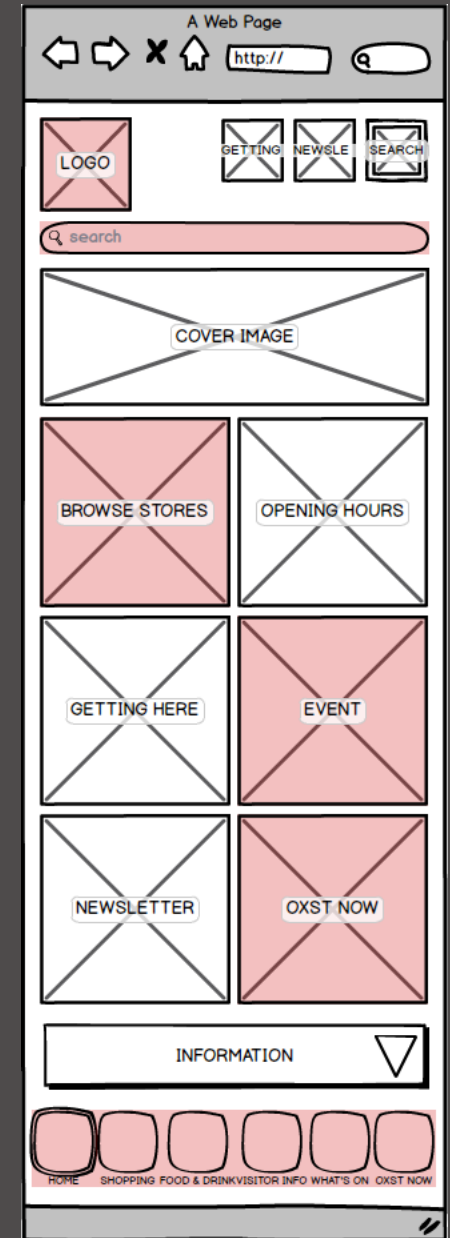
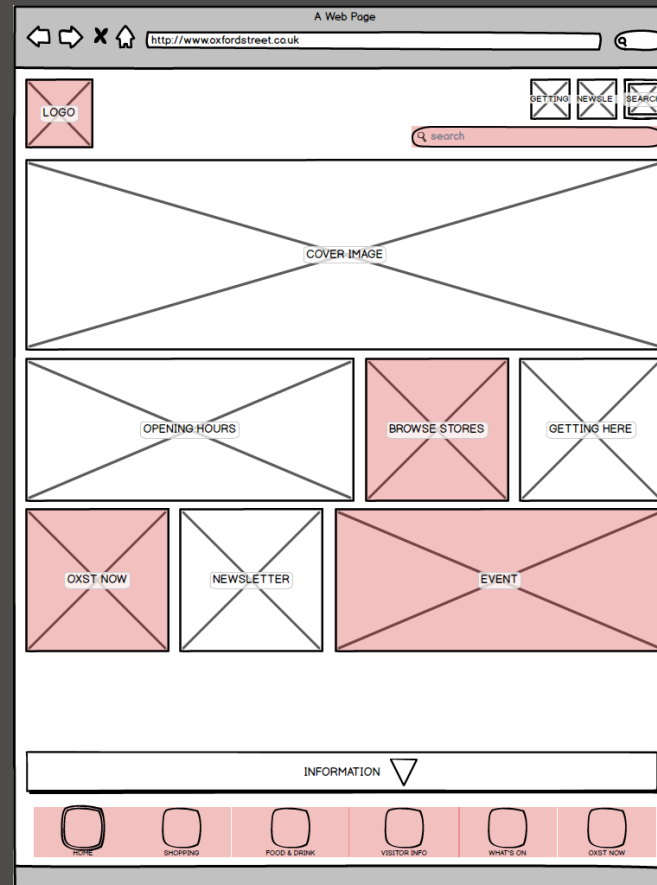
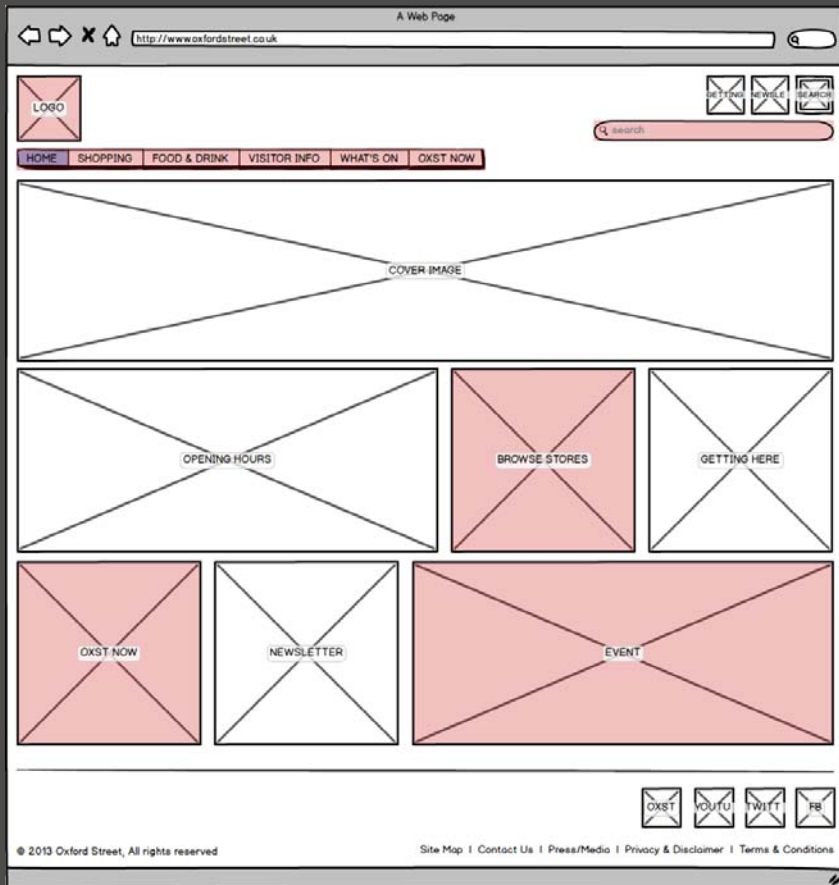
A holistic approach...



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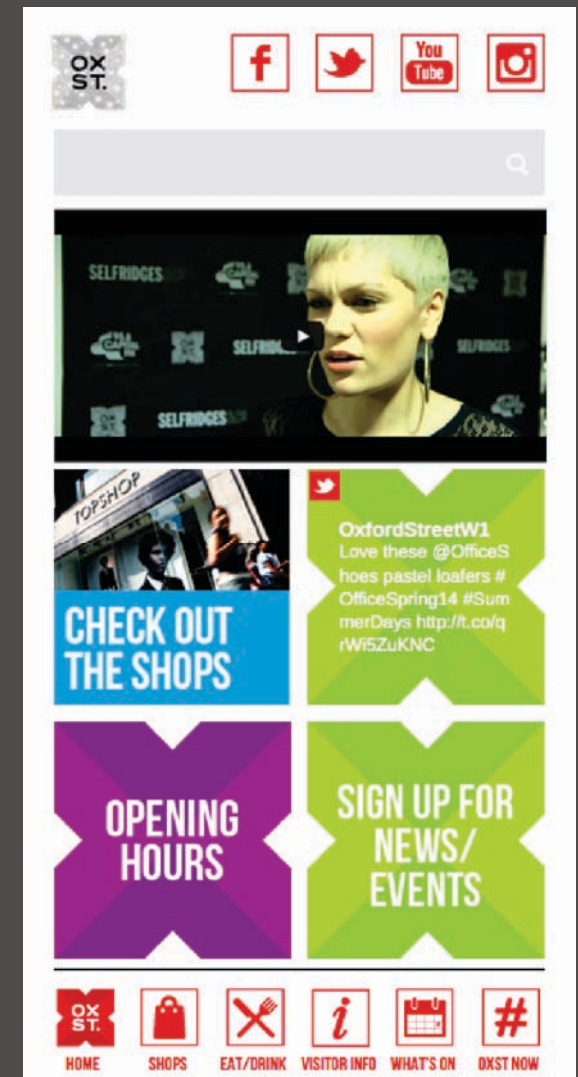
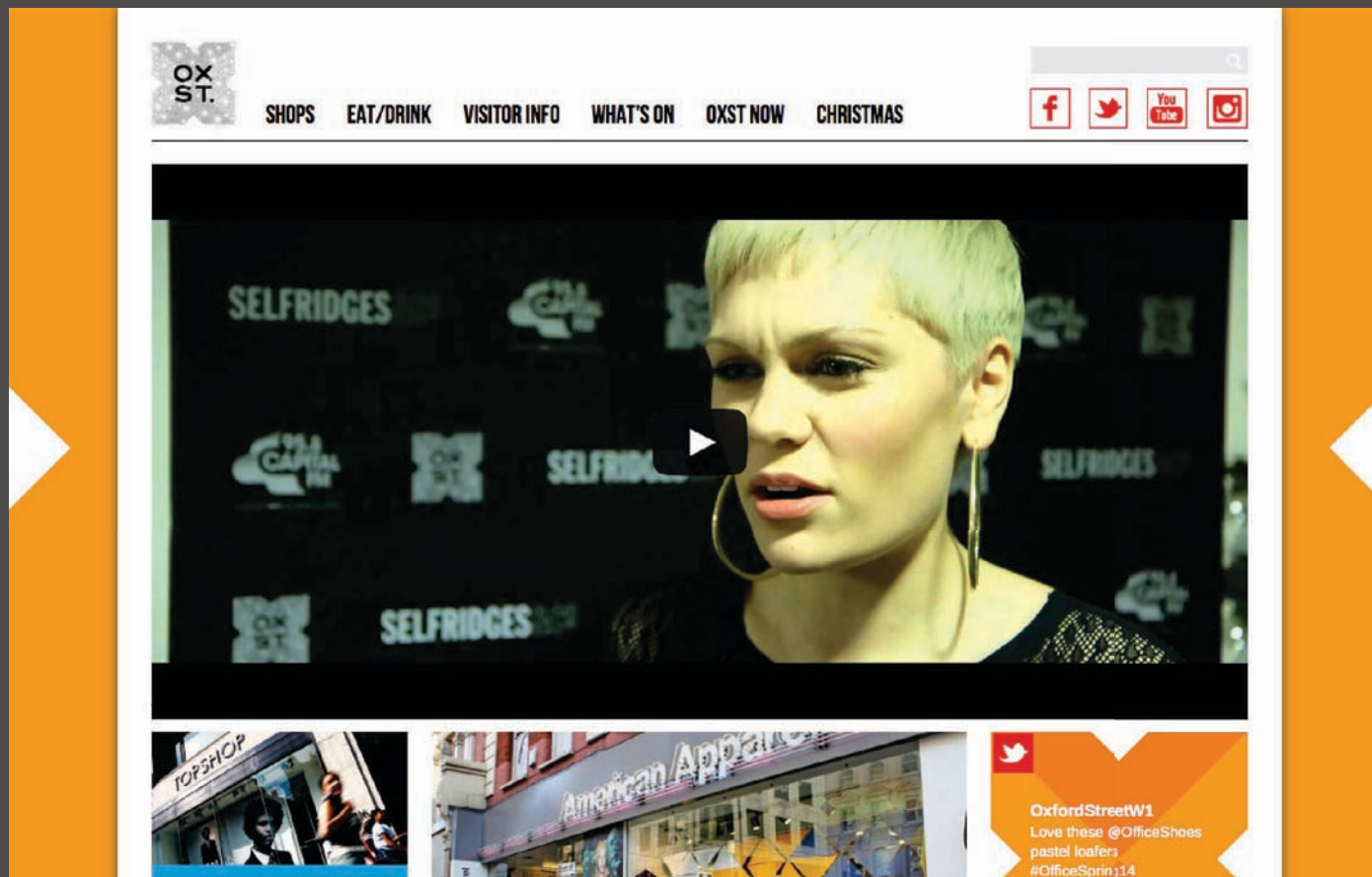
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It's an App!?

OX ST. SHOPS EAT/DRINK VISITOR INFO WHAT'S ON OXST NOW CHRISTMAS

CATEGORIES

- ACCESSORIES
- BANKS
- BEAUTY & GROOMING
- CHILDRENSWEAR & TOYS
- DEPARTMENT STORES
- FOOTWEAR
- GIFTS
- HEALTH & WELLBEING
- HOME & TECHNOLOGY
- MENSWEAR
- MOTHER & BABY
- MUSIC & ENTERTAINMENT
- SOUVENIR SHOPS
- SPORTS & OUTDOORS
- WEDDING
- WOMENSWEAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

ALDO	Mon-Fri 9am - 9pm; Sat/Sun 9am - 6pm
AMERICAN APPAREL	Mon-Fri 9:30am - 8pm; Sat 9am - 6pm; Sun 11am - 5pm
ANN HARVEY	Mon-Fri 9am - 8pm; Sat-Sun 9am - 6pm
ANN SUMMERS	Mon-Fri 9:30am - 8pm; Sat 9am - 8pm; Sun 11am - 5pm

B

BERSHKA	Mon-Fri 9am - 9pm; Sat-Sun 9am - 6pm
BHS	Mon-Sat 10am-8pm; Sun 11am-7pm
BURTONS	Mon-Fri 9:30am - 8pm; Sat 9am - 8pm; Sun 11am - 5pm

C

CALZEDONIA	Mon-Fri 9am - 9pm; Sat-Sun 9am - 6pm
COAST	Mon-Fri 9:30am - 8pm; Sat 9am - 8pm; Sun 11am - 5pm
CROMWELLS MADHOUSE	Mon-Fri 9:30am - 8pm; Sat 9am - 8pm; Sun 11am - 5pm

D

DEBENHAMS	Mon/Tue 09:30am - 8pm; Wed-Sat 09:30am - 8pm; Sun 12pm - 6pm
DESTINY	Mon-Fri 9:30am - 8pm; Sat 9am - 8pm; Sun 11am - 5pm
DOROTHY PERKINS	Mon-Fri 10am - 6pm; Sat 10am - 8pm; Sun 11:00 - 7pm

F

GETTING HERE

WHAT'S ON

SIGN UP FOR NEWS/

OX ST. f t YouTube Instagram

CATEGORY

A

- ALDO
- AMERICAN APPAREL
- ANN HARVEY
- ANN SUMMERS

B

- BERSHKA
- BHS
- BURTONS

OX ST. HOME SHOPS EAT/DRINK VISITOR INFO WHAT'S ON OXST NOW

Oxford Street

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It's an App!?

The screenshot shows the website's navigation menu with categories like SHOPS, EAT/DRINK, VISITOR INFO, WHAT'S ON, OXST NOW, and CHRISTMAS. A sidebar on the left lists various categories such as ACCESSORIES, BANKS, BEAUTY & GROOMING, CHILDRENSWEAR & TOYS, DEPARTMENT STORES, FOOTWEAR, GIFTS, HEALTH & WELLBEING, HOME & TECHNOLOGY, MENSWEAR, MOTHER & BABY, MUSIC & ENTERTAINMENT, SOUVENIR SHOPS, SPORTS & OUTDOORS, WEDDING, and WOMENSWEAR. The main content area features a search bar, social media icons, and a detailed listing for AMERICAN APPAREL, including its address (142-144 Oxford Street, London, W1D 1LZ), opening hours, nearest tube (Oxford Circus), and website (www.americanapparel.net). A map shows the store's location on Oxford Street. Navigation buttons for 'GETTING HERE', 'WHAT'S ON', and 'SIGN UP FOR' are visible on the right side of the page.

The screenshot shows the app's interface with a top navigation bar containing the OX ST. logo and social media icons for Facebook, Twitter, YouTube, and Instagram. The main content area displays the AMERICAN APPAREL page, including the address (142-144 Oxford Street, London, W1D 1LZ), nearest tube (Oxford Circus), opening hours (Mon-Fri 9:30am - 8pm; Sat 9am - 8pm; Sun 11am - 5pm), and website (www.americanapparel.net). A map shows the store's location on Oxford Street. Navigation buttons for 'PREVIOUS' and 'NEXT' are visible below the map. At the bottom, a navigation bar includes icons for HOME, SHOPS, EAT/DRINK, VISITOR INFO, WHAT'S ON, and OXST NOW.

Some thoughts

Who is the user?

Use tools

Plan, wireframe, plan some more

Navigation architecture

Video is a beast

Think about images

Webfonts & font size

Test, test and test again

Learn the language of touch

Thank you!

Q&A
