UNDERSTANDING THE MOBILE PATRON
HELLO,
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- Author - Learning Zurb Foundation - responsive web framework (Packt Publishing)
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WHY IS A MOBILE FIRST STRATEGY SO IMPORTANT IN TODAY'S WORLD?
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- Mobile & tablet internet usage surpasses desktop/laptop for first time in 2016
- Mobile first means designing for smaller screens first, then add more features and content for bigger and bigger screens.
WHAT IS RESPONSIVE DESIGN AND WHY IS IT IMPORTANT?
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- Design/development should respond to the user's behavior and environment based on screen size, platform and orientation
- As of 2015, Google penalizes your non-responsive site by impacting your search results page ranking
WHAT IS A NATIVE MOBILE APP AND WHY IS IT IMPORTANT?
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- Apps come from either the Apple or Android App Stores based on the phone you have
- An app has access to use the full capabilities of the phone (Camera, GPS, etc.)
- You can store everything in the app, use it offline and the performance of the app is fast
WHAT IS THE DIFFERENCE BETWEEN A RESPONSIVE WEBSITE AND AN APP?
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- Responsive website can be accessed from the browser and require an internet connection.
- An app needs to be downloaded from either the Apple App store or Google Play for your phone or tablet.
- Responsive web is easier to update because you do not need to submit an update to both app stores.

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DO I NEED A RESPONSIVE WEBSITE AND APPS?

Depends

- If you use a phone’s camera to scan a book's barcode and check out that book from your library - this can only happen in an app
- Mapping/location features are more advanced in an app
- Notifications in an app are more advanced and interactive
WHAT DO MOBILE PATRONS EXPECT?

- If you have an app, it needs to be for iOS and Android
- Younger people expect apps
- Parents can use parental controls on devices to install certain apps, you can’t control where your kids go in a web browser
WHAT TO CONSIDER WHEN BUILDING A RESPONSIVE WEBSITE?
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- Load time
- Screen size
  - Phone, Tablet, Laptop, Desktop, TV and more
- Functionality depending on screensize
- Embellishments
WHAT TO CONSIDER WHEN BUILDING FOR ANDROID AND IOS?
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- Android & iOS have totally different user experiences by default but...
- Google has built a cross-platform design language called Material Design so their apps match across platforms
- Stacks Mobile leverages Material Design so your users have a very similar experience on iOS and Android, this keeps support and feature development between the two platforms similar
HOW OFTEN DO UPDATES FOR THE WEB, ANDROID & IOS HAPPEN?
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- Browsers
  - As often as every 6 weeks
- Android/iOS
  - Public versions - Fall
  - Developer versions - Spring/Summer
- Stacks and Stacks Mobile are constantly optimized to support and be compliant with the updates and changes to the platforms
STORE SUBMISSIONS ANDROID & IOS
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ANDROID & IOS

- Both platforms require a developer account
- Apple App Store - $99/year +
- Google Play - $25 one time fee
- Each have a process to submit your apps
  - Description, screenshots, icon and more
- Apple has a lot stricter guidelines than Google that need to be followed meticulously
- Stacks Mobile handles these submissions
LET’S RECAP
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- Mobile and tablet internet usage surpasses desktop for first time in 2016
- You need to be thinking about your mobile solution because both Google, Apple and your users expect it
- Google penalizes sites which are not responsive
TO REQUEST A DEMO

https://www.ebsco.com/promo1/stacks-mobile-webinar

THANK YOU, QUESTIONS?

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