

Mobile Friendly Web Pages

October 18, 2012

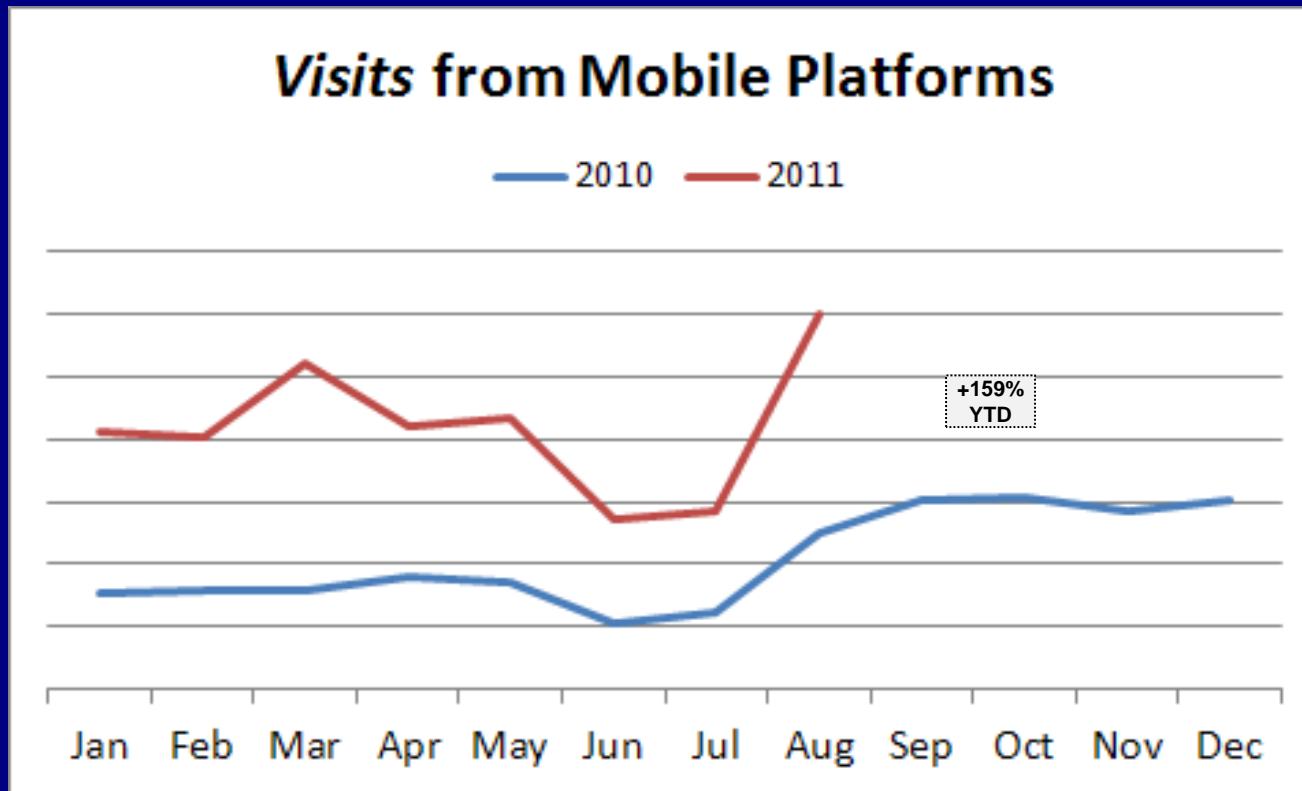
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Demand for Mobile

- “18-27 year-olds surveyed use their mobile phones to browse the web more often than a desktop or laptop”
 - *ReadWriteWeb – The Mobile Web Takes Over for Generation Y*
- “23% of high school students view college websites on their smartphones”
 - Source: Noel-Levitz E-Expectations Report July 2010

UAlbany Mobile Usage

Visits from mobile platforms up 159% over previous year



What The Campus Was Saying

- We need an “app”
- We need a mobile friendly site
- We need mobile support
- We need direction
- We need a strategy

How is your institution organizing itself?
Get in on the ground floor.

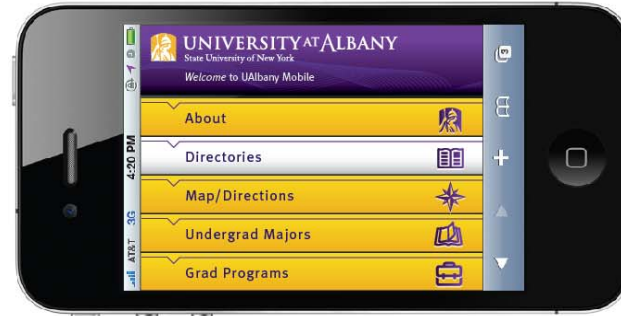
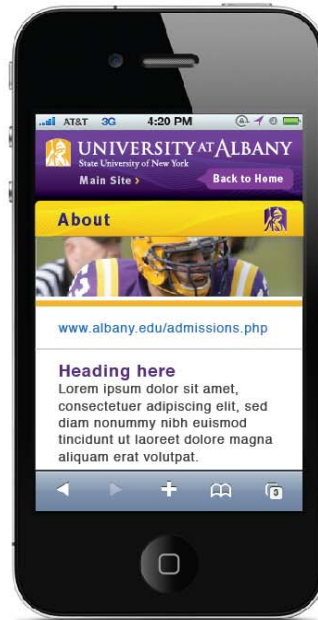
Designed, Dedicated App VS. Smart Phone Coded Pages

Site can be a mix of both types of pages



Mobile Web Pages Are Not an App

- Pages are viewed in a mobile browser
- Pages are not platform specific
- HTML, CSS(3), Javascript



Out of view navigation

Partnered with Spiral Design

Mobile Web Site: <http://m.albany.edu>

UAlbany Mobile Site Stats

September 1, 2011 - August 31, 2012

- 45,000 visits to the mobile site
- 93,000 page views
- Most Popular Pages
 - Home Page
 - Current Students Page
 - Personnel Look-up
 - Sports
 - Majors
 - Maps

Catching The Wave

- Competitors are developing mobile strategies
 - Other Schools
 - Other Food Sources
 - Other Services
- Best students expect the best technology
- Smart phones and tablets are replacing laptops and desktops

Relevant Questions

- Goals – Why do this?
- What Content is wanted vs.
What Content do we have?
- Targeted Audience
- Device Targets
 - Expectation is “Bring your own device”
- Mobile Web Site or an App? (ANSWER: YES)
- Vendor Support
- Is campus technology ready?
- Funding

Mobile Friendly Web Pages

I. Goals and Analytics Decisions

- Business Goals - (provide information, reduce support costs, increase user satisfaction, provide new services, increase access of existing services)
- Audience(s) –Current Students, Faculty/Staff, Parents, Prospective Students, Alumni, Community – Priorities need to be set
- Uses of the site by each of those audiences – Events, maps and directions, service hours and location information, directory look-up, contact phone numbers, purchasing
- Where will those audiences be using the site – On campus, at home, on public transportation, in public
- Goal testing throughout for continual improvement

Mobile Friendly Web Pages

II. Design/Content Considerations

A. Information Architecture

“The Mobile web is totally new. Mobile web users have unique usage patterns and navigation methods. Mobile users are extremely goal-directed and location aware.”

More than one IA may be appropriate, especially if a dedicated app is created. Different platforms/screen resolutions may require different IA's.

Everything on your web site does not belong on your mobile site

Mobile Friendly Web Pages

II. Design/Content Considerations

A. Information Architecture

Surveyed 20 University mobile sites – Average 8.2 top level navigation items

Top 5 Most Common Top Navigation

- 17 of 20 News, RSS feeds
- 16 of 20 Events
- 16 of 20 Maps/Directions
- 14 of 20 Athletics
- 14 of 20 Personnel Directory
Lookup

Other Most Common Items

- Public Safety and Emergency Alerts
- Social Networking
- Chat/Skype/live contact
- Portal Access
- Libraries
- Course Catalog/Schedule
- Public Transportation Information
- Photos
- Videos
- Contact Phone Numbers/Phone directory
- IT Services

Amherst College

Amherst College

Quick Links

- MyAmherst
- News & Announcements
- Event Calendar
- Dining Hall Menu
- Library
- Campus Map
- Find People
- PVTA Bus Schedule
- Feedback

My Academics

Police Emergency

Amherst College

Valentine Menu

Wednesday, 10/17

[View Full Menu](#)

Breakfast

Grill: [Fried Eggs](#), [Scrambled Eggs](#), [Bacon](#), [Ham Steaks](#), [O'Brien Potatoes](#), [French Dipped Waffles](#), [Tofu Scramble](#)

Pastry Selection: [Cinnamon Swirl Muffins](#), [Assorted Bagels](#), [English Muffins](#)

Lunch

Soup: [Minestrone Soup](#), [Aztec Chili w/Ancient Grains](#)

Lighter Side: [Grilled Breast of Chicken](#), [Grilled Vegetable Taco](#), [Fresh Green Beans](#), [Brown Rice](#), [Baked Potato](#), [Whole Wheat Pasta](#), [Marinara Sauce](#)

Traditional: [Grilled Fish Taco](#), [Nachos](#), [Spanish Rice](#)

Deli: [Turkey](#), [Ham](#), [Roast Beef](#), [Salami](#), [Tuna Salad](#), [Ham Salad](#), [Cheddar Cheese](#), [Provolone Cheese](#), [Swiss Cheese](#)

Pizza: [Assorted Pizzas](#)


Menu Mobile Site

Amherst College

TERRAS IRRADIANT

Dining Services


French Dipped Waffles



Last Served: 10/13/2012
Next Served: 10/17/2012

| Attachment | Size |
|---|---------|
| French_dipped_waffles.jpg | 15.6 KB |

[Login](#) to post comments



Auburn University

Academics Athletics Dining Emergency

Events Libraries Map News

Search Social Students Traditions

Transit

AU Dining

Au Bon Pain at Student Center
7:00 AM - 8:00 PM

AU Smokehouse at Foy
7:30 AM - 3:00 PM

AU Some Salads at The Village
10:30 AM - 9:00 PM

Caribou Coffee at RBD Library
(Closed)

Caribou Coffee at The Village
7:00 AM - 9:00 PM

Chick-Fil-A at Student Center
7:00 AM - 9:00 PM

Chick-N-Grill at Student Center
10:30 AM - 8:00 PM

Chick-N-Grill Greek at The Quad
7:00 AM - 9:00 PM

Cub Stop C-Store at The Village
(Closed)

Info

AU Smokehouse at Foy

Aug 16 - Dec 07
Tuesday 7:30 AM - 3:00 PM
Wednesday 7:30 AM - 3:00 PM
Thursday 7:30 AM - 3:00 PM
Friday 7:30 AM - 3:00 PM

Aug 27 - Aug 27
Monday 7:30 AM - 3:00 PM

Sep 04 - Dec 07
Monday 7:30 AM - 3:00 PM

[View Map](#)

Mobile Friendly Web Pages

II. Design/Content Considerations

A. Information Architecture

Comm & Marketing Mobile Web Survey, “Which pages of the UAlbany website would be helpful if formatted for a mobile device?”

– 737 surveyed, 32% Faculty/Staff, 68% Students

- | | |
|----------------------------|------------------------|
| 1. MyUAlbany - 370 | 6. Home Page - 177 |
| 2. WebMail – 314 | 7. Directories – 173 |
| 3. Blackboard - 260 | 8. Bus Schedules – 132 |
| 4. Emergency/Weather – 236 | 9. Maps – 117 |
| 5. Academic Calendar – 184 | 10. News – 69 |

Mobile Friendly Web Pages

II. Design/Content Considerations

B. Visual Interface

“Having a mobile site isn’t just about making your current site look pretty on mobile phones. Usability is different. Accessibility is different. Trends are different.”

- Internally Designed Interface vs. Externally Designed Interface
 - Learning Curve
 - Cost
 - Future maintenance and growth
- Every page type must have a design
 - News Story, text pages
 - Lists
 - Searches and look-ups
 - Maps, etc.
- Icon Design

Mobile Friendly Web Pages

II. Design/Content Considerations

C. Creating and Maintaining Content

- Self-Maintaining Content
 - RSS Feeds with links to existing web pages
 - RedDot generated variants of existing content
 - Search
- Regularly updated content
 - Photos
 - Videos
 - Emergency and Alert Pages
 - Social Media Interactions
- Content Requiring Intermittent Maintenance
 - Maps
 - Contact Phone Numbers
 - A-Z Index
 - Bus Schedules, Building Schedules, etc.
- One-Time Investment
 - Much existing content will need to be re-written or rethought for this medium, e.g. Directions to Campus, Visiting page

Mobile Friendly Web Pages

Content Technologies – *Where does your content come from?*

“Each information source provides different technical considerations that will need to be dealt with, may add costs to any external vendor and add time for internal developers.”

RSS Feeds

Content Managed Web Pages

HTML Web Pages

Video

Photos

Search

Internal Portal

Maps - Geolocation

Social Media

Other Interactive – Smart tags, games, comments