BBC Mobile Style Guide 1.1

— Global Visual Language for the mobile web

BBC UX&D

BBC Mobile Style Guide - Global Visual Language for the mobile web. Ben Guyer, Riikka Puustinen, Claudia Urschbach, Dan Dumitriu. Last modified at 5:16 PM, 09 June 2009

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1. Introduction

This style guide outlines the principles and standards for the creation of mobile web pages for the BBC. It is intended to be used by designers, developers and producers.

This document does not set out to constrain what sites should or should not be implemented, but aims instead to establish a consistent quality of treatment for fundamental elements across the BBC mobile web.

Main areas covered

1. High level wireframes of all major page types and the rules for constructing them
2. Information on the structure and the limitations of each section
3. Detailed visual styles and specification of screen elements
4. Technical requirements and standards for BBC mobile web pages.

Approval process

These guidelines have been defined in collaboration with user experience teams and mobile teams in the BBC. Approval for mobile web proposals (and any subsequent alterations and/or additions) sits with the BBC Mobile Team, and they should be made aware of mobile web projects before they go live. Mobile team contacts are:

Ulyssa Macmillan
Executive Producer for Mobile Browser

Jason Quinn
Team Leader for Mobile Client Side Development

Ben Guyer
Creative Director Mobile UX&D

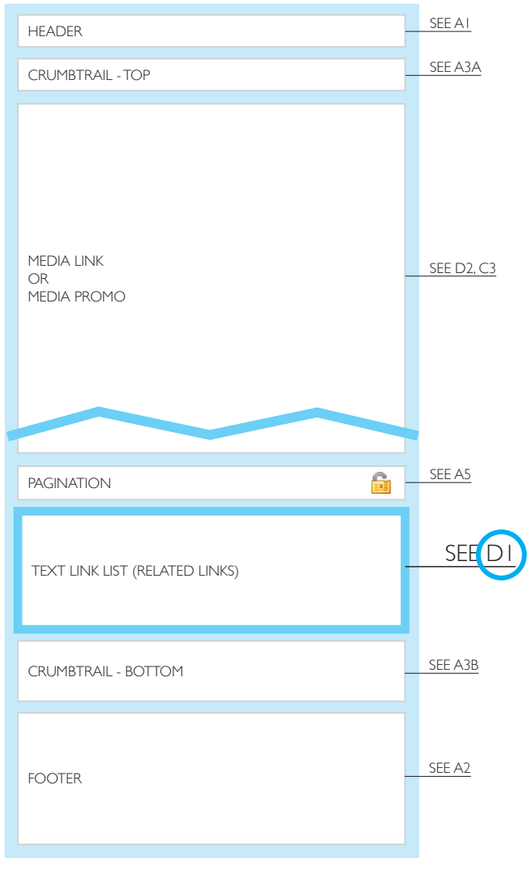
Please see References section for a full list of documents that have been used as a source material.

— How to use this document

1 What are you designing?

Look at the page template index of **Chapter 4. Page Templates** and find the page type that matches your design task.

Use the page template to structure your page and content.

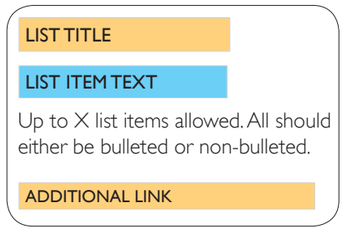


2 Where are the details?

Module contents and construction details can be found in **Chapter 5. Modules**.

Example:

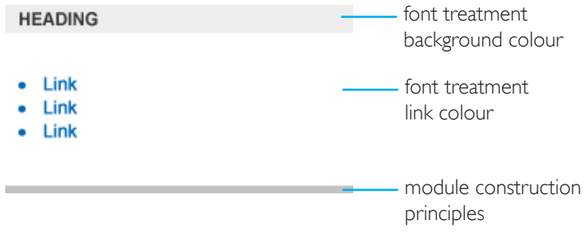
D1. Text Link List (Related Links)



Visual Guidelines

Chapter 3. Visual Guidelines

Example:



3 Putting it all together

2. Design principles

— Look and feel

The BBC Mobile Web service is

- Reliable and consistent
- Responsive
- Competent
- Accessible
- Courteous - polite, respectful, considerable, and friendly
- Communicative - we use language that the users understand
- Credible - trustworthy, believable and honest
- Secure - free from danger, risk or doubt
- Understanding - we know the customers' needs

2.1. NAVIGATON & INTERACTION

Structure

- Keep sitemap wide and shallow.
- Take into account the trade-off between having too many links on a page and asking the user to follow too many links to reach what they are looking for.
- Inform the user about his or her location in the service. This can be done with a crumbtrail navigation, page titles, informative link names and branding elements.

Navigation

- Offer consistent navigation across the service. This helps users orient themselves and allows them to identify navigation more easily.
- Index pages work as a table of contents to each section.
- Crumbtrail navigation helps users to get back to the home page and other main sections.
- Footer navigation is shown on every page, as the links lead to utility pages, like FAQ and Contact Us.
- Since mobile phones represent the information in sequences, it is important to provide links on each page to avoid dead-ends.
- Users of devices that do not have pointing devices have to scroll between hyperlinks using the keypad. Contextual grouping can assist usability.

Interaction

Input

- Keep the number of keystrokes to a minimum
- Avoid free text entry where possible
- Provide pre-selected default values where possible
- Specify a default text entry mode, language and/or input format, if the target device is known to support it. This will be a great help for users who then can complete the forms with fewer keypresses.

Content

- Arrange the page contents so that the order is logical when scrolling a page from top to bottom. Remember that only a fraction of the page is visible on screen.
- Ensure that content is suitable for use in a mobile context.
- Limit content to what the user has requested.
- Provide a short but descriptive page title to allow easy identification.

Scrolling

- Only vertical page scrolling is alllowed.
- Ensure that material that is central to the meaning of the page precedes material that is not.

2.2. USABILITY CONSIDERATIONS

- **Meet users' needs quickly.** Remember that mobile web users are likely to experience distractions, various lighting conditions and short attention span depending on their environment. They are also likely to want information that is useful at their location or time.

- **Do not repeat the navigation on every page**, as it takes a lot of valuable space on small screen. Instead display navigation on the homepage and index pages. On other pages include links back to the home page and the most important sections along the path users have taken. Practically this is done with the help of crumbtrail menu, which is shown at the top and bottom of the page.

- **Distinguish clearly items that are selected.** Most mobile devices have poor cursor control, and the lighting conditions can make it difficult to see links or fields that are in focus. This can be done by changing the font and background colour of links and buttons.

- **Make user input as easy as possible.** Allow users to input information by making selections instead of entering free text, or at least give this as an alternative method.

- **Show only essential information.** Tiny mobile phone screens show only a fraction of the page. This is why it is important to condense the message and prioritise the most relevant content on each page. Also be sure to identify page requests coming from mobiles, and offer a suitable version for them.

- **Design mobile-friendly, flexible page layouts.** Make sure that the content is in right order and the page can adapt to various screen types and widths. This is important especially for devices that can be used both in landscape or portrait modes.

2.3. TONE OF VOICE

Write On Your Level

You're writing on behalf of the BBC, but you can still make your writing sound personal.

- Write like you'd speak. Talk about the BBC as we, and the reader as you.
- Write with someone in mind.
- Use contractions.
- Use words people say.
- Use less jargon.
- Keep it simple.
- Use analogies.

Get Off The Fence

When writing as the BBC, it's easy to add so many ifs, buts, passives and caveats that you don't get to the point.

- Take responsibility. Cut hesitant words (like may, might, could).
- Advise, don't diagnose.
- Active not passive.
- Use imperatives, particularly in headlines.

TONE OF VOICE GUIDELINE:
http://www.bbc.co.uk/guidelines/futuremedia/restricted/desed/tov.shtml

2.4. EDITORIAL PRINCIPLES

Grammar and style
The same grammatical rules apply to mobile as to the web - refer to the BBC Editorial Guidelines. However, in terms of writing style, bear in mind that mobile devices are smaller, and that users of mobile content tend to like 'snacking' on content. Keep sentences short, use more paragraphs rather than less, and if possible limit page size to no more than 500 words.

Punctuation
Again, ensure that all content is properly punctuated, and that full stops are followed by a space. The use of txt spk is not recommended – though there are not specific guidelines outlawing it.

Capitals
Ensure that the first letters of all lists, stories and section titles are capitalised. This helps to distinguish a new story from one that has wrapped over two lines.

Link and title lengths
Try to keep link text and page titles short, otherwise these may wrap onto a second line. Ideally, links and page titles should not exceed 15 characters (including spaces).

Site introductions
Each site should contain a clear and brief description. This can either be done on the homepage itself if space allows or if not, from a clearly labelled link off the homepage (such as Introduction, About xyz, etc).

Paragraphs
Ideally paragraphs should be no more than 2-3 sentences long. The shorter the paragraph, and the more white space between paragraphs, the better in terms of making your content more readable.

Use only tags to indicate a new paragraph instead of two line breaks. This will add to the site's uniformity.

External links
When editorially relevant, you may wish to link to an external mobile site. Ensure the link is accompanied with a disclaimer as well as a link to our external linking policy. Linking to external mobile sites should generally be limited to those that offer something the BBC mobile site does not offer.

Editorial Guidelines
For information on the guidelines behind the usage of SMS/MMS and for guidance on user interaction via mobile, see Mobile Devices Guidance at bbc.co.uk/guidelines/editorialguidelines/advice/mobiledevices

THE BBC EDITORIAL GUIDELINES:
http://www.bbc.co.uk/guidelines/editorialguidelines/

MOBILE DEVICES GUIDANCE:
bbc.co.uk/guidelines/editorialguidelines/advice/mobiledevices

3. Visual guidelines

— A visual framework

Considerations when designing for mobile

- **Display sizes:** Optimise the design for small screens. Take into account limited screen estate, processing power and memory.
- **Multiple variations:** Consider that web pages are browsed with various devices with different characteristics. Some have 4-way navikey and a keypad, while some work with touch screen only.
- **Screen differences:** Please note that the screen resolution and pixel density varies from device group to another. This needs to be taken into account when designing visual elements such as icons for mobile devices.
- **Layout:** Design stretchy pages. This means that the right hand side of the page expands to fill the gap in the browser window when resized. This way the content adapts to different screen widths. The web page consists of only one column.
- **Content:** Written and image content should be appropriately condensed for mobile use.
- **Text:** Use relative font sizes. Devices use their native UI fonts.
- **Page structure**: Globally defined elements must be in place.

Example of stretchy design

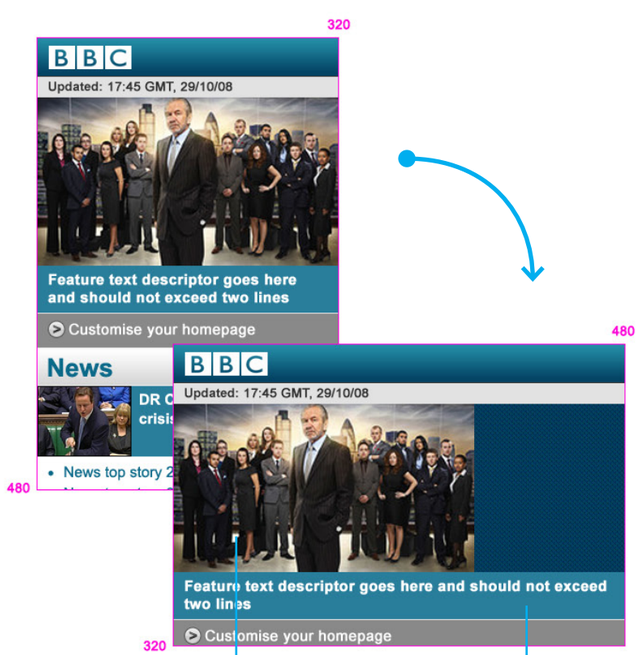
— Portrait and landscape screen modes

Many devices can detect and change the screen orientation. The web page needs to adapt to the changing device orientation so that it fills up the full screen width at all times.

320x420px screens

240x134px image remains left aligned, but the background stretches to fill the gap.

The text runs edge to edge.



320x179px image remains left aligned, but the background stretches to fill the gap.

The text runs edge to edge.

320x179px image remains left aligned.

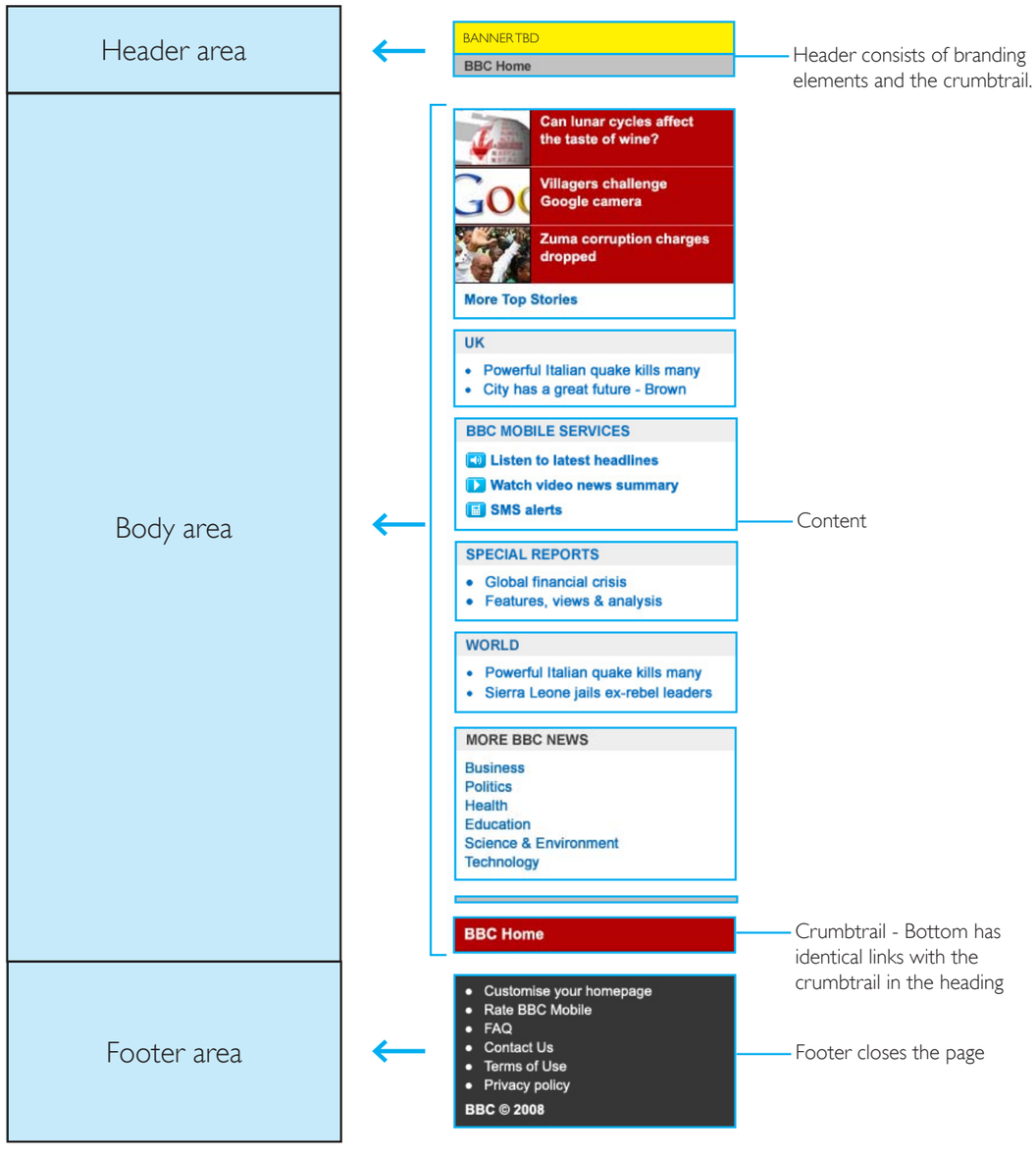
The text block shifts next to the image.

3.1 PAGE STRUCTURE

Core principles

- Each page MUST have both header and footer.
- Header MUST consist of branding elements.
- Crumbtrail has two instances (header and footer). They MUST be used together.
- Footer is always the last element on the page.

Example page

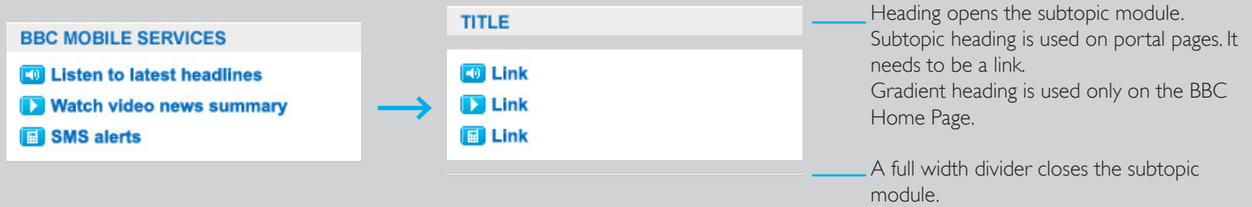


3.2 MODULE STRUCTURE

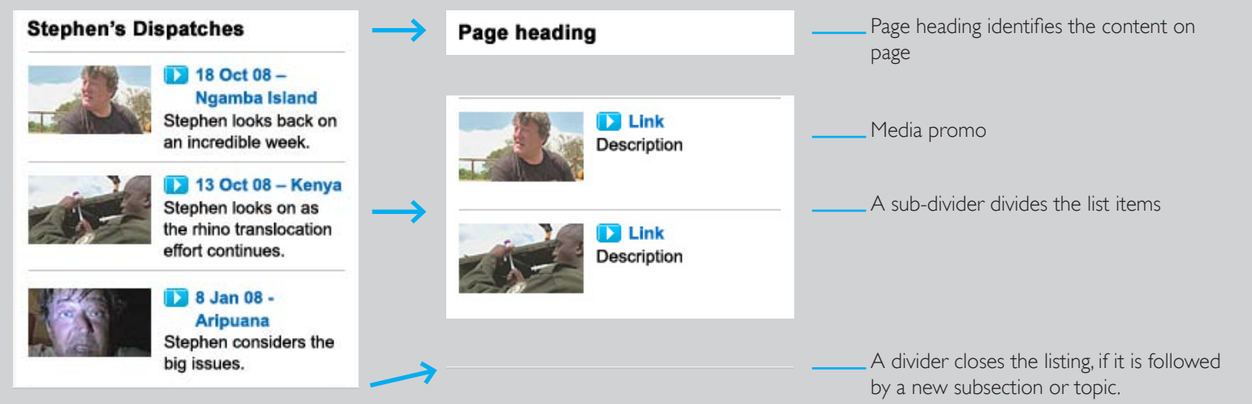
Core principles

- Modules consist of various elements.
- Headings MUST be used consistently.
- Dividers are used inbetween lists items and to close topics.
- The last module on the body area MUST use component footer.

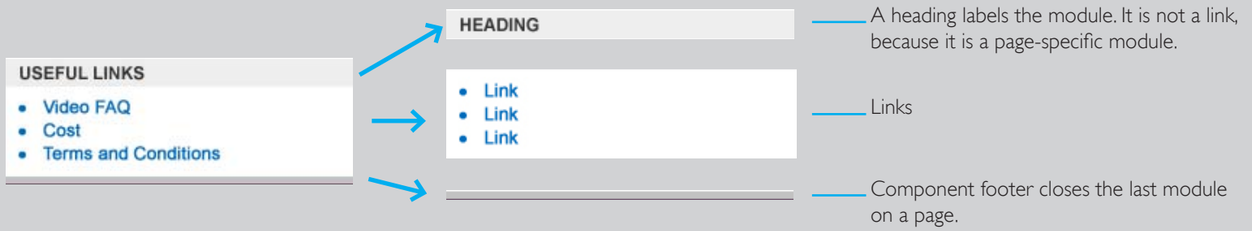
Sub-topic module example



List module example



Link module example



3.3. MARGINS AND LAYOUT

— Global rules

Page dimensions

Devices are grouped into three main size categories:

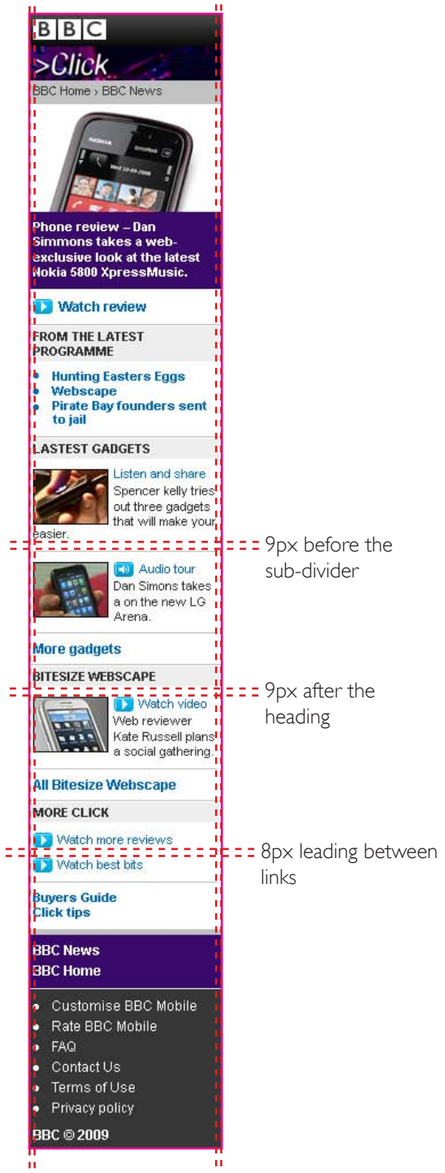
- 320px wide
- 230px wide
- 170px wide

All content MUST be left aligned.
All designs MUST be designed to degrade down to 170px wide screens.

The rule of nines for 230px and wider devices

- Left and right page margin: 9 pixels
- Padding after the heading: 9 pixels
- Padding after a feed promo: 9 pixels
- Padding before and after sub-dividers: 9 pixels
- Padding before the module footer: 9 pixels

Layout for 170px wide devices



Layout for devices wider than 230px

3.4. IMAGES & SCREEN ELEMENTS

Images have an aspect ratio of 16:9, except for the weather images. Headline promo can have an aspect ratio of 16:9 or 4:3, depending on the tools used for capturing the image.

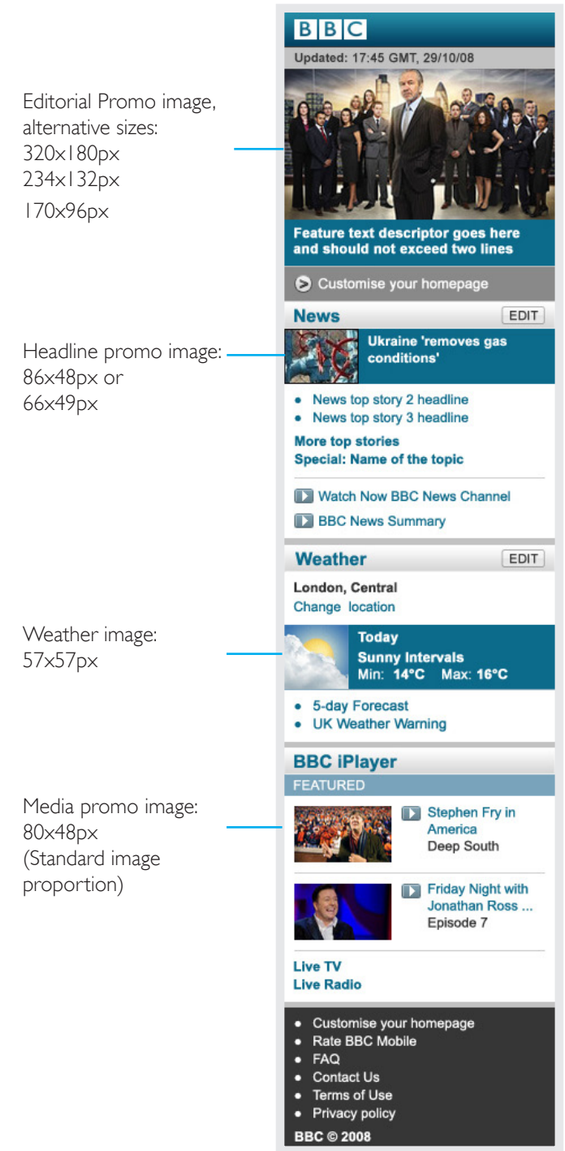
Content images are used in normal editorial content:

- 57x57px - Weather
- 66x49px or 86x48px - Headline promo
- 86x48px - iPlayer thumbnails
- 170x96px - Promo for 170px wide devices
- 234x132px - Promo for 240px wide devices
- 320x179px - Promo for 320px wide devices and above

Wallpaper images are for downloads and showcasing promotional content:

- 128x128 (max. 9.8Kb)
- 128x160 (max. 9.9Kb)
- 176x220 (max. 10Kb)
- 240x320 (max. 15Kb)
- 352x288 (max. 15Kb)
- 320x480 (max. 15Kb)

Image sizes



3.5. FONTS

Generally mobile devices use their own system fonts, and thus there may be little control over the typeface when designing pages. Fonts on devices are not always anti-aliased. However, whenever there is choice, font MUST be sans-serif.

Relative sizes

Font sizes are relative, which means that point sizes are not used but fonts are defined as x-small, small, medium or large.

FONT REFERENCES FOR VISUAL DESIGN

240px wide screens and above

X-Small: 10pt Arial
Small: 12pt Arial
Medium: 14pt Arial
Large: 16pt Arial

170px wide screens

Body text: 11pt Arial

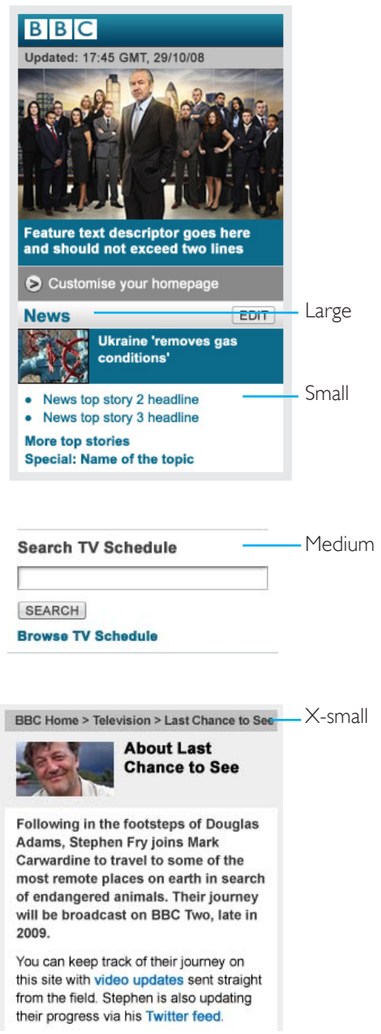
Please note: Touch screen devices use percentage sizes to get more granular font sizes. E.g. 100%, 140%.

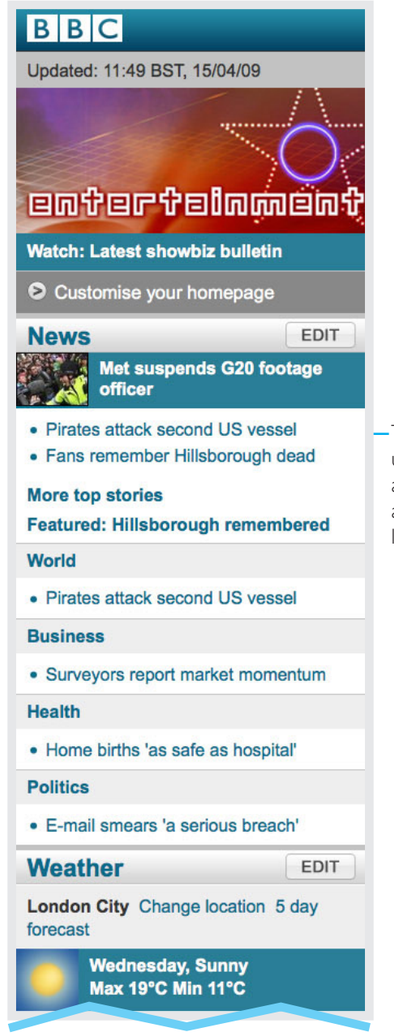
Allowed font treatment

Uppercase, bold, regular.
Any other treatments may not be used.

Font sizes for screen sizes 240px wide and above:

Mobile web pages are designed with four relative font sizes or less, as these will have been designed to work well on the device display.

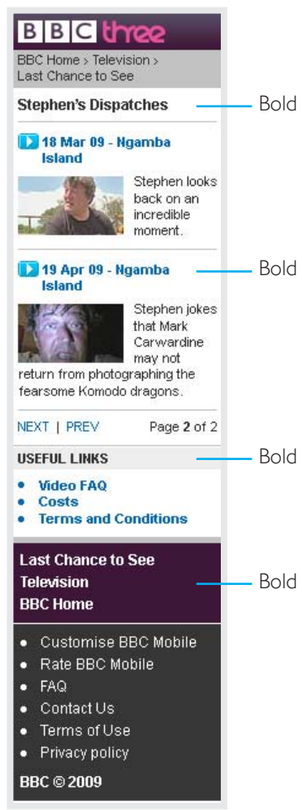




Touch screens use larger leading and more padding around text and links.

Screen sizes 170px wide and below:

Only one font size MUST be used. Use text formatting to bring variety to the text. E.g. bold, uppercase.



— Link style principles

Inline links use a distinctive link colour, no other treatments.

You can keep track of their journey on this site with video updates sent straight from the field. Stephen is also updating their progress via his Twitter feed.

Bulleted links point to an article page.

- Powerful Italian quake kills many
- City has a great future - Brown

Bold links without bullets point to index pages.

Live TV
Live Radio

Three (3) or more links pointing to index pages MUST be grouped under a heading as a module of their own.

MORE BBC NEWS

Business
Politics
Health
Education
Science & Environment
Technology

Media links and promos

Media links point directly to a media file. A media link uses icon with bold font.

Listen to latest headlines
Watch video news summary

Media promo links use icon, thumbnail and description. A link points to a page.

18 Oct 08 – Ngamba Island
Stephen looks back on an incredible week.

Headline promo link points to an article.

Zuma corruption charges dropped

Utility links

Pagination uses uppercase font treatment.

NEXT | PREVIOUS

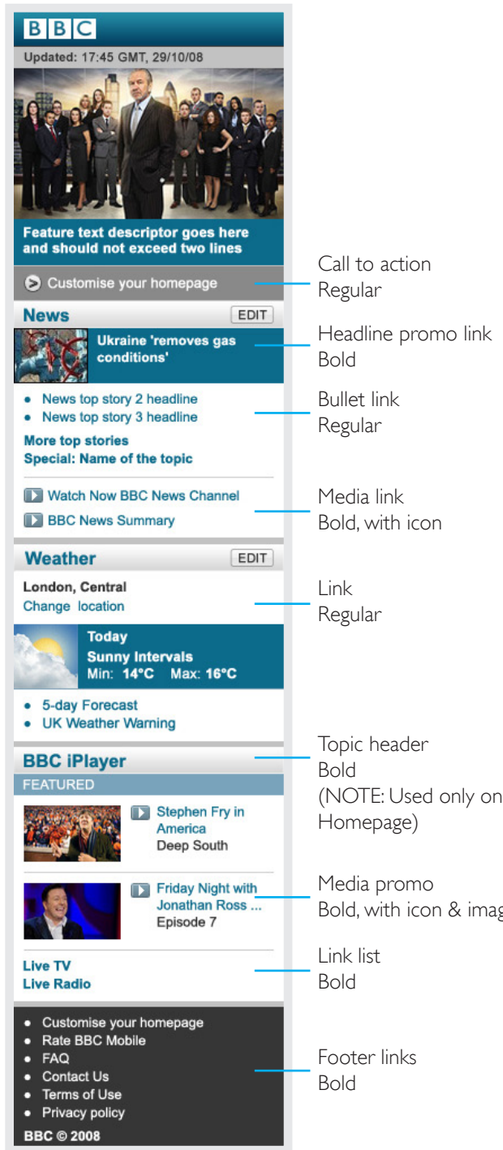
Crumbtrail uses bold font, no underline.

BBC Home > Television > Last Chance to See

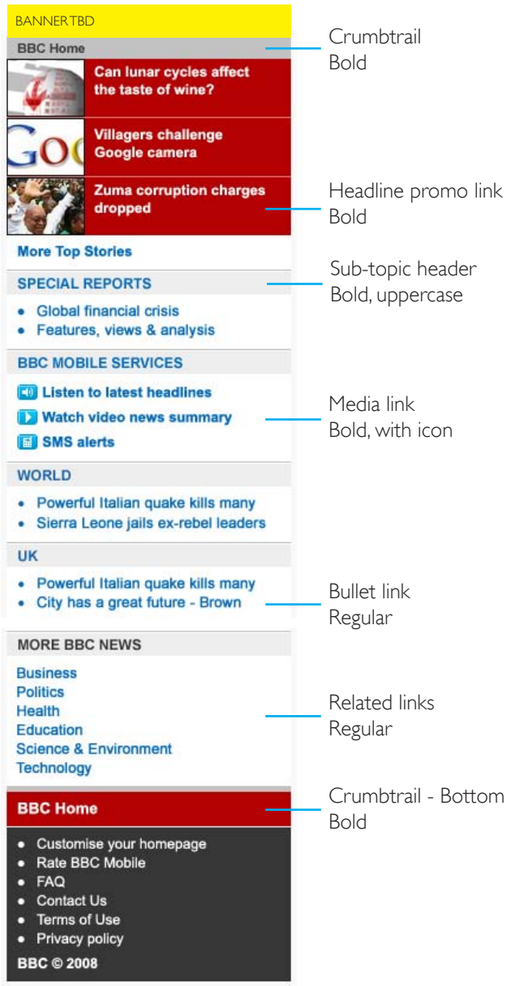
NOTE: Links MUST have a rollover state. This is to make sure that the links will be recognised as links in a variety of mobile devices. Use underline or link colour.

— Link style examples

The BBC homepage link styles



Portal page links



3.6. TEXT COLOURS

- **Header:** Text colour in promo and article headers must be either black or white depending on which is most appropriate for the background.
- **Body:** The standard colour for body text is black. No other colour variations are allowed for plain text.
- **Link:** To denote links, a single distinct colour is used. This colour must be used consistently throughout the page and across the section of the site.

  The default link colour is blue (HEX 006aba).

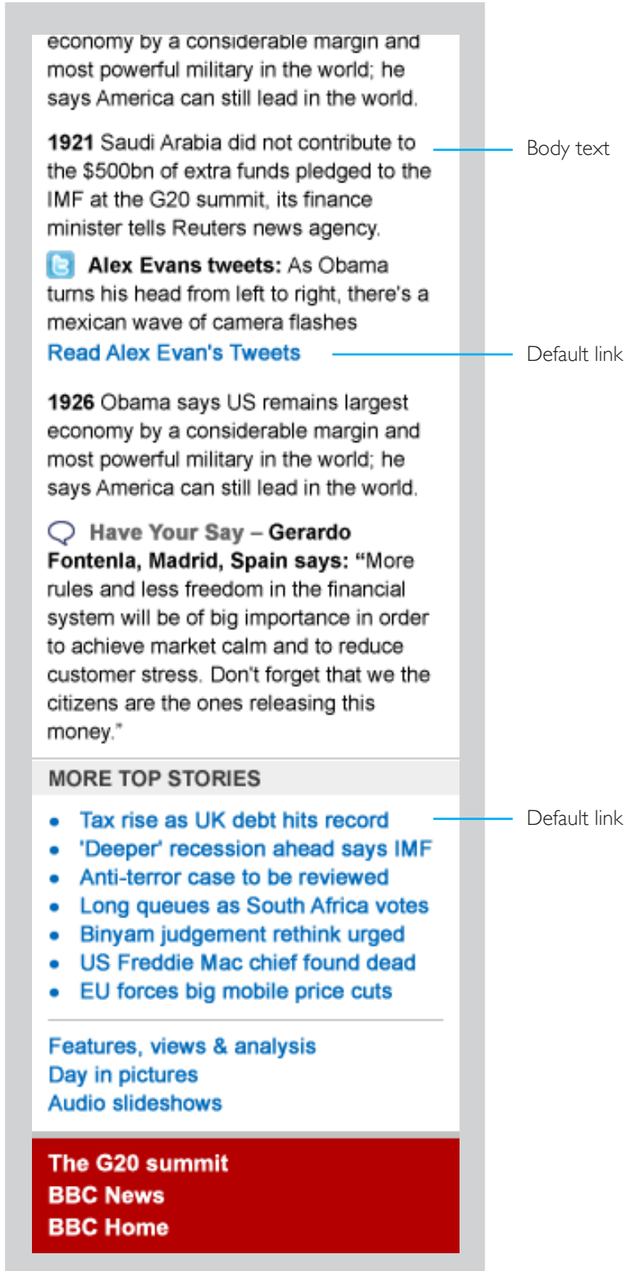
  If required, a bespoke link colour derived from the page branding colour palette may be used instead of the default. This is subject to the colour having sufficient contrast to be both legible and to be visually distinguishable as a link.

  NOTE: only two text colours (Body and Link) may be used in the body section of a single page at any one time. This is to ensure that links are always clearly visible.

  The link colours should be tested in outdoor conditions to see how environmental light and reflections affect the legibility of links.

- **Sub Topic header:**
  Non linking Topic subheadings text are black
  Linking Topic subheadings text is either the default blue, or the predominant text link colour

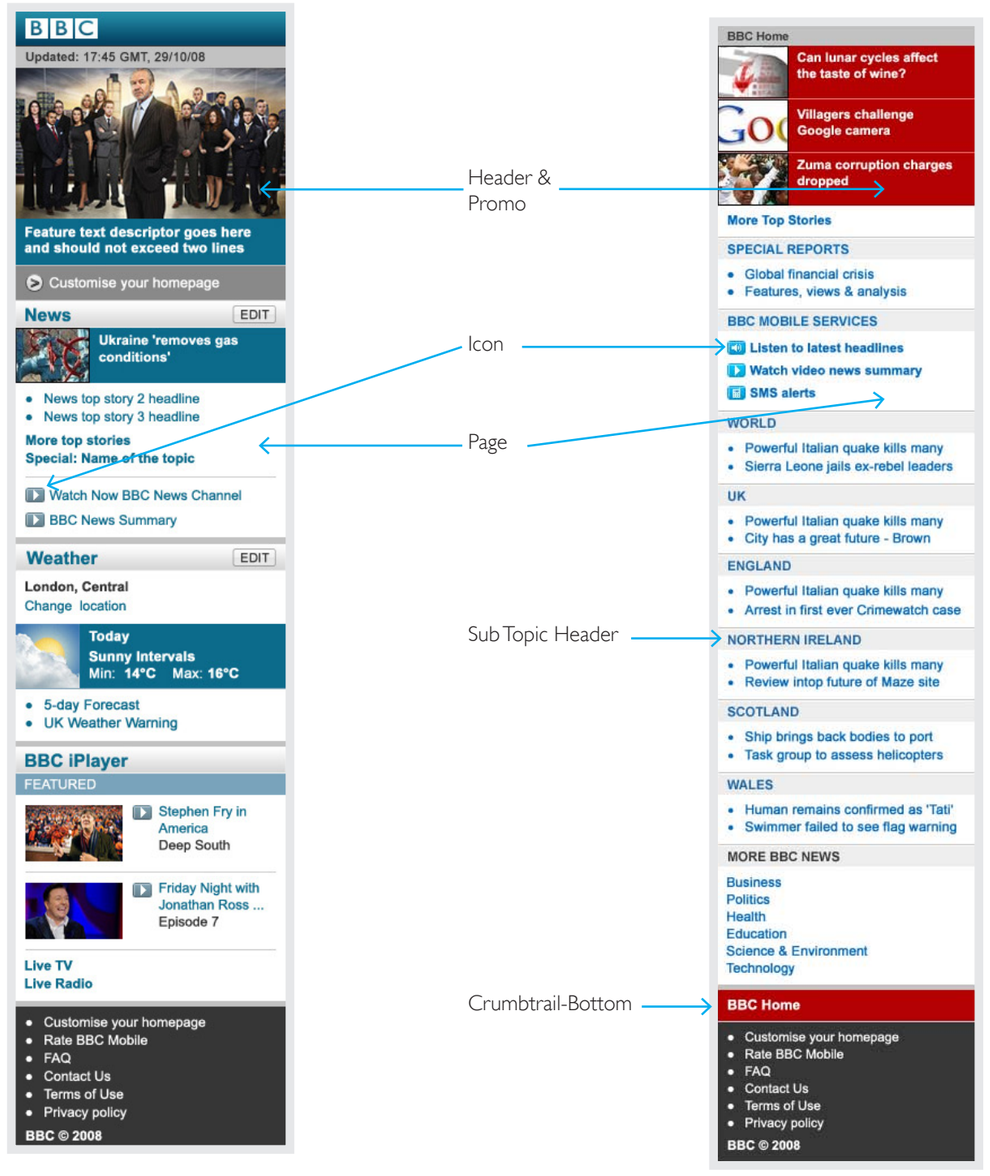
Note: Image requires update



3.7. BACKGROUND COLOURS

- **Page:** The standard page background colour is white
- **Header:** Promo areas and major brand article headers use the appropriate brand colour as a background. If the text is not clearly visible, the header background colour should be lightened or darkened slightly to rectify this.
- **Sub Topic Header** is grey (HEX eeeeee)
- **Footer Crumbtrail:** Uses the main branding colour
- **Icon:** Main colour should be grey with a white element

NOTE: Branding should not rely on background images. Some devices are unable to show them, thus the design needs to look adequate even without them.



3.8. BRANDING

Header element
- Generic BBC
- Branded (channel)
- Programme / event specific branding

IN PROGRESS

4. Page templates

— Where they should be used

All pages on the BBC mobile site fall into the following page template categories.

Index pages (Page #)

Is your page an index page of a portal or a subsection?

THE BBC HOME PAGE
PORTAL PAGES
SITE HOME PAGES

Listings (Page #)

Does your page contain a list of some kind?

TEXT LIST
PLAYLISTS AND SCHEDULES
SEARCH RESULTS
WEATHER LIST
LINK LIST

Actionable pages (Page #)

Can the users do something with the content of your page?

MEDIA OBJECT PAGE
LAUNCH PAGE
WIDGET PAGE (+SEARCH FORM)
FORM PAGE

Article pages (Page #)

Is your content about a single topic and consists mainly of text?

ARTICLES
SHORT DESCRIPTION PAGE
PROGRAMMES
FAQ,TERMS & CONDITIONS AND REFERENCE PAGES

Media gallery pages (Page #)

Is your page related to an image, video or audio gallery?

GALLERY INDEX
SEQUENTIAL ITEM PAGE

Administrative pages (Page #)

Do you need to confirm an action, alert the user, or let them decide between various options?

SETTINGS AND PREFERENCES
ALERTS AND ERRORS
CONFIRMATION PAGE
CUSTOMISE HOME PAGE

PAGE MODULES

— How a page is constructed

At the highest level, the mobile web page must always consist of three areas:

- Header
- Body
- Footer

Each of these areas can be made up of one or more modules. A module is composed of one or more elements, and each of them has rules about interaction and visual design.

Header

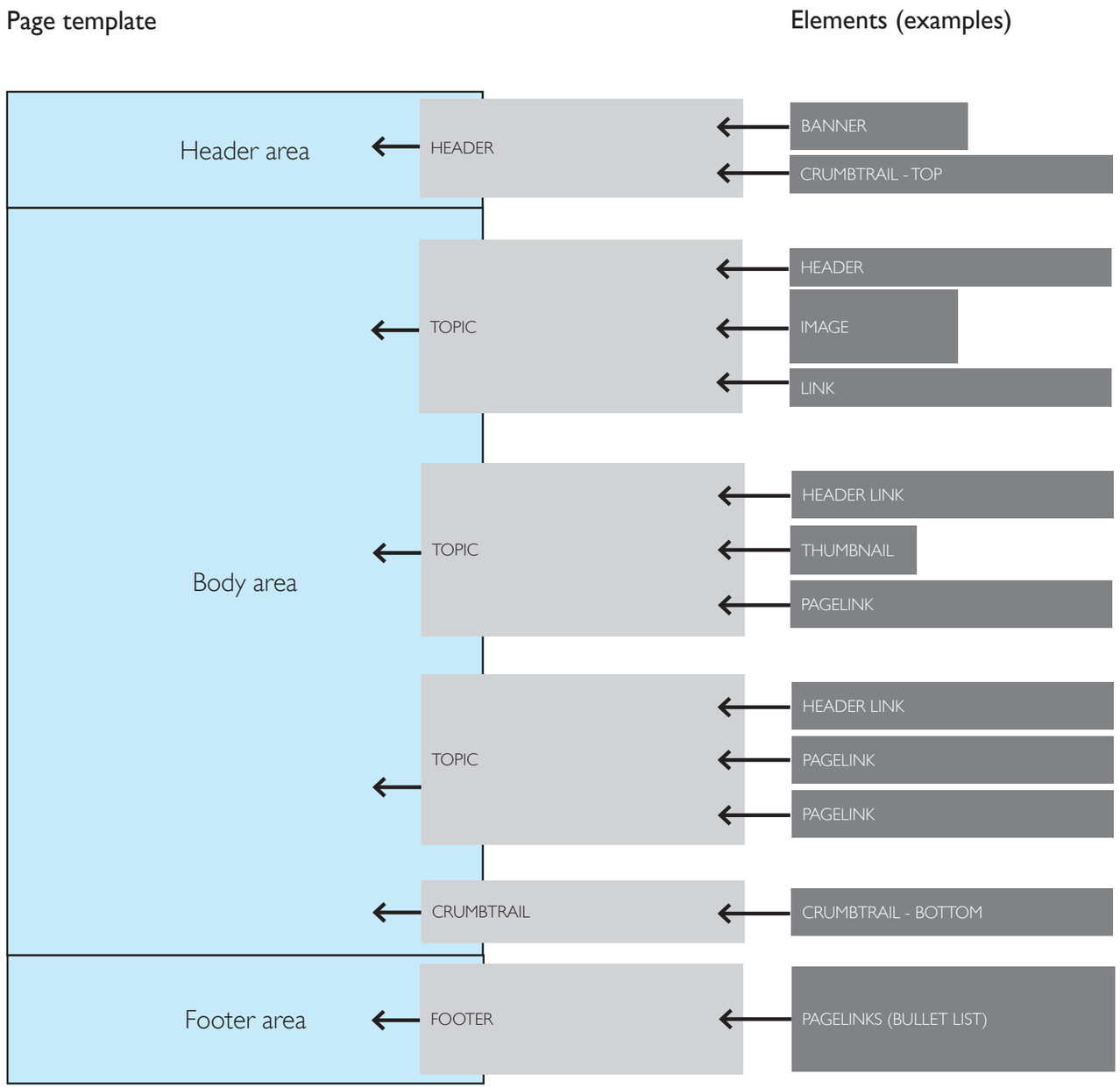
The header consists of the header module. The header will always be composed of the same elements, but this does not mean that it will always look identical.

Body

The body area is very flexible and made up of one or more modules, each of which will be detailed later in this document.

Footer

The footer container similarly consists of the footer module. Footer module will always be composed of the same elements.



4.1. INDEX PAGES

An Index page gives an access to various subsections of the site.

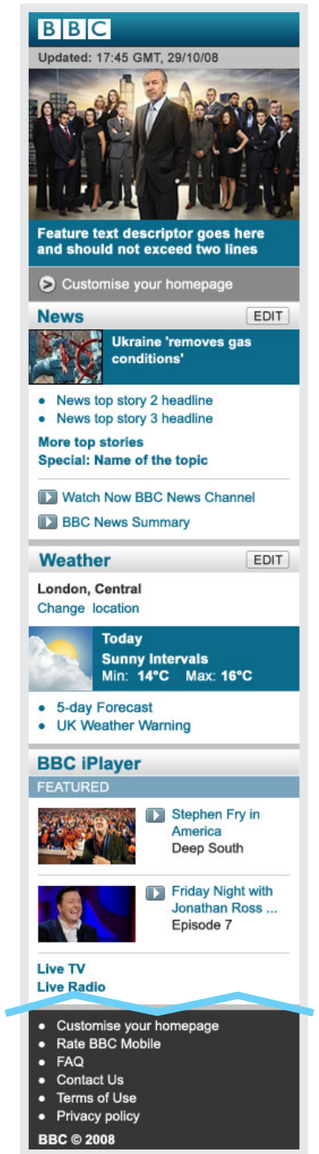
There are three types of index pages:

- The BBC home page
- Portal pages
- Site index pages

4.1.1. The BBC home page

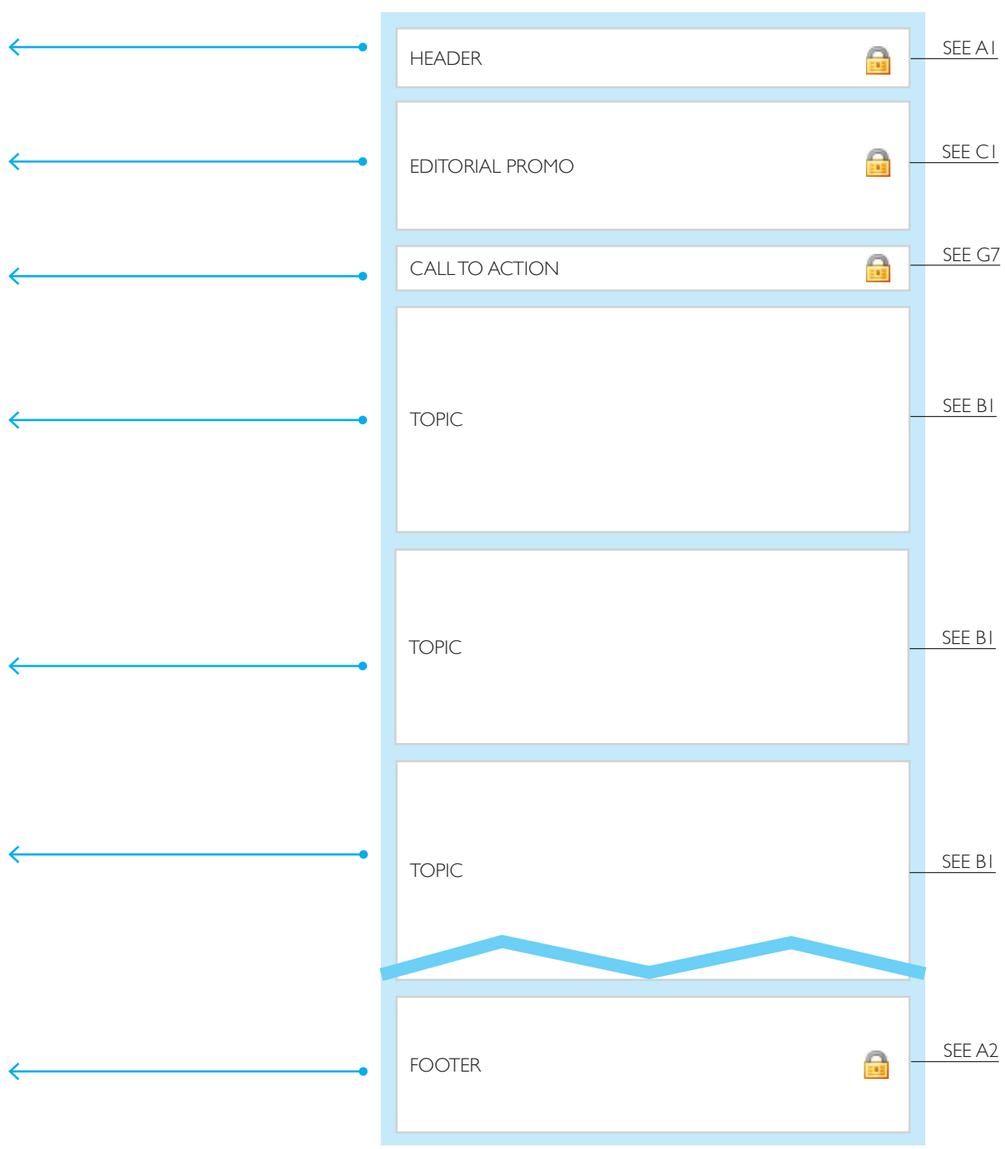
The BBC Home page serves as a table of contents to the various subsections of the site. This page template is used only to construct the BBC Mobile home page. This template is very customisable and the users can customise the contents flexibly.

Example



Page template

= fixed module



Rules

- XHTML page SHOULD NOT exceed 25k inclusive of mark-up, CSS and images.
- Crumbtrails MUST NOT be used on The BBC home page.
- Editorial Promo MUST be above Topic objects.
- Call to action link MUST be shown above the fold, below the Featured Article object.
- Topic MAY be used on the page as many times as necessary.
- The users can change the content of their BBC home page, thus this page is very modular and flexible.

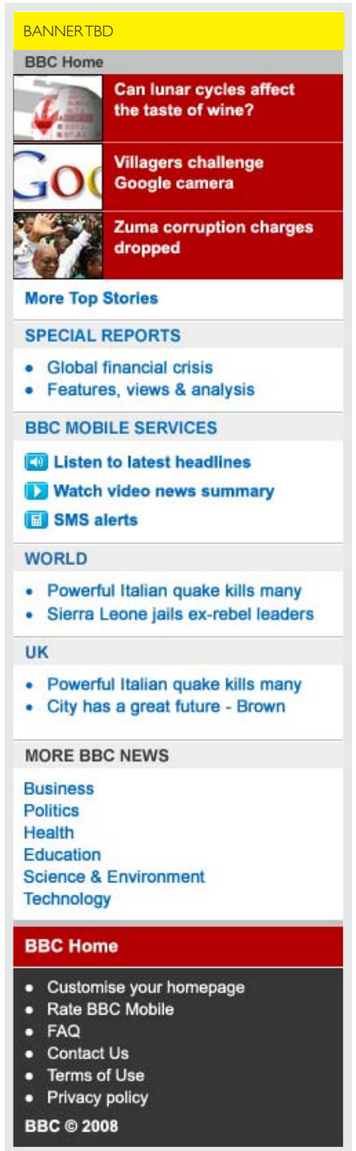
This page MAY be built with the following modules:

- Header
- Editorial promo
- Call to action
- Headline promo
- Weather list
- Media promo
- Media link
- Link list
- Schedule list
- Now on air
- Search field
- Location
- Sub-divider
- Topic divider
- Component footer
- Footer

4.1.2. PORTAL PAGE

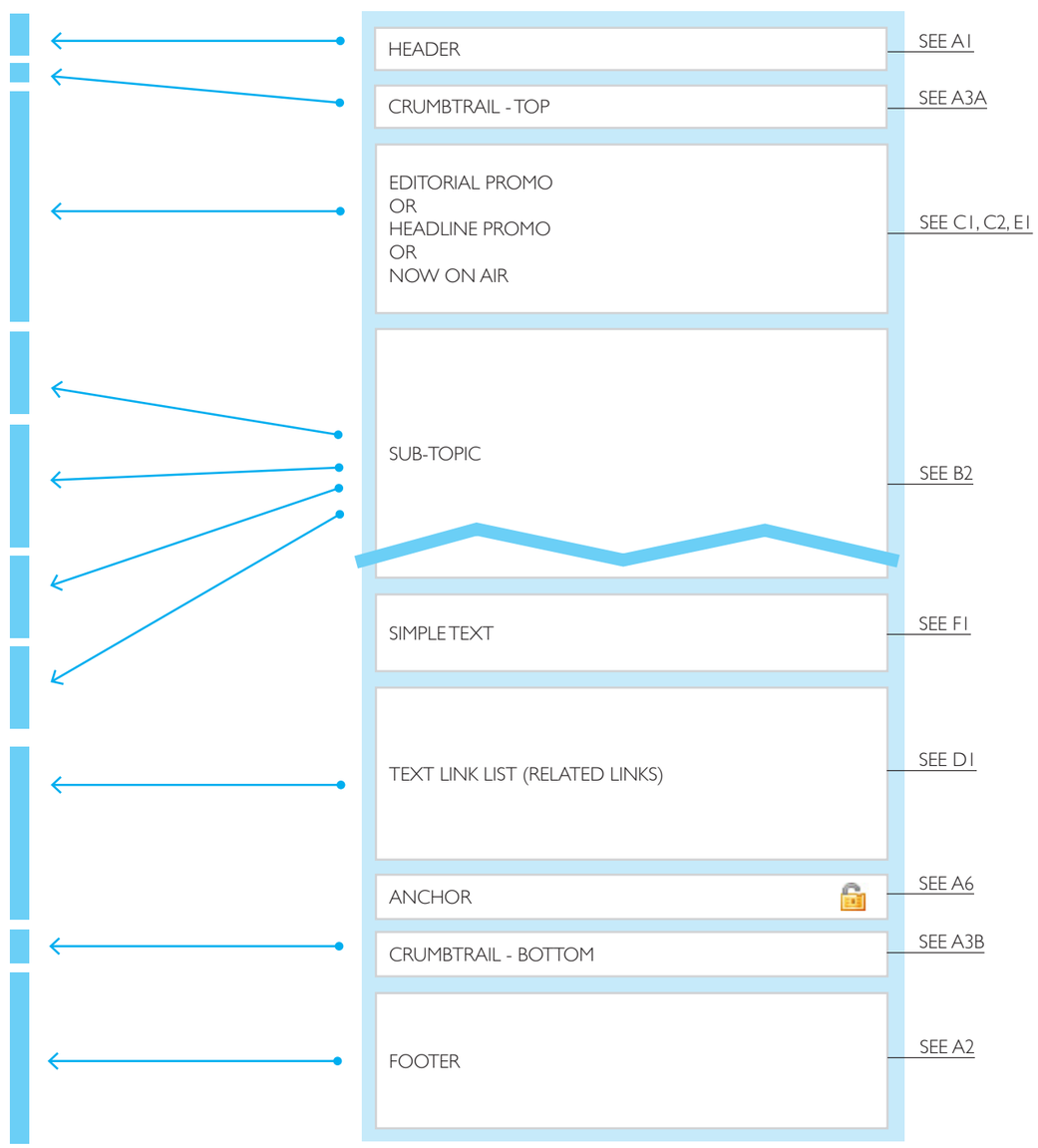
Portal page is an index page of the sub-section, which consists of multiple subjects or brands. For example: BBC News, BBC Sport, Television, Radio & Music, BBC One, 6 Music.

Example



Page template

= conditional module



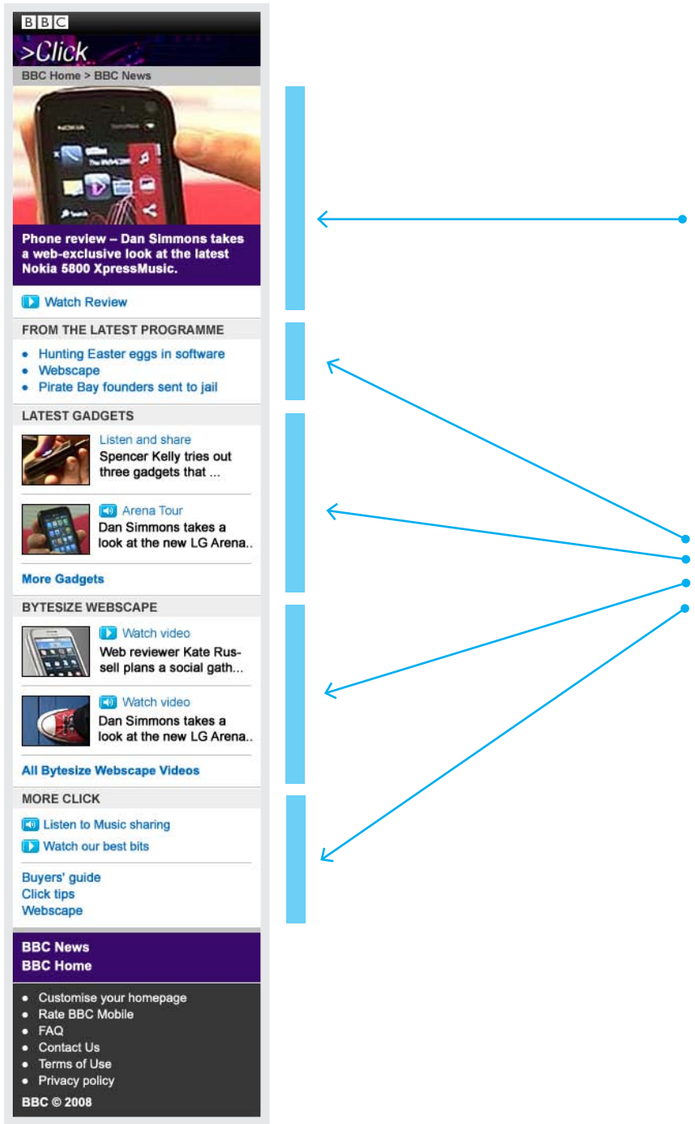
Rules

- XHTML page SHOULD NOT exceed 24k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- If an Editorial Promo is used on the page, it MUST be above Topic modules.
- Broadcast channels or sites MAY use Now on air module instead of Editorial Promo module.
- Sub-topic MAY be used on this page as many times as necessary.
- The Anchor SHOULD follow each list module once the page length exceeds 600px.
- Simple text MAY be used for brief technical details about the Radio network or similar purposes.
- Text Link List (Related links) MAY be used on this page when needed.

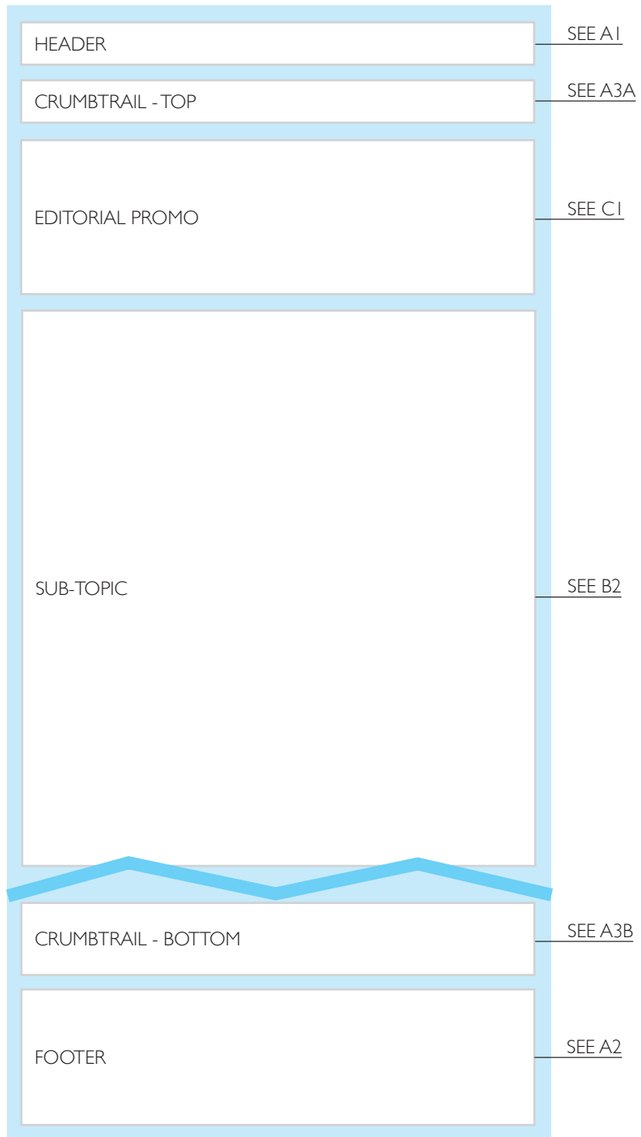
4.1.3. Site index page

Site index page template is used on programme home pages, event home pages or other regular brands, e.g. Ask the Doctor, BBC Electric Proms. These pages usually have various links to more information about the programme, cast, making of and other relevant information about the topic.

Example



Page template



Rules

- XHTML page SHOULD NOT exceed 25k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- Editorial Promo MAY be used to promote content.

The following objects MAY be used as many times as necessary:

- Editorial promo
- Media promo
- Link list
- Media link
- Sub-divider
- Topic divider
- Sub-topics
- Component footer

4.2. ARTICLES

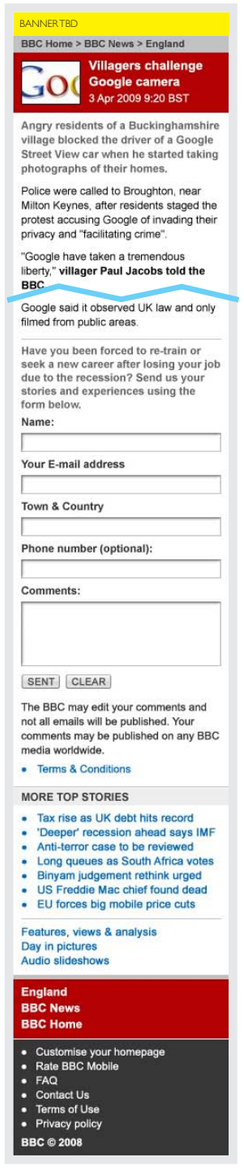
There are three types of article templates:

- Article page
- Short description pages
- Programme page

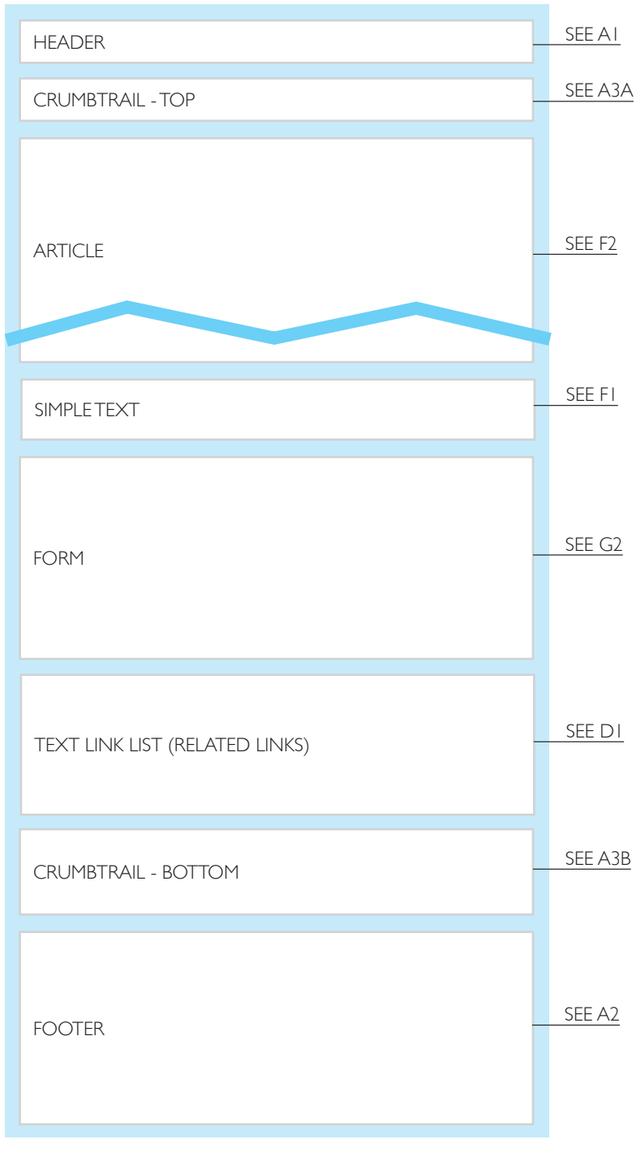
4.2.1. Article page

Article page template is used for mainly text content, but there may be images too. For example: News, essays, columns, How-to articles.

Example



Page template



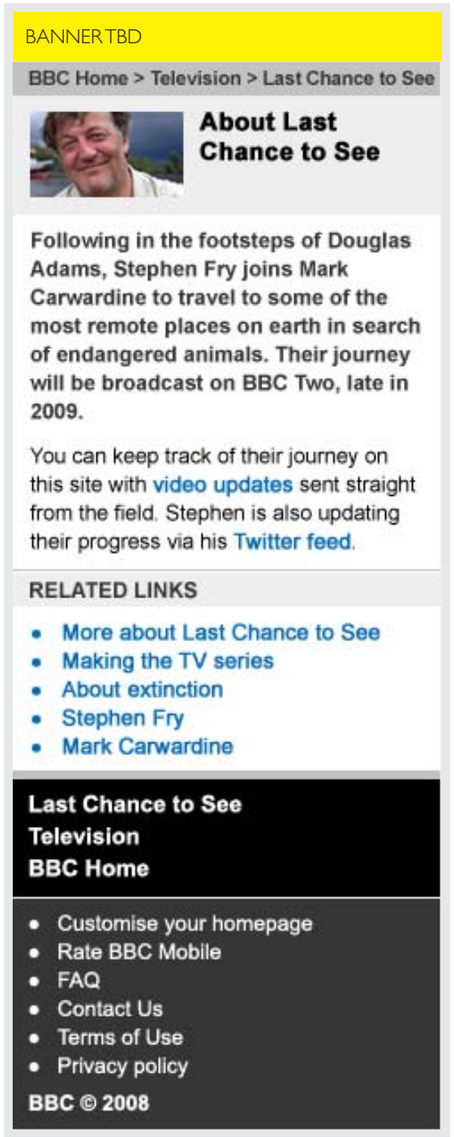
Rules

- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- Article MUST be used when a column or article is associated with an author.

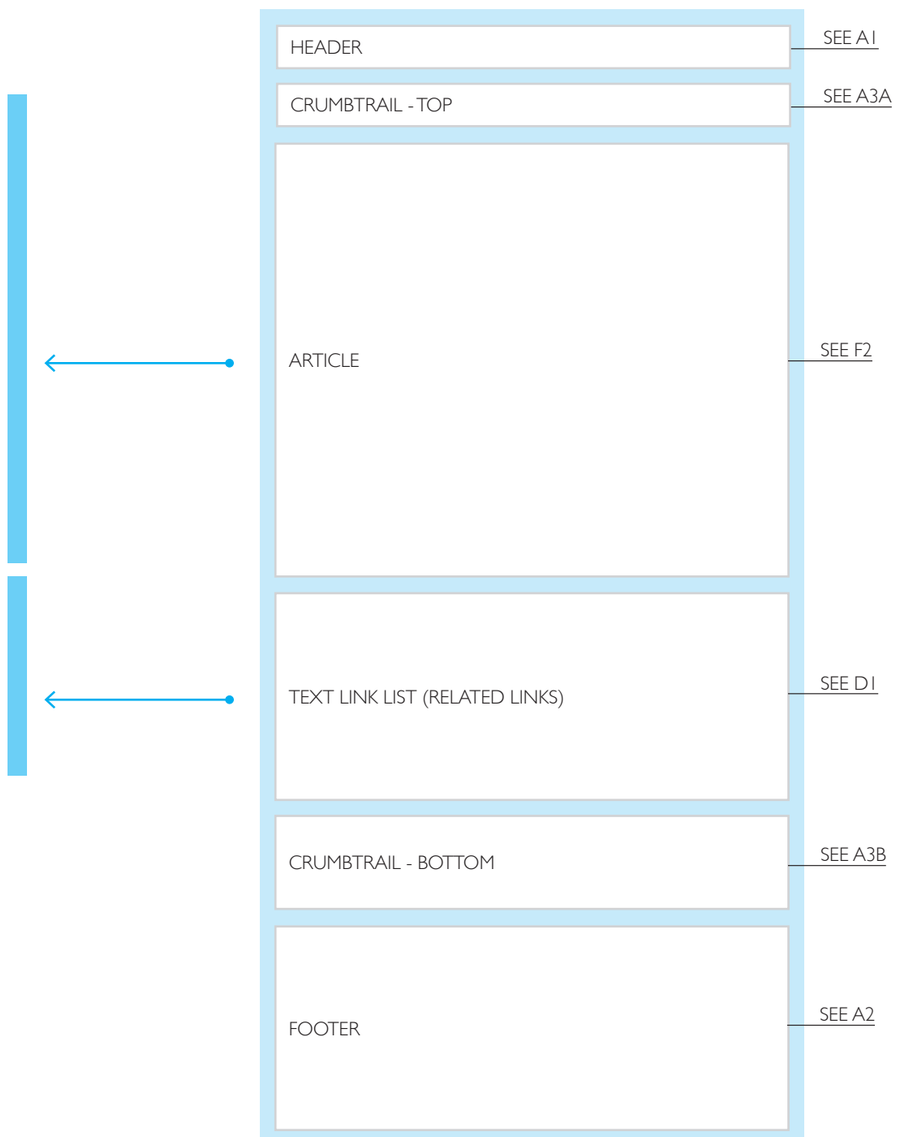
4.2.2. Short description page

Short description template is used for presenting concise information about a single topic such as an artist, author, service, campaign or event. Typically these sections are titled "About". For example: "About Autumnwatch", "About Stephen Fry" and "About Film Network".

Example



Page template



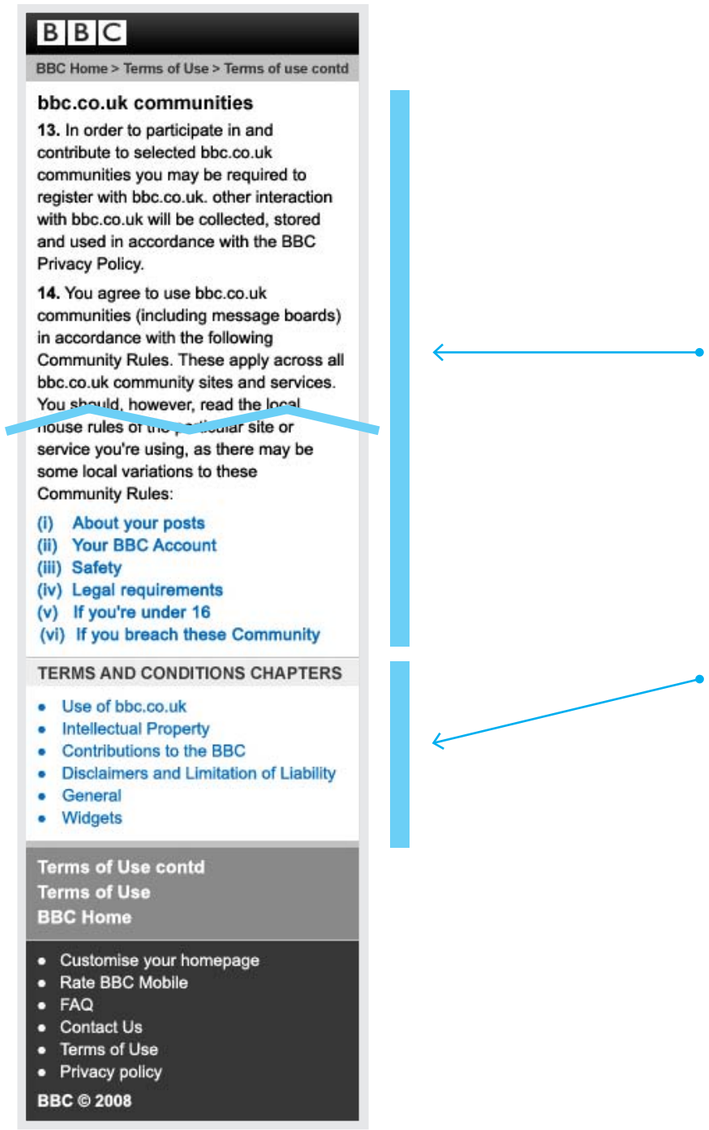
Rules

- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- A short description page MUST have less than 15 rows of text exclusive of the link listing, otherwise the page becomes an article.

4.2.3. FAQ, Terms & conditions and reference pages

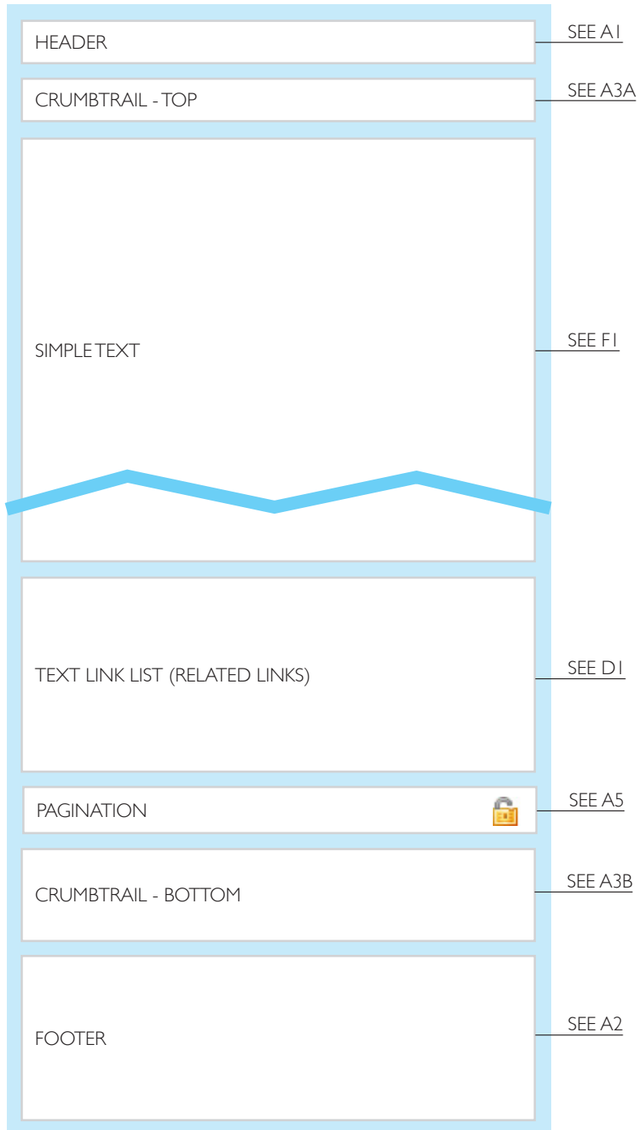
FAQ, T&C and reference template is used for lengthy textual content. These pages can contain a list of questions and answers, terms of use or other types of reference information, e.g. the how-to instructions for preparing a meal.

Example



Page template

= conditional module



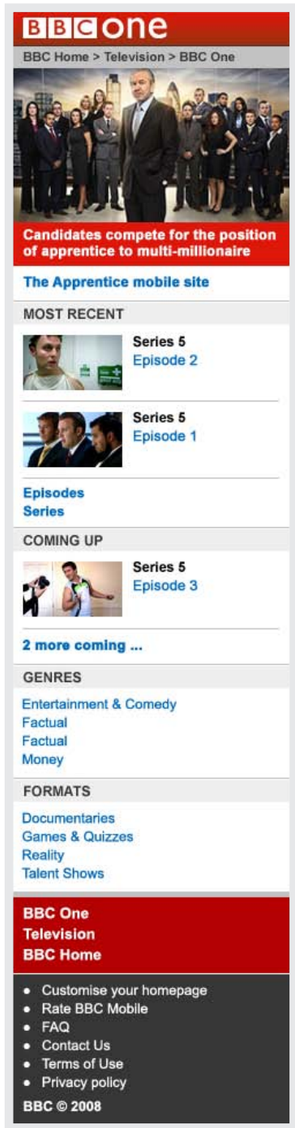
Rules

- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- Text Link List (Related links) SHOULD link to subsections of the selected topic.
- The Next-Previous Navigation MUST link to the next topic.

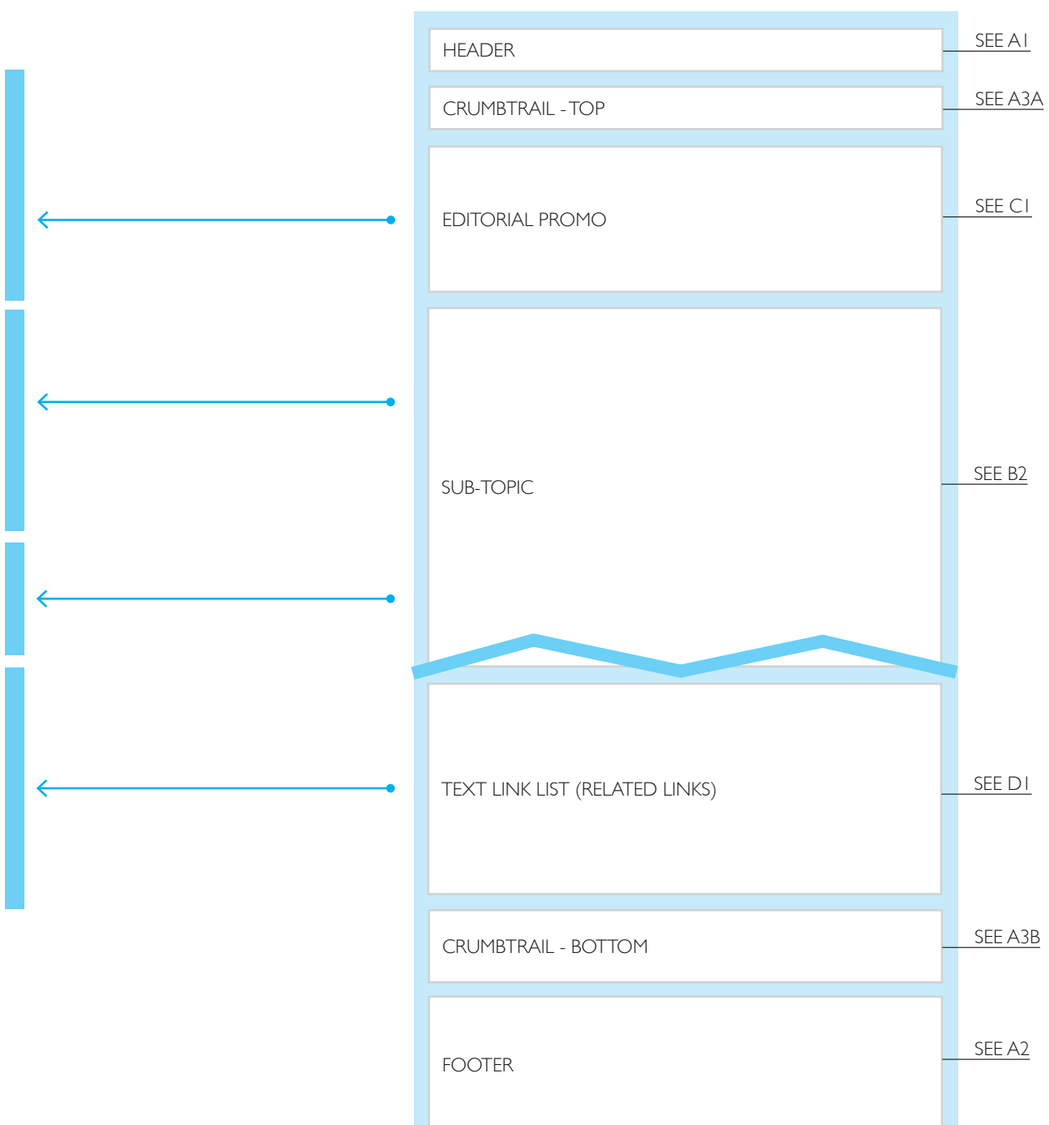
4.2.4. Programmes

Programmes template is used for programme and episode information and their broadcast schedules.

Example



Page template



Rules

- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- Editorial Promo SHOULD be used to bring visual interest and promote specific content.
- Media Lists SHOULD be used to list episodes.
- Text Link List (Related links) module MAY be used on the page if categories are available. However, when it is used, it MUST be placed on the bottom of the page.

4.3. LISTINGS

There are various types of list page templates:

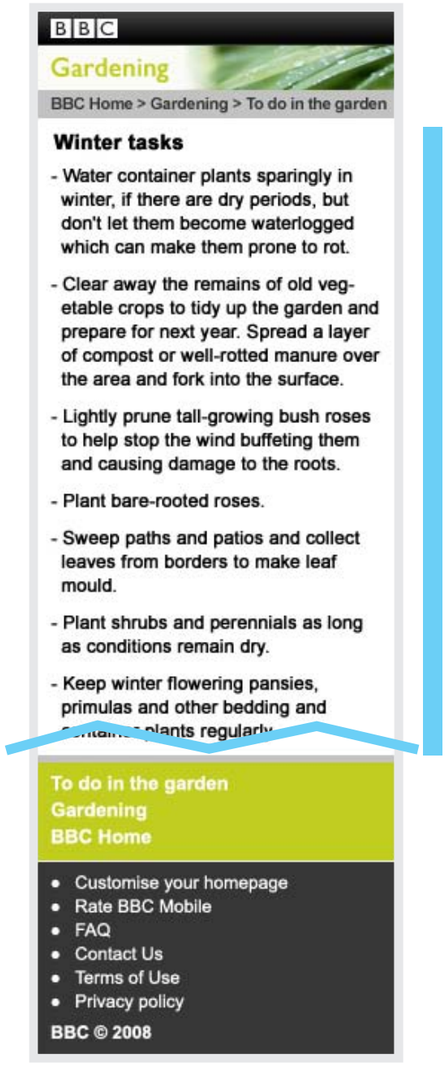
- Text list
- Playlists and schedules
- Asset / media list
- Search results
- Sports results
- Weather list
- Link list

4.3.1. Text list

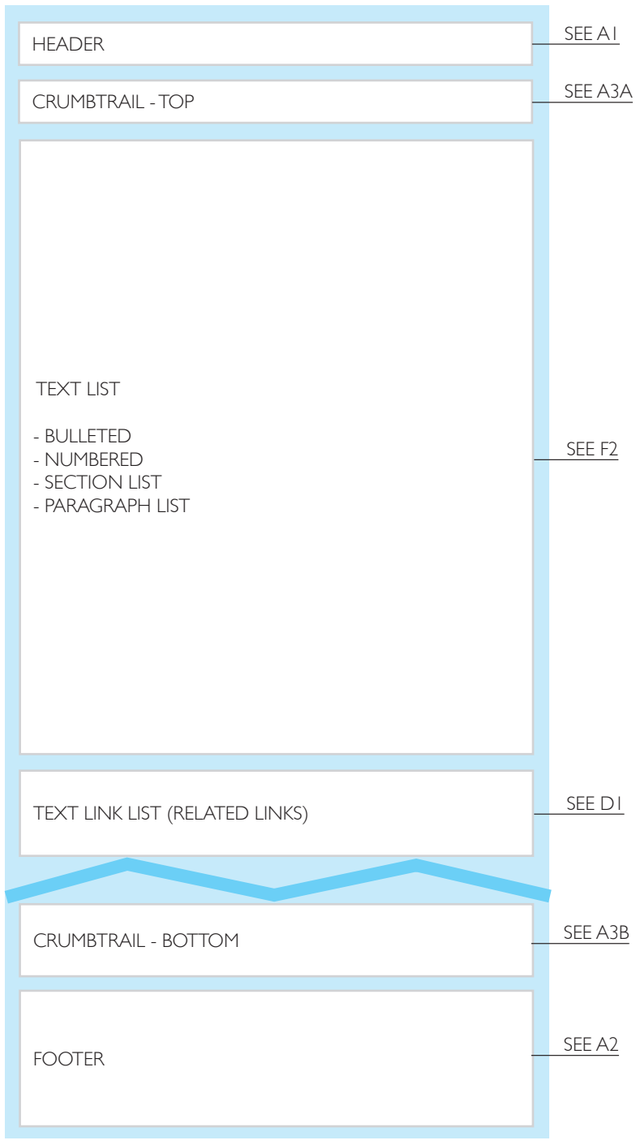
Text list presents simple listing of text content.

This page can be used for example for track listing, live commentary from an event, contact information or feed-based text content (weather news RSS feed).

Example



Page template



Rules

- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- Text List MAY contain images, if they are relevant for the topic, but they MUST NOT be the main focus of the page.
- Text Link List (Related links) MAY be used if necessary.

More text list examples

Lottery results

BBC

BBC Home

Daily Play

Thu 16 Apr
7, 11, 12, 21, 22, 24, 26

Lotto Hotpicks

Wed 15 Apr
7, 11, 12, 21, 22, 24, 26

Thunderball

Wed 15 Apr
7, 11, 12, 21, 22, 24, 26
thunderball: 10

National Lotto

Wed 15 Apr
7, 11, 12, 21, 22, 24, 26
bonusball: 37

EuroMillions

Fri 10 Apr
7, 11, 12, 21, 22, 24, 26
luckystar: 2, 4

RELATED LINKS

Previous results
How to Claim

BBC Home

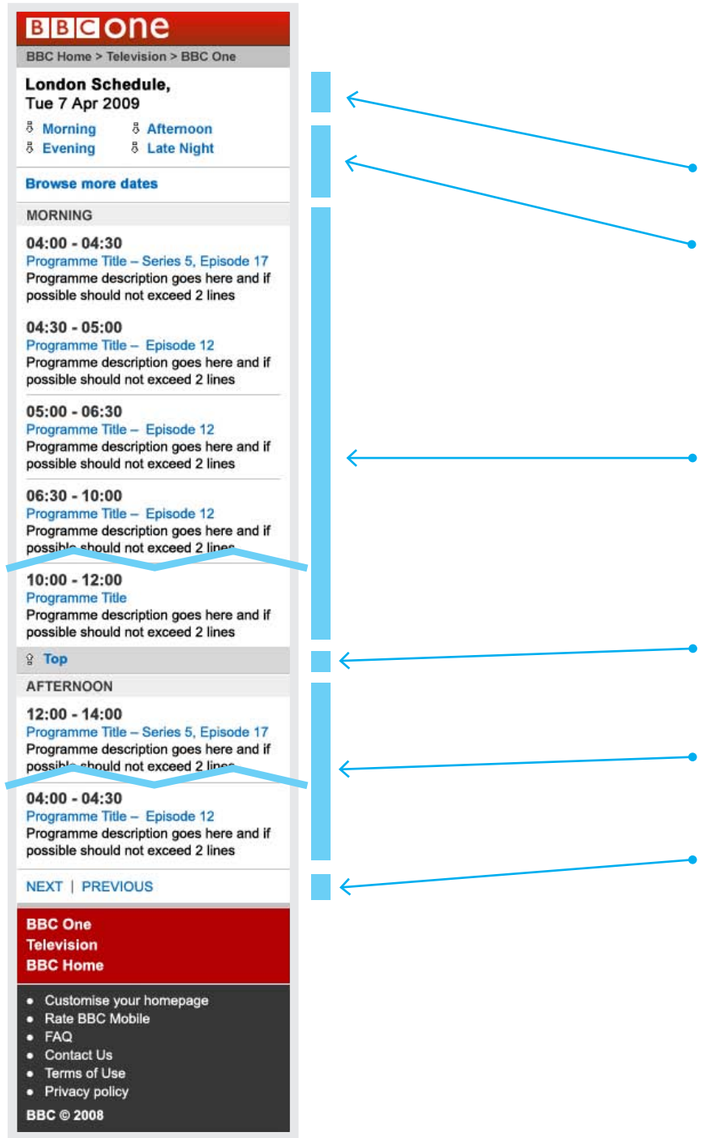
- Customise your homepage
- Rate BBC Mobile
- FAQ
- Contact Us
- Terms of Use
- Privacy policy

BBC © 2008

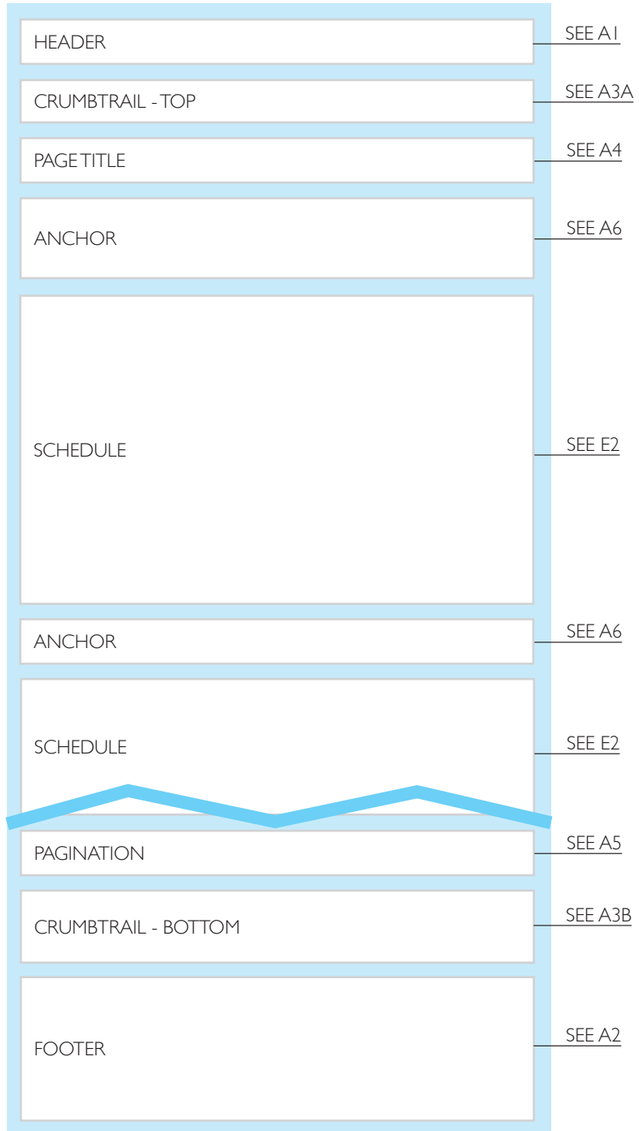
4.3.2. Playlists and schedules

Playlists and schedules template lists programmes in chronological order. They can be used for listing a full broadcasting schedule of a channel or a subsection, e.g. a schedule for programme.

Example



Page template

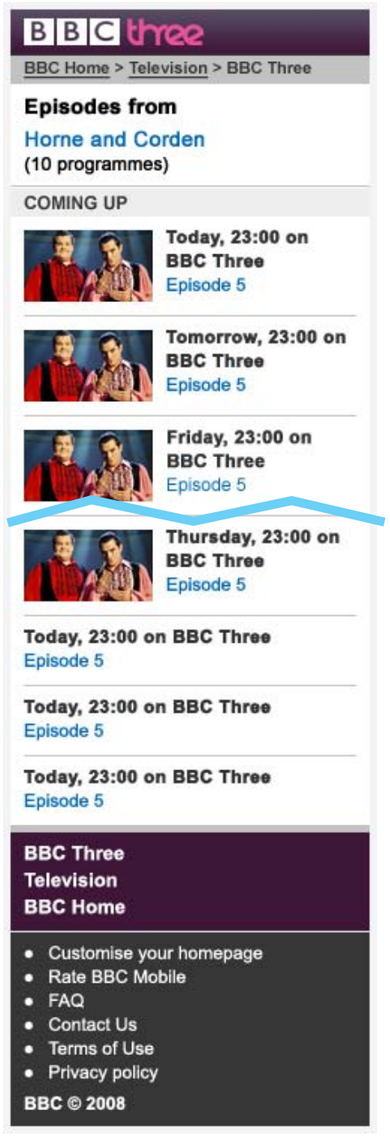


Rules

- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- Heading MUST be used to indicate the context of the schedule. It can be a date, programme name or other relevant heading describing the content of the page.
- Anchors SHOULD be used after each Schedule module, if the page is longer than 600 pixels.
- Picker - Time of Day object SHOULD be shown on top of the page to allow easy switching between times.

More playlist and schedule examples

Upcoming episodes

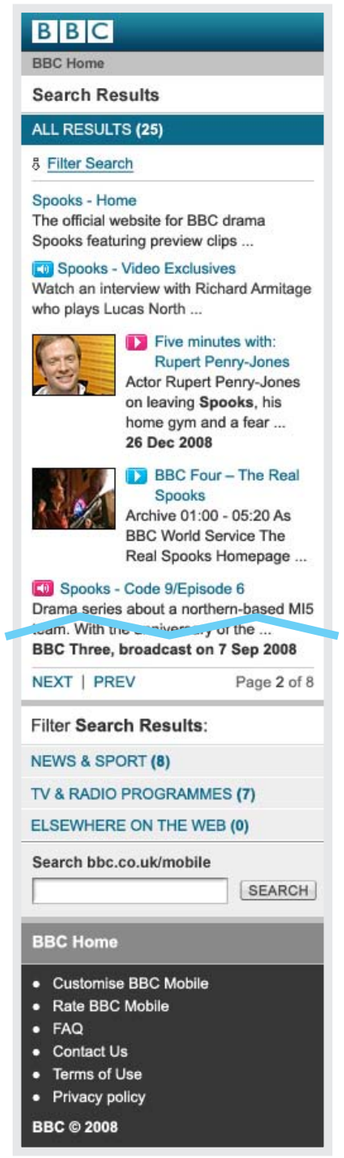


Season episode listing

4.3.3. Search results

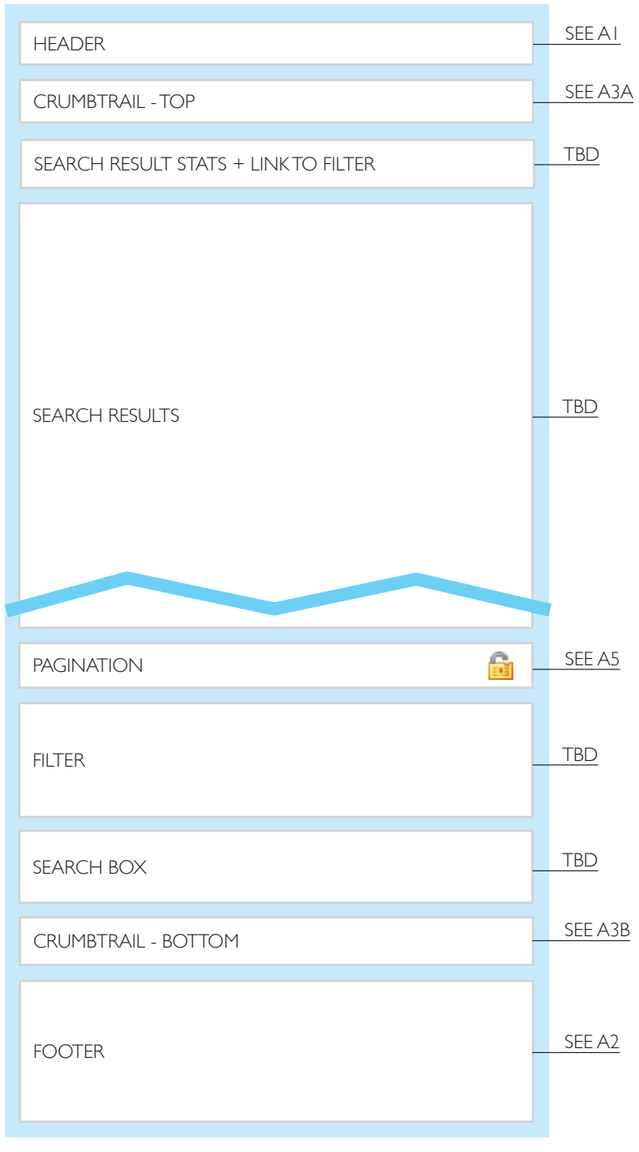
Search result template is used for listing search results. Currently this is specific for Hg2g section.

Example



Page template

= conditional module



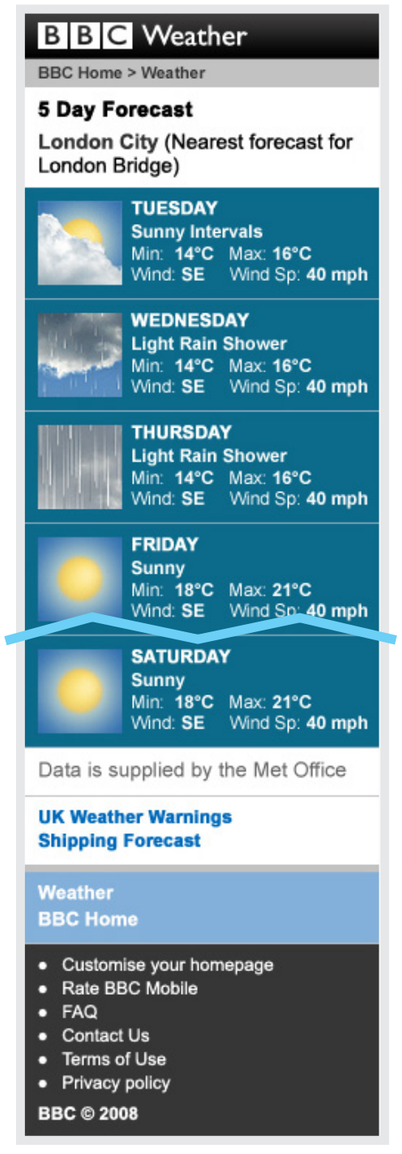
Rules

- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- Search Result Stats MUST be the topmost module on this page.
- Search Results MUST follow Search Result Stats.
- Search Box MUST be shown on the bottom of the page, but above the Crumbtrail - Bottom module.

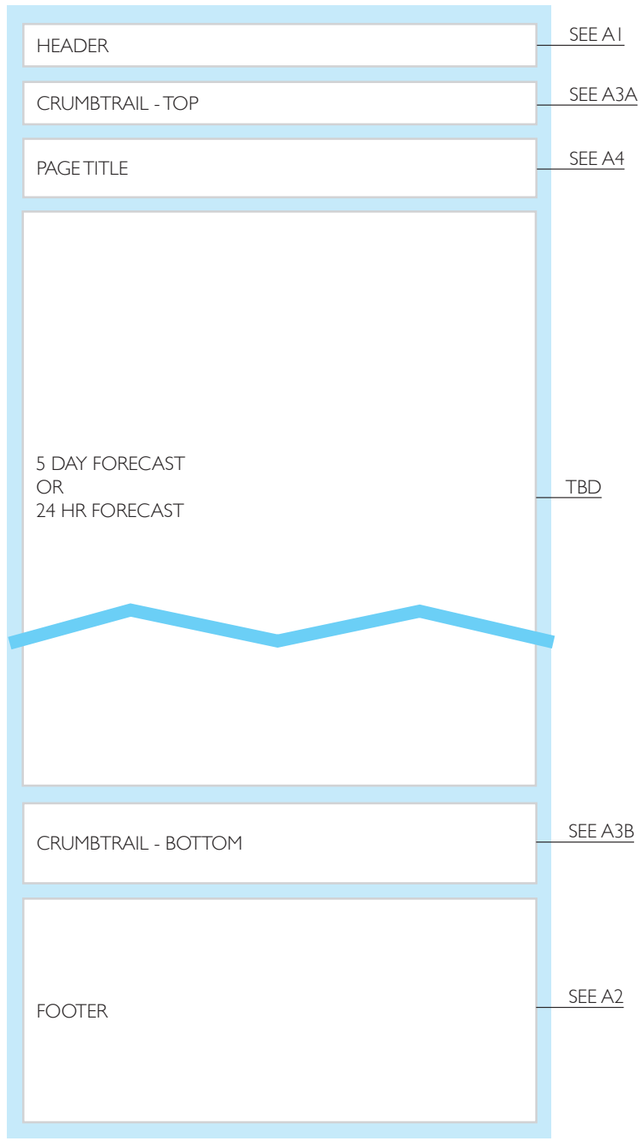
4.3.4. Weather list

Weather list template is used for listing weather forecasts and weather warnings.

Example



Page template



Rules

- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- Heading MUST be located on top of the page.
- Forecast modules MUST follow Heading.

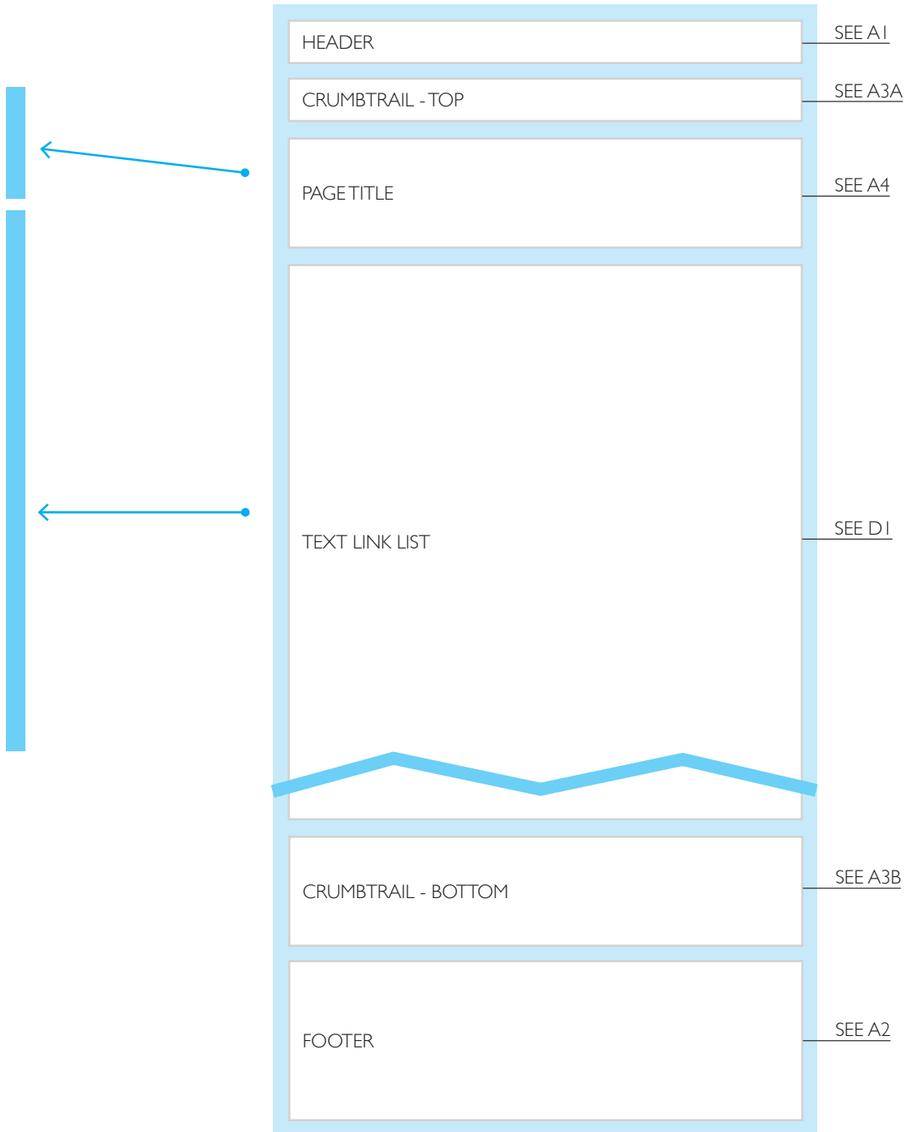
4.3.5. Link list

Link list is a page template for page content consisting of links accompanied by a heading and optionally a line of body text.

For example: Traffic report index page, Lottery results index, Football scores index, Radio 1 Tracklistings index page, Food ingredient guide index.

Example

Page template



Rules

- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- Introduction SHOULD be used on the page to explain the purpose and context of the link list.
- Secondary List MUST be used to list text links.

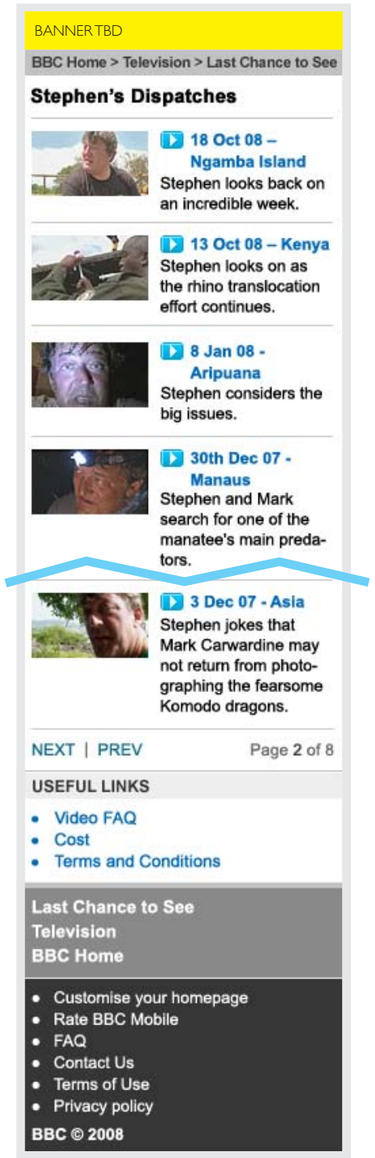
4.4. MEDIA GALLERY PAGES

Media gallery pages are all related to browsing and viewing images and videos, or listening to audio through various gallery pages.

4.4.1. Gallery index

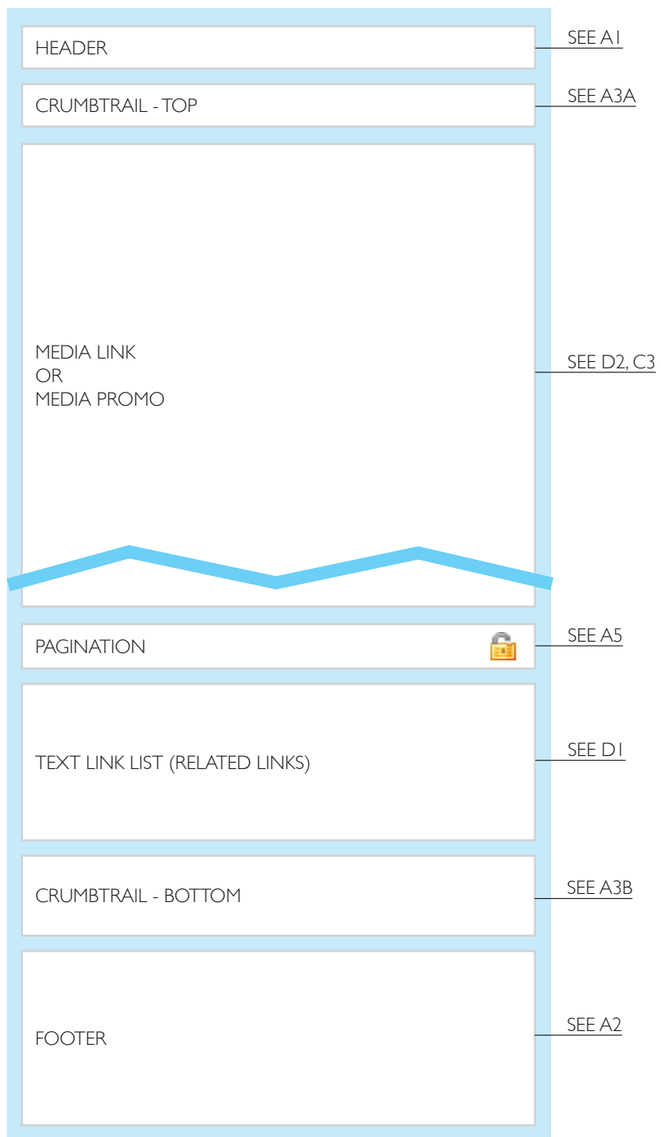
Asset/media listing template is used on pages that offer either one or multiple links to media content. E.g. the latest headlines from BBC News in high and standard quality stream. Other typical uses are image download pages that offer the same content in various sizes. This page type can contain text and images in addition to the links.

Example



Page template

= conditional module



Rules

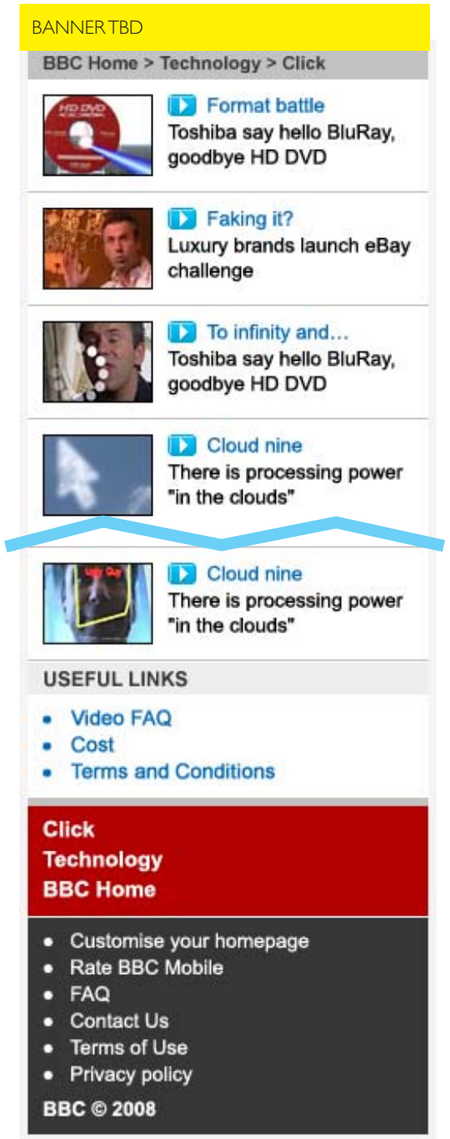
- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- A Gallery index page MUST consist of minimum 5 media modules of same kind.
- Any Media link or media promo module MAY be repeated as many times as necessary.
- Pagination MUST be used when the list consists of 10 or more Media promo modules.
- Pagination MUST be used when the list consists of 20 or more Media Link modules.
- Linking rules:

1. Audio List, Video List or Image List module MUST be used when linking directly to the media file.
2. Media List - Audio/Video/Image module MUST be used when linking to a page where the user can choose between various size and quality options.

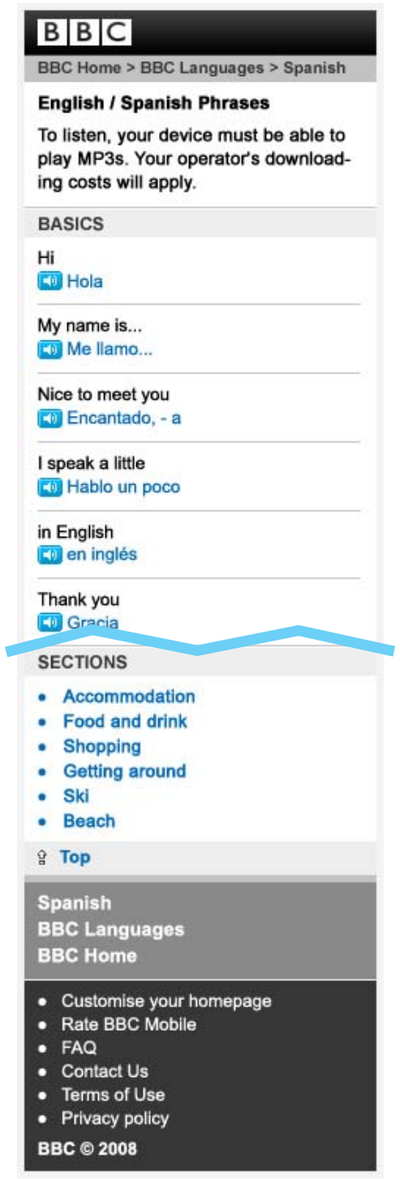
More Gallery index examples

>Click

BANNER TBD



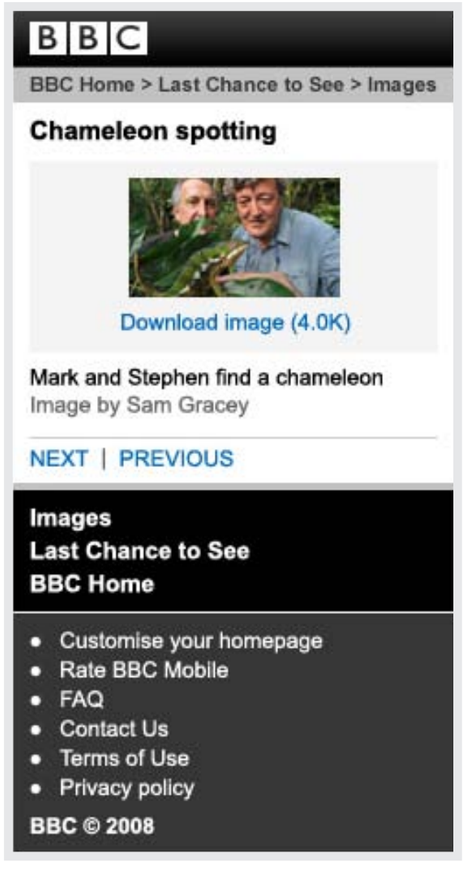
Audio listing



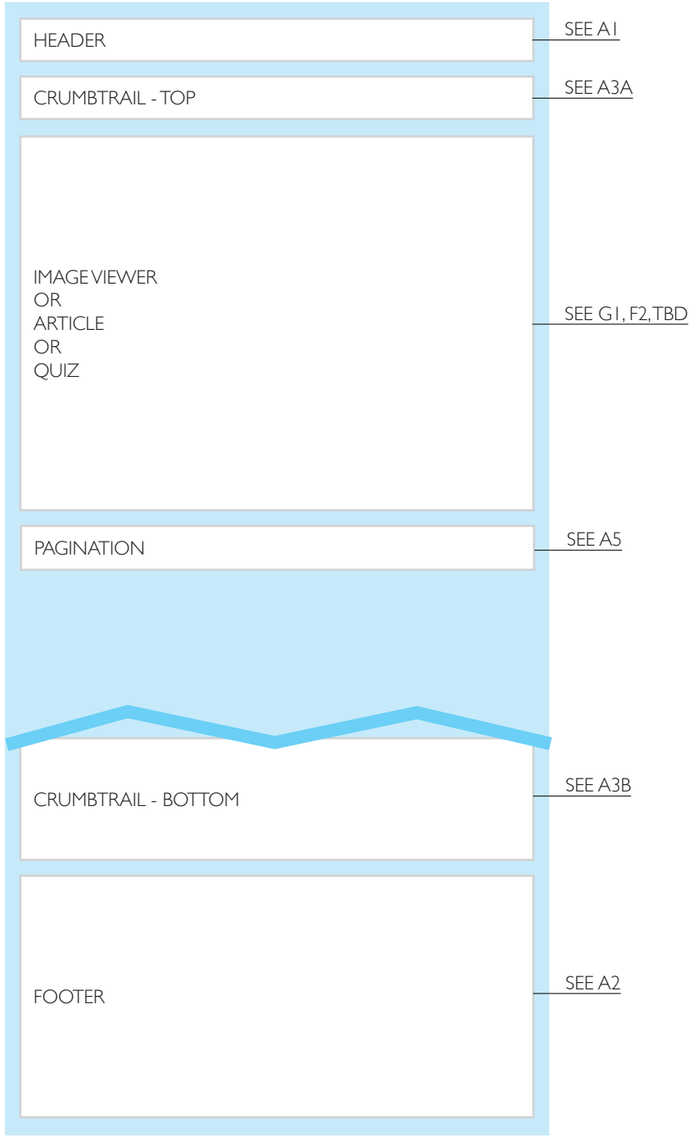
4.4.2. Sequential item page

Sequential item page template is used for presenting one entry in a sequence. Each page is linked to the previous and next entry, so that the users can navigate through the sequence. E.g. a blog posts, quiz, image galleries and guides.

Example



Page template



Rules

- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- If Article module is used, they MUST be full articles on a single page, as paging is not allowed in this context.
- Next-Previous Navigation links MUST be used to allow navigation between Images and Articles.

4.5. ACTIONABLE PAGES

There are various types of list page templates:

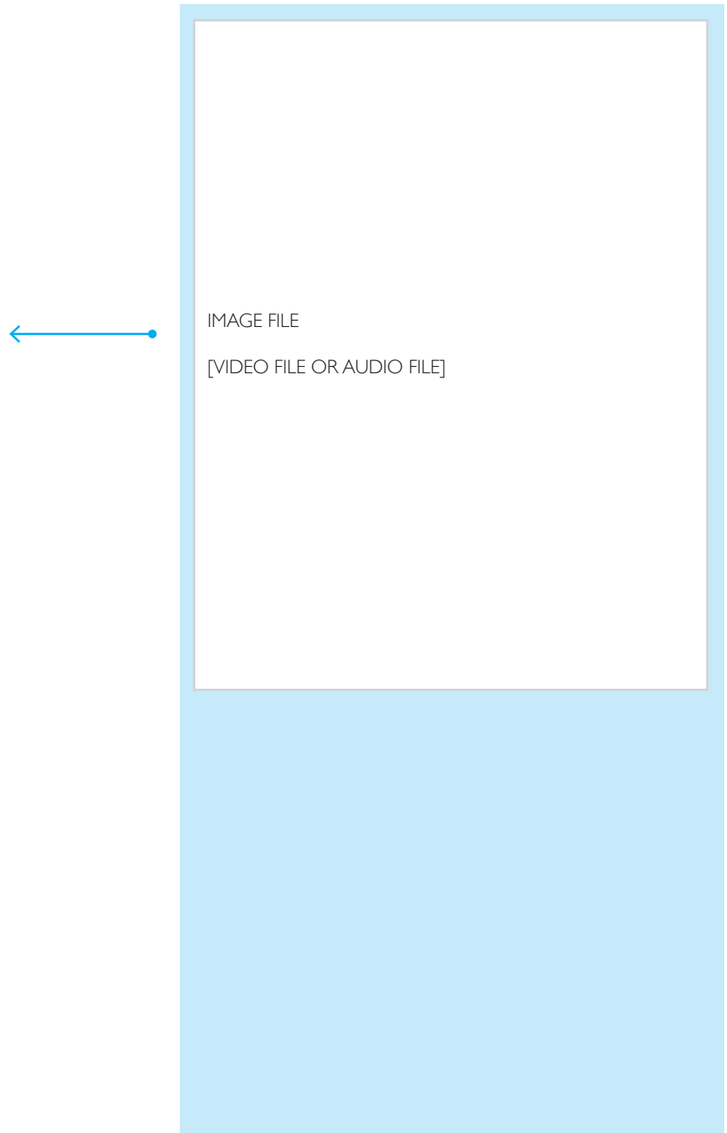
- Media object page
- Launch page
- Widget page
- Form page

4.5.1. Media object page

Media object page shows a single image (in some cases also audio or video) file that can be viewed on the page. There is no other content on the page.
NOTE: The device plays audio and video files with their native media player applications, thus this page is a backup option for audio and video content.

Example

Page template



Rules

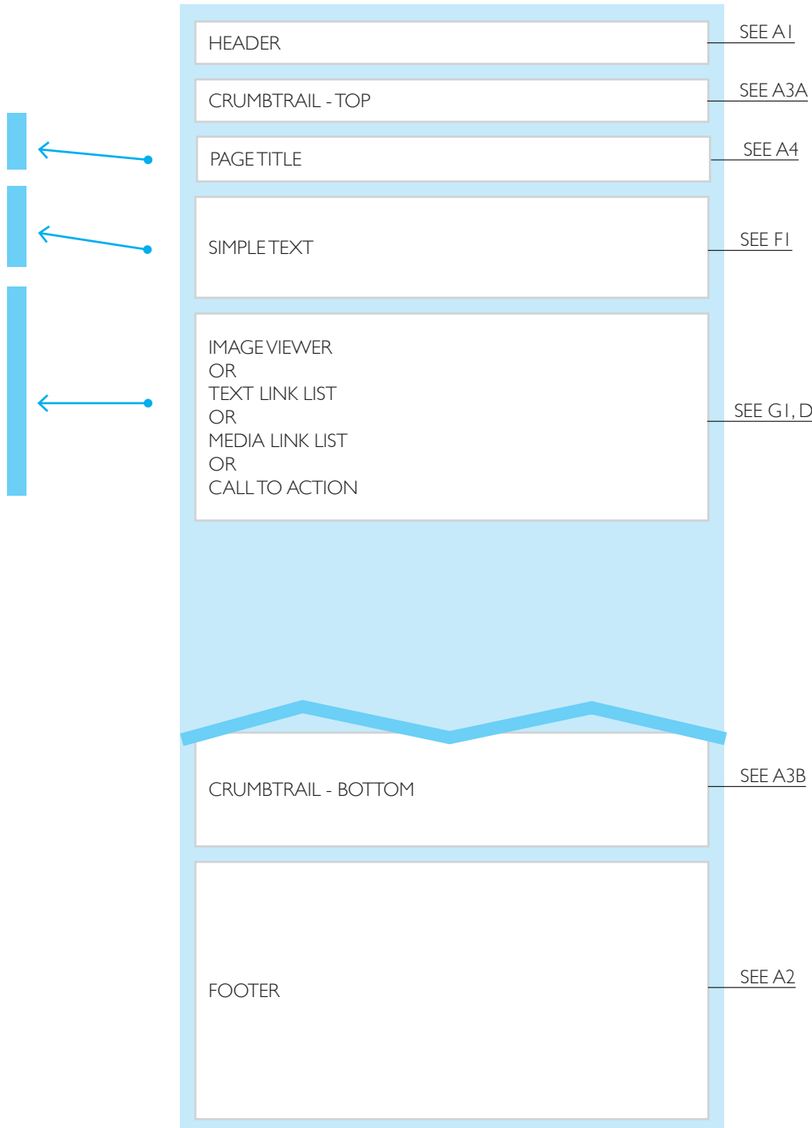
- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- The users end up on this page when selecting an image size from a list of options.
- The users can save the image to their devices using the options in the device's native UI.
- This page is a dead-end: The users navigate away from this page by using their device's native UI logic, e.g. back -option.
- The native UI of the device handles the video and audio files. E.g. the browser hands over to a media player when the user selects to view a video. When the video has finished, the media player (generally) offers an option to return to the web page.

4.5.2. Launch page

Launch page presents a link for launching or downloading an application. It is also used for functions such as launching a webcam or scripts e.g. Shakespearian Insult Generator.

Example

Page template



Rules

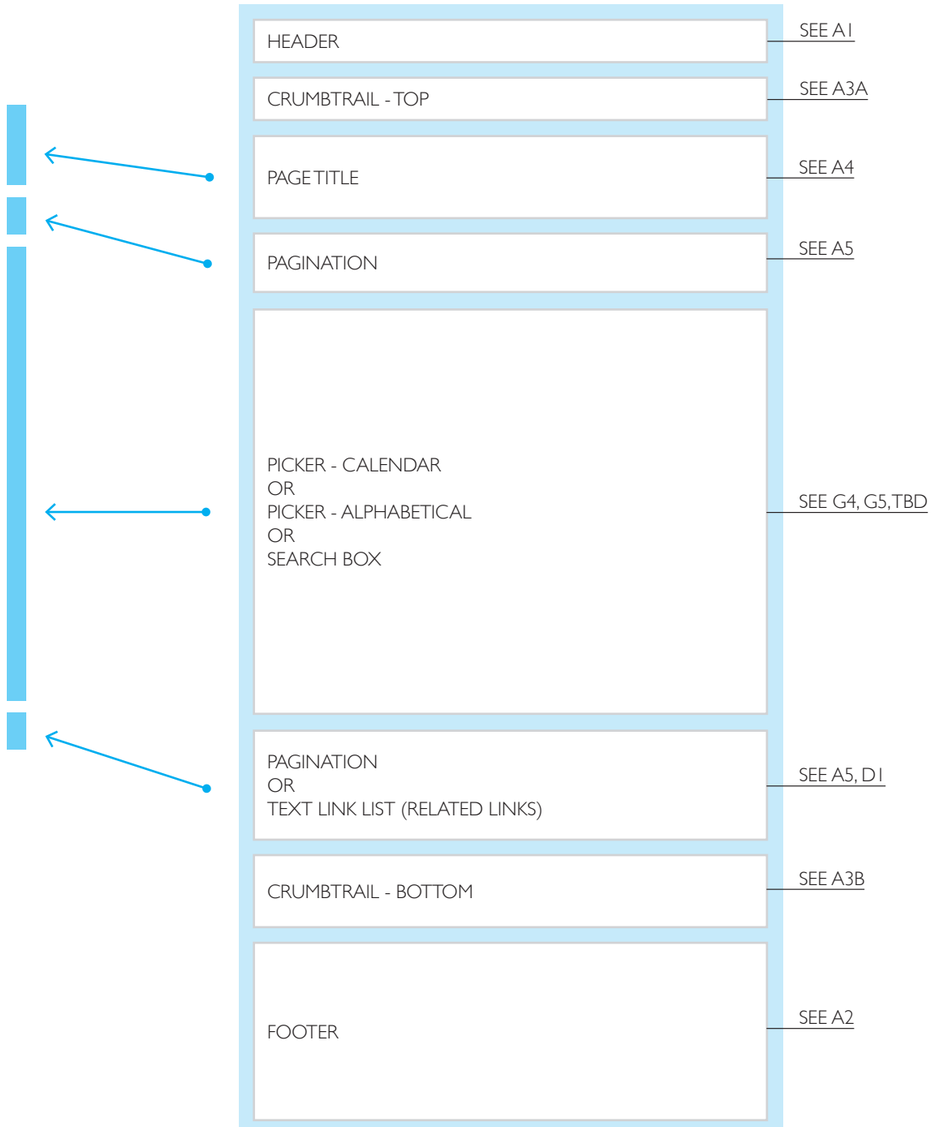
- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- The page MUST show instructions to explain the options on the page.
- Instructions MUST be the topmost module on the body module.

4.5.3. Widget page

Widget pages are used for presenting widgets such as a calendar date picker or a contextual search field for weather forcasts.

Example

Page template



Rules

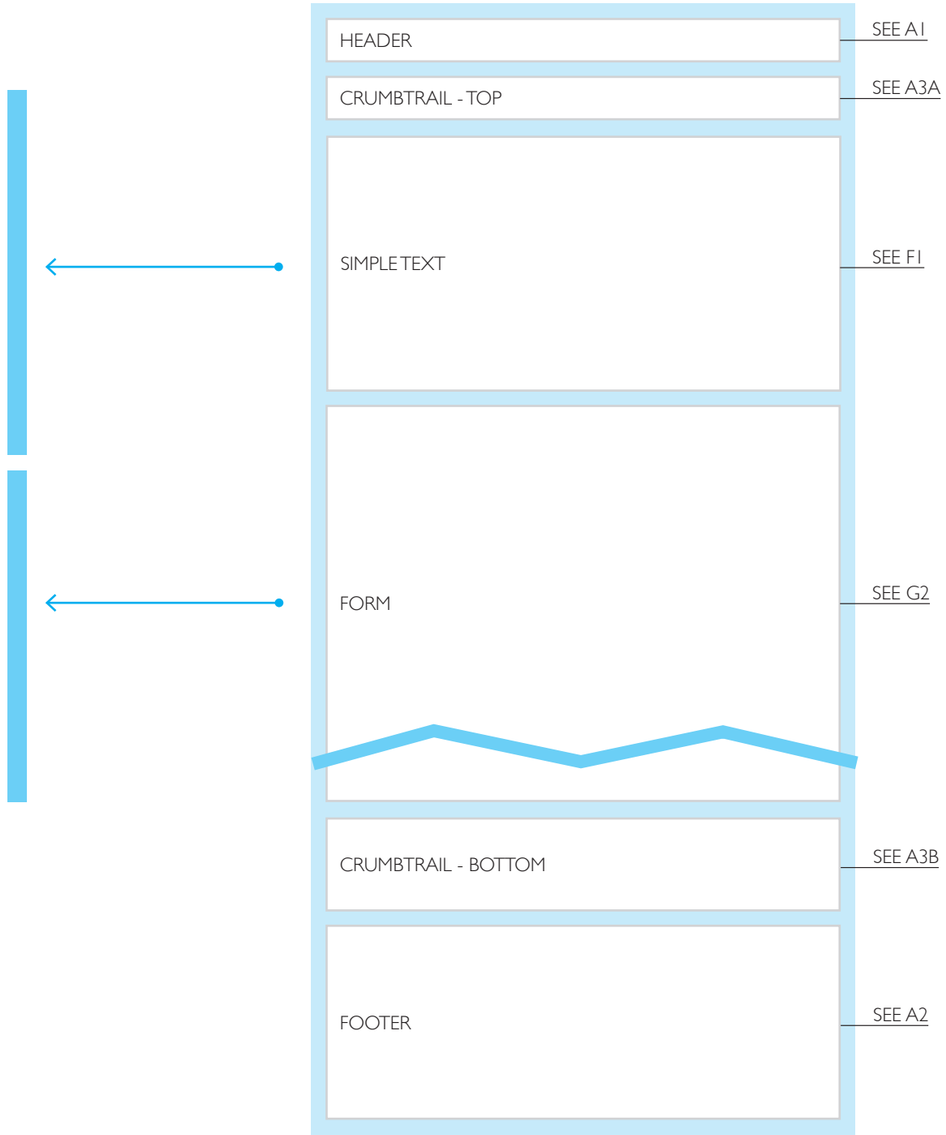
- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- The page SHOULD contain a page heading to explain the purpose of this page.
- Next-Previous Navigation MUST be used with Picker-Calendar module, but it MUST NOT be used with Picker-Alphabetical and Search Box.
- Page Specific Links MUST be used on Weather section to accompany the Search Box module.

4.5.4. Form page

Form pages are used on pages where the user is asked to submit information, e.g. surveys, user generated content or feedback.

Example

Page template



Rules

- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- The page MUST show instructions or other information about the purpose of the form.
- Form module SHOULD be visible above the fold.

4.6. ADMINISTRATIVE PAGES

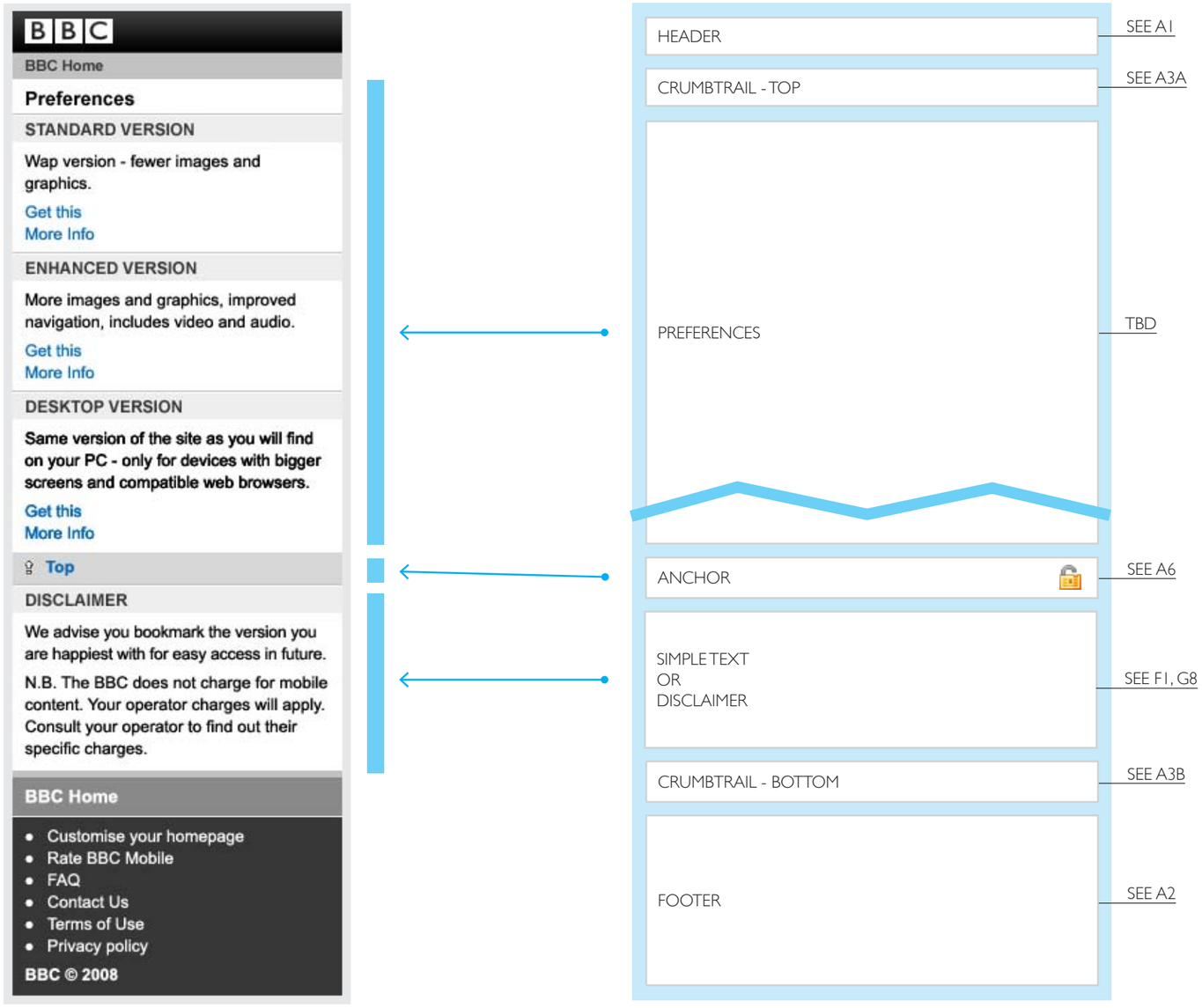
There are four types of administrative page templates:

- Settings and preferences
- Alerts and errors
- Confirmation page
- Customise home page

4.6.1. Settings and preferences

Settings and preferences template presents the user with options to choose from a list of alternatives. E.g. Choosing a preferred version of the mobile site.

Example



Page template

= conditional module

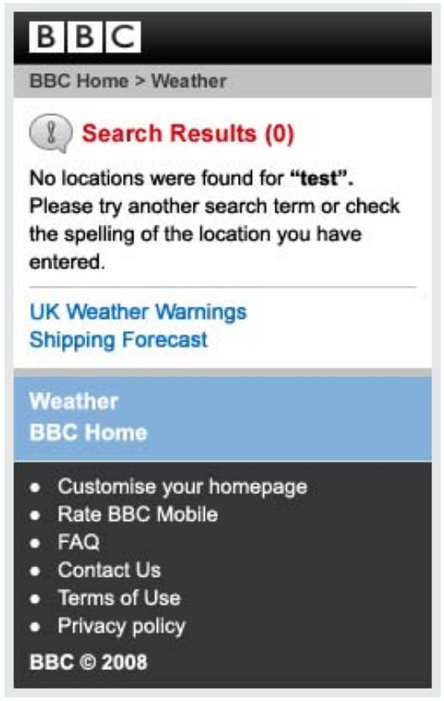
Rules

- XHTML page SHOULD NOT exceed 20k inclusive of mark-up, CSS and images.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- If a Disclaimer (Text module) is shown on the page, it MUST be shown on the bottom of the page.

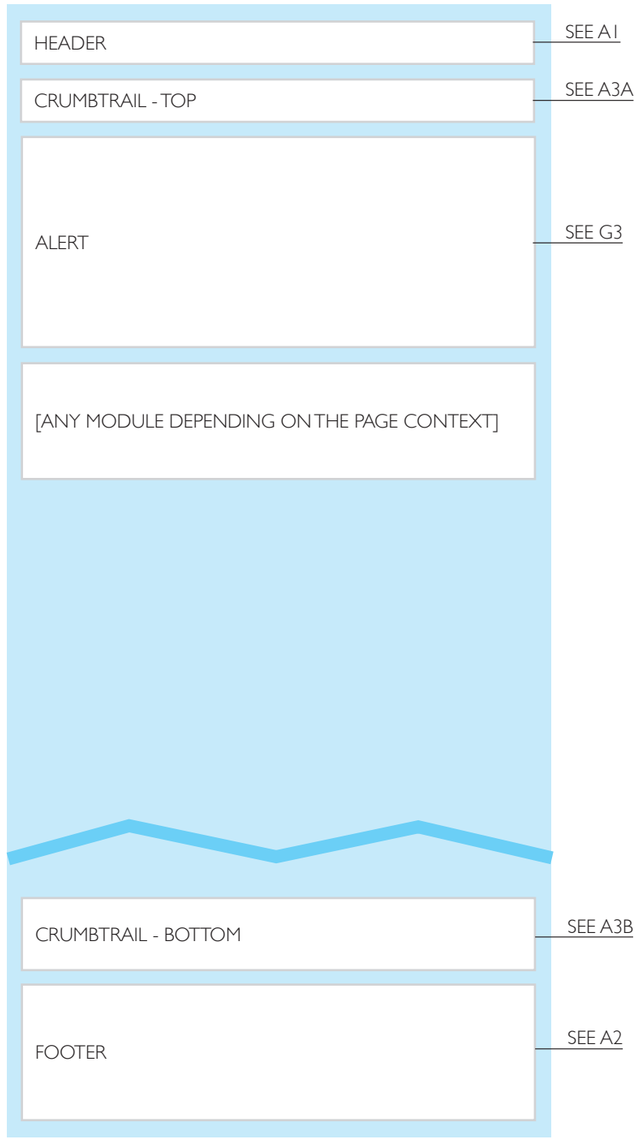
4.6.2. Alerts and errors

This page template informs the user about error situations and other types of alerts.

Example



Page template



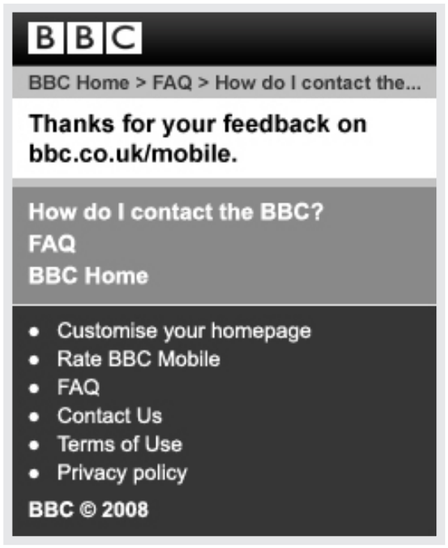
Rules

- XHTML page MUST be as light as possible.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- Alert MUST be shown on the top of the page.

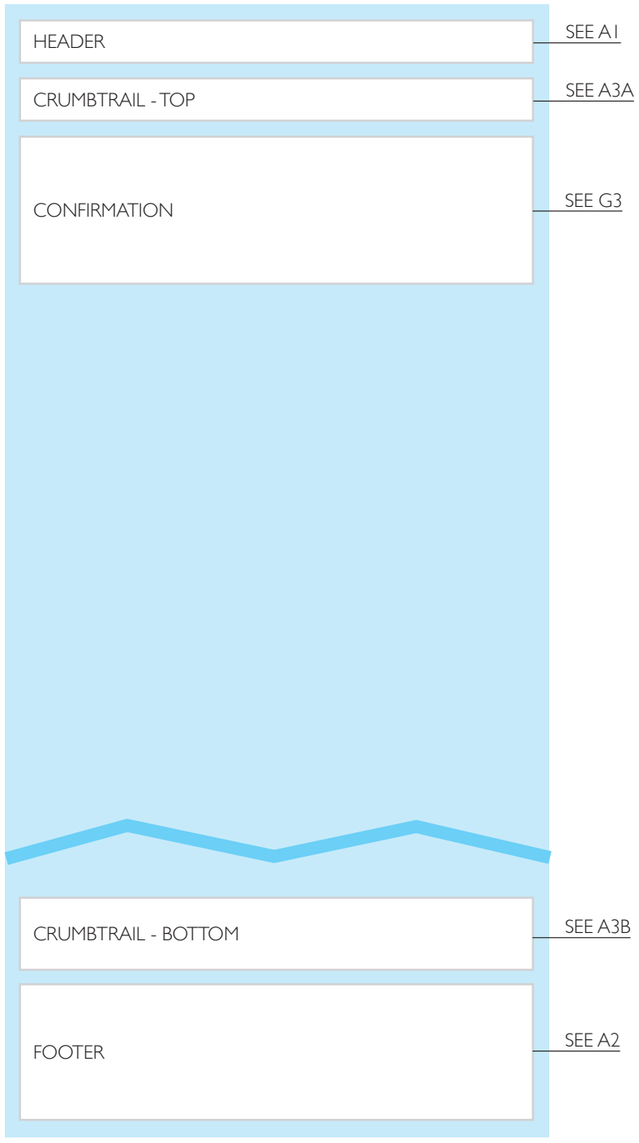
4.6.3. Confirmation page

The user can see a confirmation page, after accomplishing a task, for example after submitting feedback.

Example



Page template



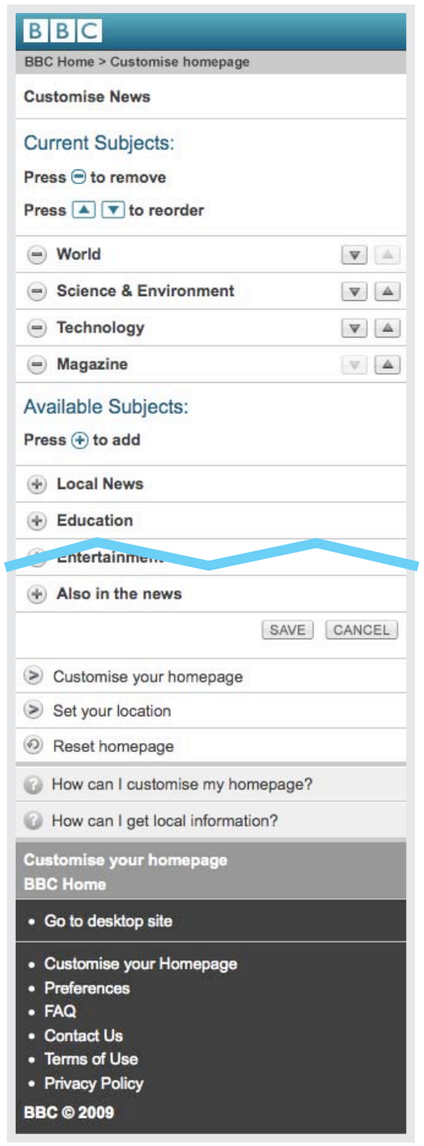
Rules

- XHTML page MUST be as light as possible.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- Confirmation message MUST be related to the context. E.g. "Thanks for your feedback on bbc.co.uk/mobile." instead of "Thanks."

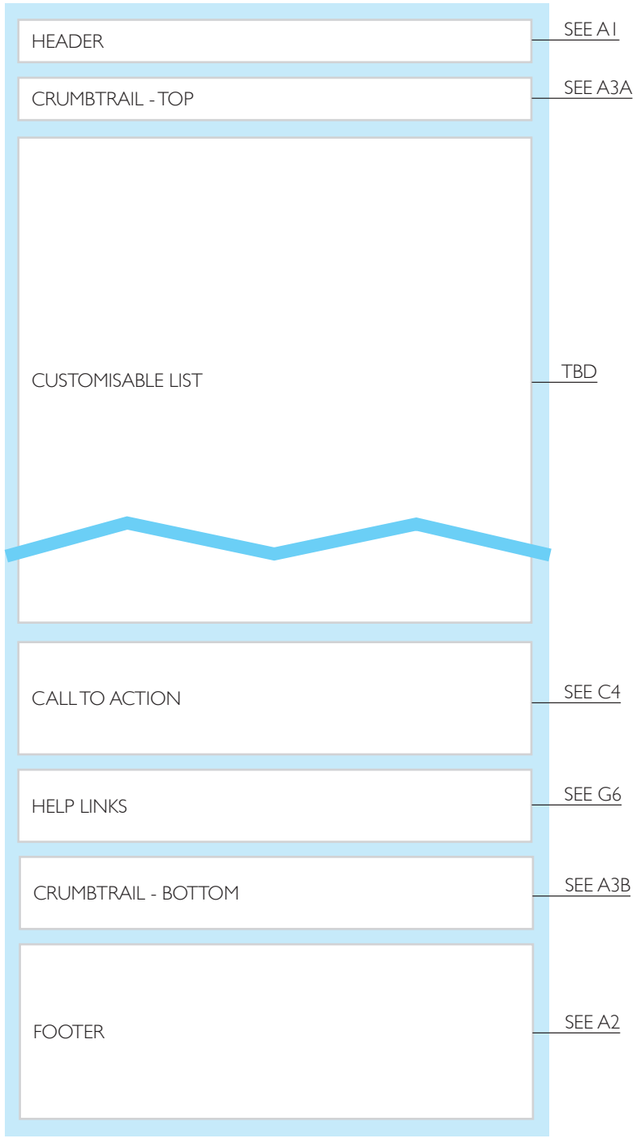
4.6.4. Customise home page

The user can add and remove modules on their home page through this page template.

Example



Page template



Rules

- XHTML page weight depends on the context and purpose. Any customisation projects are managed by central team.
- Crumbtrail - Top and Crumbtrail - Bottom are part of the global navigation. They MUST be used together on a page.
- Customisable List MUST be the topmost module on the body module.
- Help Links MUST be placed on the bottom of the page but above the Crumbtrail - Bottom.

5. Modules

— Index

A Basics

- A1 Header
- A2 Footer
- A3 Crumbtrail (Top & Bottom)
- A4 Page Title
- A5 Pagination
- A6 Anchor

B Topics

- B1 Topic
- B2 Subtopic

C Promos

- C1 Main Promo (Editorial Promo)
- C2 Headline Promo
- C3 Media Promo

D Link Lists

- D1 Text Link List
- D2 Media Link List

E Programme related modules

- E1 Now on Air
- E2 Schedule

F Text modules

- F1 Simple Text
- F2 Article
- F3 Text List

G Other

- G1 Image Viewer
- G2 Form
- G3 Alert & Confimation
- G4 Picker - Calendar
- G5 Picker - Alphabetical
- G6 Help Links/FAQ
- G7 Call To Action (CTA)
- G8 Disclaimer

Legend

A1 Header

Use: First item on a BBC Mobile page.

Design Rule: Currently being defined as part of branding work.

Devices: This module looks & works identical on all devices.

WORK IN PROGRESS

Currently being defined as part of branding work.

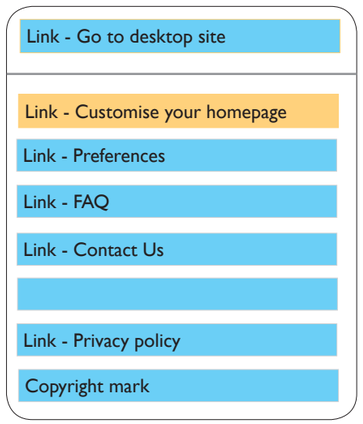
A2 Footer

Use: Provides user with standard set of links from any BBC Mobile site.

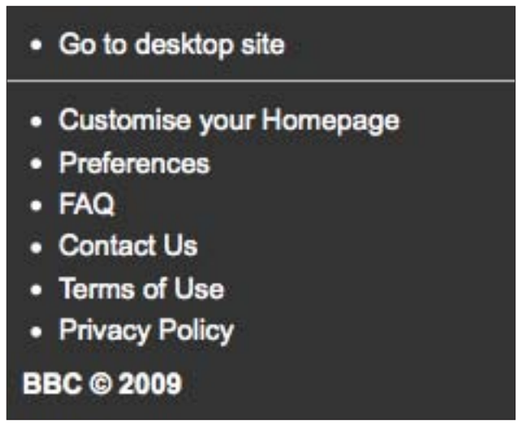
Design Rule: Position directly underneath Crumbtrail Bottom. Content and labels are fixed and the 5-6 links have to appear as bulleted list.

Devices: There are 3 different appearances depending on device capability. See examples below.

Structure



Example 1 (eg. iPhone, N95)



= high-end devices, able to display html

Example 2 (eg. Sony Ericsson k310iv)

= advanced devices, not able to display html

Example 2 (eg. Samsung x820)

= basic devices

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Link - Go to desktop site & divider	Fixed. Links to http://www.bbc.co.uk/mobile/prefs/index.shtml	yes	1	text	fixed	yes (see comment)	Only appears on devices that are able to display html. Jason Quinn recommends to code this part as a separate module.
Link - Customise your homepage	Fixed. Links to http://www.bbc.co.uk/mobile/customise/ps	only relevant on HP	1	text	fixed	yes	
Link - Prefernces	Fixed. Links to http://www.bbc.co.uk/mobile/prefs/index.shtml	yes	1	text	fixed	yes	
Link - FAQ	Fixed. Links to http://www.bbc.co.uk/mobile/faq/index.shtml?	yes	1	text	fixed	yes	
Link - Contact Us	Fixed. Links to http://www.bbc.co.uk/mobile/customise/contact	yes	1	text	fixed	yes	
Link - Terms of Use	Fixed. Links to http://www.bbc.co.uk/mobile/termsofuse	yes	1	text	fixed	yes	
Link - Privacy policy	Fixed. Links to http://www.bbc.co.uk/mobile/privacy	yes	1	text	fixed	yes	
Copyright mark	Should always show current year (2009)	yes	1	text	fixed, update year	yes	

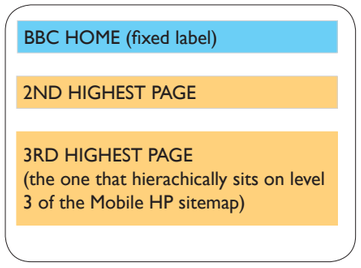
A3 Crumbtail Top & Bottom

Use: Shows a link to BBC Home plus links to the two following levels in the hierachy of the sitemap. Top & Bottom show the same 3 links, just in reverse order.

Design Rule: Position-Top is directly underneath header. Position-Bottom is above Footer.

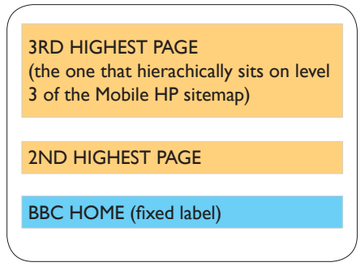
Devices: This module looks & works identical on all devices.

Structure A3a - Top

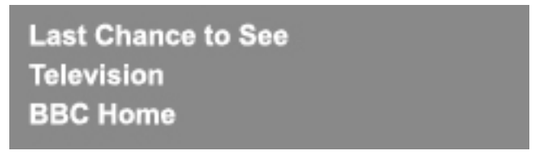


Example - Top

Structure A3b- Bottom (= order opposite)



Example - Bottom



Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
BBC Home (= Highest page)	BBC Home link	yes	1	text	fixed	yes	
BBC Home URL	URL Mobile HP	yes	1	text, URL format	fixed	screenreader or on rollover	
2nd highest page	Page title of the page that sits 2nd highest in the hierachy of the Mobile site.	yes, if there is a page above the current one	1	text	n/a as comes from page title of page this links refers to	yes	
2nd highest page URL (as above)	URL for page	yes	1	text, URL format	n/a as comes from page this links refers to	screenreader or on rollover	
3rd highest page	Page title of the page that sits 3rd highest in the hierachy of the Mobile site. This means the crumbtrail may not show the page that sits right above the displayed page in the site hierachy (eg. if the displayed page sits deeper down in the site hierachy then level 4).	yes, if there is a page above the current one	1	text	n/a as comes from page title of page this links refers to	yes	
3rd highest page URL (as above)	URL for page	yes	1	text, URL format	n/a as comes from page this links refers to	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."

A4 Page Title

Use: Important for crumbtrail, & search indexing. In many cases the Page Title is identical to the title of the first module used on the page, eg. Article Title, List Title.

Design Rule: If the first module has a title then don't display the page title if the text would be duplicated then. However, page title always must always be part of the non-visible mark-up.

Devices: This module looks & works identical on all devices.

Structure

Example 1

In this case you see a page listing media links. (module 'Media Link List'). The title given to the list 'Stephen's Dispatches' is what should be used as Page Title - however, no need to display it again as it already is displayed.

Example 2

In this case you see an article page with a an Article module. The article title is 'Villagers challenge Google camera'. This is what should be used as Page Title - however, no need to display it again as it already is displayed as part of the article.

Example 3

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Article title	Story title, functions as page title	yes	1	text	33 characters*	not if module title is identical	* Might be necessary sometimes to have longer title but recommendation is to keep it below 33 characters. Important: Use Article Title as Page Title in mark-up!

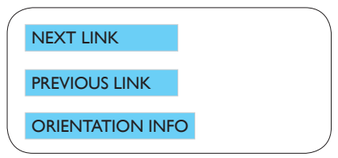
A5 Pagination

Use: Allows user to navigate through a long listing, for example Search Results.

Design Rule: Position above Crumbtrail-Bottom when content continues. Always keep labels and order as stated below (Next / Previous). Highlight current page number.

Devices: This module looks & works identical on all devices.

Structure



Example 1

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Next link	Label fixed. Link is active and links to previous page - unless user currently sees page 1 of a series of pages.	yes	1	text	fixed	yes	Requires some logic in the code to have this link to the right page.
Next link URL	Page the next link links to	yes	1	text, URL format	255 characters	screenreader or on rollover	
Previous link	Label fixed. Link is active and links to previous page - unless user currently sees page 1 of a series of pages.	yes	1	text	fixed	yes	Requires some logic in the code to have this link to the right page.
Previous link URL	Page the previous link links to	yes	1	text, URL format	255 characters	screenreader or on rollover	
Orientation info	Tells user how many more pages there are and which of these are currently displayed.	yes	1	text	Page <insert current> of <insert total>	yes	Requires some logic to insert info correctly.

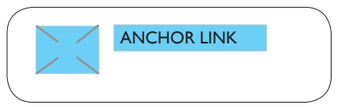
A6 Anchor

Use: Allows user to quick jump to content further down the same page OR back to the top of the page.

Design Rule: Inserted manually or automatically on long pages. Use standard icons as shown in examples below. Recommendation is that a 'Top' link allowing users to get to the top of the page should be offered every 3-5 paragraphs.

Devices: This module looks & works identical on all devices.

Structure



Example 1

Example 2

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Icon	Standard icons for quick jump up and down.	yes	1	text	fixed	yes	
Anchor link text	Label flexible - however if used to allow users to navigate to top of the page fixed to 'Top'.	yes	1	text	max. 33 characters recommended	yes	
Anchor link URL	Reference to another item on the page (positioned above or below).	yes	1	text	Page <insert current> of <insert total>	yes	Requires that editor/user can select an other item on the page to create the anchor link reference.

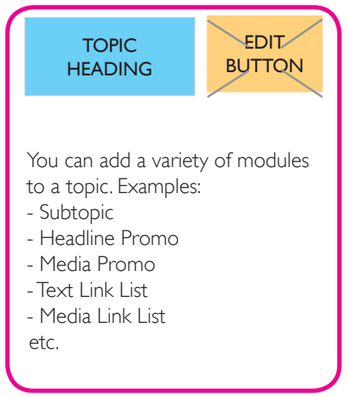
B1 Topic

Use: Separates different content areas on an index page. For this to make sense there should be at least 2 topics per index page. Enables users to scan the page easily when scrolling down/scanning the page. Topic headings should link to index pages or other major pages, eg. schedule. Edit functionality is only available on HP.

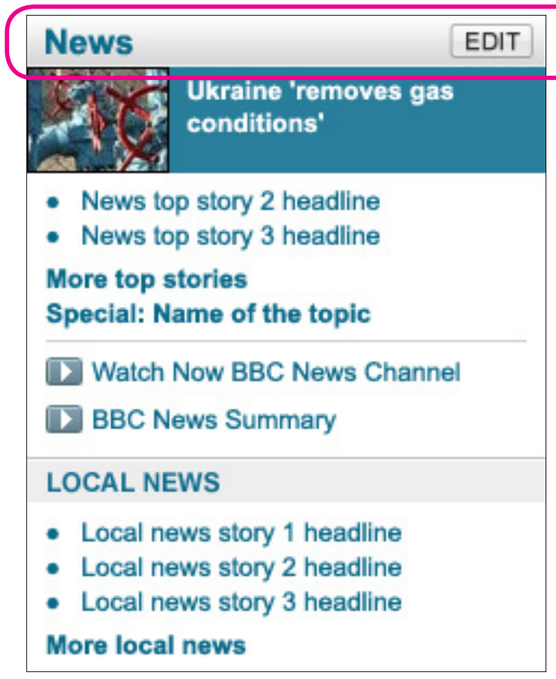
Design Rule: Used mainly on index pages. Position first topic directly underneath crumbtrail-top or Main Promo.

Devices: This module looks & works identical on all devices (except Edit button that is not available for some devices).

Structure



Example 1



TOPIC HEADING is the only element unique to the Topic module. All other elements can be created by inserting other modules into the Topic module (eg. Text Link List or Headline Promo).

= Headline Promo

= Text Link List with additonal links

= Media Link List

= Subtopic

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Topic heading	Provides context for below content. Label carefully, should be short & easy to understand.	yes	1	text	max. 20 charcters recommended	yes	
Topic heading URL	Page the heading links to	yes	1	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Edit button	CTA linking to customisation page	no	1	text	fixed label		
Edit button URL	Customisation page the promo links to	yes*	1	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."

1-3* = up to 3 headline promos can be added, each of them needs image, image alte text, promo text and URL once.
yes * = if edit button has been added, then these fields are required.

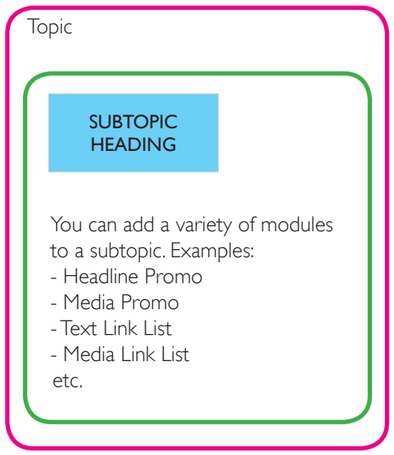
B2 Subtopic

Use: Separates different content areas within a topic on an index page. For this to make sense there should be at least 2 subtopics per topic. Enables users to scan the page easily when scrolling down/scanning the page. Subtopic headings can link to index pages, not a must though.

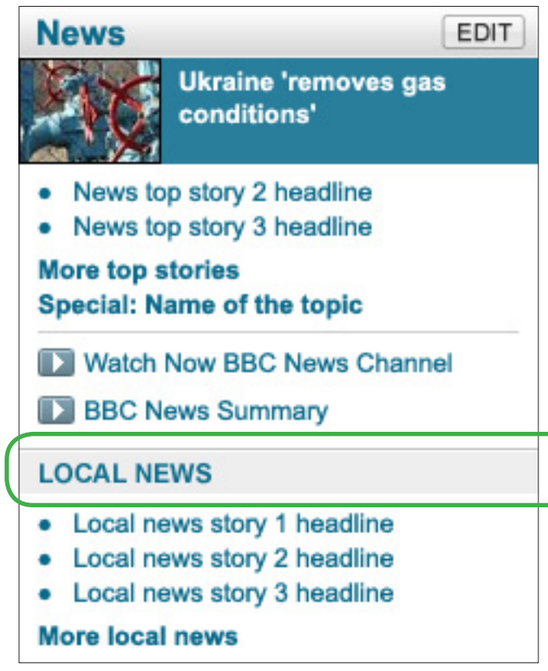
Design Rule: Used mainly on index pages as part of topic modules.

Devices: This module looks & works identical on all devices.

Structure



Example 1



= Topic Heading

SUBTOPIC HEADING is the only element unique to the subtopic module. All other elements can be created by inserting other modules into the subtopic module (eg. Text Link List or Headline Promo).

= Text Link List with additonal links

Elements

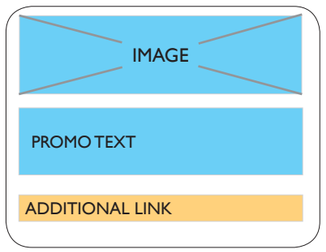
NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Subtopic heading	Provides context for below content. Label carefully, should be short & easy to understand.	yes	1	text	max. 20 charcters recom-mended	yes	
Topic heading URL	Index page the heading links to	no	1	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."

C1 Main Promo (also known as 'Editorial Promo')

Use: Promotes an article/item. Promo links to a page. Promo image & text only, only additional link can be an av link (for promo with av see 'Media Promo').
Design Rule:
Devices: Position directly underneath breadcrumb on top of an index page.

This module looks & works identical on all devices.

Structure



Example 1

Example 2

Example 3

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Promo image	Big promo image	yes	1	jpeg, gif	320 x 179px OR 240 x 134px OR 165 X 93px	yes	
Promo image alt text	Describes image content, used for screenreaders	yes	1	text	125 characters	screenreader or on rollover	
Promo text	Editorial promotion text, functions as call-to-action to encourage user to click on the promo image/text and find out more	yes	1	text	max. 70 characters recommended	yes	
Promo URL	Page the promo links to	yes	1	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Additonal link text	Editorial text, promotes availability of more related content	no	1	text	max. 33 characters recommended	yes	
Additonal link URL	Page the additional link links to	yes*	1	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Additonal link type	Defines link type, informs whether 'listen' or 'watch' icons are displayed	yes*	1	controlled list	text OR audio OR video	yes as icon	

yes * = if editor chooses to add an additional link, then these fields are required.

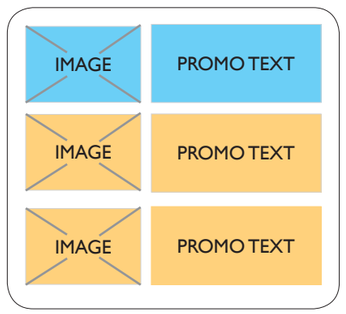
C2 Headline Promo

Use: Promotes 1-3 articles/items. Each promo links to a page. Promos is image & text only. NOT media. Additional link can be av (for av promo see 'Media Promo').

Design Rule: Position directly underneath breadcrumb on top of an index page or as first item within a topic module.

Devices: This module looks & works identical on all devices.

Structure



Example 1

Example 2

Example 3 (alternative image size)

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Promo image	Small to medium sized promo image	yes	1-3*	jpeg, gif	86 x 48px OR 66 x 93px	yes	
Promo image alt text	Describes image content, used for screenreaders	yes	1-3*	text	125 characters	screenreader or on rollover	
Promo text	Editorial promotion text OR headline, functions as call-to-action to encourage user to click on the promo image/text and find out more	yes	1-3*	text	max. 70 characters rec-ommended	yes	
Promo URL	Page the promo links to	yes	1-3*	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."

1-3* = up to 3 headline promos can be added, each of them needs image, image alte text, promo text and URL once.

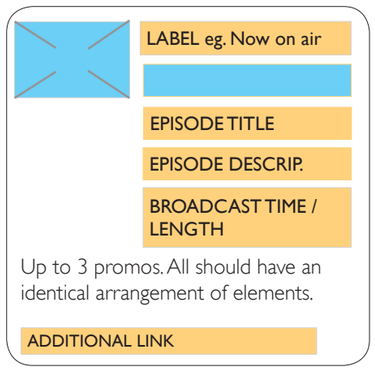
C3 Media Promo

Use: Promotes 1-3 av items. Promo takes user to item page where he can than launch the media item.

Design Rule: Position directly underneath breadcrumb on top of an index page or as first item within a topic module. Always has watch/listen icon.

Devices: Devices that can't play the media item will not show this module.

Structure



Example 1

Example 2

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE/VALUE/ LENGTH	VISIBLE?	COMMENT
Promo image	Small to medium sized promo image	yes	1-3*	jpeg, gif	86 x 48px OR 66 x 93px	yes	
Promo image alt text	Describes image content, used for screenreaders	yes	1-3*	text	125 characters	screenreader or on rollover	
Title, eg. Now on air OR Next on	Provides user with context about the promoted media item	no	1-3*	text	max. 33 ch-arcters recom-mended	yes	Might be used as Page Title as well in mark-up on some pages.
Programme Brand	Core information about media item. Links to /pro-grammes page for the currently broadcasted episode. URL in some cases might come from PIPS.	yes	1-3*	text	??? PIPS		
Promo URL	Page the promo links to	yes	1-3*	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Episode title & description	Additional information about the media item	no	1-3*	text	??? PIPS	yes	
Broadcast time / Length	Additional information about the media item	no	1-3*	00:00 - 00:00 OR 0 min	see comment	yes	Broadcast time comes from PIPS. Length comes from clip OR for clip can be added by editor manually.
Additonal link text	Editorial text, promotes availability of more related content	no	1	text	max. 33 char-acters recom-mended		
Additonal link URL (Link should be text link)	Page the additional link links to	yes*	1	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Additonal link type	Defines link type, informs whether 'listen' or 'watch' icons are displayed	yes*	1	controlled list	text OR audio OR video	yes as icon	

1-3* = up to 3 promos can be added, each of them needs to have an identical arrangement of elements. yes * = if editor chooses to add an additional link, then these fields are required.

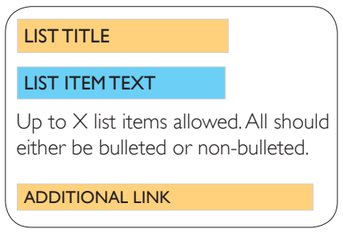
D1 Text Link List

Use: Listing simple text links. Note: This module can also be used if only 1 list item needs to be listed.

Design Rule: List can have a list title but this is optional. List items can be bulleted or non-bulleted. Use this module for Related Links.

Devices: This module looks & works identical on all devices. However, on small display devices long items might wrap into a second row.

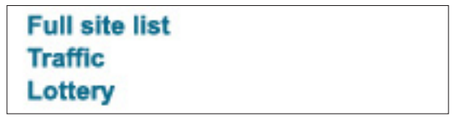
Structure



Example 1

Example 2

Example 3



Example 4

Example 5

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
List type	Bulleted or non-bulleted or numbered.	yes	1	controlled list	simple OR bulleted OR numbered.	no	Defines if bullet points or numbers should be displayed in front of items
List title	Provide context	no	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mark-up. on some pages.
List item text	Short link title.	yes	1-x*	text	max. 70 characters recommended	yes	
List item URL	Page the list item links to	yes	1-x*	text	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Additonal link text	Editorial text, promotes availability of more related content	no	1-3	text	max. 33 characters recommended	yes	
Additonal link URL	Page the additional link links to	yes*	1-3	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Additonal link type	Defines link type, informs whether 'listen' or 'watch' icons are displayed	yes*	1-3	controlled list	text OR audio OR video	yes as icon	

1-x* = unlimited list items allowed
yes * = if editor chooses to add an additional link, then these fields are required.

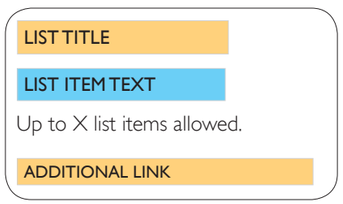
D2 Media Link List

Use: Listing av items. Note: This module can also be used if only 1 media item needs to be listed.

Design Rule: List can have a list title but this is optional. Each list item is shown with the standard av icon (watch/listen, see visual guidelines section).

Devices: This module looks & works identical on all devices.

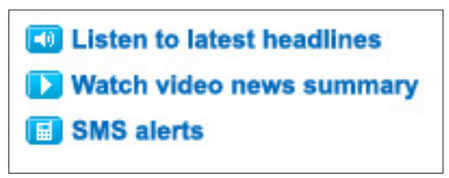
Structure



Example 1

Example 2

Example 3



Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
List title	Provide context	no	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mar-up. on some pages.
List item text	Short link title.	yes	1-x*	text	max. 70 characters recommended	yes	
List item URL	Page the list item links to	yes	1-x*	text	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
List item type	Defines link type, informs whether 'listen' or 'watch' icons are displayed	yes	1-x*	controlled list	audio OR video	yes as icon	
Additonal link text	Editorial text, promotes availability of more related content	no	1	text	max. 33 characters recommended	yes	
Additonal link URL	Page the additional link links to	yes*	1	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Additonal link type	Defines link type, informs whether 'listen' or 'watch' icons are displayed	yes*	1	controlled list	text OR audio OR video	yes as icon	In this case this should be a text link.

1-x* = unlimited list items allowed
yes * = if editor chooses to add an additional link, then these fields are required.

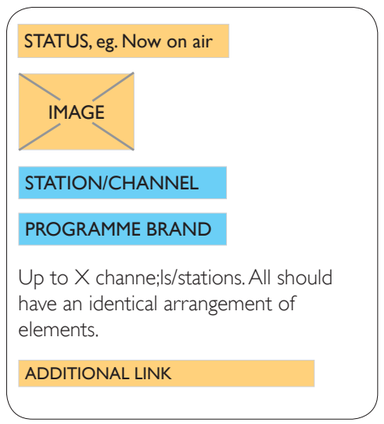
E1 Now on air

Use: Provides an overview over current broadcast on 1 or more channels/stations. Data provided by PIPS feed.

Design Rule: Position as first item within a topic module. Always label 'Now on air' (either by making this the topic heading or by using the status element).

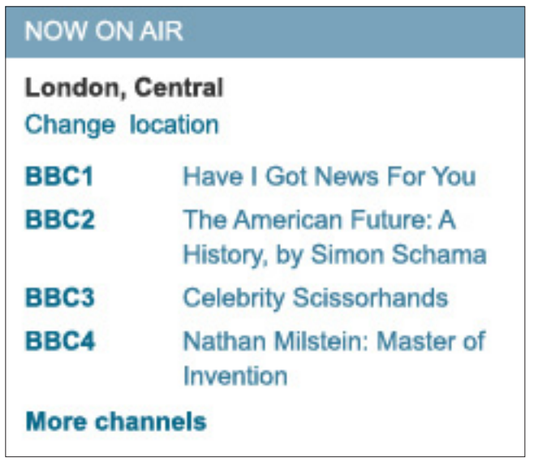
Devices: This module looks & works identical on all devices. However, on small display devices the Programme Brand might wrap into a second row.

Structure

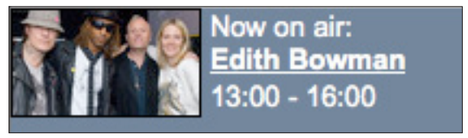


Example 1

Example 2 (with location customisation)



Example 3



WORK IN PROGRESS
Please do not use this as a design example

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Status	Provides user with context about the schedule items.	no	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mark-up. on some pages. Status 'Now on air' is necessary if topic heading is 'Radio'. Status 'Now on air' is not necessary if topic heading underneath schedule appears is 'Now on air' already.
Station/Channel	Short Label for station/channel as agreed for Mobile. Links to station/channel page. URL to come from PIPS or hardcoded.	yes	1-x*	text	15 characters	yes	
Programme Brand	Core information about a schedule item. Links to /programmes page for the currently broadcasted episode. URL to come from PIPS.	yes	1-x*	text	PIPS	yes	
Image for Broadcast Item (Comes from iPlayer)					iPlayer image size 86x48px		
Additonal link text	Editorial text, promotes availability of more related content	no	1-3	text	max. 33 characters recommended	yes	
Additonal link URL	Page the additional link links to	yes*	1-3	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Additonal link type	Defines link type, informs whether 'listen' or 'watch' icons are displayed	yes*	1-3	controlled list	text OR audio OR video	yes as icon	

1-x* = unlimited stations/channels allowed,, for each one chosen a programme brand needs to be shown.
yes * = if editor chooses to add an additional link, then these fields are required.

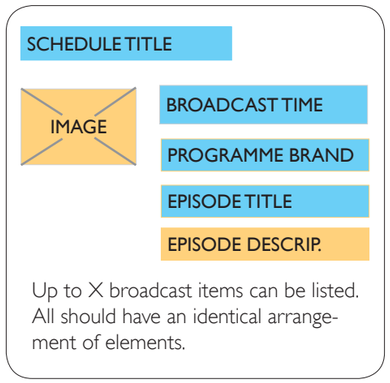
E2 Schedule

Use: Lists directly sequentially broadcasted items. Items link to APS episode pages. Don't confuse with Now on Air (shows what's currently broadcasted) or Media Promos (lists non-sequential media items).

Design Rule: Ideally a schedule should be its own page or at least be the dominating module on a page. Avoid combining it with too many other modules.

Devices: This module looks & works identical on all devices.

Structure



Example 2

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE		VISIBLE?	COMMENT
Schedule Title	Tells the user what time frame the schedule is for.	yes	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mar-up. on some pages.
Image for Broadcast Item					66x37px		
Broadcast time	Start and end time of the broadcast	yes	1-x*	00:00 - 00:00	13 characters	yes	Broadcast time comes from PIPS.
Programme Brand	Core information about media item. Links to APS episode page for this item. URL to come from PIPS.	yes	1-x*	text	PIPS (/Programmes)	yes	Programme brand comes from PIPS.
Episode title	Specifies which episode of the brand is broadcasted. Might also show Series number	yes	1-x*	text	PIPS (/Programmes)	yes	Episode title comes from PIPS.
Episode description (short)	Short information about the episode.	no	1-3*	text	PIPS (/Programmes)	yes	Episode description comes from PIPS.

1-x* = up to x broadcast items can be shown, each of them needs to have an identical arrangement of elements.
yes * = if editor chooses to add an additional link, then these fields are required.

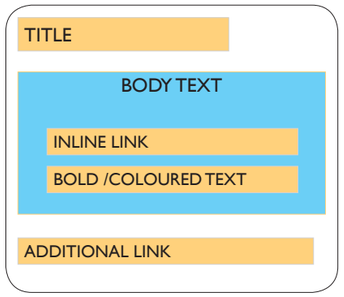
F1 Simple Text

Use: Any form of description or information. Text can contain inline text links. bold words and lists.

Design Rule: Usually used as part of article or form. If used as stand alone item add a title - avoid stand-alone/floating items as they may confuse users. If text is quite long use bold paragraph beginnings to help users orientate themselves. You may also want to add anchor links on long pages.

Devices: This module looks & works identical on all devices.

Structure

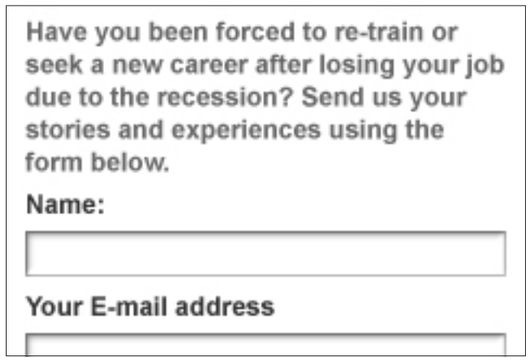


Example 1

bbc.co.uk communities

13. In order to participate in and contribute to selected bbc.co.uk communities you may be required to register with bbc.co.uk. other interaction with bbc.co.uk will be collected, stored and used in accordance with the BBC Privacy Policy.

(i) About your posts
(ii) Your BBC Account
(iii) Safety



Have you been forced to re-train or seek a new career after losing your job due to the recession? Send us your stories and experiences using the form below.

Name:

Your E-mail address

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Text title	Provide context, heading	no	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mark-up. on some pages.
Body text	Allow for parts of the text to be bold/coloured or be inline links to other pages.	yes	1	text	max of 1000 characters (?)	yes	
Additonal link text	Editorial text, promotes availability of more related content	no	1-3	text	max. 33 characters recommended	yes	
Additonal link URL	Page the additional link links to	yes*	1-3	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Additonal link type	Defines link type, informs whether 'listen' or 'watch' icons are displayed	yes*	1-3	controlled list	text OR audio OR video	yes as icon	

1-x* = unlimited list items allowed
yes * = if editor chooses to add an additional link, then these fields are required.

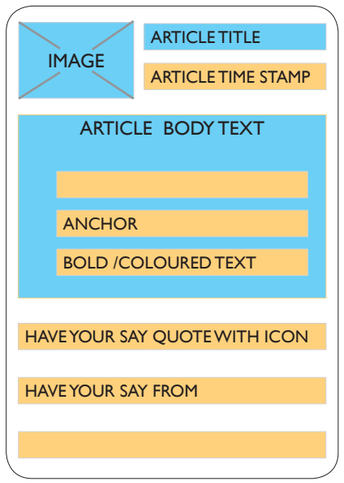
F2 Article

Use: Story page or any other text based content. Paragraphs should not contain more than 5 sentences. Can have 'Have your say' content & related links at the end.

Design Rule: Allow for inline links to other pages & anchors to the top of the page. Allow making text bold and/or grey, this will help users orientating themselves on pages.

Devices: This module looks & works identical on all devices.

Structure



Example 1

Example 1 (continued)

Example 2

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Article title image	Small to medium sized image, similar to promo image	no	1	jpeg, gif	86 x 48px OR 66 x 93px	yes	
Article title image alt text	Describes image content, used for screenreaders	yes	1	text	125 characters	screenreader or on rollover	
Article title	Story title, functions as page title	yes	1	text	33 characters*		* Might be necessary sometimes to have longer title but recommendation is to keep it below 33 characters. Important: Use Article Title as Page Title in mark-up!
Article time stamp	Informs user about publishing time of the story	no	1	text, fixed format	see example 1for format	yes	
Article body text	Main body text. Ideally consists of lead paragraph and several paragraphs.. Allow for parts of the text to be bold/coloured or be inline links to other pages. Add anchor links after 3-5 paragraphs to allow user to get to top of the page quickly.	yes	1	text	min. 200 characters max of 1000 characters (?)	yes	
Have your say quotes	Like main body text, just allows for a small graphic at the beginning of the paragraph.	no	1	text & small image/icon	max. 1000 (?)	yes	
Have your say form	Allows users to submit a comment.	no	1	text	n/a	yes	This is a separate module, see 'G2 Form' for details.
Text Link List (Related links)	Provides additonal links.	no	1	text, URL format	n/a	screenreader or on rollover	This is a separate module, see 'D1 Text Link List' for details.

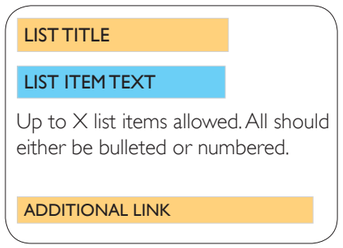
F3 Text List

Use: Listing simple text items.

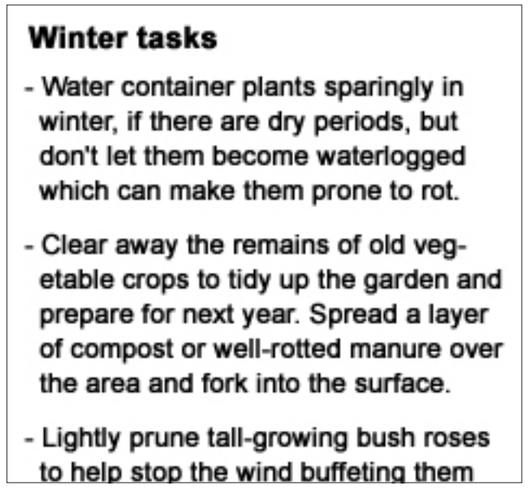
Design Rule: List can have a list title but this is optional. List items can be bulleted or numbered.

Devices: This module looks & works identical on all devices. However, on small display devices long items might wrap into a second row.

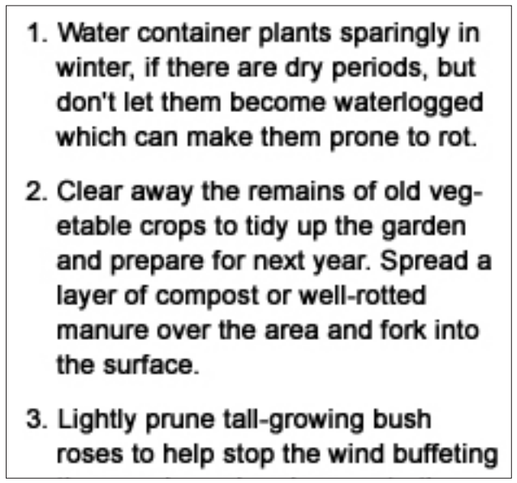
Structure



Example 1



Example 2



Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
List type	Bulleted or numbered.	yes	1	controlled list	bulleted OR numbered.	no	Defines if bullet points or numbers should be displayed in front of items
List title	Provides context.	no	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mark-up. on some pages.
List item text	Text.	yes	1-x*	text	max. 200 characters recommended	yes	
Additonal link text	Editorial text, promotes availability of more related content	no	1-3	text	max. 33 characters recommended	yes	
Additonal link URL	Page the additional link links to	yes*	1-3	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Additonal link type	Defines link type, informs whether 'listen' or 'watch' icons are displayed	yes*	1-3	controlled list	text OR audio OR video	yes as icon	

1-x* = unlimited list items allowed
yes * = if editor chooses to add an additional link, then these fields are required.

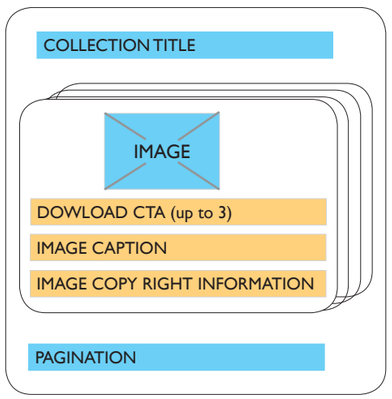
G1 Image Viewer

Use: Displays a single or a collection of images. Allows to offer CTAs for download, add image title, caption and copyright information.

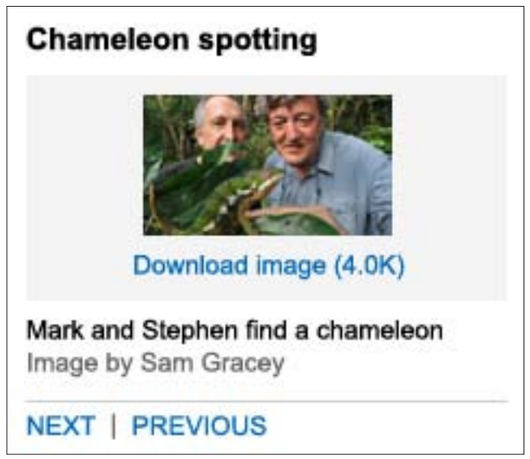
Design Rule: There is no fixed image size. Recommendation is that within a collection images have same sizes to provide consistency.

Devices: Images are not displayed and may be replaced if the user has set his preferences to not be shown images. The behaviour is handled by the device's browser.

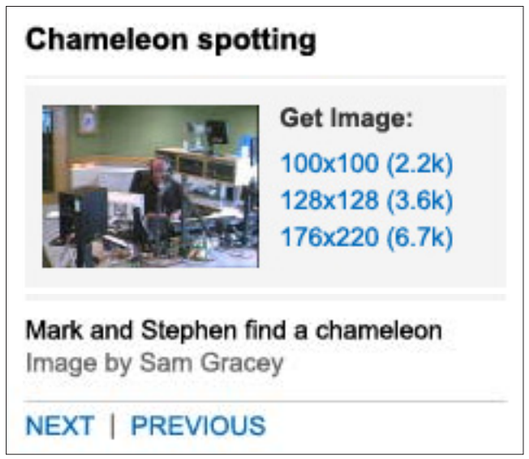
Structure



Example 1



Example 2



Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Collection title	Provides context. This is also required if there is only 1 image in the collection.	yes	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mark-up on some pages.
Image	Medium to big sized image	yes	1-x	jpeg, gif	flexible	yes	Images within one collection should have the same size.
Image caption	Describes image content	no	1-x	text	max. 150 characters recommended	yes	
Image copyright information	Describes who the image is by	no	1-x	text	max. 70 characters recommended	yes	
Download CTA (see Module G7 for details)		no	1-x	fixed	'Download image (<file size>)'	yes	If several file sizes are available we recommend following example 2. (If you use example 1 the image caption & pagination elements are pushed down the page too far).
Pagination (see Module A5 for details)		yes	1	text	fixed	yes	

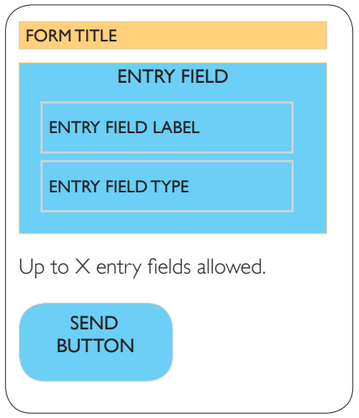
G2 Form

Use: Allows end-users to submit content, eg. feedback, stories, opinions or used for registering competition entries. Entry fields can be chosen by editor and be made mandatory or optional for end-users to fill in.

Design Rule: Be clear with names for entry fields. Use 'Send' as button at the bottom. Be aware that the more entry fields you add the further down the page the 'send' button gets moved.

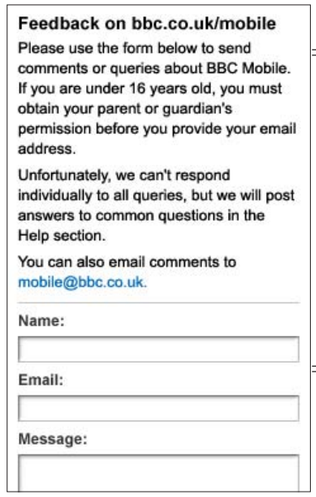
Devices: This module looks & works identical on all devices.

Structure



Example 1

Example 2 (combining other modules)



= F1 Simple Text

= G2 Form

Example 3 (combining other modules)

= F1 Simple Text

= G2 Form

= F1 Simple Text

= D1 Text Link LIst

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
From title	Provide context. Might not be necessary, eg. if text is appearing before the from (done by adding Module F1 Simple Text on top).	no	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mark-up on some pages.
Entry field	Allows user to enter text by selecting field/clicking 'Edit' on his handset. 2 sizes available.	yes	1-x*	form field	1 width = 2 heights: 1 line = for name/phone/number/email/town 3 lines = for comments, stories etc	yes	Do not make the entry fields bigger than recommended as this will push the 'send' button down the page. Data entry anyway happens on end-user's handset edit view. Requires that the editor makes a choice for each entry field (in the CMS).
Entry field label	Tells user what to type into the field.	yes	1-x*	text	30 characters	yes	
Entry field type	Display if the user has to fill in the field or whether it is optional. If it is optional then add '(optional)' behind the field label. Do not show * or other indicators.	yes	1-x*	controlled list	Optional vs. mandatory	yes, f optional	Requires that the editor makes a choice for each entry field (in the CMS).
Send button	Allows user to submit his information. Do not rename.	yes	1	jpeg, gif	fixed	yes	Use standard button provided by Mobile team.

yes * = if editor chooses to add an entry field, then these fields are required.

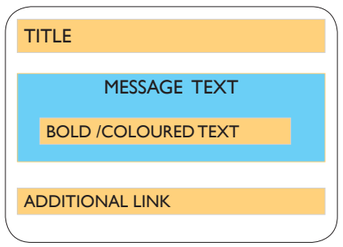
G3 Alert & Confirmation

Use: Provides user with feedback to an action. Feedback can be positive or negative. Use the additional link to offer users where to go/what to do next. Text can contain bold words.

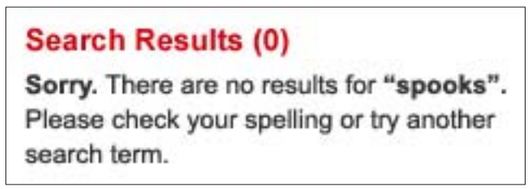
Design Rule: Keep this page simple. Don't combine this module with other modules on a page (exception Header, Crumbtrail & Footer).

Devices: This module looks & works identical on all devices.

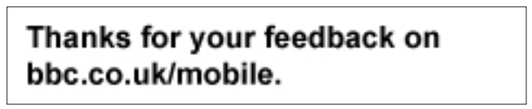
Structure



Example 1



Example 2



Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Alert/Confirmation Title	Provide context, heading	no	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mark-up on some pages.
Message Text	Use very simple and easy-to-understand English. Allow for parts of the text to be bold/coloured.	yes	1	text	max. of 200 characters recommended	yes	
Additonal link text	Editorial text, promotes availability of more related content	no	1-3	text	max. 33 characters recommended	yes	
Additonal link URL	Page the additional link links to	yes*	1-3	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Additonal link type	Defines link type, informs whether 'listen' or 'watch' icons are displayed	yes*	1-3	controlled list	text OR audio OR video	yes as icon	

yes * = if editor chooses to add an additional link, then these fields are required.

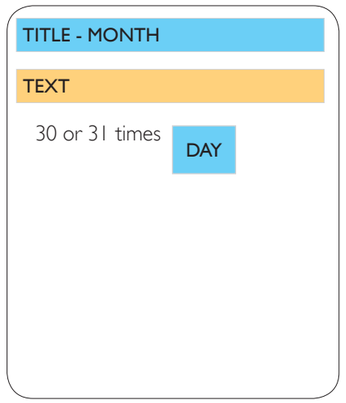
G4 Calendar Picker

Use: Allows users to make a selection by date. Main use scenario are schedule pages. Some days in the calendar might not be available for selection (inactive). Once the user has clicked on a date it should take him to a confirmation screen.

Design Rule: Position directly underneath breadcrumb on top of a page or after a very short Simple Text paragraph (see module F1). The smallest width for the calendar is 170px, the width should be stretchy so it adapts to the screen.

Devices: This module looks & works identical on all devices.

Structure



Example 1

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Picker title showing month	Provides context.	yes	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mark-up on some pages.
Picker text (not shown in example)	Simple text module. If required the editor can provide some additional information what the user should do on this page, eg. 'Choose your preferred date for X.'. However, this should be short as the calendar will otherwise move further down the page.	no	1	text	max. 150 characters recommended	yes	
Active days	Days available for selection. In this example eg,. 1 March. Each active day is a link. When the users clicks it should take him to a confirmation screen OR - when used for schedule browsing - to the schedule listing for the selected day.	yes	1-31	text/number	<00>	yes	Active days have two stati: non-selected = default, eg. 1 March in example selected = the user has focussed on a day already, eg. 31 March in example
Active days URL	Page the day links to	yes	1-31	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Inactive days	Days NOT available for selection. In this example eg. 12 March.	yes	1-31	text/number	<00>	yes	

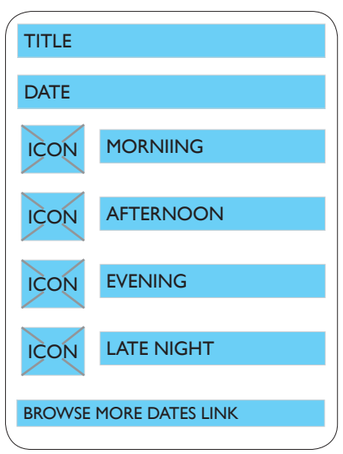
G5 Time of Day Picker

Use: Allows users to make a selection by time of day. Main use scenario are schedule pages.

Design Rule: Position directly underneath breadcrumb on top of a page. Do not change any labelling. If used for schedule browsing do offer link to Calender Picker (see G4).

Devices: This module looks & works identical on all devices.

Structure



Example 1

Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Picker title	Provides context.	yes	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mark-up on some pages.
Picker date	Shows date.	yes	1	text	fixed - show date in format shown in example	yes	
Time of day links	Fixed labelling for all times of day, as shown in example. When the user clicks on fo them it should take him to the schedule listing for that time of day. This may be further down the same page (anchor) or on a different page.	yes	4	text		yes	
Browse more days link	Allows user to change the date. Takes user to calendar picker page (see module G4).	yes	1	text	fixed label	yes	
Browse more days link URL	Page with the calendar icker this link links to	yes	1	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."
Icon	Standard anchor icon (see module A6), shown before each time of day link.	yes	1	text	fixed	yes	

G6 Help Links/FAQ

Use: Points user to help information. Use for FAQ lists. Note: This module can also be used if only 1 help item needs to be listed.

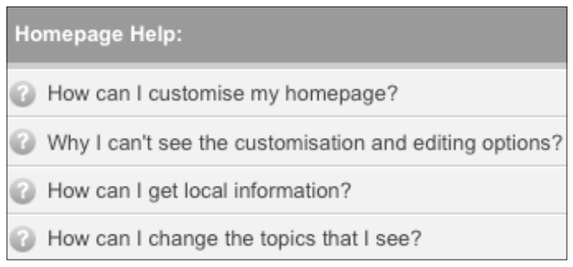
Design Rule: If more then 1 help link is listed it may make sense mend you may want to use a title. Each help item is shown with the standard help icon (see visual guidelines section).

Devices: This module looks & works identical on all devices.

Structure

Example 1

Example 2



Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
Help list title	Provide context	no	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mark-up on some pages.
Help Icon	Standard icons for audio and video items.	yes	1-x*	jpeg„gif	fixed size	yes	Must use standard icons.
Help item text	Help link title.	yes	1-x*	text	max. 70 characters recommended	yes	
Help item URL	Page the help item links to	yes	1-x*	text	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."

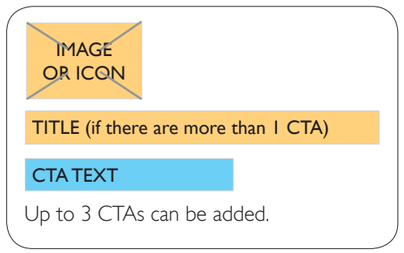
G7 Call to Action (CTA)

Use: Use for all CTAs that are not watch/play/listen.

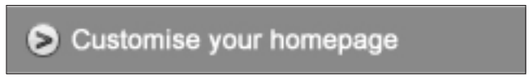
Design Rule: Use verb to describe action, be as precise as possible. Note: Don't just invent a new icon for CTAs, check with Mobile UX Lead if you think a new icon is required.

Devices: This module looks & works identical on all devices.

Structure

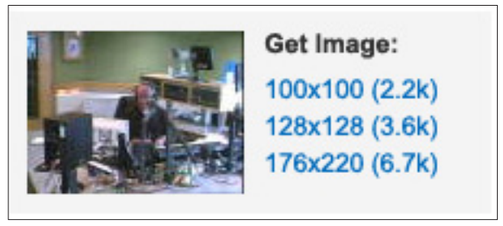


Example 1



Example 2

Example 3



Elements

NAME	DESCRIPTION	REQUIRED?	HOW OFTEN?	DATA TYPE	SIZE / VALUE / LENGHT	VISIBLE?	COMMENT
CTA image or Icon	Image or Icon to help user understand what the CTA is about or for.	no	1	jpeg, gif	???	yes	Don't just invent a new icon for CTAs, check with Mobile UX Lead if you think a new icon is required.
CTA Title	Provides context. Only makes sense if there is more than 1 CTA.	no	1	text	max. 33 characters recommended	yes	Might be used as Page Title as well in mark-up on some pages.
CTA Text	Describes what the user can do here. If the action is DOWNLOAD let the user know file size.	yes	1-3	text	max. 70 characters recommended	yes	
CTA URL	Hyperlink executing the action	yes	1-3*	text, URL format	255 characters	screenreader or on rollover	Ideally build validation check into CMS to check entry complies with URL format "http:// ..."

1-3* = up to 3 CTAs can be added, each of them needs a CTA URL

G8 Disclaimer

see F1 Simple Text for details

Example 1

DISCLAIMER

We advise you bookmark the version you are happiest with for easy access in future.

N.B. The BBC does not charge for mobile content. Your operator charges will apply. Consult your operator to find out their specific charges.

Elements
(same as F1 simple Text)

6. Technical requirements

The BBC Mobile site comes in two distinct flavours, WML (legacy) and XHTML.

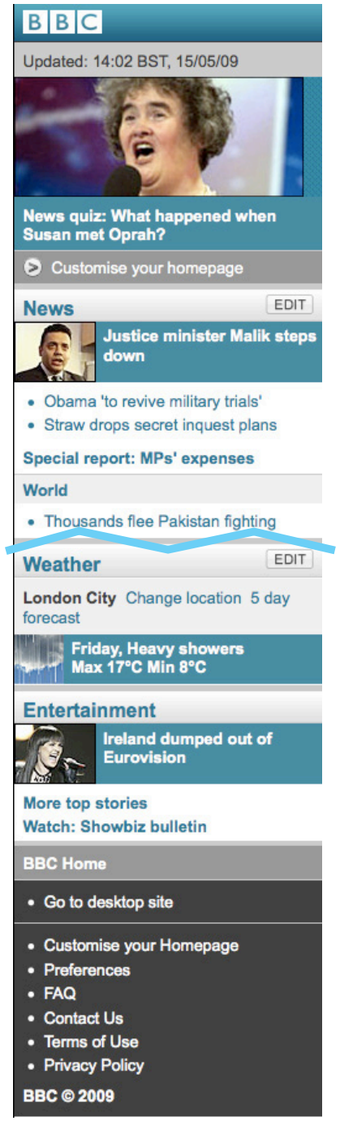
Around 90% of the site is managed and published through our CMS called the Wap Admin Tool. The WAT was originally created for the management of WML sites and though it was repurposed to output XHTML, it's internal understanding of XHTML, CSS, Objects, Classes etc, is pretty much non existent. For this reason we also output hand coded hybrid pages (which we call re-skinned or re-freshed pages) that cater to higher design requirements.

At first glance there doesn't seem too much difference. But when you ignore the globally handled elements such as the Banners and global navigations such as Crumb and Footers, the content in-between is relatively bland on the WAT pages. With no semantic handling of modules such as Headers (H2's, H3's) or lists.

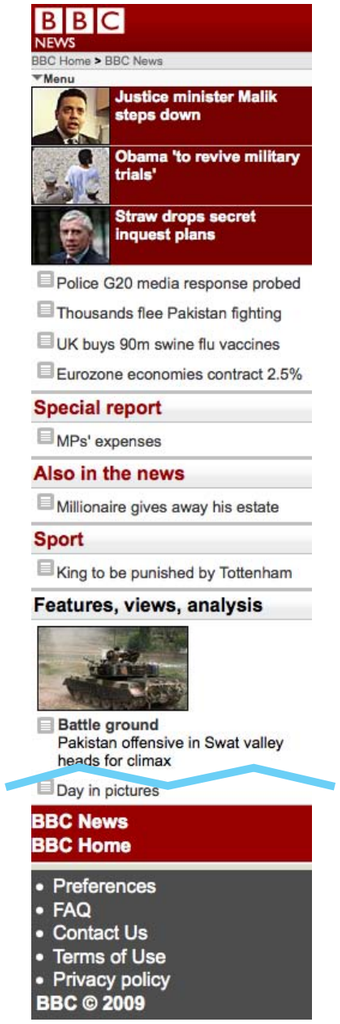
Obviously, our ideal layout and global visual language moving forward (for xhtml sites) would be the re-skinned pages that have been designed and coded the way we wanted it.

Re-skinned page examples

The BBC homepage



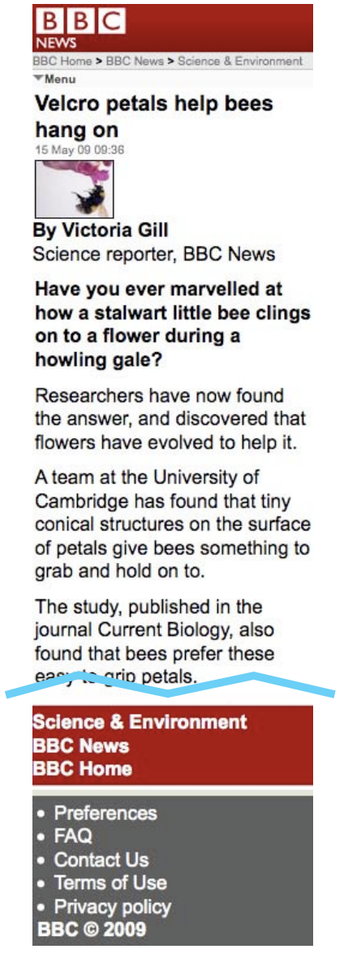
BBC News



WAT published page examples

Heroes homepage

News page



6.1. BASIC TECHNICAL GUIDELINES

- All sites/pages should have a WML and XHTML versions unless redirection and access has been locked out from CMS (WAT) pages.
- WML pages must not exceed 2k in mark-up or 6k inclusive of images
- XHTML page sizes depend on the page type, please see the page templates (Chapter 3).
- XHTML pages should cater to a minimum width of 170 pixels and support a stretchy design/layout.
- Fonts should expected to be sans-serif and use no more than three relative sizes as only "x-small", "small" and "medium" must be used in CSS mark-up.
- The crumbtrail top and bottom navigation echo each other, and currently* relates to structural hierarchy and must not be more than three links long with the highest point of navigation always being "BBC Home".
- Templating (mark-up) for global objects such as Banners, Crumbtrail (top and bottom) and Footer links must use provided global includes and should not be duplicated or modified.

* The site is mostly non-dynamic, and therefore navigation in the crumb and footer are hierarchical. Moving forward to dynamic publishing, (on Forge for example) it's quite possible that navigation can be offered historically.

References

Mobile best practices
W3C, Mobile Web Best Practices 1.0
http://www.w3.org/TR/mobile-bp/

7 usability guidelines for websites on mobile devices
http://www.webcredible.co.uk/user-friendly-resources/web-usability/mobile-guidelines.shtml

Editorial guidelines
Jim Haryott & Alice Gardiner, WAP Admin Tool User Guide & Syle Guide, WAT_User_Guide_1Dec08.docx
WAT Training, http://wikis.gateway.bbc.co.uk/confluence/display/NMMOB/WAT+Training

Tone of Voice Guidelines vs 1.0
http://www.bbc.co.uk/guidelines/futuremedia/restricted/desed/tov.shtml

The BBC Editorial Guidelines
http://www.bbc.co.uk/guidelines/editorialguidelines/

Mobile Devices Guidance
bbc.co.uk/guidelines/editorialguidelines/advice/mobiledevices

Visual design
Mobile screen resolution calculator: http://www.raydreams.com/prog/dpi.aspx
Effective design for Multiple Screen Sizes: http://mobiforge.com/designing/story/effective-design-multiple-screen-sizes

Technical details
Jason Quinn, Mobile Template and Design Quick-Guide, Mobile_quick-guide_1.doc