Convincing Your Boss to
GO MOBILE NOW

Dennis Kardys
@dtkardys
Mobile is a REAL struggle.

Less than 10% of sites are mobile ready!

crawlable ≠ usable
I WANT A HOTDOG RIGHT HERE RIGHT NOW!

Modified from a Mo Willems Illustration from “The Pigeon Wants a Puppy” http://amzn.to/1LGW0N (buy his books they are the best.)
Beyond Usable

Right here, RIGHT NOW interactions!
Better experiences can drive business.

74% of people say they're more likely to return to a mobile friendly site in the future...

67% more likely to buy a business’ product or service

you want to make something amazing!

source: http://www.omgif.net/hypnotic/its-magic/
but something **BIG & HEFTY** is in the way
(Highest paid person's opinion)
...the people farthest from understanding the technology are often the ones making the strategic decisions.

—Dan Willis
our mobile site sucks, so...

WE NEED AN APP!
MAKE EVERY LINK AN ICON
Optimize what we have

JUST MAKE IT RESPONSIVE!
those with the best understanding of the technology should be the ones driving the strategy!
Building Your Case for Mobile
“The purpose of the pitch isn’t necessarily to move others to adopt your idea, it’s to offer something so compelling it begins a conversation”

-daniel pink
1 Why go mobile now?
2 How do you get there?
3 What’s your pitch?
WHY NOW?
The landscape is expanding and blurring
219 million smartphones shipped last quarter of 2012

+44% since 2011

~ Predicted this year ~

865 MILLION smartphones will ship

Anytime / Anywhere Connectivity

~ THE EXPECTATION BECOMES ~

~ USER BEHAVIOR ~

Doesn’t conform to convenient stereotypes
Think seamless, multiscreen, ergonomic.
multiscreen behavior

most online activities begin on mobile, then continue on other devices

65%  60%  4%

Empower your content authors
Centralize Content

~ SET PRINCIPLES ~
By centralizing content, NPR's total page view growth increased over 80%.

Build flexible, modular systems.
Responsive Design

Serve content and code from a single source

Stay on target.

Seamless, consistent experience,
Access to similar tasks and content,
Single content source.
sounds great, but...
...we’ll have to tack mobile on to phase II.
Mobile is not an add-on feature! Retrofitting can be costly & ineffective

We just aren’t seeing enough traffic...
Hearst’s Harper’s Bazaar revamped mobile site

MOBILE TRAFFIC

+50% (in one month)

Getting Buy In
Explain the bottom line

Reduce long-term cost while expanding reach and preparing for the future!
Demo Your Ideas

Showing can be more effective than telling.
Experiential prototypes

Storyboards & Comics

Bodystorming

Tactical prototypes can be the gateway to user research budgets.
Getting Buy In

Start Small

Get some quick wins by targeting microsites or campaign sites
Involved everyone: Participatory Design

(doing can be better than showing)
consider the alternative...
55% of adult cell owners use the internet on their mobile phones; doubled from 2009

17% of all adult cell owners are “cell-mostly internet users”

30% of people used their phone to decide whether to visit a business in the past 30 days.

46% of people won’t return to a website they had trouble accessing on a phone, 57% won’t recommend it.

77% of cell internet users are dissatisfied with the time it takes for sites to load.*

61% said that they’d quickly move onto another site if they didn’t find what they’re looking for right away.

~ HOW TO MOVE HIPPOS ~

Make them look good.

Give a reason why, arm them with data, pave the path.
set yourself up to make something amazing!

source: http://www.omgif.net/hypnotic/its-magic/
THANKS!

Dennis Kardys
robotregime.com
wsol.com
@dkardys