Top Ten Mobile Pitfalls (and how to avoid them)

March 18, 2011

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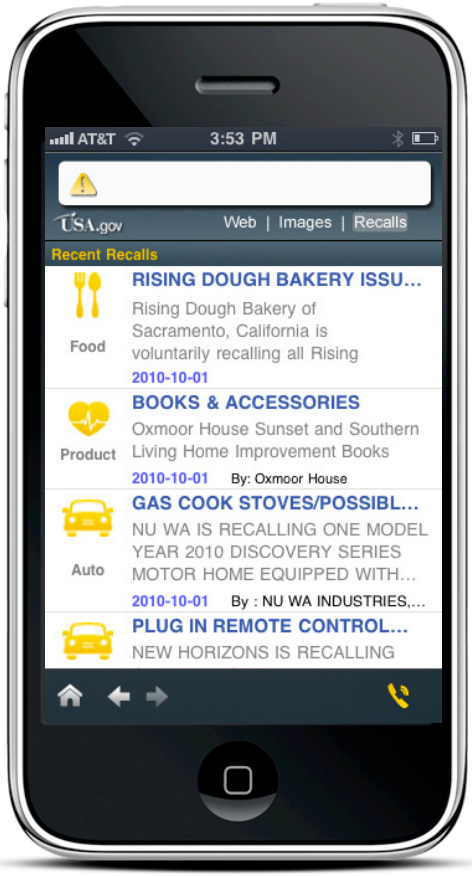
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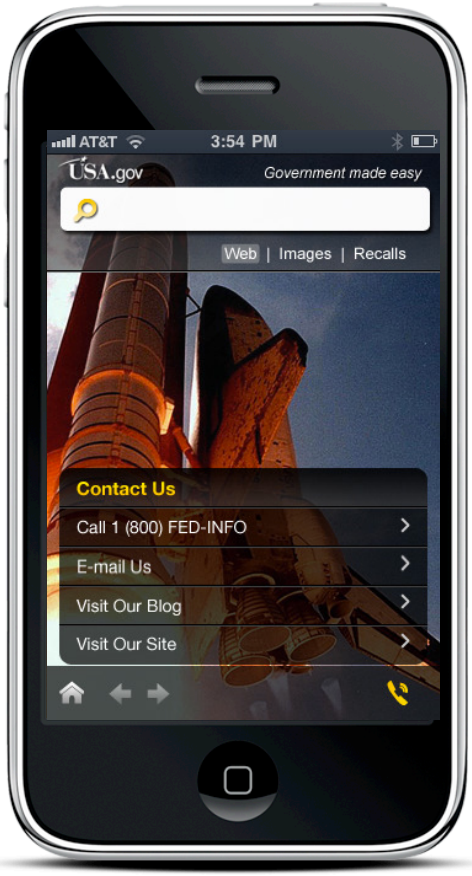
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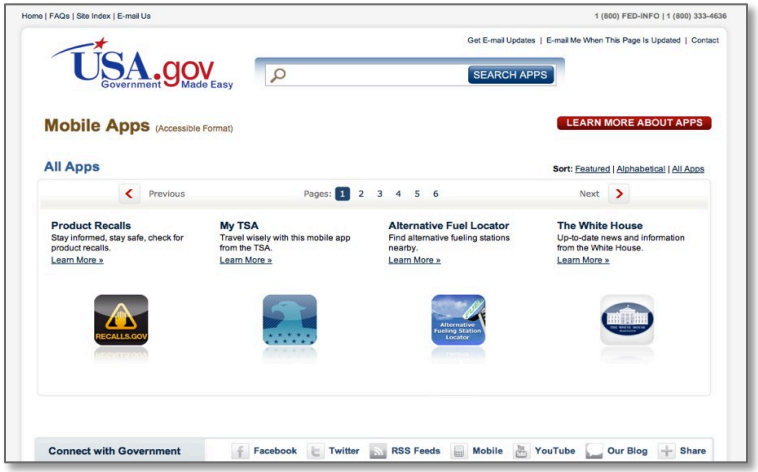
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What is this session about?

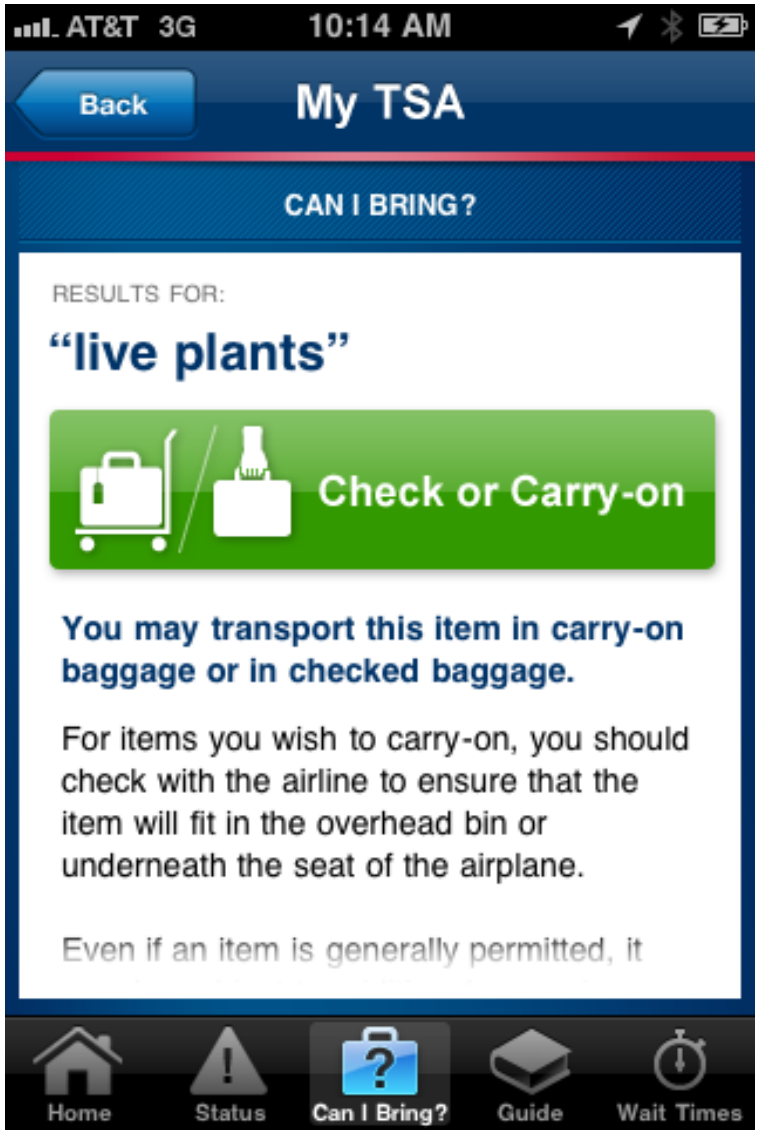
- Things we've seen so far from agencies and companies
- Some major points of risk for your project
- Insights into how to mitigate these
- We'll get into details, but we're not writing code here

- These pitfalls apply to both native apps and web apps

Avoiding top 10 mobile pitfalls

1. Keep it simple
2. Good data/back-end is critical
3. Design matters
4. Plan for pace of change
5. Prepare for fragmented marketplace
6. Mobile expertise is important
7. Use/test on devices often
8. Plan for external dependencies
9. Create a plan for promoting the app
10. Prepare for Support, Feedback, Updates

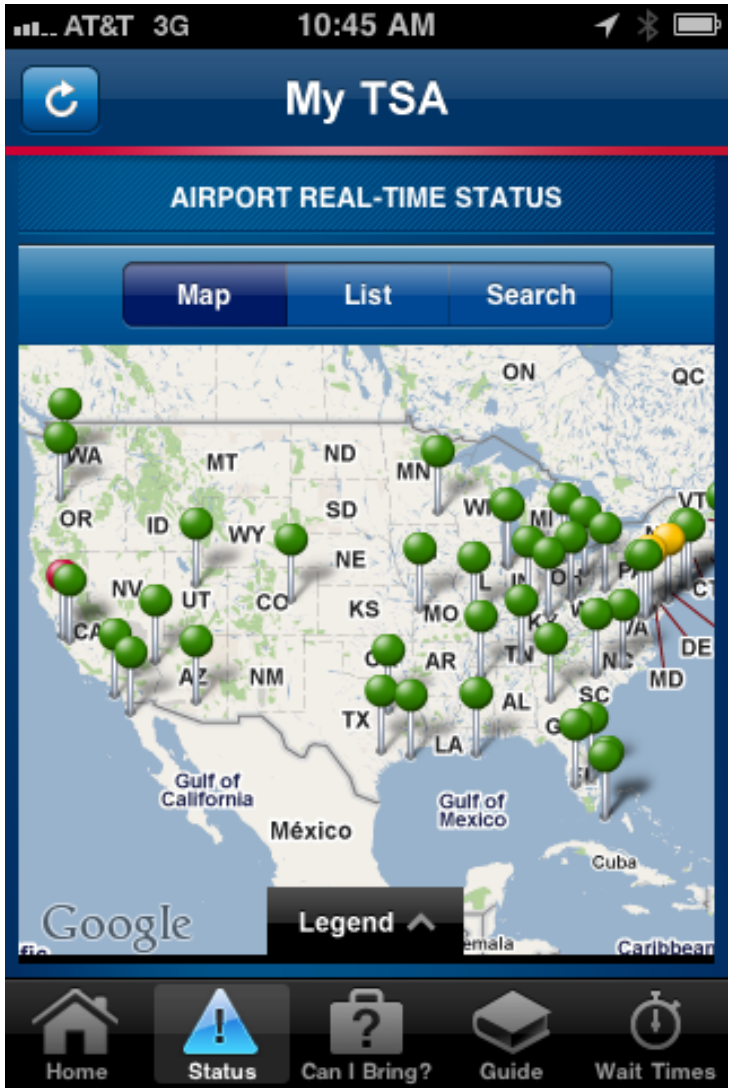
Keep it simple



- Utility
- Simplicity
- Creativity

- Focus on instant gratification

Good data/back-end is critical



- Feed your app
- Re-use these services
- Be considerate of performance
- Make this secure
- Make this sustainable

Design matters

- App Store is competitive
  - 350,000 apps
- App Name, Icon, and Screenshots are used to make download decision
- Good design leads to:
  - Downloads
  - Word of mouth
  - Usage

Plan for pace of change

- Desktop operating systems and browsers change slowly
- Mobile updates every month
- Our software development and deployment process are generally slow
- Think about the processes and culture that surround your project

Prepare for fragmented marketplace

- Apple - iPhone App Store
- Google - Android Marketplace
- RIM - Blackberry App World
- Nokia - Symbian Ovi Store
- Palm - App Catalog
- Microsoft – Windows Phone 7
- Verizon …

Mobile expertise is important

- Carpenters are often not the best electricians (and vice versa)
- These devices are tiny! Memory, CPU, battery
- Your app (or website) needs to be a good citizen on the user's device
- Welcome to Network Roulette
- How much of your budget should go to training?

Use/test on devices often

- Build it iteratively
- Create a **beta** program
- Test on multiple devices
- Multiple OS versions
- Multiple screen sizes
- Testing Location Based Services (LBS) is tricky

Plan for external dependencies

- Most of us can't deploy without C&A, security reviews
- New devices, new browsers, new operating systems, new "customized" OS builds, new screen resolutions coming out every month
- If you choose a third-party framework, you've now introduced **yet another** dependency
- Make sure your team and your process can handle these external dependencies

Create a plan for promoting the app

- Feature it on **apps.usa.gov**
- Promote the app
- Feature it on home
- Write blog post
- Promote on Facebook and Twitter
- Reach out to influencers, bloggers, and press

Prepare for support, feedback, updates

- Don’t create an unsustainable situation
- Have a test matrix
- Think about analytics
- Be prepared to take reviews with a grain of salt

Got questions?

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