

Mobile Strategy Selection Worksheet

After introducing the Mobile Strategy Comparison Chart to colleagues, use this tool to facilitate brainstorming around short- and long-term mobile strategy.

Moving Toward Mobile: Which Way Are You Going?

This worksheet will help answer some big picture questions and identify which mobile strategy is most appropriate for customer acquisition and the long-term business needs of the wider university. Use your answers to navigate the flowchart on the following page.

1. What is the purpose of your website now? How would that change if you had a mobile site?
2. Who is your target audience?
3. Why do users access your website? What are they looking for? What is their purpose? To buy? To call? To stop in? What action do you want them to take? (Use Google Analytics to help you figure this out)
4. How much involvement do you want to have with a mobile site after it's live? Will you be updating it frequently (recommended) or only here and there? Who will be updating it—internal staff or external vendors?
5. What are your expectations for visitor experience on a mobile site?

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Use the ideas generated by the previous brainstorming questions to navigate the following flowcharts.

