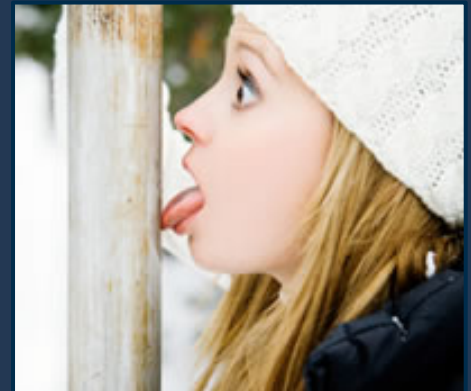Pervasive Path

Helping companies make the most of mobile™

Lessons Learned: How to avoid mistakes in a nascent mobile market

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Lessons Learned: How to avoid mistakes in a nascent mobile market

Why do mobile projects cost so much?

Do we have the right people on the project?

Can I deliver this project on time?

Will my mobile solution scale and be reliable?

Are we using the right tools?

What am I not thinking of but should be?

Is my IT Department ready for such an initiative?

Why is this so hard?

# Lessons Learned: How to avoid mistakes in a nascent mobile market

- Develop a mobile strategy specific to your organizational objectives and capabilities

- Manage expectations regarding features and timelines

- Understand and plan for integration challenges

- Select a development approach (Native vs. Platform)

- Define an appropriate testing and deployment plan

- Make "adoption" and user experience higher up on the priority list

Develop a mobile strategy specific to your organizational objectives and capabilities

Seek to understand, then be understood

- Understand corporate strategy and how it relates to the online and offline channels

- Evaluate your customer types / demographics and the competitive landscape

- Identify what objectives you hope to achieve from a mobile offering

- Evaluate your organization's capabilities to provide value-added functionality to the end user

- Define mobile "appropriate" use cases

- Align your organization around your mobile roadmap

I want an App in the iTunes Store next month!!!
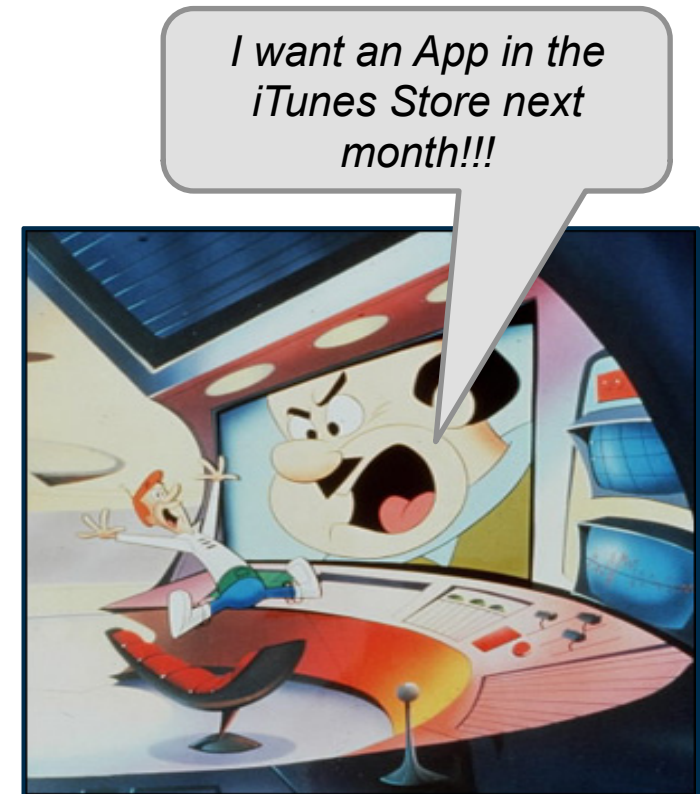
Getting an App in the iTunes Store is not necessarily a mobile strategy

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Manage expectations regarding features and timelines

**What you wanted
in version 1.0**

What you got

- Work with your stakeholders to agree on an order of importance

- Educate your cohorts and end-users, mobile is iterative

- Take emotion out of the equation. Do you really need an app in the App Store or will a mobile Web application work just fine?

- Well timed updates help keep your end-users engaged

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Understand and plan for integration challenges

- Mobile provides for opportunities for users to access and interact with your systems and data from virtually anywhere

- Middleware connectivity for some systems may be incomplete or have limited availability

- While many organizations have middleware to provide connectivity, business rules/logic may reside within front end systems

- Services provided for other systems may not have the same availability as you would need for the mobile channel

- May also need to account for users operating in a disconnected state, where data is replicated and synchronized during periods of limited connectivity

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Select a development approach

Native or Platform – How will you decide?

- Will your mobile initiative target one or many form factors?
    - Limit to one or a few device types
    - Support wide array of environments

- How many versions of your application will you support at any given time across X number of phones types and Y operation systems?
    - Impact can be exponential

- What type of internal talent do you have available for development and support?
    - Sustaining and support budgets

- What will be the cost for licenses and maintenance?

VS.

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Define an appropriate testing and deployment plan

- Testing strategy needs to address the diversity of target devices and platforms and account for mobile specific challenges
  - Physical device testing vs. simulated vs. Device Anywhere
  - Need to test sampling of device types across each platform
  - Connected vs. Disconnected usage
  - Internet facing test environments will be required for on-device testing over carrier networks

- Deployment planning can be just as critical as a test strategy
  - How do you coincide release with marketing commitments?
  - Customer support training
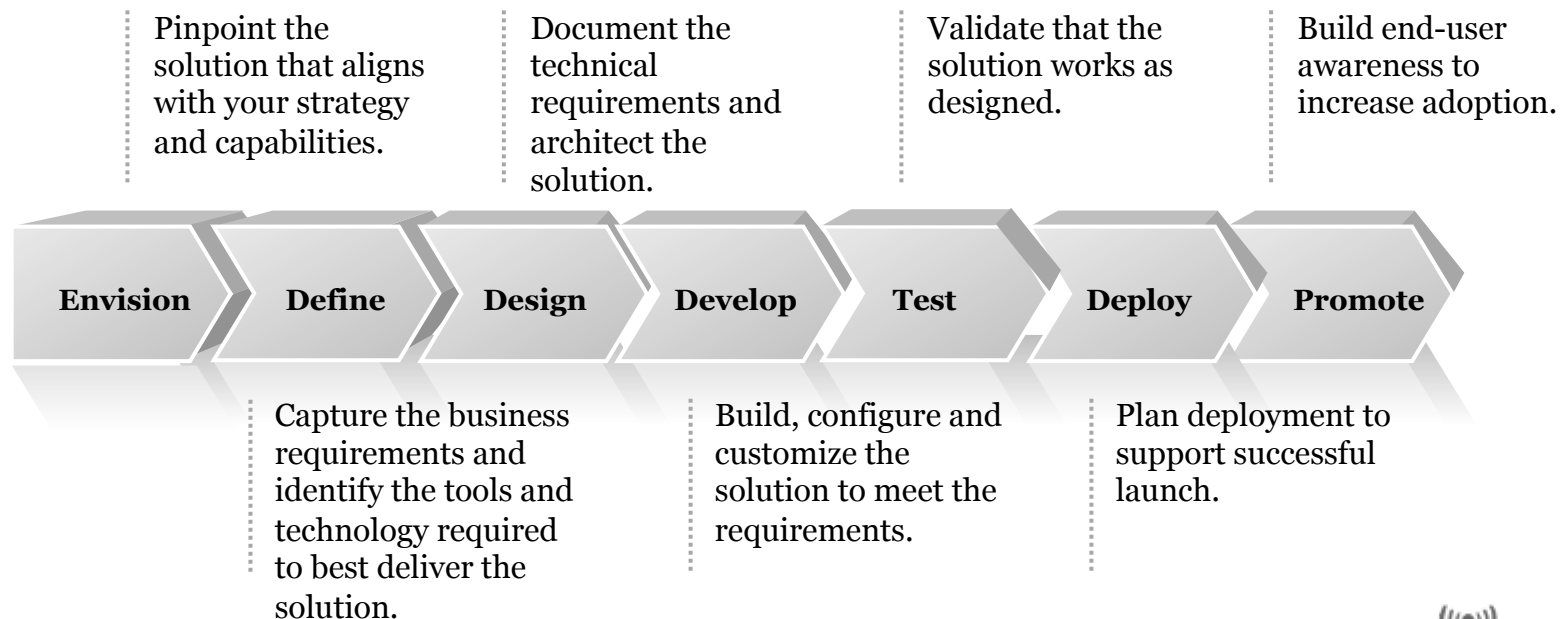 - App Store submission and approval timing
  - Rollback planning

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Make "adoption" and user experience higher up on the priority list

- Holistic approach to adoption and ongoing use

- Understanding the problem she/he is trying to solve, rather than replicating a Web app or other function

- Incorporates sales, operations, marketing, training, support and information technology

  – From the initial planning stages and beyond

  – Continuous Improvement process

- Synchronize offline with online

- Support process differs if enterprise vs. consumer app

- Analytics, and tying back to campaigns

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Pervasive Path Methodology

Pervasive Path provides end-to-end mobility services:

- Mobile strategy/roadmap
- Competitive positioning
- Mobility policy
- Platform and tool selection
- Development/delivery
- Organization alignment/optimization
- User experience and adoption
- Success measurement and tracking

Pinpoint the solution that aligns with your strategy and capabilities.

Document the technical requirements and architect the solution.

Validate that the solution works as designed.

Build end-user awareness to increase adoption.

Envision → **Define** → **Design** → **Develop** → **Test** → **Deploy** → **Promote**

Capture the business requirements and identify the tools and technology required to best deliver the solution.

Build, configure and customize the solution to meet the requirements.

Plan deployment to support successful launch.

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Thank you!

For more information, please visit our Web site at www.PervasivePath.com

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