

MOBILE MENTALITY FOR THE LITTLE GUY

BY STUART KOENIG, CTO/EVP CREATIVES ON CALL

In today's world everything is literally at your fingertips. The smartphone has made unlimited information accessible to anyone in the space of a few seconds, and smart businesses know how to take advantage of that connectivity. The mobile platform is always evolving and increasingly competitive, so even the smaller fish are jumping into the pond. The tools for a small business to have mobile presence are easily accessible nowadays, and coupled with the right knowledge any business can effectively make their name in the mobile world. Keep the following in mind when building mobile so that shared business growth will be at your fingertips.

Timing – You've got 3 seconds. Make them count. That's right, studies show that if it takes longer than 3 seconds for a page to load, a site will lose half their viewers. This makes load time and responsivity a top priority, determining where you end up on a search result. Stay on top of your platform from the outside as well as the inside to address any issues or delays, and make updates as your site evolves and grows.

The timing issue needs to be addressed not only on your mobile platform but the website itself, as the two are connected. As your mobile platform should incorporate the look and feel of your site (not necessarily in margins and spacing, but in style), it should also mimic performance and recognition. Ultimately your site and mobile should be optimized in one interconnected, responsive design that keeps customers engaged with very little down time.

Priority – Quick response time is great, but only if they're getting the information they want. Mobile viewing is confined to the screen of a smartphone, so have the most important info hit them first. A strong mobile layout determines their interest, makes an impression, and answers the most important question – why did I visit this page? For smaller companies this is even more of a challenge. You need to not only define the services you offer, but also introduce yourself to visitors and the community at large. Prioritizing information, goals, and calls to action in such a confined space will make or break your mobile presence.

Creativity – As stated, your mobile presence doesn't have to look exactly like your site, but you need the feel and style to be similar. That means getting creative with your branding. Be memorable, while still having a cohesive flow throughout the experience. Demonstrating a creative flair will make your mobile experience one that people remember.

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THE FUTURE OF MOBILE

BY STUART KOENIG, CTO/EVP CREATIVES ON CALL

Mobile technology has come a long way, and shows no signs of slowing. It's estimated that there are as many mobile devices as people in the world. And what once was only possible from a desk at your home or office can now be accomplished in seconds on a walk in the park, hands-free. This technology has one goal in mind – to make your work and life as simple and seamless as possible. And as much as businesses think they lead the way in smart technology, the mobile revolution is truly one commanded by the masses. Consumer demands are driving mobile technology in new and exciting ways, pushing the limits like never before. Let's take a look at what the future holds for mobile tech.

Wearables – Mobile technology no longer just means a phone. Smart watches are becoming the norm as applications for business and leisure catch up to the devices themselves. And while items such as Google Glass have encountered setbacks to assimilation with users en masse, it won't be long before a more seamless interface. These items are at the forefront of a wearable tech revolution. Integration of wearable tech in clothing, jewelry and accessories will continue as functionality becomes more intuitive to the user. And with evident advances in phone and watch practicality, the future of other wearable tech is upon us.

Expectations – As our exposure to mobile tech grows, so will our expectation for a higher-quality interaction with devices. No longer are we dazzled with our smartphones and other mobile devices; we expect them to understand our needs with greater speed and familiarity. Voice control, already a popular feature with phones, will be the new normal for navigating smart devices. And motion control, still mostly primitive in its present applications, will be an increasing means of interacting with mobile technology. Rapid improvements in technology mean rapid demands from users expecting their devices to seamlessly assimilate to make life easier.

Empty Pockets – What do you carry in your pockets? Keys? Wallet? Your mobile device will soon be the only thing you carry (or wear). With Apple Pay and Google Wallet already gaining popularity, credit cards will soon be unnecessary. Retailers are overwhelmingly making the move to cardless scanners and readers, with other services close behind. Digital driver's licenses are already being adopted, eliminating the need for a wallet altogether. And as software for home and auto advances, the need for a set of keys will diminish. Yet another example of mobile technology simplifying everyday life.

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MUST-HAVE BUSINESS APPS BY STUART KOENIG, CTO/EVP CREATIVES ON CALL

Those in the corporate world know how important a smartphone can be to business success. Mobile technology saves time, untethers employees from the office, and shrinks the business world around them. Having the best tools on your phone is a must for navigating all facets of work, whether in the office, at home, or traveling. Here are a few.

Slack – Slack is a way to communicate with coworkers without all of the annoying pitfalls of email. It's geared to help businesses of any size let their employees chat internally, and can act as a communications hub with easy integration of other apps and services. Best of all the app is free, and available on iOS, Android and web.

Scanner Pro – Paper reports, receipts and other physical documents are still necessary in today's business world, but we don't have to like it. Scanner Pro eliminates the clutter of paper by letting your iPhone camera act as a scanner, creating editable PDF and JPEG documents. You can share and save files, or even send them to Dropbox and other Cloud storage providers.

1Password – Major headaches can come from keeping track of your password at work. From data protection and regularly-mandated updates to plain old forgetting, it's not always easy to remember your login info. 1Password makes it easy to manage your various work (and personal) passwords, as well as other sensitive information, by generating secure passwords and populating on websites using Safari and Chrome.

Workflow – Workflow is an app that communicates with other apps on your mobile device, getting them to work together to make your day easier. Drag and drop files, actions, appointments, and other info into the Workflow app to coordinate functions that aren't possible with the individual apps alone. Workflow can be the hub that other apps go through to demonstrate, in their words, "powerful automation made simple."

Doodle – Named one of the best apps of 2015 by Google, Doodle helps in the usually frustrating task of scheduling a business meeting. Instead of trying to pin down numerous employees and managers for a meeting time, Doodle polls everyone for their availability and finds the best time. It works with your existing Outlook, Google or Apple calendar as well, eliminating duplicate info.

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