App or Website?
Choosing your mobile path

presented by
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agenda...

1. Why go mobile?
2. What is mobile?
3. How does it fit?
4. App or website?
5. Where next...?
first some definitions...

mobile website
a website targeting mobile devices

(mobile) app
downloadable via one or more app stores

mobile presence
availability of your content on mobile devices
Why go mobile?
I HAVE A VERY PARTICULAR SET OF DEVICES

IF YOUR SITE DOESN'T WORK ON ALL OF THEM I WILL HUNT YOU DOWN
wrong answers...

- Because someone said you should...
- Because you don't have a mobile site...
- Because everyone else has one...
what is mobile...?

Mobile provides access to whatever content your users want, whenever they want it, and wherever they want it...
once again...

Mobile provides access to whatever information your users want, whenever they want it, and wherever they want it...
Because users can’t access your main site on their mobile devices

Because users need features that aren’t (or can’t be) provided via your main site

Because you’re not making the best use of current technology
why Murdoch went mobile

- Main site didn’t scale for mobile devices
- Increasing use of iPhones on campus
- Initiative from both IT and Marketing
What is mobile?
NOT SURE IF WEBSITE
OR COMPUTER WITH WHEELS
what is it not...?

A smaller version of your main site
Content might be too verbose for smaller screens

A stripped down version of your main site
Missing content disadvantages mobile users

A subsidiary of your main site
Some users might only use your mobile site
what *should* it be...

...access to *whatever* information your users want, *whenever* they want it, and *wherever* they want it...
whatever, whenever, wherever
the Murdoch answer

“It’s everything you need, wherever you are”

- **Targeted device:** iPhones
- **Targeted audience:** Students
the Murdoch answer (2013)

“It’s everything you need, wherever you are”

- **Targeted device:** all devices
- **Targeted audience:** everyone
How does it fit?
OH, YOU MADE A MOBILE SITE?

I BET EVERYONE'S FALLING OVER THEMSELVES TO FIND IT
If you build it, will they come...?

How do you make it available?
IT Services

How do you let users know it's there?
Marketing / Communications

How do users find what they need?
IA / Information Management
Information Ecosystem

Mobile is not just technology.
It is:

- technology
- communication
- information management
Information Ecosystem

Or...

Mobile is users guided by:

- technology
- communication
- information management
the Murdoch fit

• Developed by ITS
  o Links to and from other applications including main website

• Promoted and designed by Marketing
  o Promoted during O-Week, Open Days, via Student Centre
App or site?
GRUMPY CAT

DOES NOT APPROVE OF YOUR SITE
do you want to...

...target the broadest possible audience?
A website works on all devices

...have a cheaper development cycle?
One website vs multiple apps

...maintain complete control?
No approval process for a website
or do you want to...

...target a specific audience (or device)?
Helps limit development scope

...use specific, device-related features?
App gives direct access to device features

...launch an app with a limited lifespan?
App might have greater initial impact
advantages of a website...

- Cheaper to develop
- Shorter learning curve
- No app store approval process
- Accessible on all devices
- Content listed in search engines
advantages of an app...

- Internet connection not always required
- Uses native interface and functions
- Better for highly interactive content
- Better personalization options
- Faster
the Murdoch choice

• Mobile website
  o No approval required (no risk of wasted development time)
  o Able to use available resources
  o Simpler to update and enhance
Where next?
ONE DOES NOT SIMPLY LAUNCH A MOBILE WEBSITE
• Use html5, css3 and server-side features to make your site as small and fast as possible:
  - css, fonts or sprites instead of images
  - Compress content (GZip)
  - Use caching technologies (localStorage)
take advantage

- Embrace mobile features
  - touchscreen (swipe, not scroll)
  - tap to call
  - home screen icons
• **standardise**

  - Make your main site mobile friendly
    - Use responsive design
    - Single point of entry
    - Give mobile and desktop users a unified path through your content
broaden

• Enhance your mobile presence with targeted apps
  o Limited lifespan/specific function apps
  o Multiple apps risk confusing an audience
  o Works best with a mature, well established mobile presence
Please take our 2 minute survey

Mobile site survey

Murdoch University

MyUnits
Maps
Find people
Library
Getting to Murdoch
Facilities
News and Events
IT Service Desk
Help and advice
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Thank you

Any questions?

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