Identifying and Planning a Mobile-first Project

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Challenges of Mobile
The Mobile Age
Mobile Research
Challenges
Case Study
Take Action
We check our phones 150 times a day.
30% of people are willing to admit that they actually get anxious when they don’t have their phone on them.
91% of people turn to their phones for ideas in the middle of a task.
Clearly, your solution should be mobile-first.
Not so fast.
You have to understand the need first.
Mobile in the mix.
Mobile in the lead.
Case Study
Choosing a Mobile-First Approach
Explore the context & audience to understand the best delivery modality and design approach for the content.
Context (where and when)
Evaluate the context in which the learning will take place in order to understand the best approach for delivering content within it.
Framework Context

Buying a house for the first time.

What do we know about first-time homebuying?
What do we know about the homebuying process?
Context Profile

It’s Emotional
It’s Analytical
It’s Mobile
Audience (who)

Explore who will be consuming this content. What are their cultural and generational habits and needs? What are their behaviors within the context?
Framework Audience

Millennials and First-time Homebuyers

What do we know about millennials?
What do we know about first-time homebuyers?
Audience Profile

- Mobile phones “are almost like a body part.”
- Millennials believe that technology is their uniqueness.
- Wary of human nature.
- Millennials are confident.
Audience within Context

- More likely to look online for information about the home-buying process.
- Two-thirds access a website or app for info on the home-buying process on their mobile device.
- Millennials spend three weeks searching and doing self-discovery before contacting a real estate agent.
- A third of millennials say “understanding the process” is the most difficult part of the home-buying process.
Findings

Homebuying is a mobile process—buyers are physically moving about multiple locations.

Information is required at all these locations—talking to the realtor, the lender, viewing a house, going through the inspection, etc.

The target audience is attached to their mobile phones.

The target audience sees technology as their uniqueness and has a high standard for technology interactions.
Framework Solution
Think About

Who is your audience? What are their habits, their likes and dislikes, their cultural or generational tendencies?

What context does your audience operate within? What are they trying to accomplish? Are they static or on-the-move?
Conclusion
Free Resource

Mobile-First Aid Kit

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Thanks!