



# FANDOM



**COMMUNITY  
CONNECT**



## Mercury: a Community Connect Town Hall

"An Introduction: Mercury - Skin & Engine" – Julia "Springteufel"

"Keeping your source simple" – Isaac "FishTank"

"Navigation & Mercury" – "CzechOut"

# An Introduction: Mercury - Skin & Engine

With good content comes great presentation

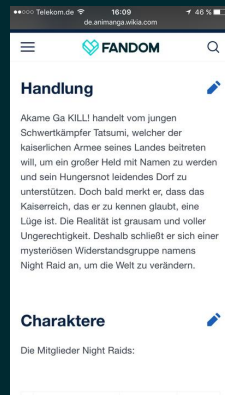
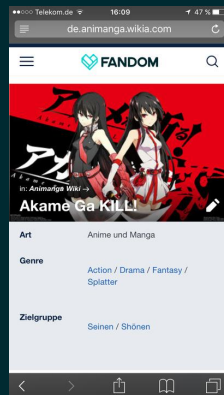
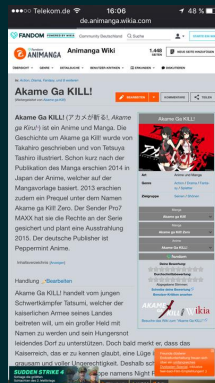
Julia "Springteufel" Christelsohn, Community Development DE

# Mercury - Overview

Mercury is FANDOM's mobile-centric user experience.

It ensures that content is displayed in a **consistent** and **viewer friendly** format across a variety of mobile devices, because mobile devices differ highly in size, resolution, power... (and it really, really wouldn't make sense to have a separate skin for every damn Galaxy Ph... smartphone, right?)

*"Ouch don't do that to my eyes"*  
- Oasis



*"How appealing to read and look at!"*  
- Mercury

# Mobile vs Portable - Difference

WAIT, Mercury is FANDOM's mobile skin. How is this related to portability?

Quick Definition:



Portability = independent from platform



Mobile = mobile devices  FANDOM

# Mercury - the skin

## What is a skin?

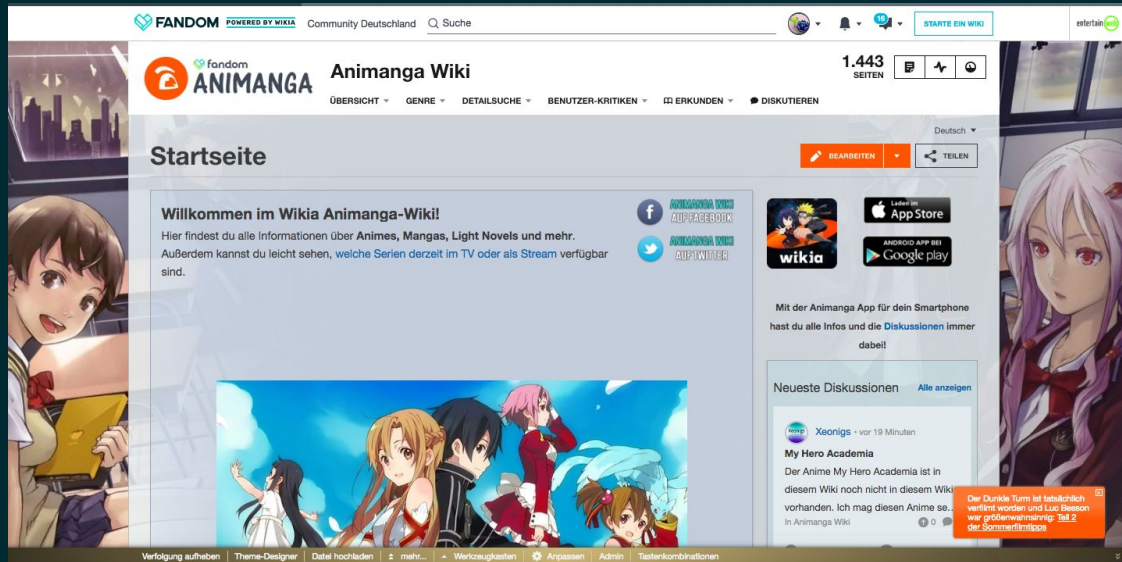
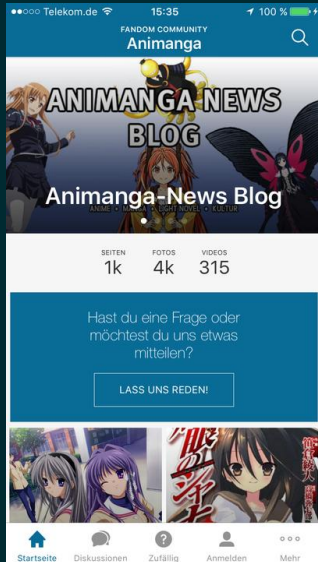
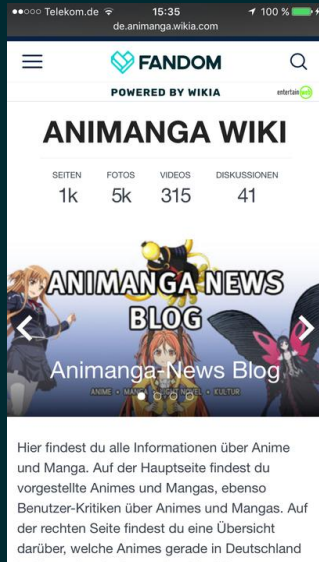
- Set of appearance + presentation elements for the “look” (color, design, fonts, layout, shape etc.)
- Three main skins on FANDOM
  - **Oasis** (or the default) desktop skin; also known as the "Wikia" skin
  - **Mercury** mobile skin
  - **Community apps** (including Game Guides)

→ All three skins display the wiki's content. The first two are automatically determined by the browser being used or are manually selected by the user.

```
de.animanga.wikia.com/wiki/Animanga_Wiki?useskin=mercury
```

# Three main skins of FANDOM

The three skins (left → right): Mercury, App, Oasis



# Differences Desktop & Mercury - Content

**Mercury is partly restricted in displaying wiki content you can see on desktop, based mainly on namespace:**

**Displayed:** Articles (in Main and other content namespaces), Blog posts, Categories, File pages

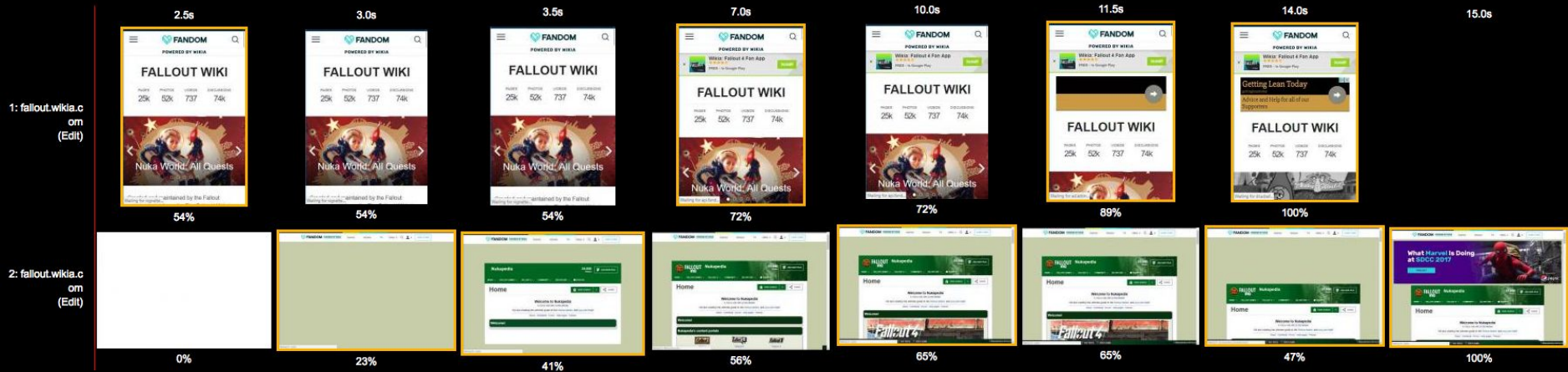
**Not displayed:** Anything else (Special pages, MediaWiki pages, Templates...)

We are constantly working on bringing more pages to Mercury. Recently, Blog posts joined the list of namespaces displayed in Mercury. Ideally, Mercury will handle all static content that readers can see.

**PRO-TIP:** Mercury also defines the skin in Discussions, and the shared Help pages of Community Central.



# Differences Desktop & Mercury - Loading time



# Differences Desktop & Mercury - Design I

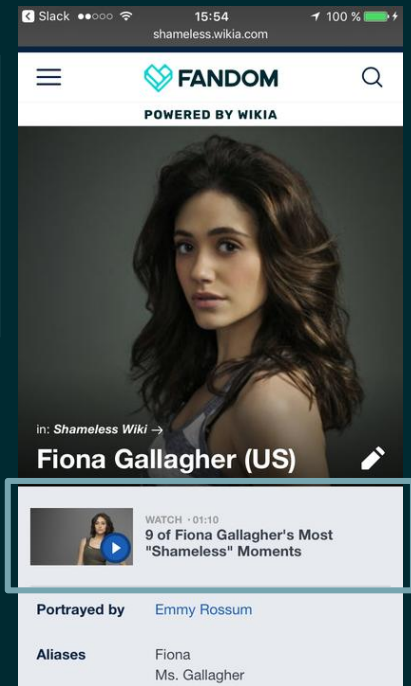
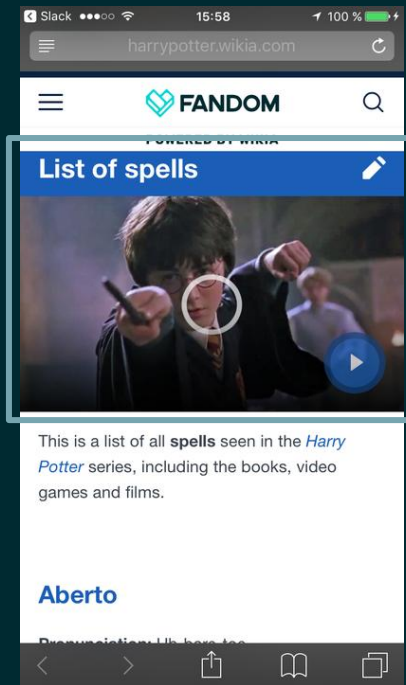
Wikitext and CSS offer many possibilities to customize the look of your content. On Mercury, these possibilities are restricted to ensure consistency on many devices and a “clean” look. The smaller displays on mobile devices can quickly make color, images, and typography customizations unreadable.

No ThemeDesigner settings are used on Mercury because potential color-clashing, low contrast, background images, and transparency make text difficult to read. The Mercury skin is designed for optimal readability and balance.

**PRO-TIP:** Block elements (namely tables, infoboxes, and images) on mobile devices only have a few ways they can lay out without scrolling. That's why wide, fixed blocks (like full-width infoboxes) rarely look good on mobile without re-organization into smaller or more compact blocks.

# Difference Desktop & Mercury - Design II

Also, as the right rail is not available, the advertisements that FANDOM depends on to operate as a free service must be tastefully and consistently interwoven into the mobile page.



# Difference Desktop & Mercury - Templates

Template Classification helps tell the server what is being produced by the template. Mercury is aware of these classifications, and will not show certain classifications of template, or will alter the results to a more mobile-ready form.

## Not shown or altered:

- **Notice**: Because Notices almost always have to do with editing, they are not shown in mobile.
- **Navbox** and "block" **Navigation**: Because these are rarely mobile friendly, they are not shown in mobile. See "Mobile Main Page"
- **Context-link**: Stripped to the essentials, rather than using a table for layout.
- **Infoicon**: Resized and stripped to the image ONLY, and does not include any text.
- **Quote**: Stripped to the essentials, rather than using a table for layout.

**PRO-TIP**: Quote becomes `<blockquote> Quotation <cite> Source </cite> </blockquote>`.  
Context-link becomes a padded, italicized `<div class="context-link">` block of inline content.

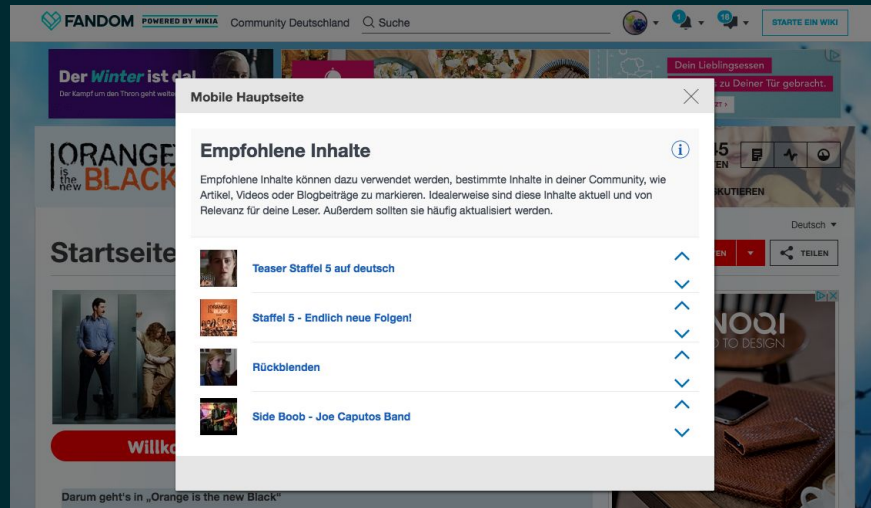
# Mobile Main Page

Mobile Main Pages (MMP) represent not simply landing pages, but an **organized way to browse your community**. If you have a MMP established on your community, mobile browsers use it to land on.

MMPs use your **Category hierarchy** to navigate in a touch-friendly way with thumbnails for articles, videos, blog posts, and other categories.

MMPs are FANDOM's response to **Navboxes**, which are – by nature "not touch-friendly" – lists of text links without context or defined relation. Navboxes also tend to get longer and longer, which takes up repetitive bandwidth and space on a mobile page.

**PRO-TIP:** If you're using a Navbox to show what's previous or next in a sequence (or some other relation to the article), that's better defined in the Infobox. If it's just part of a group, that should be a Category.



# The Mercury engine

There's another, less obvious but important part of Mercury: **the engine**. This component takes desktop content and strips out the styling before it gets re-skinned into the Mercury skin. It also changes the forms of things like images, galleries, references, and Portable Infoboxes into formats more suitable for mobile devices.

This engine distills your existing content down to the essential elements.

(In contrast, the Community Apps use a different engine, which does not understand CSS at all or the differences between templates. It simply strips the desktop version of these things with minimal restyling.)

**PRO-TIP:** As FishTank will talk about, there's no need to "design" for Mercury other than simplifying your source code. The Mercury engine is the portion that lets you write code once for portable display on any platform.

# Difference: Mercury and Apps - I

But Mercury and the Apps are both mobile skins. Where is the difference?

In Mercury...

- Chapters / sections are not automatically collapsed
- Soundcloud tags work
- All PI images can be seen & videos allow pop-out
- Spotify embeds work
- Template classifications work
- Gallery tags within PIs are respected
- Users can edit content
- Image linking is possible
- Content besides the main namespace can be displayed

# Difference: Mercury and Apps - II

So... what for two different skins? Who needs the Apps then?

- Different use cases (frequent use vs. casual use)
- Another distribution platform

→ best of both worlds





**Thank you!**  
**Questions?**