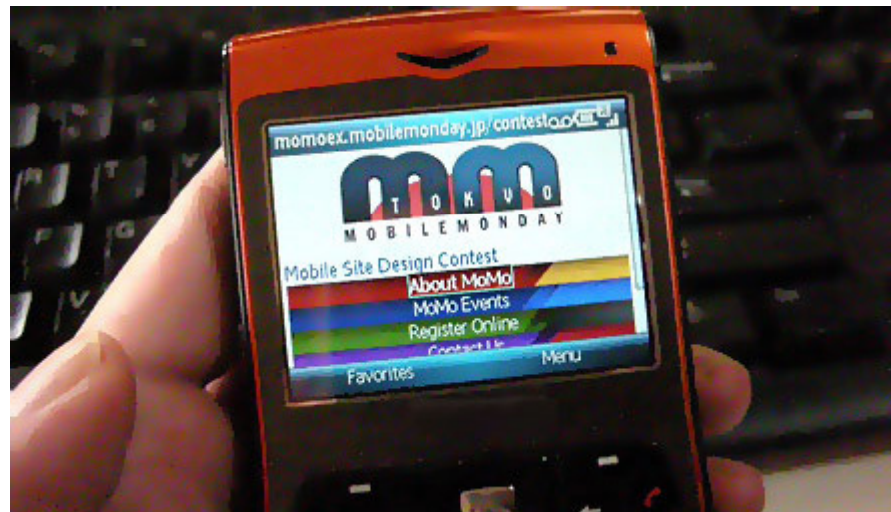




MoMo Tokyo Website Redesign Proposal

Most people on planet Earth have never touched a computer – and they never will. But it is conceivable that, one day, everyone will have a mobile phone that allows them to communicate with fellow citizens, access networks and improve the quality of their lives, their livelihood and their future.

– MoMo Tokyo Philosophy



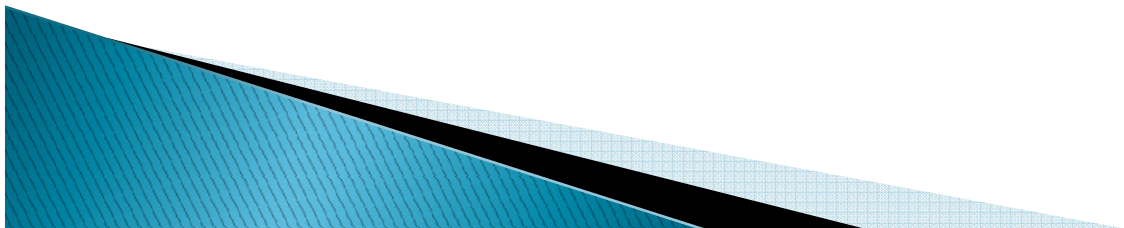
Nov 6th, 2008
Ong Tze Wei mikeong.80@gmail.com



MoMo Tokyo Website Redesign Proposal

Considerations for new MoMo mobile site

- Flexible display of web content catering for different screen resolutions and browsers
- Ease of use (for both visitors and site owner)
- Facilitates subsequent updates to website
- Facilitates integration with 3rd party solution for event signup using both PC and Mobile





MoMo Tokyo Website Redesign Proposal

Benefits of Mobile Website Redesign Proposal

- Clean, simple design
- Only 1 version to maintain
- Little processing required for clients
- Follows closely to MoMo Tokyo PC website
- Future additions will be simple to develop
- Building on existing infrastructure





Index

Navigation Bar

Event Name

Link to company
mobile website
(if available)



[Event](#) [Archive](#) [About](#) [Contact](#)

MoMo Tokyo - November 10 New Carrier Strategies

Yusuke Tanaka
Founder & Director
Fractalist Inc.

Ichiro Kato
Manager, Product Planning Corp. Strategy
EMOBILE

[<<View More>>](#)



Current Event

More detailed event descriptions

Brings user to registration page

A mock-screenshot of a web page for the MoMo Tokyo event. The page has a header with the MoMo Tokyo logo and the text 'MOBILE MONDAY'. Below the header is a navigation bar with links: 'Event', 'Archive', 'About', and 'Contact'. The main content area features the event title 'MoMo Tokyo - November 10 New Carrier Strategies' in blue text. Below the title is the date and time: 'Monday, 20 October 2008 :: 18:30 - 22:30'. The venue is listed as 'Venue: Sam and Dave in Akasaka — GMAP'. The admission is 'Admission: ¥1,000 with Advance Registration - OR - ¥2,000 at the door'. A note mentions 'Complimentary drink ticket for the 1st 200 pre-registered guests!'. The schedule is listed as: '18:30 - Doors Open', '19:00 - Welcome/introduction', and '19:15 - First presentation'. At the bottom right, there is a 'Register' button. Two blue arrows point from the text boxes on the left to the 'Venue' and 'Register' button respectively.

MOBILE MONDAY

Event Archive About Contact

MoMo Tokyo - November 10
New Carrier Strategies

Monday, 20 October 2008 :: 18:30 - 22:30

Venue: Sam and Dave in Akasaka — GMAP

Admission: ¥1,000 with Advance
Registration - OR - ¥2,000 at the door

Complimentary drink ticket for the 1st 200
pre-registered guests!

18:30 - Doors Open
19:00 - Welcome/introduction
19:15 - First presentation

Register



Archive

Summarized Event
Information

Click on event title for
event details

Link to company mobile
website
(if available)



Event Archive About Contact

Presentations Archive

Mobile in the Americas - 22 Sept

Diego Singer
Commercial Manager
Homenajear

Handol Kim
Senior Director
Intrinsyc

Show Me The Money - Aug 25

Aki Ohashi
Partner
ngi group

Keisuke Ide
Senior Associate
Globis Capital Partners



About

Pages with infrequent updates

A screenshot of the Mobile Monday website's 'About' page. The page has a white background with a blue and red logo at the top. Below the logo is a navigation bar with links: 'Event', 'Archive', 'About', and 'Contact'. The main heading is 'About Mobile Monday' in blue. The text describes MobileMonday (MoMo) as an open community of mobile industry visionaries, developers, and influential individuals fostering cooperation and cross-border business development through virtual and live networking events. It mentions that MoMo chapters are active in 60 cities worldwide and launch new locations monthly. Below this, it lists global objectives: to encourage innovation within the mobile sector and to facilitate networking between small and large companies, and between local and foreign organizations.

MOBILE MONDAY

Event Archive About Contact

About Mobile Monday

MobileMonday (MoMo) is an open community of mobile industry visionaries, developers and influential individuals fostering cooperation and cross-border business development through virtual and live networking events to share ideas, best practices and trends from global markets. MoMo chapters are active in 60 cities worldwide, and continues to launch new locations monthly.

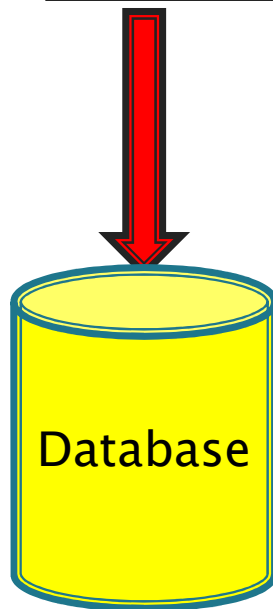
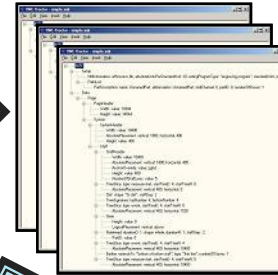
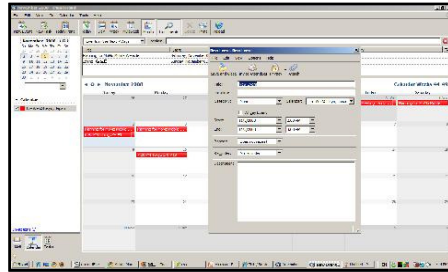
MobileMonday has the following global objectives:

- * To encourage innovation within the mobile sector.
- * To facilitate networking between small and large companies, and between local and foreign organizations.

Possible MoMo Tokyo Site-Update Process Flow

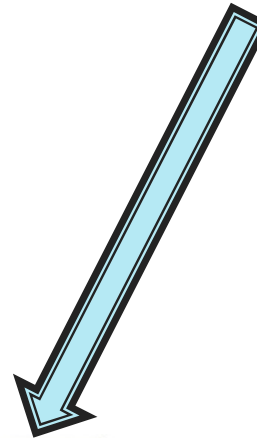
Update of site through a web-based interface

Creation of XML files



Database

Commit event details
to Database



Changes reflected in PC and Mobile Websites

A more detailed understanding of
the current method for updating
both mobile and PC websites
would be required before a
workflow can be established