



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**

quickmeme.com

wrong answers...

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

what /s 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...

right answers...

- 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**

memegenerator.com

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**
 - Links to and from other applications including main website
- **Promoted and designed by Marketing**
 - Promoted during O-Week, Open Days, via Student Centre



App or site?

GRUMPY CAT

DOES NOT APPROVE OF YOUR SITE

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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**
 - No approval required (no risk of wasted development time)
 - Able to use available resources
 - Simpler to update and enhance



Where next?

ONE DOES NOT SIMPLY

LAUNCH A MOBILE WEBSITE

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optimise

- 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

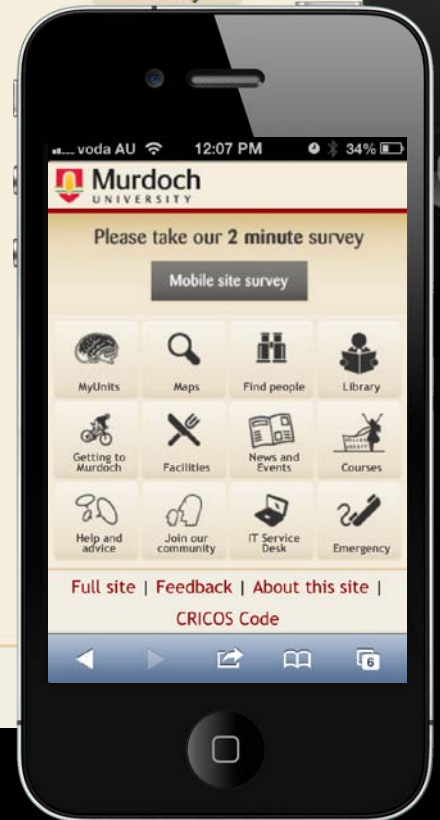
- **Enhance your mobile presence with targeted apps**
 - Limited lifespan/specific function apps
 - Multiple apps risk confusing an audience
 - Works best with a mature, well established mobile presence

Please take our 2 minute survey

Mobile site survey



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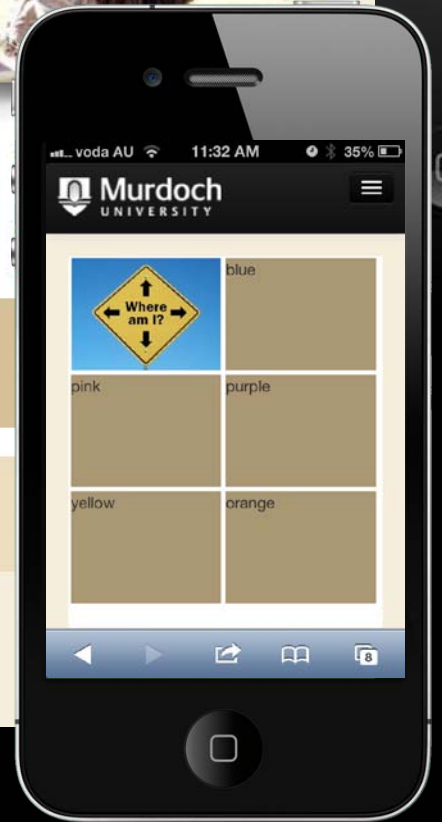
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Thank you

Any questions?

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