Business On The Go
QR Codes, Mobile Websites and Mobile Apps
by DIGITAL NATIVES
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
We’re a full service digital agency focused on putting our clear native insight to work for your business.

That’s us
OUR WORK
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
Alignment Pattern

This Way Up
Timing Pattern

You Sunken my Battleship
Format Info

Hello, my Name is...
Version Info

Hope you updated!
Encoded Data

Here's the Meat of it
Finishing Touches

Keep the Black Parts Darker

Leave a Safe Margin
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
- WWW Links
- Contact Info
- Text
- GPS Location
QR Do's:

- Mobile Friendly
- Be Creative
- Specific and Relevant
QR Don’ts

- Home Page
- Subway
- Unreadable
Best of the Best

HELP JAPAN NOW.
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
GIFs
Pet Pages
Large Images
Filler Content
Videos
Cumbersome Ecommerce
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

- 51%
- 37%
- 6% (Orange)
- 1% (Pink)
Platform and Generation

Web Usage in October 2011

[Diagram showing different device usage percentages]
Mobile vs Tablet
Mobile vs Tablet
Revenue Model: Free Vs. Paid
Build Your Concept
App Map
App Map

- Home Screen
  - Function 1
  - Option 2
  - Option 3
  - Option 4
Design and The User Experience

List of various different items that a user can choose from.

User will be asked a simple question which will help in deciding whether they should keep it or shred it.

Keep it screen

Shred it screen

Keep It or Shred It?

Money
I.D Card
Tax Returns
Bills, Gas
Bills, Credit Card
Bills, Doctors
Bills, Cell Phone
Receipts, Grocery
Receipts, Medication
Will
Insurance Papers

Tax Returns
Have you had any of your tax returns for more than 7 years?

Yes
No

Tax Returns
You should keep tax returns on file for 7 years tops.

Done

Tax Returns
You should keep tax returns on file for 7 years tops.

Done
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 . . .
<table>
<thead>
<tr>
<th>Mobile Apps</th>
<th>Mobile Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Controlled User Experience</td>
<td>• Universal</td>
</tr>
<tr>
<td>• Can Charge/Generate Ad Revenue</td>
<td>• Only need to develop once</td>
</tr>
<tr>
<td>• Prestige Piece</td>
<td>• Cheaper</td>
</tr>
<tr>
<td>• Works anytime, anywhere</td>
<td>• No user action needs to be taken</td>
</tr>
<tr>
<td>• Marketing Opportunity</td>
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Location-Based Services
The
Self-Sufficient
Consumer
The Death of the Computer?
If you can dream it, you can do it.
DIGITAL NATIVES

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