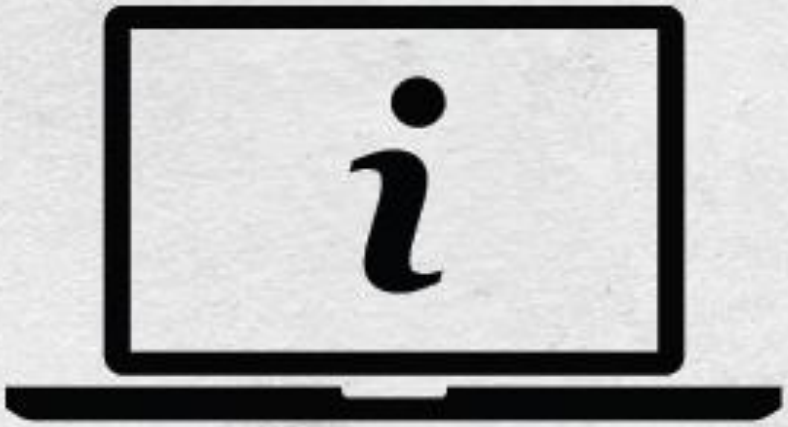
Business On The Go

QR Codes, Mobile Websites and Mobile Apps

by

But first, a story about Ben's grandma

A few years back, Ben's grandmother bought a computer and an internet connection. She was happy as a clam.



A few days later, she read an email that she wanted to share with her grandson.

So, she forwarded it to him.

Later that week, Ben got this:

That's what we fix

She was a Digital Immigrant
We're Digital Natives

DIGITAL NATIVES

We're a full service digital agency focused on putting our clear native insight to work for your business.

OUR WORK

Baruch COLLEGE
DIRECTORY
Student Tools
News
Calendar
Media
Talk To Us

Home
Student Tools
Directory
CUNY Portal
Baruch District
Hours
Library
Financial Aid

SMITHTOWN SCHOOLS
News
Info
People
Places
Calendar
Students
Help
More

OUR WORK

- Baruch College iPhone App
- Concept to Final Product
- Thousands of downloads in year

OUR WORK

- Celebrity Chef
- Concept to Final Product
- Traditional Cookbook to App

55%

71%

QR Codes

QR = "Quick Response"

2D Barcode

1D Barcode

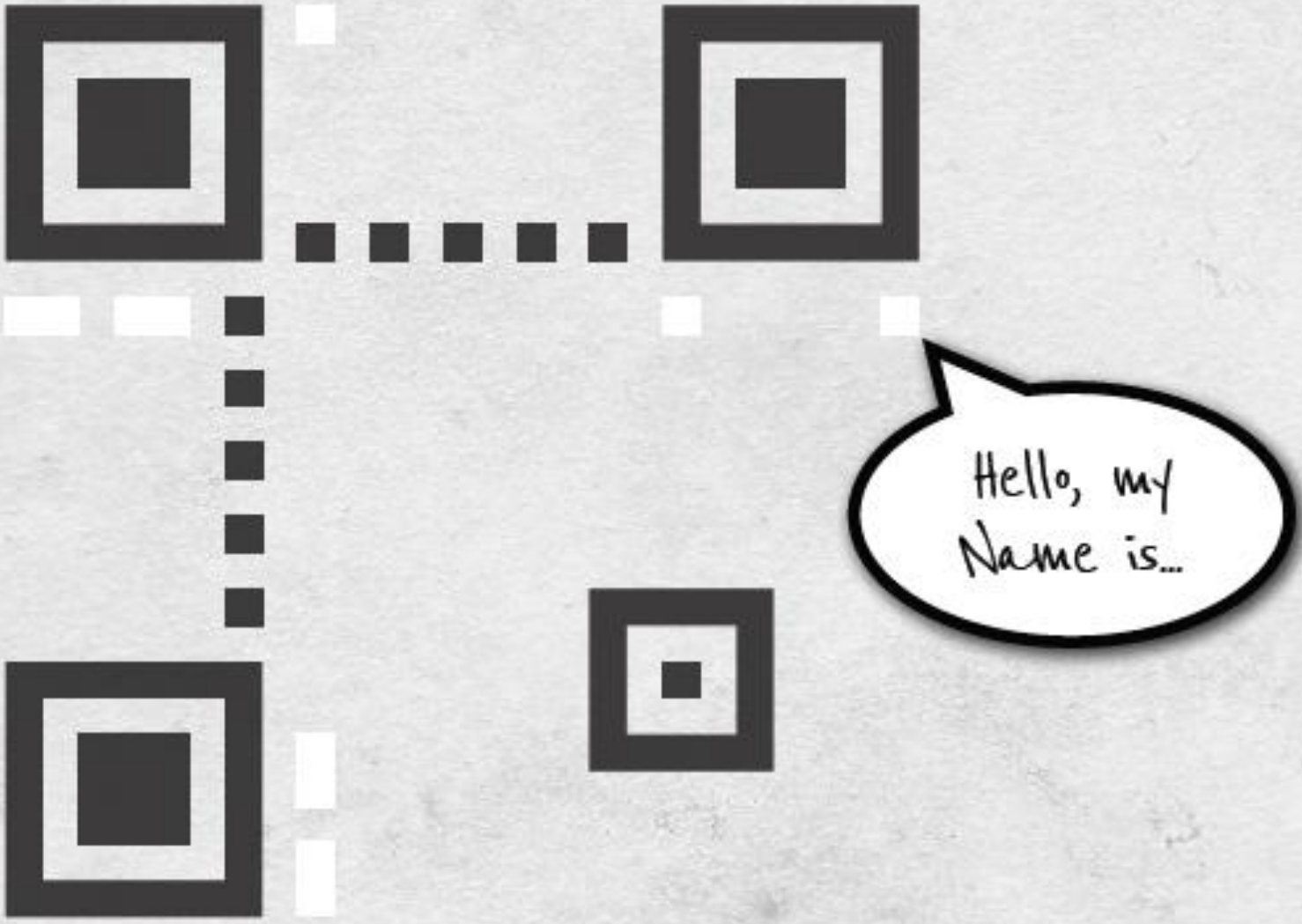
Anatomy of a QR Code

Finder Pattern

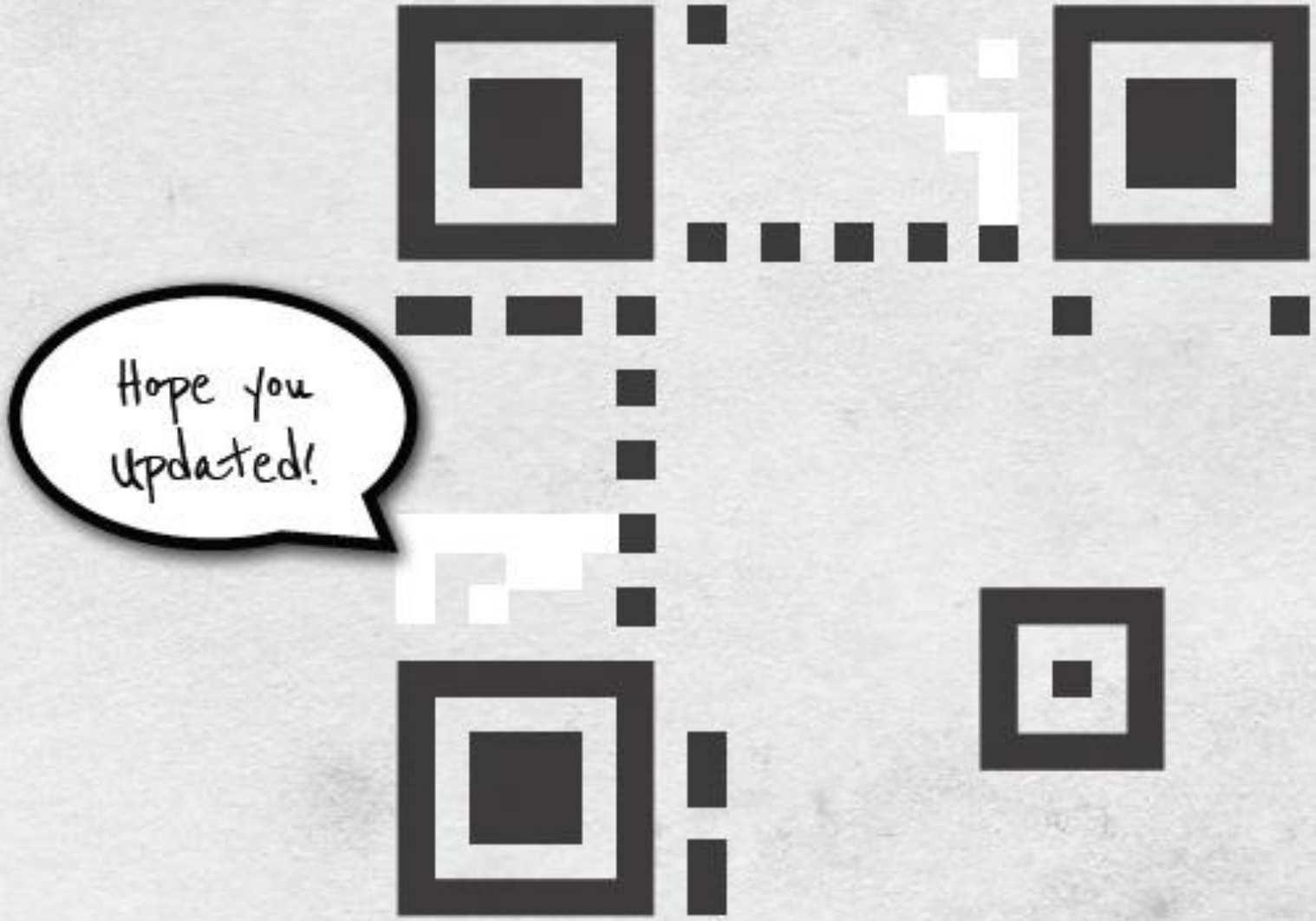
Alignment Pattern

Timing Pattern

Format Info



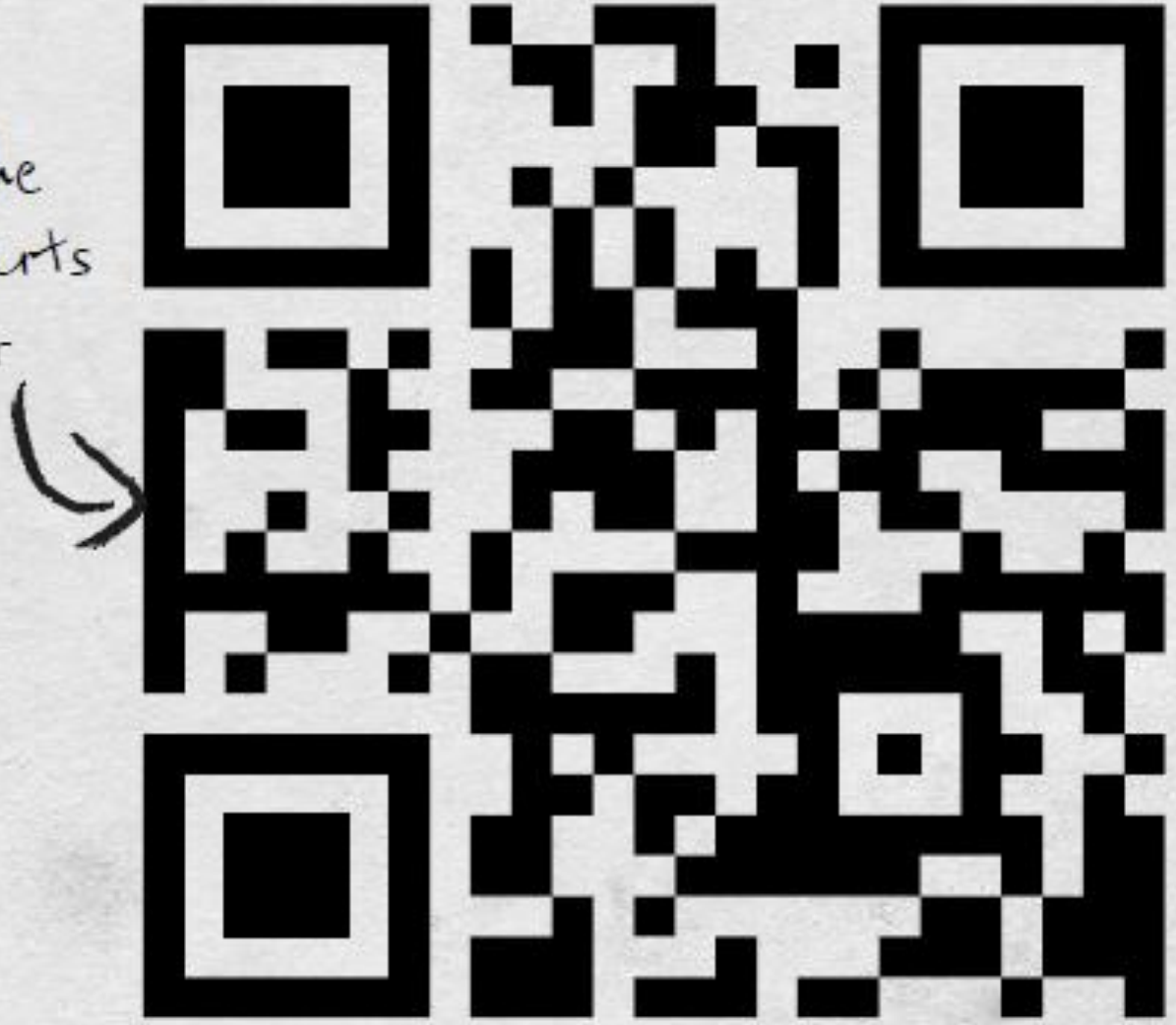
Version Info



Encoded Data

Here's the Meat of it

Finishing Touches



QR Codes allow you to add a

Digital Layer

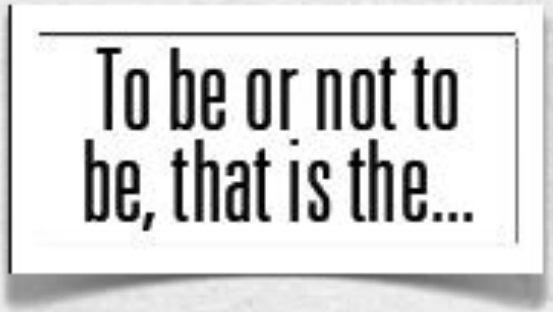
to the

Physical World

In a QR Code, You Can Embed:

Calendar Events

Pre-formatted Email or Text



Text

Links

Contact Info

GPS Location

QR Do's

Mobile Friendly

Be Creative

Specific and Relevant

QR Don'ts

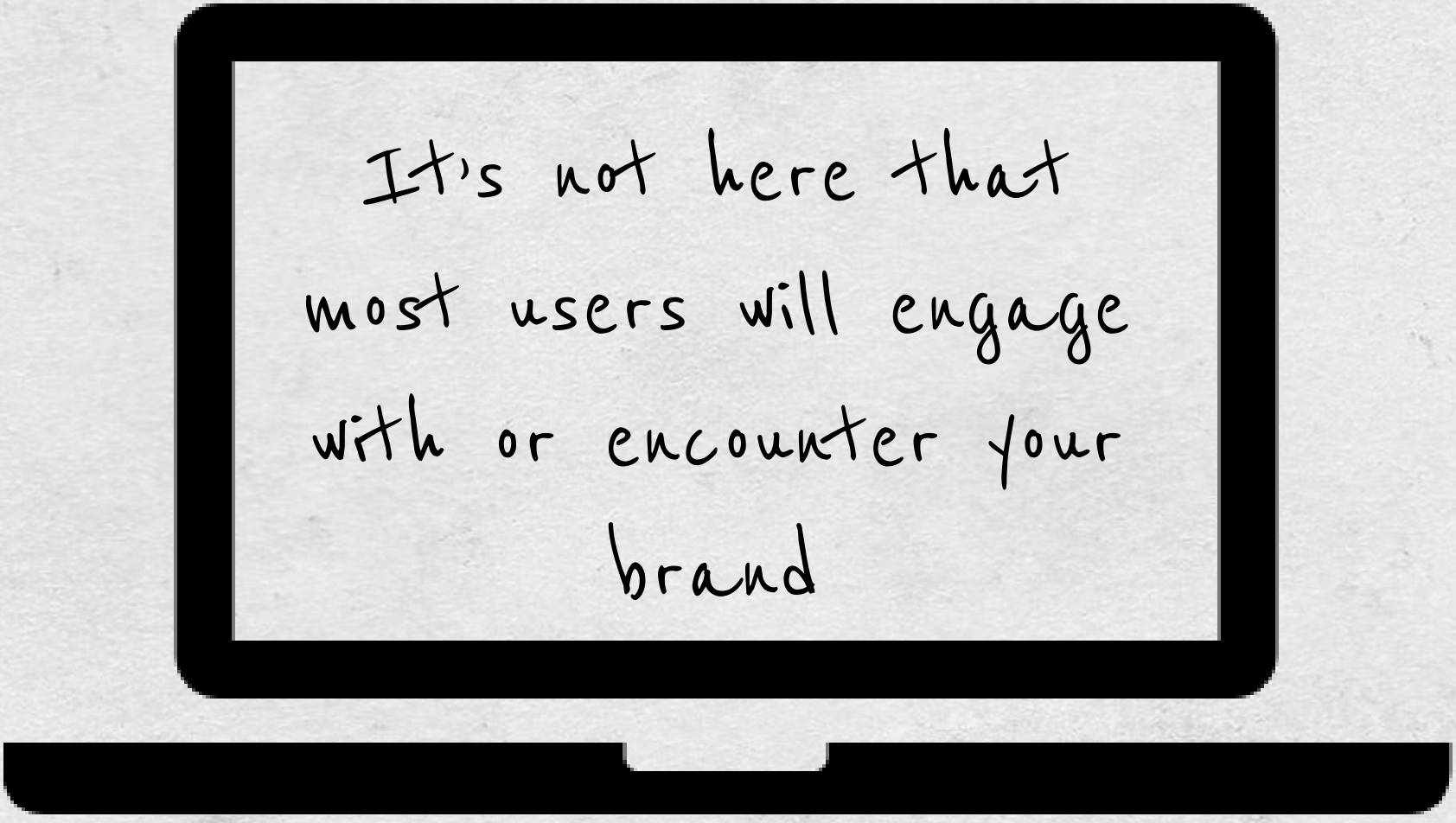
Home Page

Subway

Unreadable

Best of the Best

Mobile Web


It's not here that
most users will engage
with or encounter your
brand

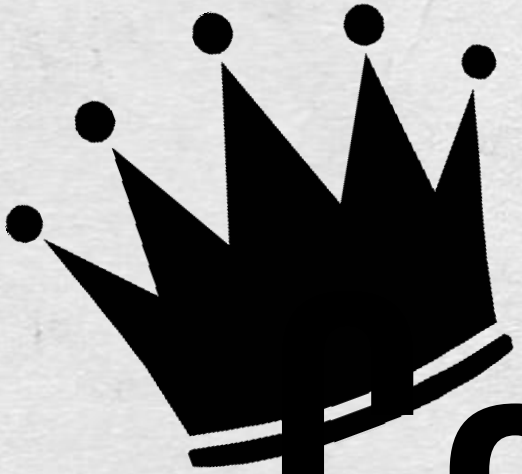
Today,
those
interactions
will take
place here

79%

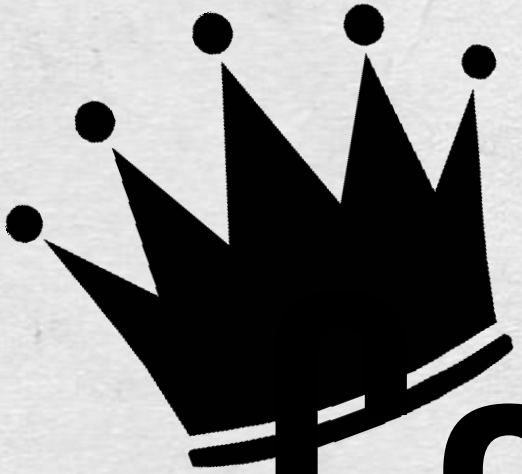
I can't find the hours of operation!

This thing takes too long to load, I'll just visit Wal-Mart.

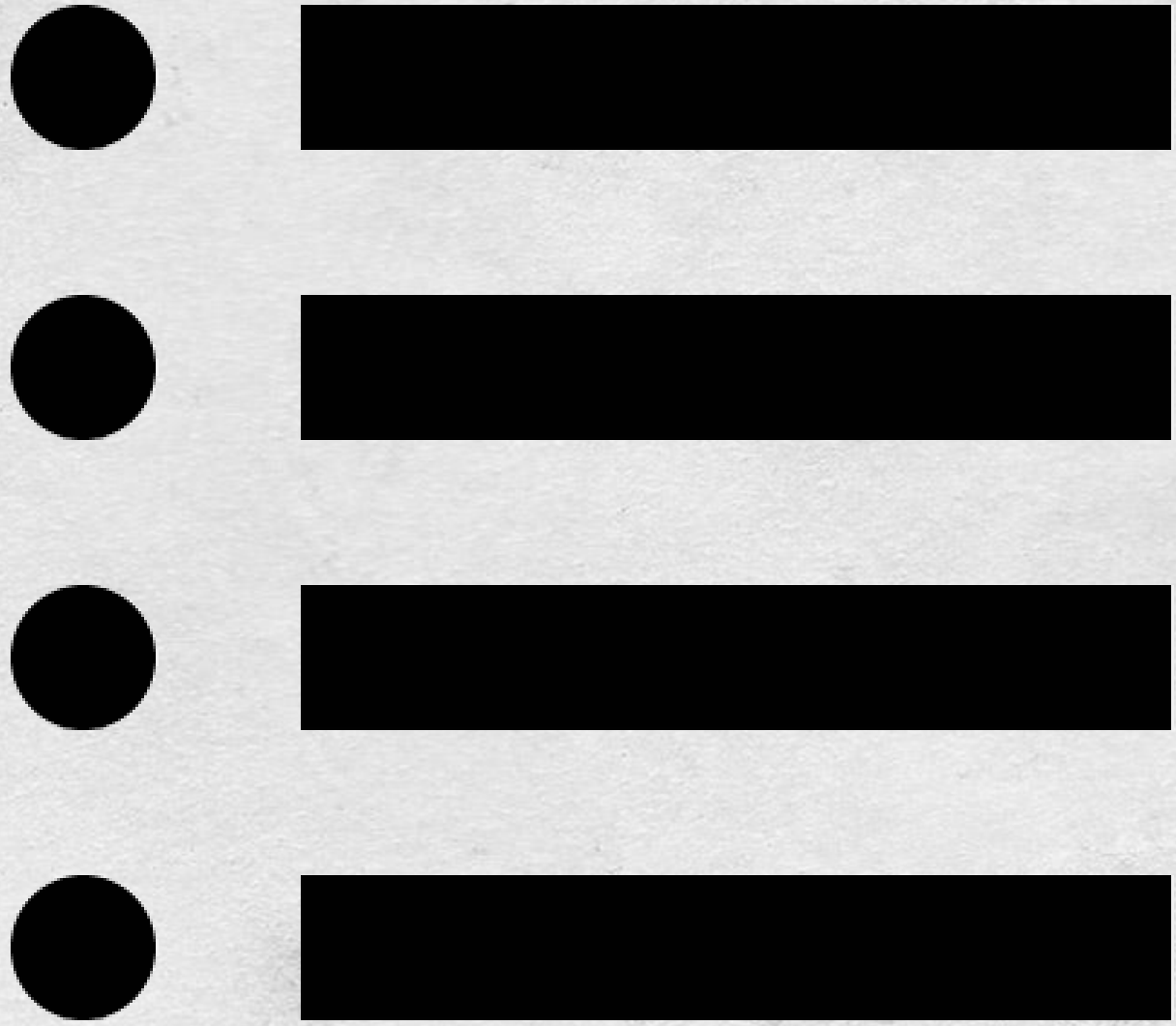
I forgot the name of that company I wanted to lookup when I got home. They didn't have a mobile-friendly site.



Context



Content



Define the Use Cases

The World of Mobile Web is Under Construction

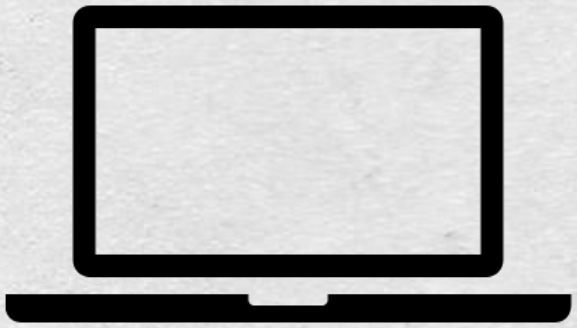
Frequently Required Information

Hours of Operation

Contact Information

Location Information

Mobile Website Dos

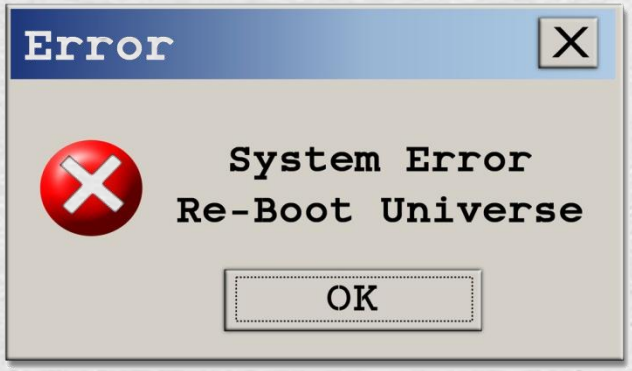


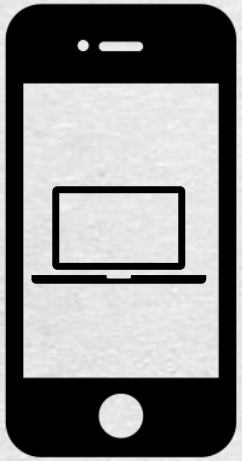
Link to Full Site

Limit Pages

Limit Navigation Options

Mobile Website Don'ts





Avoid Pop-Ups, Hovers and Other Useless Tricks

Deploy without Testing

Take your Website . . . and Make it Mobile

Large
Images
Videos
Cumbersome
Ecommerce
Pet
Pages
GIFs
Filler
Content

MOBILE APPS

Questions to Consider

Why?

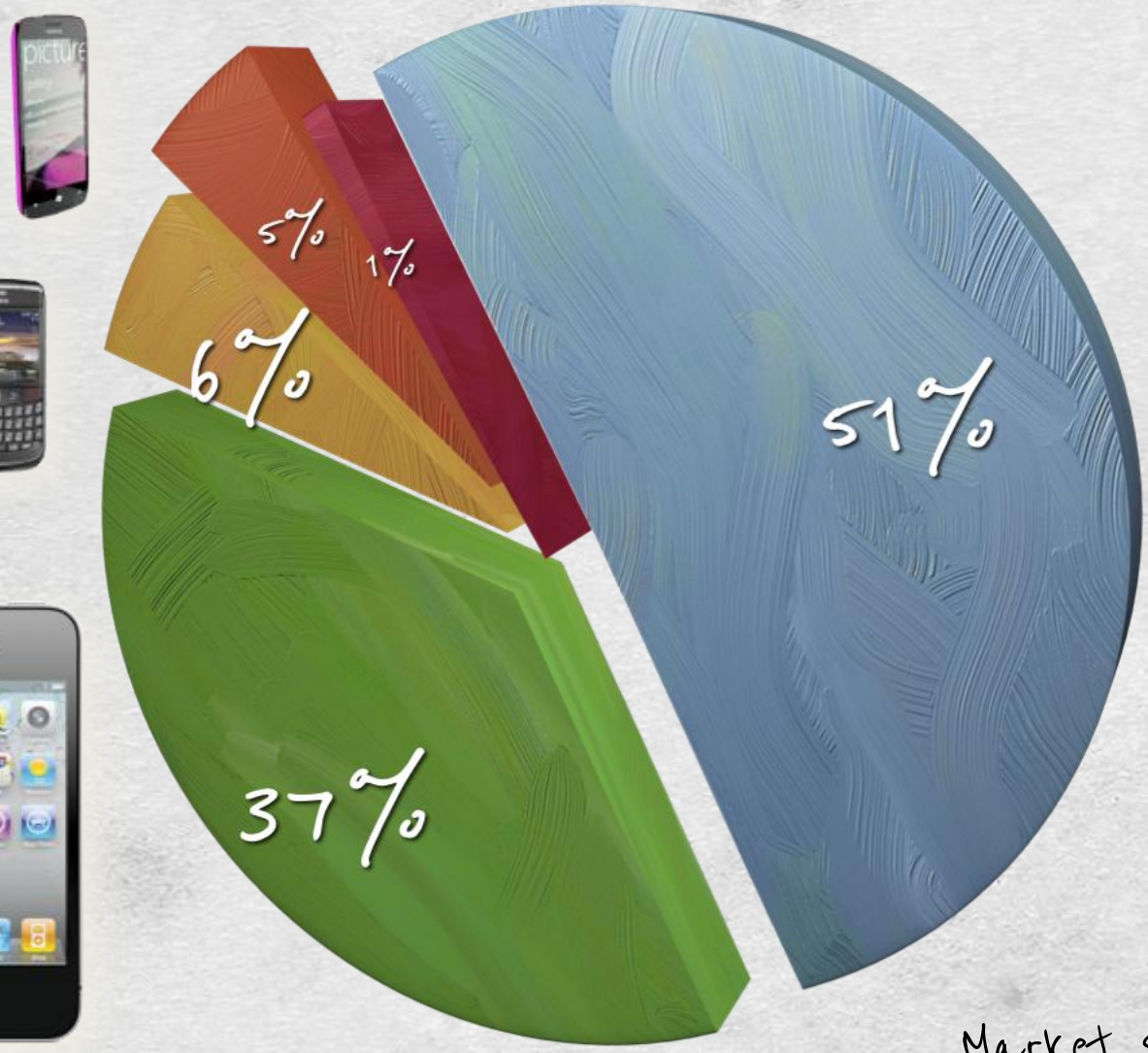
Wait,

Really?

There's got to be a better way!

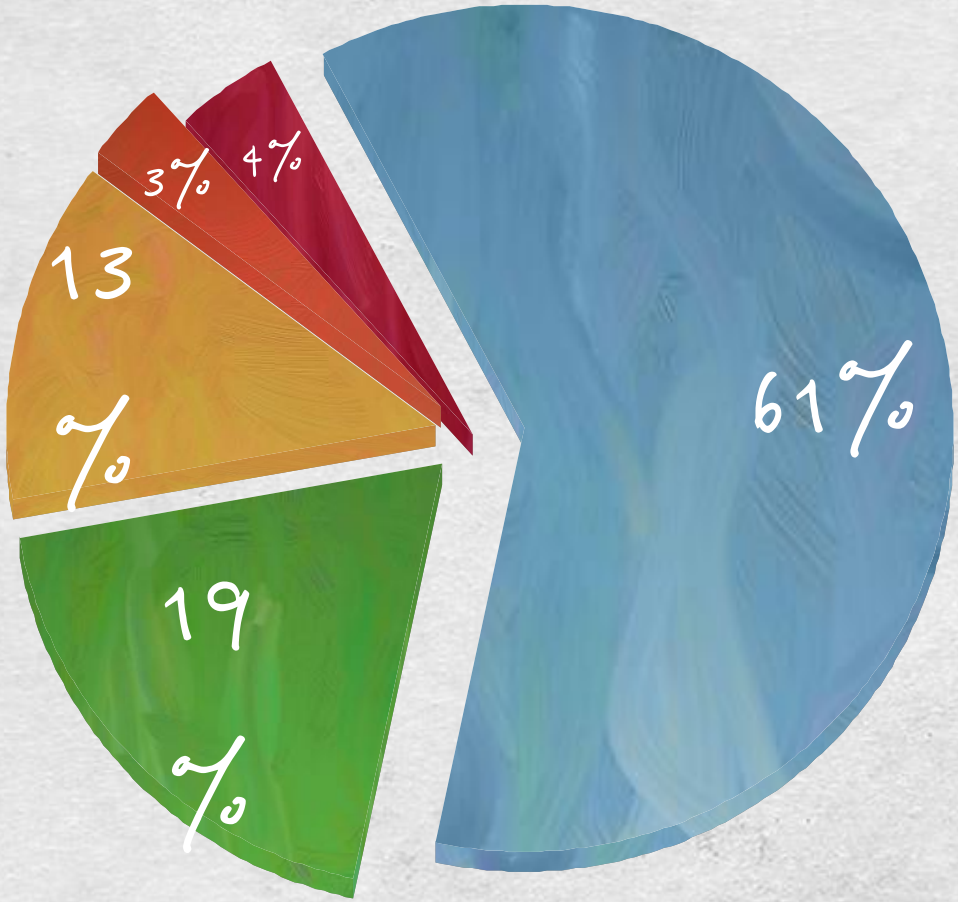
Platform and Generation

Platform and Generation



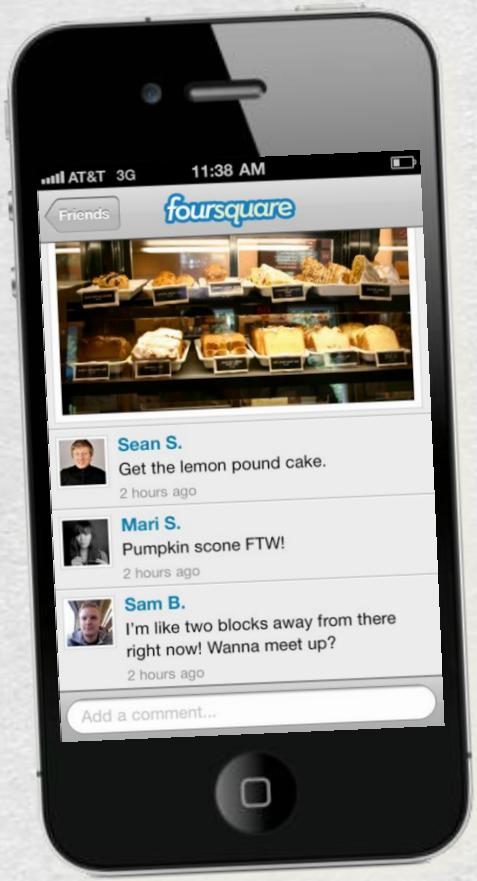
Market Share in Q3 2011

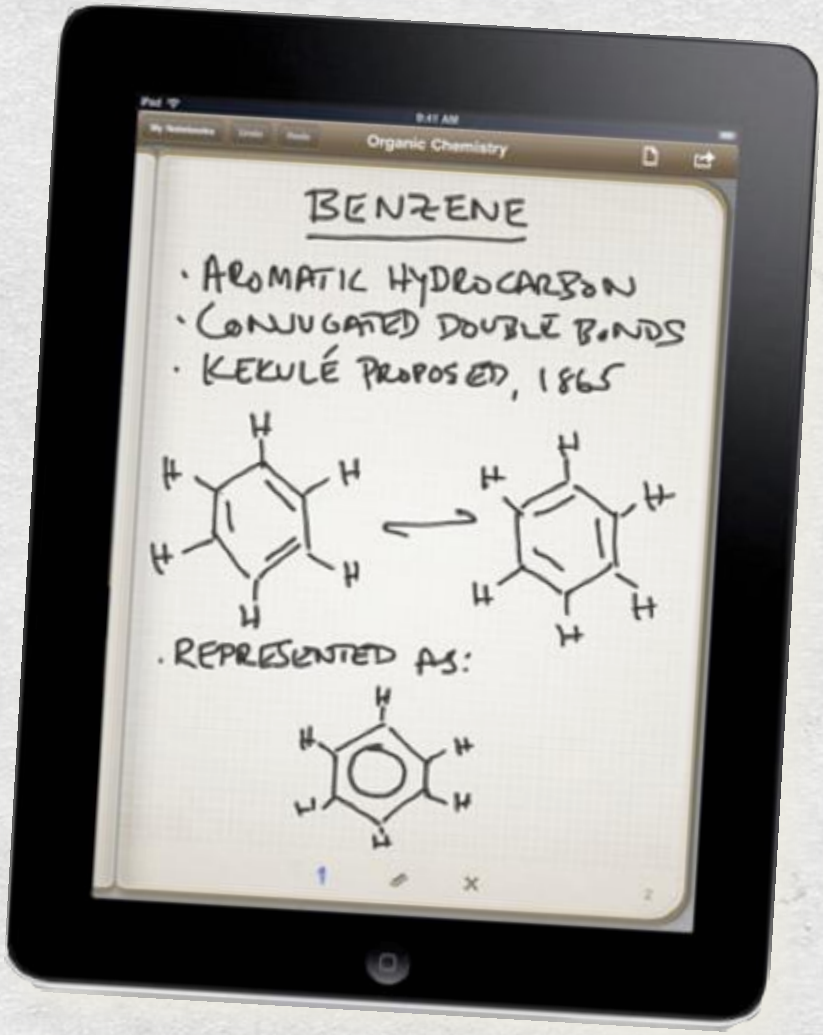
Platform and Generation



Web Usage in October 2011

Mobile vs Tablet





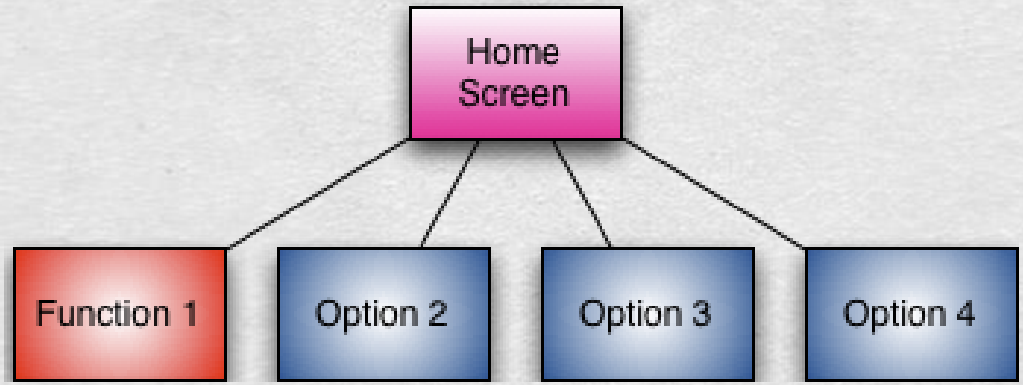
Mobile vs Tablet

Revenue Model: Free Vs. Paid

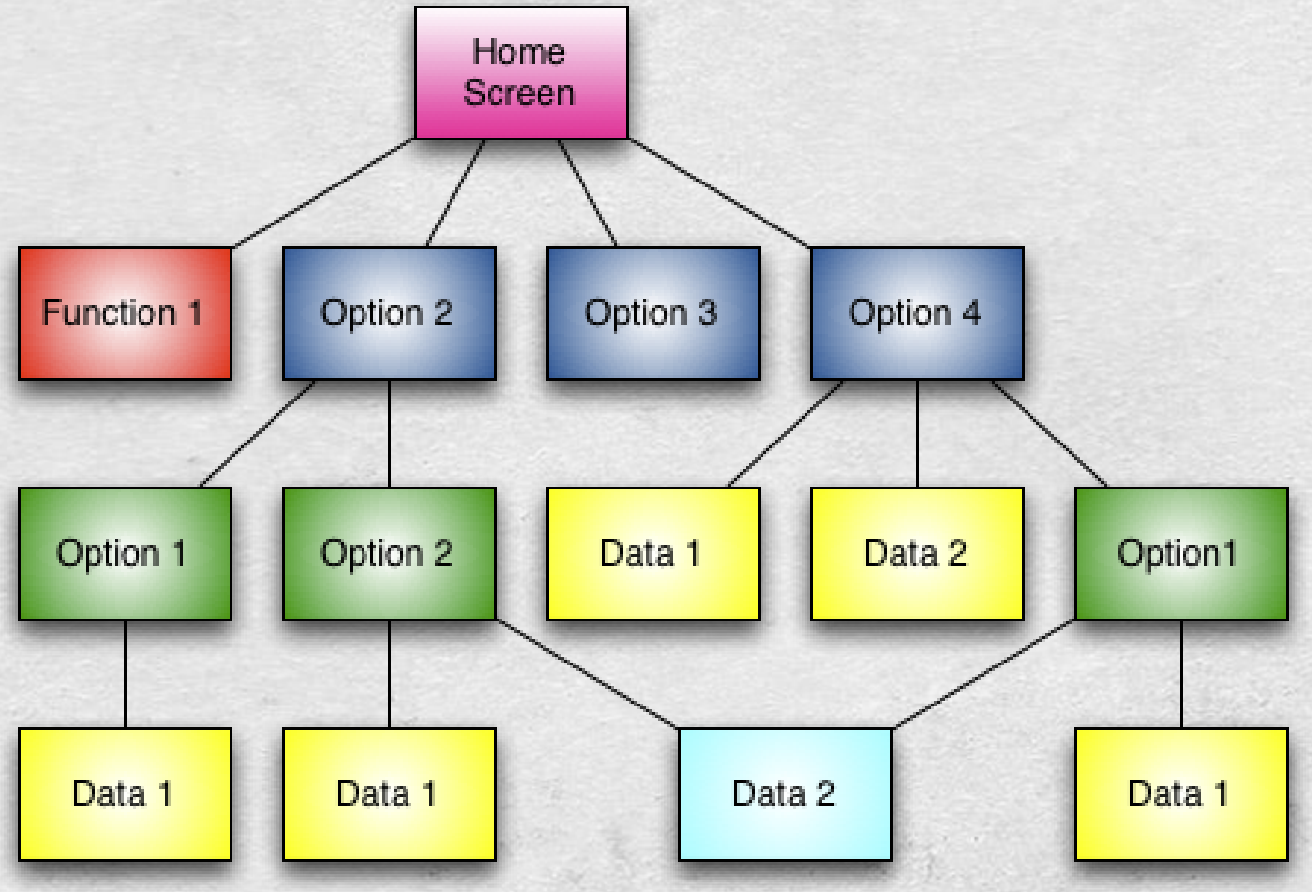
Build Your Concept

App Map

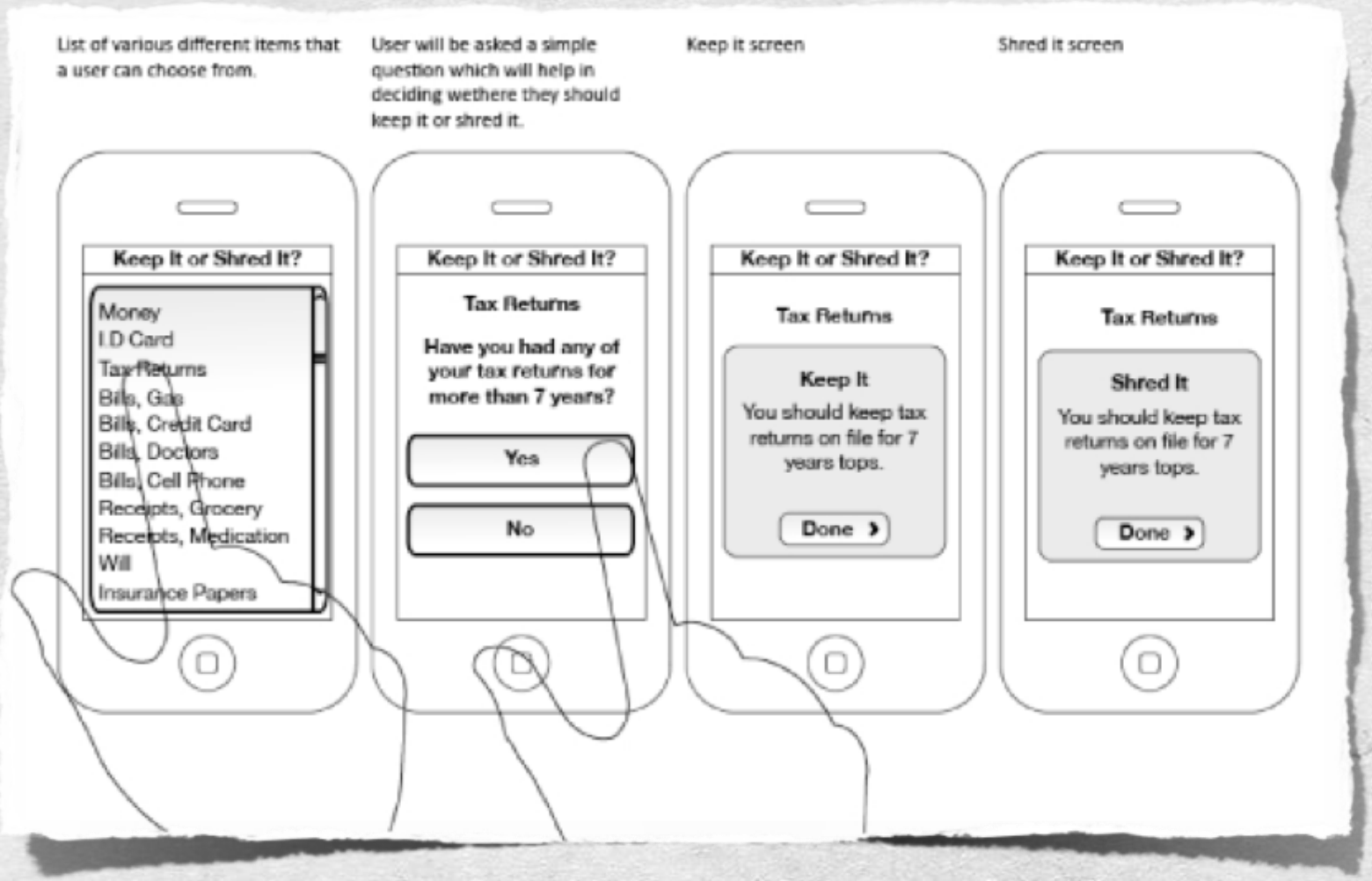
App Map



App Map


Home Screen
Function 1
Option 2
Option 3
Option 4
Option 1
Option 2
Data 1
Data 2
Option1
Data 1
Data 1
Data 2
Data 1

Design and The User Experience



Design and The User Experience

Mobile App Dos

Leverage

Build for iOS First

Rethink Everything

Mobile App Don’ts

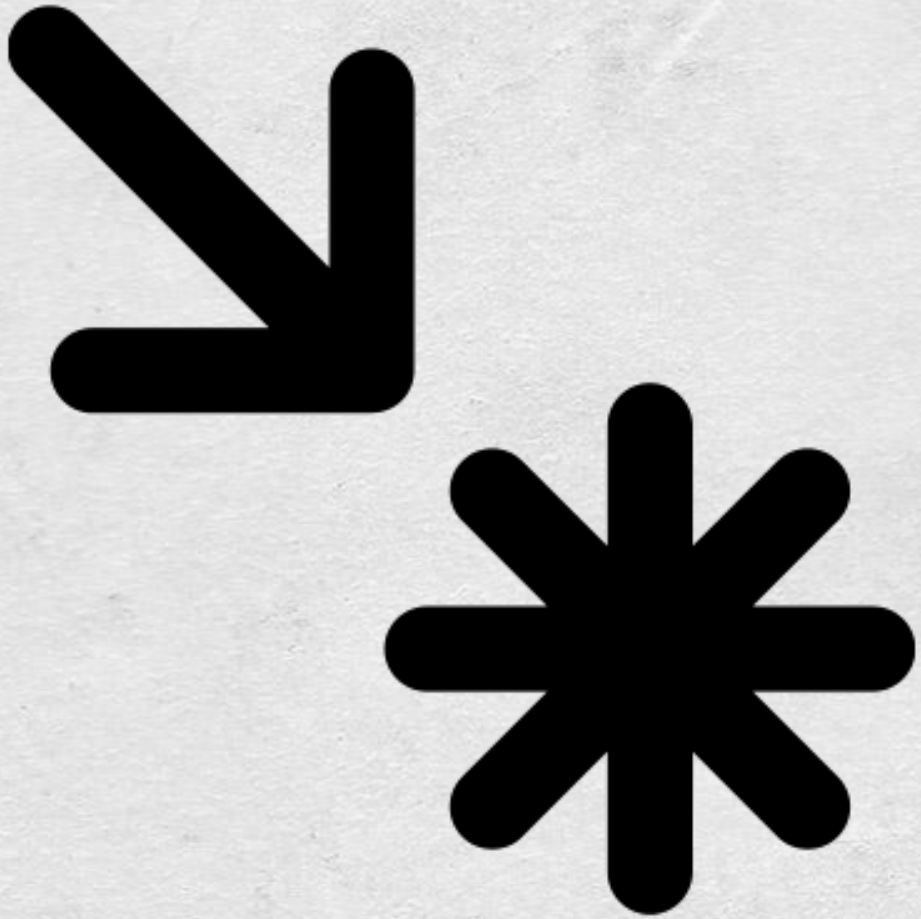
Don’t Mix and Match

Avoid Gimmicks

Collect Information

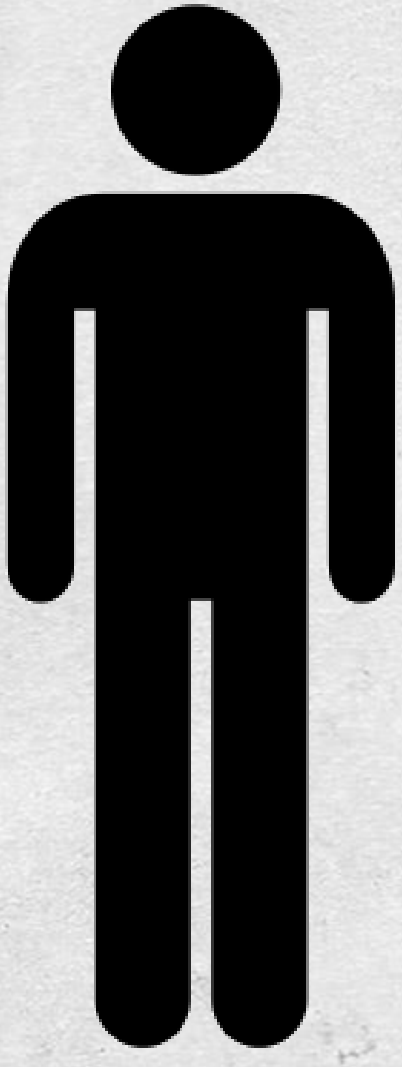
Decisions, Decisions . . .

Mobile Apps	Mobile Websites
•Controlled User Experience •Can Charge/Generate Ad Revenue •Prestige Piece •Works anytime, anywhere •Marketing Opportunity	•Universal •Only need to develop once •Cheaper •No user action needs to be taken



Location-Based Services

The Self-Sufficient Consumer



The Death of the Computer?

If you can dream it...

you can do it

Q é A?

DIGITAL NATIVES

For further information:

Jonathan Jacobs, CMO
Jonathan@NativesGroup.com
(631) 834-2386

NativesGroup.com /DigitalNativesGroup @NativesGroup