MasterObjects
iPhone Optimization

Optimize Information Access on Your Site

"Your website is your organization's face to the world. You want to make a great first impression. And if your website is about providing information to your visitors, you want that great impression to last so that your visitors keep coming back."

MasterObjects' iPhone optimization service was created to help you best serve visitors of your site, regardless of whether they use a traditional web browser or an iPhone. Having worked on dedicated "Mobile Safari" versions of its flagship product "QuestFields", MasterObjects has the engineering skills and expertise to bring your website into a new era in which users are able to access your information anytime and anywhere.

Your Website on the iPhone

The "Mobile Safari" browser that is built into every iPhone is just as powerful as traditional web browsers. Unlike other mobile devices, the iPhone will display your current website in all its glory. It is not necessary nor recommended to create a dedicated copy of your website especially for the iPhone. Instead, with only minor corrections and optimizations, you can enhance your site so it works well both on the iPhone and in traditional browsers. Once the optimizations are applied to your web pages, you will still have just one website to maintain.

Website Optimization Service

MasterObjects can help you optimize your site for the iPhone. Our service is typically provided in three optional phases:

1. We start by analyzing your current website and writing a detailed report of recommended enhancements. From the recommendations in this report, your current website designers or engineers can apply most enhancements without further help from MasterObjects.

2. In an optional second phase, depending on the outcome of the analysis, MasterObjects will apply the recommended changes to your existing site. This can involve anything from enhancing your current HTML and style sheets to converting multimedia content so it runs well on the iPhone.

3. The third optional phase involves adding iPhone-specific functions to your site. We can help you provide anything from an iPhone-enhanced home page to QuestFields that help your visitors find information on your site.

a Hide the location bar so that there's more space for your site

b Treat iPhone-using visitors to the "look and feel" they know and love

c Add friendly push buttons to replace traditional links
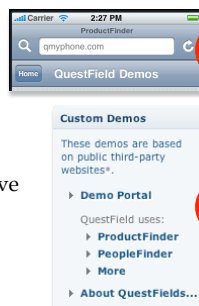
QuestFields®
### the information wormhole

After optimizing your website for the iPhone, add QuestFields to provide the fastest possible way for users to find information on your site! QuestFields can easily be configured to provide access to your products, to your website index, to your corporate directory, or any other database, search engine, or file!

Once they click on a QuestField, iPhone users will see a search interface that looks just like native iPhone applications.

"My information can now be found just as fast as in iTunes or Google."

Typically installed in less than a day, QuestFields boost Information Access on websites resulting in increased customer conversion rates for Ecommerce vendors, better value perception for information subscribers, faster information access from mobile devices, and improved employee productivity in intranet environments.

The heart of the QuestFields solution is the QuestFields Server. It handles simultaneous requests by large numbers of users and is easily configured to query multiple content sources such as SQL databases, LDAP directories, search engines, web services, XML data, flat files, and legacy systems. Out of the box, the QuestFields Server provides highly efficient connection and user session management, automatic query selection, inter-field dependency handling, result set merging, caching, in-memory indexing, searching, load balancing and content source fail-over.
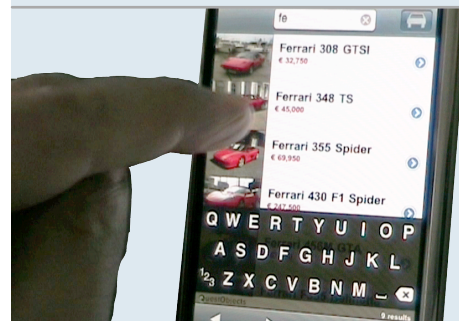
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before   *after*

iPhone Website Optimization Examples

2 Add specific iPhone styling to critical navigation elements on the page

4 Control the font size of small elements so that they become legible even before zooming in

6 Replace content that was designed for Adobe Flash or Windows Media by H264-encoded QuickTime movies for varying network bandwidths

1 Force a larger font in select areas, such as menus that are not resized by the iPhone's automatic resizing algorithm

3 Force the web page to load so that its margins are functional, yet do not take unnecessary space

5 Refactor large animated GIFs so that they start with the keyframe, rather than an empty or inappropriate static image

7 Remove links to content and pages that do not work well on the iPhone (such as full-page Flash applications)

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