

Subject: [Mobile] #3: What Japanese Quality Can Teach Us About Mobile Sites

Body:

Lesson #3: What Japanese Quality Can Teach Us About Mobile Websites

Hi [Name],

Last week you learned **why** it's so important to have a mobile website. Today I want to talk about **what** makes a mobile site "high quality."

But first let me tell you a story...

Back in 1950 an American statistician and author named Dr. Edwards Deming was invited to give a seminar about quality to Japanese companies.

At the time, Japan was still in a state of rebuilding after WWII and their products were not known for their quality. But Deming predicted that if they followed his methods, in five years they would be second to none.

It only took four years.

Today Japan boasts the third-largest economy in the world and has gained respect for their commitment to quality.

What does any of this have to do with mobile websites?

Everything.

The late Steve Jobs once said, "We made the buttons on the screen look so good you'll want to lick them."

The iPhone is a perfect example that people not only appreciate quality but *crave* it.

And if people desire quality smartphones don't you think they're going to want to have quality experiences on those devices?

Let's go back to the Japanese. Did you know there are two Japanese expressions for quality?



当たり前品質

The first expression is *atarimae hinshitsu*, (当たり前品質) which is the idea that things will work as they are supposed to. For example, a website has a functional part such as the content, navigation menu and clickable contact information and when the functionality is met, *atarimae* quality is met.

魅力的品質

The second Japanese expressions for quality is *miryoku teki hinshitsu* (魅力的品質) which is the idea that things should have an aesthetic quality which is different from "atarimae hinshitsu."

So the *miryokuteki* of website would be the color, design, multimedia and feel. This type of quality appeals not to a person's need for reliability (that things should do what they're supposed to), but rather to a person's aesthetic sense of beauty.

With that in mind here are 10 "quality control" questions to answer about your website:

Functionality

1. Is your site easy to navigate?
2. If someone wants to call you from their phone can they do so by clicking a button or number?
3. Is your physical location easy to find on your website?
4. Can you read the content without scrolling horizontally?
5. Is the information your reader is after easy to locate?

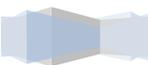
Aesthetic

1. Is your site well-proportioned and have lots of white space? Does it have that open, airy feel?
2. How many main colors are you using? If it's more than 2 than that's too many.
3. Do you have compelling images that can be viewed without zooming in or out?
4. Do other people (beside yourself) like the look of it?
5. Is your site consistent throughout? Typography, color, design, etc?

For a more in-depth analysis of your website [click here](#).

Now that we've established some guidelines let's see how your site stacks up.

You can do this one of two ways...



Option #1: Find your site on your smartphone and answer the above questions.

Option #2: [Click here](#) to see what your site looks like on the most popular mobile devices.

Go ahead... I'll wait while you check out your site...

So what did you discover?

Is your site mobile friendly or not? If it's not, how can it be improved?

And one last question for you... how would you like to have a mobile version of your website created by a professional without performing any coding or spending thousands of dollars?

How would you like to have a mobile site that when accessed on an iPhone looks and functions perfectly? A site that has both *atarimae* and *miryokuteki* quality built in to it?

If you're interested in learning more [click here](#). We offer a free 30 day trial so you have time to take a new mobile website for a spin and see if it's really what you want.

To your success,

Steve

Steven Hudson

“Experience by itself teaches nothing.” - W. Edwards Deming

