mobile in the enterprise

coming to an organization near you
Google + "mobile application strategy"
what is a mobile application strategy

Plan Your Mobile Strategy | Forrester.com
www.forrester.com/Mobile-Strategy
Learn to Engage Customers, Staff & Partners With This Forrester Report

Capgemini Mobile Strategy | Capgemini.com
www.capgemini.com/Mobile_Strategy
We help you define, implement and support your mobile strategy.

Mobile App Strategy eBook | OutSystems.com
www.outsystems.com/Mobile_Appl ebook

How to Craft a Mobile Application Strategy | CIO.com
www.cio.com › ... › Mobile/Wireless › Cover Story
Sep 28, 2011 — CIO — Timing is essential to the success of a mobile application. Just ask Richard Paiz, CIO of Marcus and Millichap, a $13.5 billion ...

IBM Mobile Strategy - Mobile World Congress 2012
www.slideshare.net/.../ibm-mobile-strategy-mobile-world-con...
Mar 2, 2012 — IBM acquired Worklight to accelerate and extend capabilities for development, integration and management of rich mobile applications.

Feb 13, 2012 — To plan a mobile strategy, you don't need to know why the winner is best, but I'll try to explain it anyway. Mobile applications are more usable ...

Update: SAP revs up mobile application strategy | Mobile - InfoWorld
www.infoworld.com › Mobile Technology › News
May 17, 2011 — SAP is giving its ongoing push into mobile applications an extra shove with a series of new products aimed at verticals such as utilities, energy, ...
“The essence of simple

“is knowing what to leave out”
Top tips to building YOUR organization’s mobile application development strategy.
KNOW YOUR AUDIENCE.
the “geo-geek”

your audience
YOUR AUDIENCE

- what do they want?
- what do they expect?
- what do you want them to want?
validate with wireframes and mockups
FOCUS YOUR MAPS
Can I get the kitchen sink added as a layer in my map too?
Help focus your story with your map
Don’t distract the user with your map
Use **heat maps** and clustering to visualize data.
take your maps with you
viewing maps without internet
connex
DON'T MAKE YOUR USERS THINK.
Help focus your story with your map

hmm...
Help focus your story with your map... hmm...
PICK THE RIGHT TOOL FOR THE JOB.
1. HTML5 – mobile – web app
2. Native (iOS, Android, Windows Phone, BB)
3. Mobile Framework software
4. Windows Mobile (high-accuracy GPS)
5. Mobile Platform solutions

APPROACHES to Mobile Development
- Geo-location API
- Local storage capabilities
- Works across device and on desktop
- Easier to maintain / change / deploy
NATIVE – mobile applications

- Develop for a specific OS (Android, iOS, etc.)
- Optimal performance
- Native access to device hardware
- Good if you can target one device
- Easily consumed via App Stores
Mobile Framework Software

- Develop app in JS / HTML / CSS
- Deploy as native app to multiple device types
- Single codebase
- Easily consumed via App Stores
- Always behind native functionality
Mobile Platform Software

- Build, deploy, manage
- Example - Pyxis Mobile
- No development needed
- Supports multiple devices
- Potential limitations
- Sub-meter / sub-foot accuracy
- Post-processing necessary
- Windows Mobile development
- Need to understand accuracy requirements
USE FAMILIAR METAPHORS.
“When virtual objects and actions in an application are metaphors for objects and actions in the real world, users quickly grasp how to use the app.”
**Small game map**
This map is for hunters of pheasant, upland bird, and other small game.

**PHLO Access Sites**
- Private hunting opportunities by hunting access agreement type.
  - Feel Free to Hunt
  - Hunt w/ Written Permission
  - Landowner Hunting Permit (LHP)
  - Register to Hunt

**Pheasant Release Sites**
- Pheasant release areas in the State

**Wildlife Areas**
- Land managed by WDFW to ensure healthy fish and wildlife populations.

**WDFW Regions**
- Washington State Department of Fish and Wildlife regional boundaries.

**Game Management Units**
- Administrative units that are used to distinguish hunting seasons and bag limits.
Small game map
This map is for hunters of pheasant, upland bird, and other small game.

Showing locations within:
10 miles

Water Access Sites (2)
- Penn Cove North
- Penn Cove South

Pheasant Release Sites (3)
- ARNOLD FARM
- EBERY’S PRAIRIE AREA
- OLF COUPEVILLE

Game Management Units (2)
- Coyle
- Islands

Deer Areas (2)
- 25
- 31

Pheasant Release Site
Site name: OLF COUPEVILLE
Acres available to hunt: 160
Notes: Unavailable

Map | Contact
Zoom to | What’s nearby?
BUILD FOR MOBILE.
desktop vs. mobile use is blurring
THIS USED TO BE THE WEB
THIS IS THE WEB
Design for mobile first
(when possible)

Responsive Design
(when can’t design for mobile first)
plan for the distracted use case
DON'T LET TECHNOLOGY DRIVE YOUR DECISIONS.
KEEP YOUR INNER GEO-GEEK IN CHECK
(at least for awhile 😊)
KEEP ASKING...

- does it benefit the user?
- is it necessary for the user?
- is it simple for the user?
REMEMBER...

Don’t Let the Pigeon Drive the Bus!

words and pictures by Mo Willems
THE MAP IS NOT (well not always) THE CENTER OF THE UNIVERSE.
Plan Goals and Objectives

The Jones' primary management objective is to balance wildlife habitat protection and enhancement with long term income generation. Both goals can be realized through several careful timber harvests designed to: 1) increase the health and vigor of the forest, 2) improve both tree species diversity and age class diversity, and 3) focus growth on more valuable timber species such as red oak. These harvests will result in more food for mammals and birds while protecting important nesting, perching and den trees. The income from the harvests can be...
Welcome!

Welcome to GoHunt, the Washington Department of Fish and Wildlife's (WDFW) most comprehensive mapping information site. Display options include layers displaying game management unit (GMU) boundaries, public and private lands hunting opportunities, as well as roads, topographical features and county lines. Based on input provided by users, the mapping tools have been simplified and improved to make this site easier to use while still providing the information that you need to get outdoors.

Get started

1. Optionally enter a geographic or wildlife area. The map will zoom to this location.

   ![Enter geographic or wildlife area](search_icon)

2. Select the map theme based on the species you want to hunt.

   - Big game
   - Waterfowl
   - Small game
   - All layers
There are delays on your route
117 South 14th Street
Richmond, VA 23219

- Work Zone - Closed 0.6
- Work Zone - Expect Delays 1.2
- Incident - Expect Delays 3.3
- Work Zone - Expect Delays 5.9
- Work Zone - Expect Delays 7.8
GET SOME QUICK WINS.
Set up your own internal App Store
Mobile Framework - What’s needed...

- Architecture
- Data
- Security
- Hardware
- Change control process
- User best practices
- Deployment
PRIORITY.
80% of people use 20% of the functionality
ITERATE
Sketch → prototype → design → test → discuss until it works.
THANK YOU!

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