Going Mobile
Six Considerations Before You Start

Mobility is on the Rise

In today's tough business environment, few business owners would question the value of a strong web presence for connecting with their customers. But when it comes to serving mobile users, most websites fail to deliver easy-to-navigate, streamlined information access to the ever-growing number of customers who are browsing and buying with smartphones and tablets—not laptops or desktops.

Some well-known companies are out in front of this trend by building mobile-ready versions of their sites. But countless other companies have yet to adapt. It's understandable. The activities of any business can quickly fill up the daily calendar, and the task of creating a mobile-ready website might seem more trouble than it's worth. But companies that ignore the need to make their sites "mobile ready" may well miss out on the next wave of eCommerce. The numbers tell the tale.

Moreover, emerging technologies such as QR codes and near field communication will add to the role that mobile devices play in commerce and communication—leading to even greater demand for websites that are mobile friendly. If your organization's site is not optimized for mobile, now is the time to act. Getting ready for a new mobile presence, however, requires some careful planning and the right tools.

✏️ KNOW THIS…

5.6 B Mobile Phones in Use Globally - Today there are more than 5.6 billion mobile phones in use globally. Of these, about **800 million are web-enabled.** (Source: Gartner Research, Aug. 2011)

45% Increase in Mobile Subscriptions - Mobile-broadband subscriptions have **grown 45 percent annually** over the last four years. (Source: International Telecommunication Union, Nov. 2011)

8.49% Web Hits from Mobile Devices - In January 2012, 8.49 percent of Website hits/page views come from a handheld mobile device. (Source: Statcounter, Feb. 2012)

2014 Mobile Devices will Exceed PCs - According to Morgan Stanley Research; by 2014 the number of people using a mobile device to visit the web will exceed the number of web visits done using a laptop or desktop PC.

Native Mobile App or Mobile-Optimized Website?

So where do you start? Many organizations must weigh the tradeoffs of building and deploying native mobile apps versus creating a mobile optimized version of their site. While building native apps may have some customer experience benefits, this strategy can be expensive and time consuming, for a number of reasons:

- Building native mobile apps requires specific technical expertise and tools. Will you acquire this expertise in-house or outsource?

- You will have to build different versions of the app for different mobile operating systems. You will have to keep track of periodic changes to the iOS and Android operating systems and APIs, which can be challenging.

- Once released, you will have to maintain and update your native mobile apps regularly as new features are demanded by your customers.

Most organizations instead have opted to create mobile-friendly versions of their websites so they can get to market faster and lower their overall cost of maintaining an optimized mobile presence.

Let's briefly look at key considerations that should be factored in when designing a mobile site.

Six Considerations for Getting Started

As you plan for a mobile version of your organization's website, it's important to keep some key best practices in mind. The following highlight key points to share with your team:

1. Do not replicate your existing content and site design by simply condensing it into a smaller package. Doing this will likely result in poor usability—and may even drive away users. Remember that the rich information, graphics, and links typically found on a well-designed site can lead to a frustrating experience when delivered to a smartphone screen.

2. Study leading examples of companies that have built successful mobile sites. Pay attention to how navigation is accomplished, the number of links they provide, and how much information they present. Good examples include the mobile versions of Amazon.com, CNN.com, ESPN.com, American Airlines, and Google.

3. Remember that the habits of mobile users are different from desktop or laptop users. They rarely browse; rather, they get in and get out quickly. Chances are they are busy, possibly distracted by other activities, and want very specific information. It's critical to make their visit a fast, easy, and rewarding experience.

4. Consider key needs of your mobile customer base, and then build your mobile-enabled content around what will best serve them. For example, if you have a healthcare company, narrow the range of information and possible activities, such as making/canceling appointments, the location of the nearest pharmacy, and accessing new lab results. Another example might be a retailer listing just their top selling items, a recommendation list based on a user's prior purchase history, and store locations.

5. Make navigation simple, and put the important things first. Vertical scrolling is the easiest way for users to find information on a mobile site. Put the most requested content at the top of the navigation process, and then provide links and details for other items in a descending order of importance.

6. Provide a link to view the desktop version of your site. This is becoming important as tablets with more screen real estate, such as iPads and Android-based tables, gain in popularity.

Deploying Mobile Sites with DNN

Once you've got a mobile strategy in place, it's time to begin using your tools. Evoq Content, DNN's Web Content Management System (WCMS) has easy-to-use features that can help you quickly and easily transform existing web content into mobile-optimized information—without the need for special technical expertise or lengthy and expensive

development efforts. Our customers often get their mobile sites live in a matter of days, not months. Key features that enable this fast development include:

Automatic Device Detection and Site Redirection

Evoq Content can detect what device a visitor is using, then redirect the user to a mobile website optimized for that device. Evoq Content can automatically detect the specific characteristics of thousands of unique mobile devices. The device database is included with Evoq Content and is updated regularly so you don't have to worry about supporting all the latest devices.

Content Previewer

Evoq Content provide a built-in mobile Content Previewer that makes it easy for content owners, designers, and developers to "see" and then optimize the mobile experience of a website early in the process without leaving the DNN environment. The previewer frees you up from requiring physical access to Android, Apple iOS, Windows Phone 7, and Blackberry devices. Adaptive rendering technology allows designers and developers to quickly modify designs to show more or less content, different images, and to view content in specific screen orientations and sizes.

Mobile Site Template

A mobile site template provided with Evoq Content makes it easy to copy existing, working mobile

functions that have already been optimized for various devices.

About DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. Our technology is the foundation for 750,000+ websites worldwide and our customers include True Value Hardware, Bose, Cornell University, Glacier Water, Dannon, Delphi, USAA, NASCAR, Northern Health and the City of Denver. In addition to our commercial solutions, DNN is the steward of the DotNetNuke Open Source Project.

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