

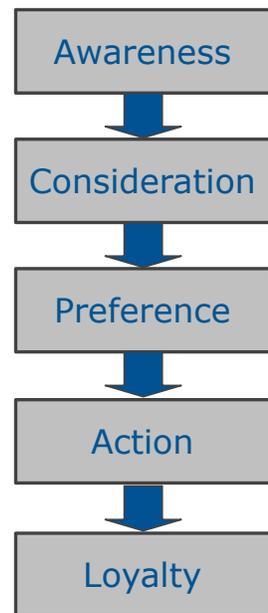
# Five Things to Know before Implementing Your Mobile Strategy

Presented by Charles Crouch

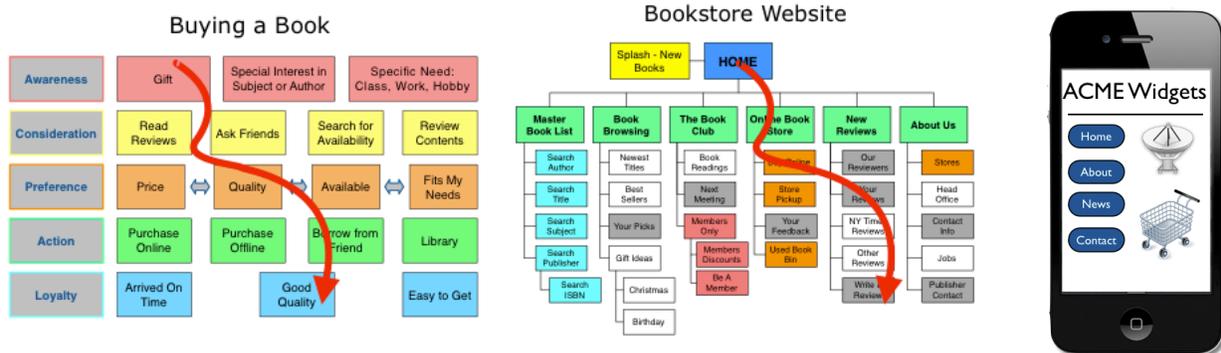
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## Show a Clear Path to Your Goal

The Customer Decision Process is a set of steps a typical customer takes to reach your desired goal, such as download a document, make a purchase or watch a video. You must provide the information and direction they need in order to help them through this process.



Whether you are using a store, website or mobile app, you must support the customer decision process in your design.



## Are They Ready to Shop?

While your potential customers may be online they may not be in a shopping frame of mind. When people are engaging in activities such as retail sites or classified ads they will be receptive to other offers. If they are playing games or searching for general reference information, they may find outside offers distracting and intrusive.

## Light on Your Feet

Digital devices, especially mobile, are becoming more powerful, particularly the ability to store and play audio and video. It is tempting to take advantage of these by adding new features to your app or website to engage people. However, all these take bandwidth, and many people are still under bandwidth caps that limit the amount of data they can use.

Keep your apps and websites, especially for mobile, as light as possible so that they use the minimum amount of data.

## To App or Not to App

People interact with their mobile devices in two main ways:

- through apps loaded directly into the device
- through websites accessed through the device's web browser

Each of these methods has its own advantages and disadvantages.

Companies have successfully used both of these, often for the same service, depending on their individual strategies.

	<b>App</b>	<b>Web App</b>
Access Hardware (camera)	Yes	Limited
Access Info (addresses)	Yes	Limited
Platform	Specific	Browser
Connection Required	Depends	Yes
SEO	No	Yes

## Is Mobile Enough?

With the explosive growth of mobile today, it is tempting to rely exclusively on this channel. However, every business is different, and each will have to decide which channels are best. Three good questions to help guide you are:

- Who are your **Target Audiences**?
- What do **They Want to Know**?
- How do you make it **Easy for Them**?

If *mobile* is the answer, then go for it. Otherwise, think about other channels to make it easy for your target audiences to reach you.

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