



Choosing a Mobile Strategy for Your Business



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Welcome to the Webinar

- Thanks for joining us!
- Ask questions at any time in the chat room
- Email support@webvanta.com if you have follow-up questions
- Special offer for webinar attendees at the end



Michael Slater
Cofounder & CEO
Webvanta

Today's Topics

- Why you need a mobile-optimized website
- Crafting content for mobile websites
- Taking advantage of touchscreens
- Supporting diverse phones and tablets
- Using responsive design
- Pros and cons of a separate mobile site
- Benefits and costs of mobile apps
- Using frameworks to cut development cost

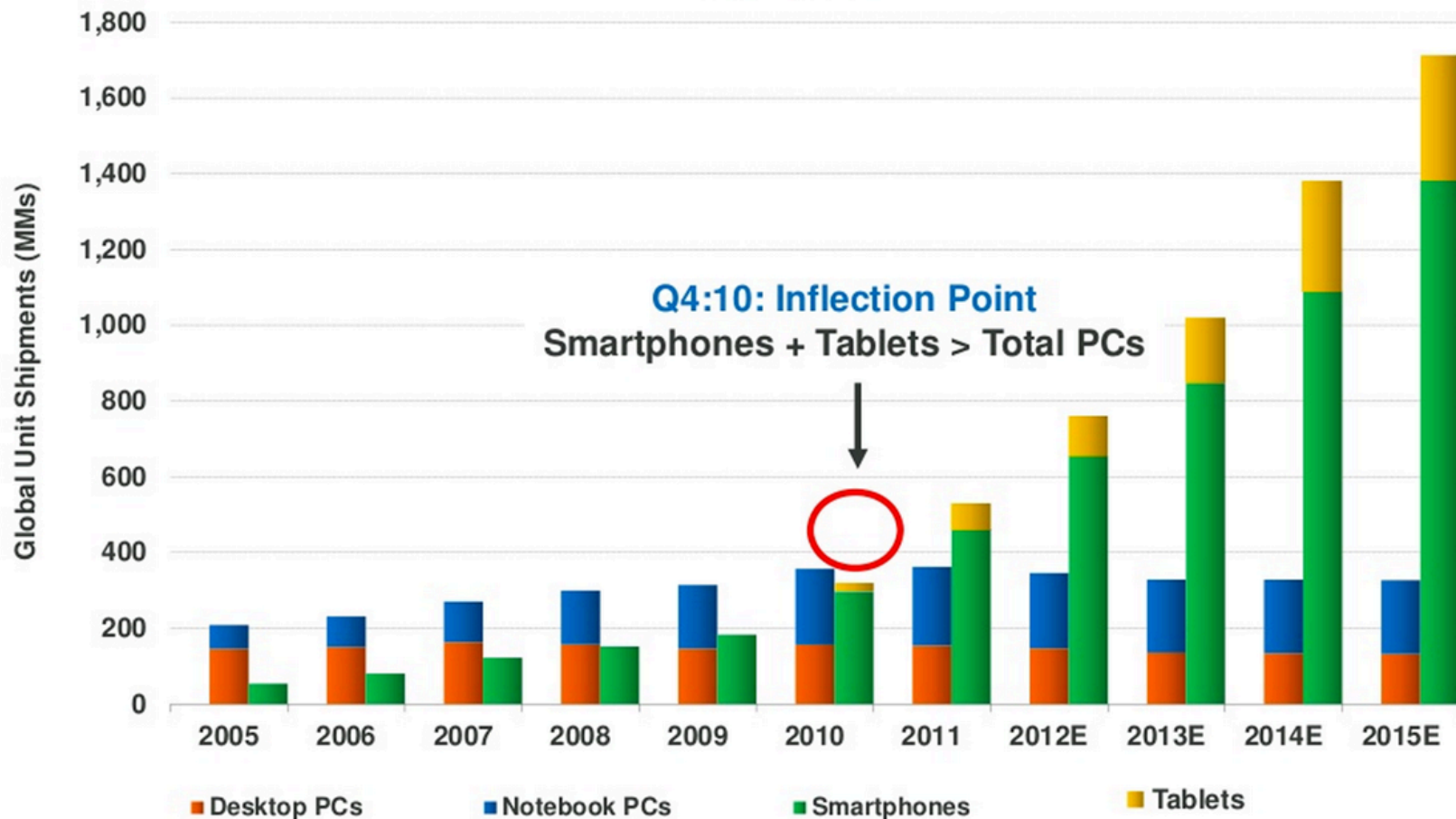
Poll

- What is your role



Why Mobile?

Global Unit Shipments of Desktop PCs + Notebook PCs vs. Smartphones + Tablets, 2005-2015E



KPCB

Note: Notebook PCs include Netbooks. Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research. Data and Estimates as of 9/12.

<http://www.slideshare.net/jplevieux/internet-trends-2012-kpcb-by-mary-meeker>

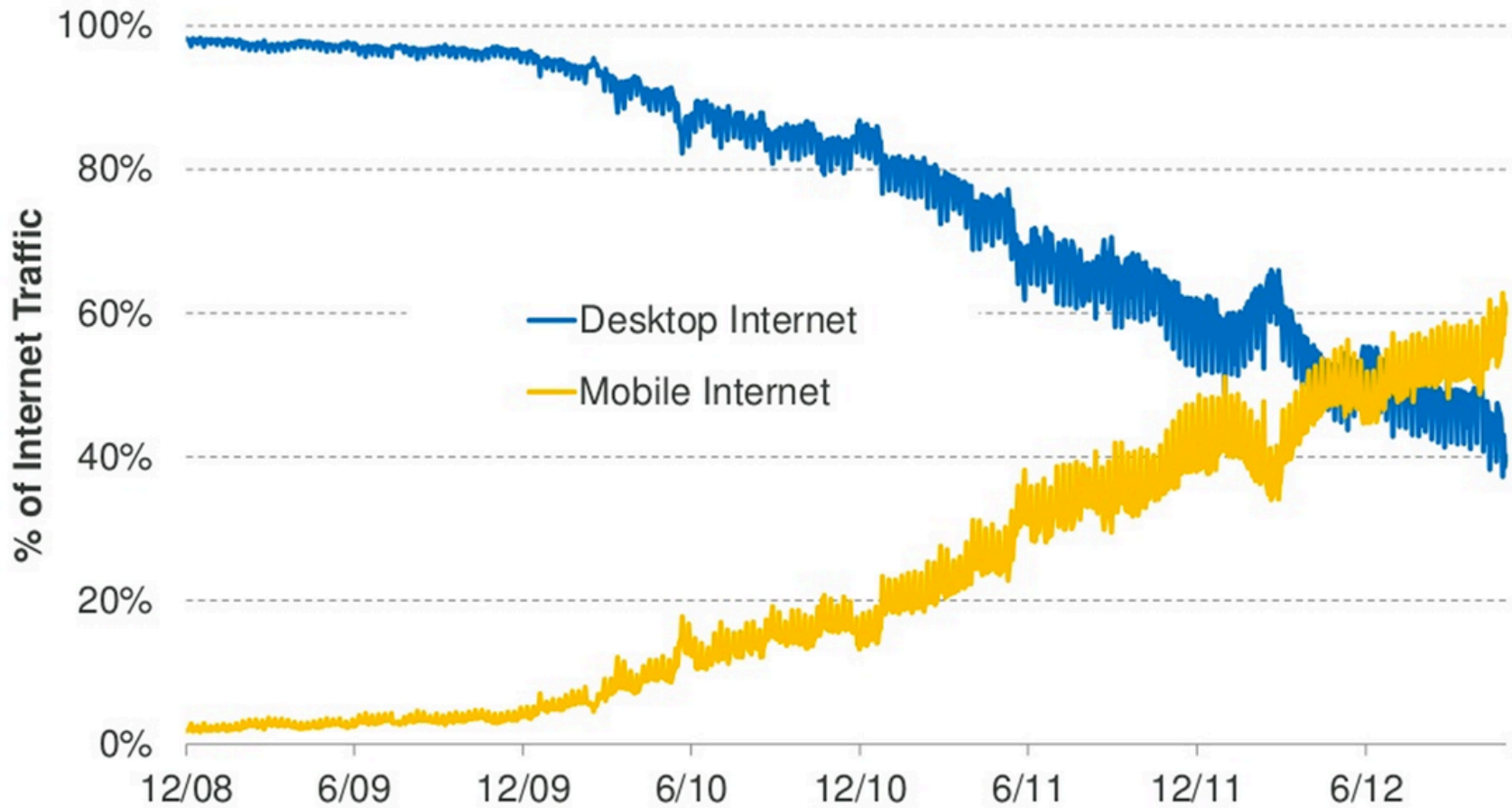
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Mobile Already a Massive Segment

- Estimated 1 billion smartphone users worldwide
 - 172 million in U.S.
- Smartphones + tablets already outsell desktop + notebook computers by a factor of 2
- Mobile about 13% of total U.S. web traffic
 - More than one-third for some hotels and restaurants
 - 24% of Black Friday traffic to online stores in 2012
- Many other countries more mobile-centric

Mobile Crossover in India

India Internet Traffic by Type, Desktop vs. Mobile, 12/08 – 11/12



KPCB

<http://gs.statcounter.com/>

Source: StatCounter Global Stats, 11/12

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Why Is Mobile So Different?

- Small screen
- Touchscreen
- Always with you
- Always connected
- New app platforms and distribution systems
- New sensors
 - Camera, GPS, compass, accelerometer





Feature Phones
(Ignore)

WebKit Browser
HTML5 + CSS3
Primary Mobile Target

IE9 browser in
recent phones

Ignore older
models with IE7
browser

Tablets: A Third Class of Platform

- Operating system, app stores, and touchscreen interface like phones
- Different usage patterns
 - Less mobile, more evening use
- iPad family and lots of Android tablets
- 7” tablets can use desktop or mobile sites
- 10” tablets do fine with (good) desktop sites



Poll

- Are you interested in sites, apps, or both



Mobile Sites vs. Mobile Apps



Web site / web app

- Run in browser
- (mostly) Platform-independent
- Can be “installed” by adding bookmark



Native apps

- Run independently
- Platform-specific
 - iOS
 - Android
 - Windows Mobile
- Installed on device

Web is Still Primary

- You may want an app, but...
 - The bulk of search traffic is on the web, not in the app store
 - Apps are most useful for serving existing customers
- Web apps deliver app-like experiences within browser
- Apps are inherently fragmented across platforms



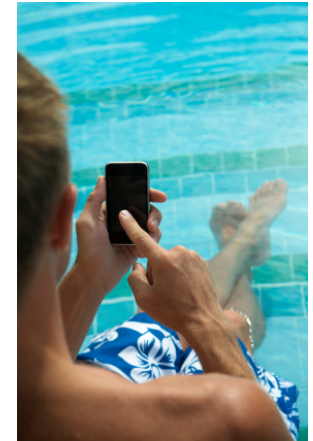
Start with Business Goals

- Start with what you are trying to accomplish
 - Is the site or app supporting an offline business?
 - Is it intended to make money via ads or by charging directly?
 - Is the focus on acquiring new customers, or serving existing ones?
- How will prospective users find your mobile site or app?



Understanding Your Users

- When you only have room for a few choices, you need to focus!
- Variety of motivations
 - I need this info now
 - Where to eat lunch?
 - I'm bored
 - I have time to kill and want to do something productive



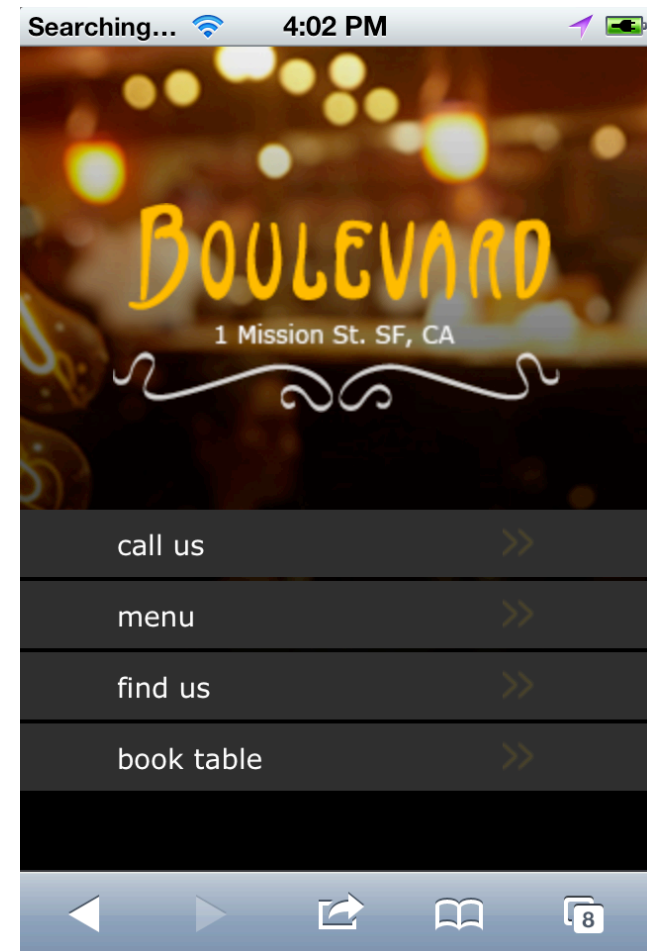
Design for On-the-Go Users

- Action-oriented
- Impatient
- One-handed
- Specific needs
 - What’s the phone number?
 - How do I get there?
 - Can I get a reservation?
- Remember: not all “mobile” device users are on-the-go



Small-Screen Design

- Minimal navigation
- No sidebars or multi-column layouts
- Pare down to the essentials
- Make mobile needs easiest to get to
- Can support drilling down to get details

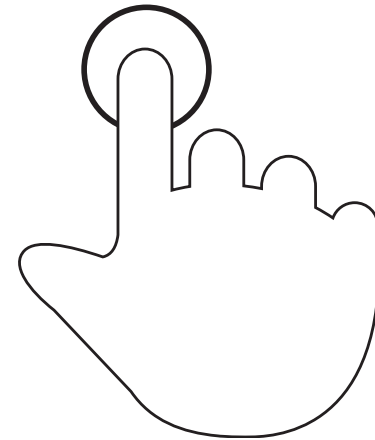


Example Mobile Sites

- <http://gmc.sonoma.edu>
- www.discoverfolsom.com
- www.payette.com
- www.webvanta.com
- www.wecomply.com
- www.mbaexchange.com
- www.holeinthewallsebastopol.com

Design for Touchscreens

- No hover (tooltips, dropdowns)
- Use large touch targets
 - Min. 29 px wide x 44 px tall
- Position touch targets with hands and fingers in mind
- Support flexible layout
- Support touch gestures
 - Swipe is the most common





Breakfast, Lunch, and Di

"The best breakfast in Sonoma Cou
hands down."

"Fantastic food! Made with love, cle
ingredients and reasonably priced."

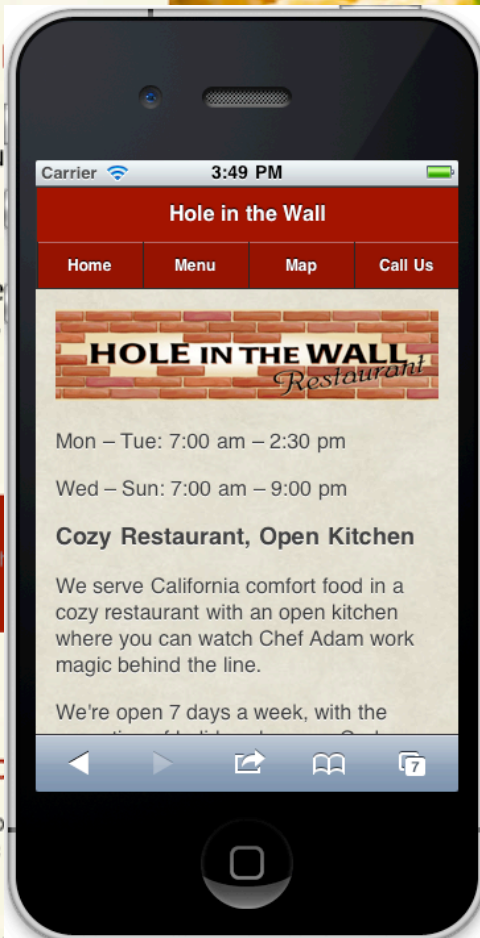
✓ Like Michael Slater, Justin Borton and 194 ot

Cozy restaurant, open kitch

We serve California comfort food in a co
open kitchen where you can watch Chef
behind the line.

We're open 7 days a week from 7 am to 2:30 pm on
Mondays and Tuesdays and 7 am to 9 pm Wednesdays
through Sundays, with the exception of holiday closures.

Grab a friend, bring your mom and come down to join us for
breakfast, lunch and/or dinner! We look forward to seeing
you.



nia Comfort Food

Days a Week! [CHECK OUT OUR MENU](#)

are Open

st and Lunch 7 Days a Week!
every day except Monday and Tuesday

ue: 7:00 am - 2:30 pm
Wed - Sun: 7:00 am - 9:00 pm

About Chef Adam

Starting at age 15, Chef Adam Beers began his first culinary
job stirring gumbo. He has worked at multiple food places as

Morning

Afternoon and Evening Menu



Soup & Salad | Burgers | Crepes | Dessert

ORDER

Soup of the Day

Cup
Small Bowl
Big Bowl

ORDER

French Quarter Gumbo

Traditional Cajun style gumbo with crawfish, onions, bell peppers, and rice. This dish is brought up from Louisiana with a smokey flavor with a bite.

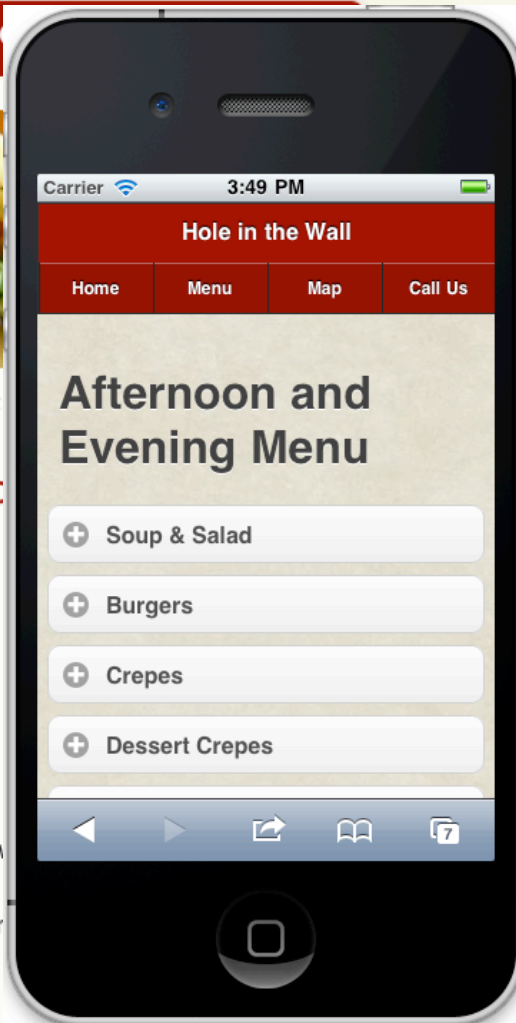
Add prawns

ORDER

Sebastopol Borscht

A hot villager's style soup with slices of golden and red beets, cabbage and chunks of potato topped with an all natural Angus short rib and sour cream.

\$9.50



Your Order

1 Soup of the Day \$5.00

Size: Small Bowl

Delete | Change

1 Marinated Portabello Burger \$7.75

Fries

Delete | Change

1 Avocado \$1.00

Added to: Marinated Portabello Burger

Delete

1 Cheddar \$1.00

Added to: Marinated Portabello Burger

Delete

Total: \$14.75

Place Your Order

Writing Mobile Content

- Make text as short as possible
 - Fit within one screen when possible
- Get right to the point
- Speak to users' goals
- Make it immediately obvious what the next step is
- Don't try to include everything from the desktop site



- Content is written/updated by experienced attorneys and major law firms
- Interactive format and “speed bumps” hold employees' interest

Building Sites for Diverse Devices

- Design must adapt to varying screen sizes and orientations
 - Small phones, big phones, small tablets, big tablets, netbooks, notebooks, desktops
- Wide variety of techniques
 - Fluid design: stretch to fit the available space
 - Responsive design: add, remove, or move elements based on screen dimensions
 - Separate mobile and desktop pages

Mobile Site Approaches

- Make the desktop site adapt to mobile devices
- Build a separate mobile site using a different host
- Build separate mobile pages as part of the main site
- Implementation approaches
 - Conventional HTML/CSS/JS
 - Mobile frameworks, such as jQuery Mobile
 - Automated mobile site-builders, such as DudaMobile
 - See www.howtogomo.com

Poll

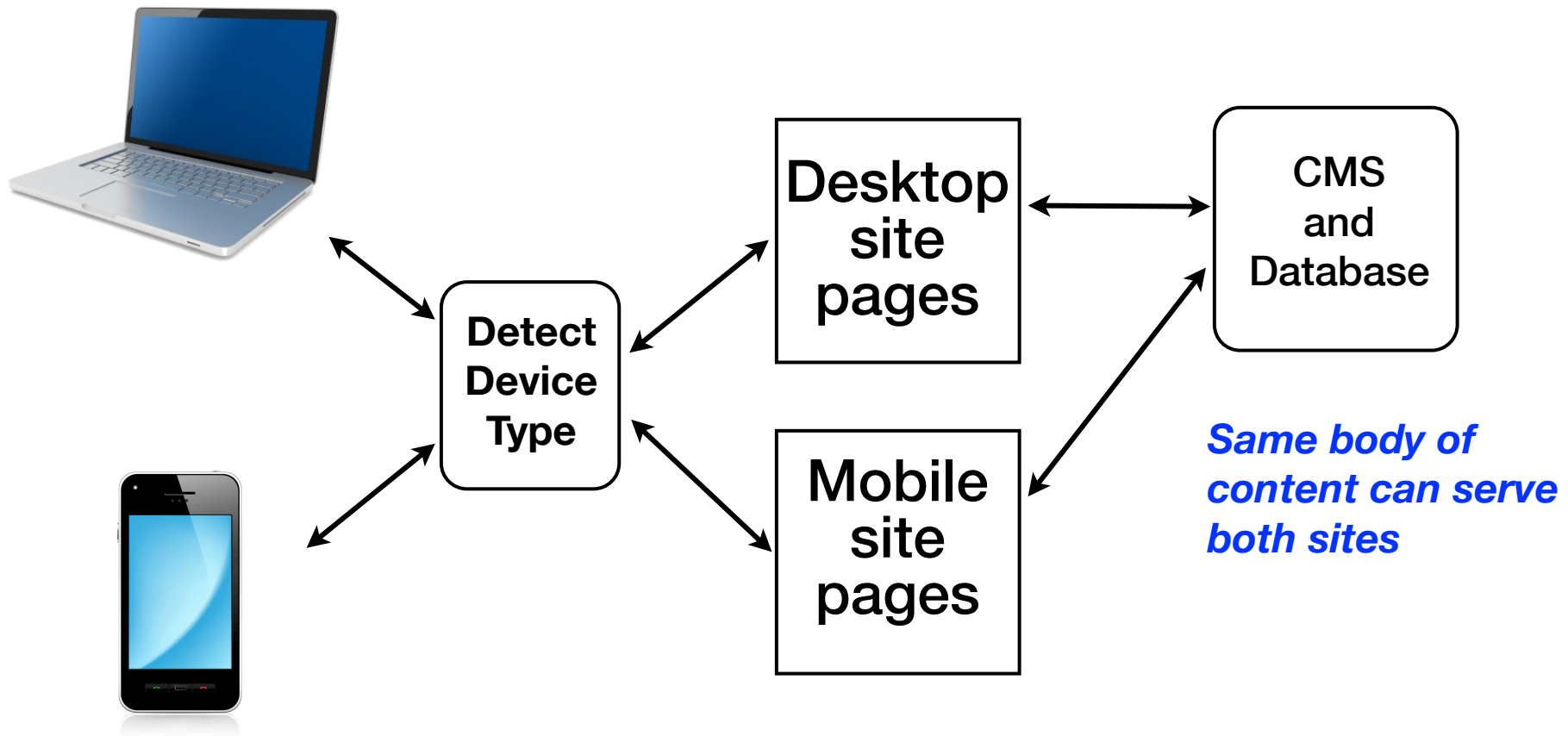
- Do you prefer a responsive design or a separate mobile site



Responsive Design

- Scale to any screen size
- Use CSS media queries and JavaScript to adapt to different screen sizes
- Examples:
 - www.bostonglobe.com
 - www.iso.org
 - <http://mediaqueri.es> (directory site)
- *Responsive Web Design* from A Book Apart
 - www.abookapart.com/products/responsive-web-design

Using Separate Pages



Minimizing Duplicate Content Entry

- Having a separate mobile site can make content maintenance difficult
- Responsive design uses a single set of content
- Putting content in a database allows a single set of content to serve two different sets of pages
- Mobile-optimized content typically needs to be shorter, so some rewriting inevitable for best experience

Building Mobile Sites Quickly with jQuery Mobile



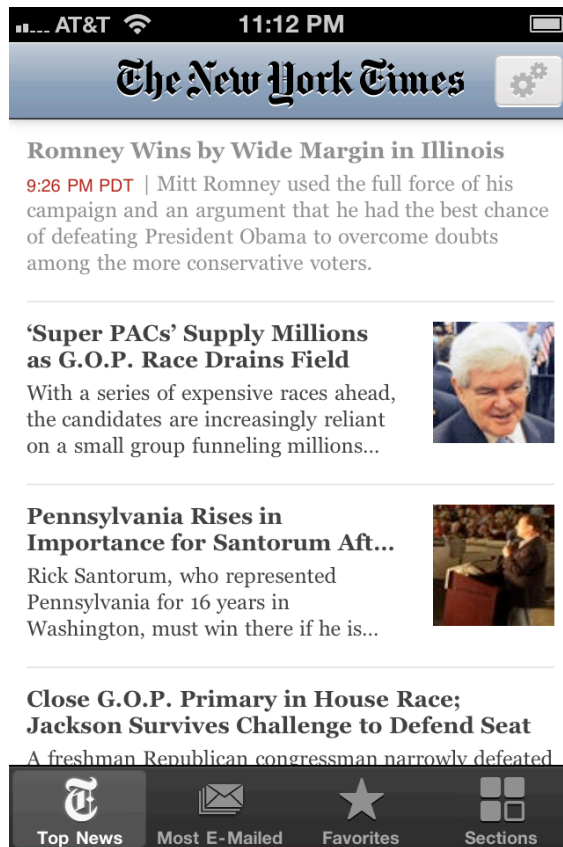
- Builds on top of regular jQuery library
- Provides a complete mobile web framework, including not only JS but also CSS and images
- Polished visual design, easily customized within limits, with very little effort
 - <http://jquerymobile.com/themeroller/>

Mobile Apps

- Mobile website should come first, and then you may want to consider an app
- Make sure you understand the costs and other business issues
- Consider promotion and distribution strategies
- Decide what platform(s) to support

App vs. Website Design

App



Apps typically have their own toolbar at bottom

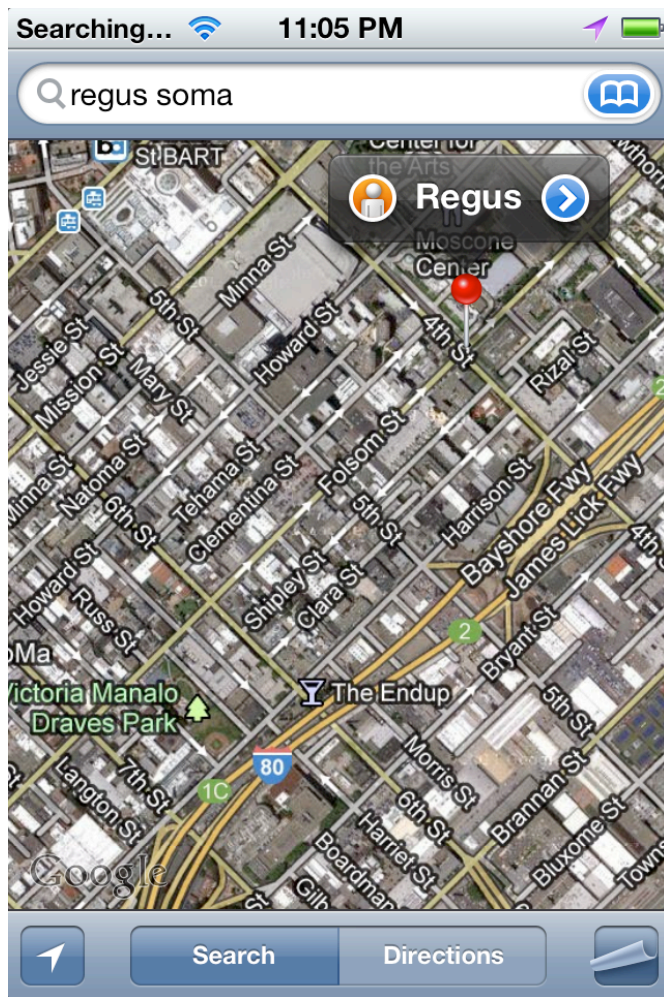
Website



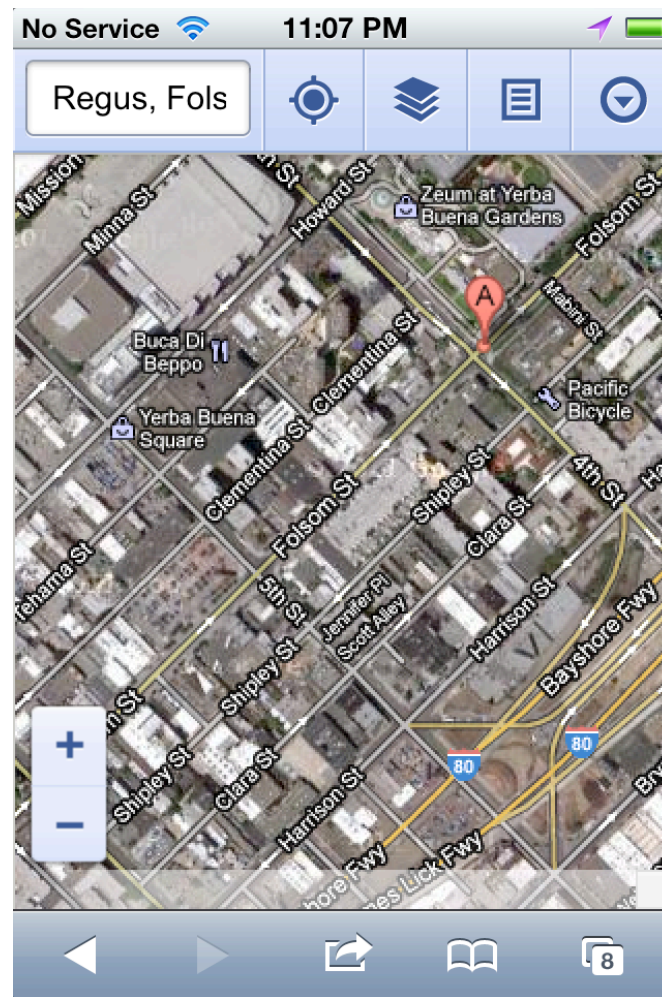
Browser has its own fixed toolbar at bottom

Two Faces of Mobile Maps

App

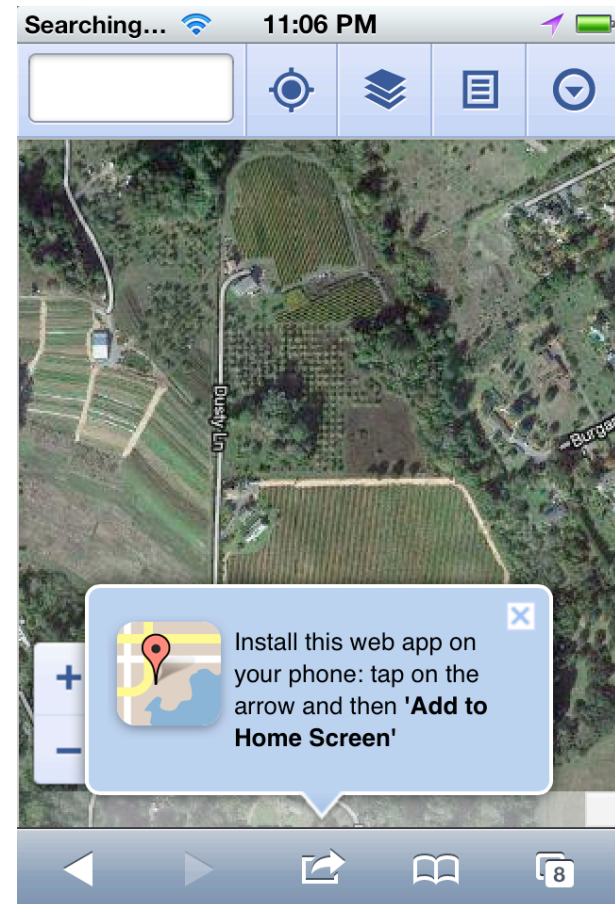


Website



Installing Apps

- Native app
 - Find in the app store
 - App is automatically installed with icon
- Web app
 - Find from web search
 - “Add to home screen” is equivalent of installing
 - Most don’t work offline, but it is possible



Poll

- How many apps do you use regularly



Apps Use Device-Native Programming Environments

- Operating system and tools
- Programming language and libraries
- Cross-platform frameworks add a layer between you and the hardware, but simplify multiplatform support
 - PhoneGap: turn web-standard code into an app
 - Titanium: JavaScript-based app development



App Advantages

- Best performance
- Able to fully optimize for each device
- App Store distribution channel
 - Easy to charge for the app
- One-click in-app purchasing
- Access to non-web-standard devices
 - Camera, accelerometer, multitouch
- Include any amount of persistent storage



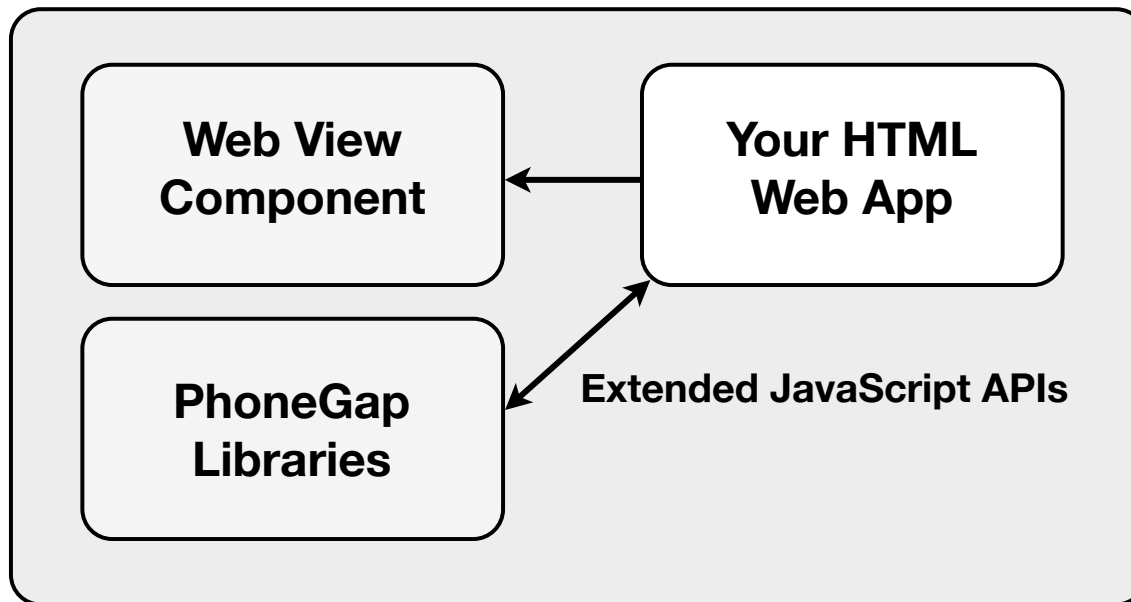
App Disadvantages

- Each platform has its own native apps
 - Each has its own tools and languages
- Programming skills required
- Users must install your app
 - And must choose to update to get latest
- App store policies and processes
 - Revenue share with app store
 - No tracking for source of sales



Using Web Technologies for Native Apps

- Combine toolkit such as PhoneGap with HTML/CSS/JS to build "native" apps without native code
- Much more flexible than simple app builders, yet easier than traditional native app development



Native App

Building “True” Native Apps

- A serious software development undertaking
 - Nothing like building a website
 - User interface is created programmatically
- Each platform has entirely different tools, languages, and APIs
 - **iOS:** Objective C and Apple's XCode tools
 - **Android:** Java and Google's Android SDK
 - **Windows Phone:** C#, Silverlight, XAML

Dealing with App Stores

- In the Apple world, approval by the App Store is everything
 - No other mass-market distribution method
- Apple has strict (but not necessarily clear) rules that are unilaterally enforced
- Need to follow Apple's guidelines, be willing to pay their cut on any commerce, submit your app, and then wait and hope
- In the Android world, it's relatively open and chaotic



Summary

- Mobile is huge and growing rapidly
- Mobile is mainstream, not just kids and early adopters
- iPhone + Android are the bulk of the market
- Consider tablets as well as phones
- Start with mobile web
- Consider apps for serving existing customers

Kicking Off Your Mobile Strategy

- Now is the time to get moving!
 - Soon it will be catch-up instead of leadership
- We'd love to help
 - Strategy consultation
 - Site- and app-building services
- Get your free 30-minute consultation
 - Schedule at www.webvanta.com/schedule-consultation
 - Or call Justin at 888.670.6793 ext. 4

