



Best Practices for Designing the Mobile User Experience

Project Sponsor

We Energies

Authors

Soham Anand

Cory Kanner

Danielle Shepard

Remco Snijders

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EXECUTIVE SUMMARY

The aim of this project was to research key considerations in designing a mobile user experience, and compile associated best practices. Our research framework comprised of nine essential aspects (building blocks) that are presented in figure 1.

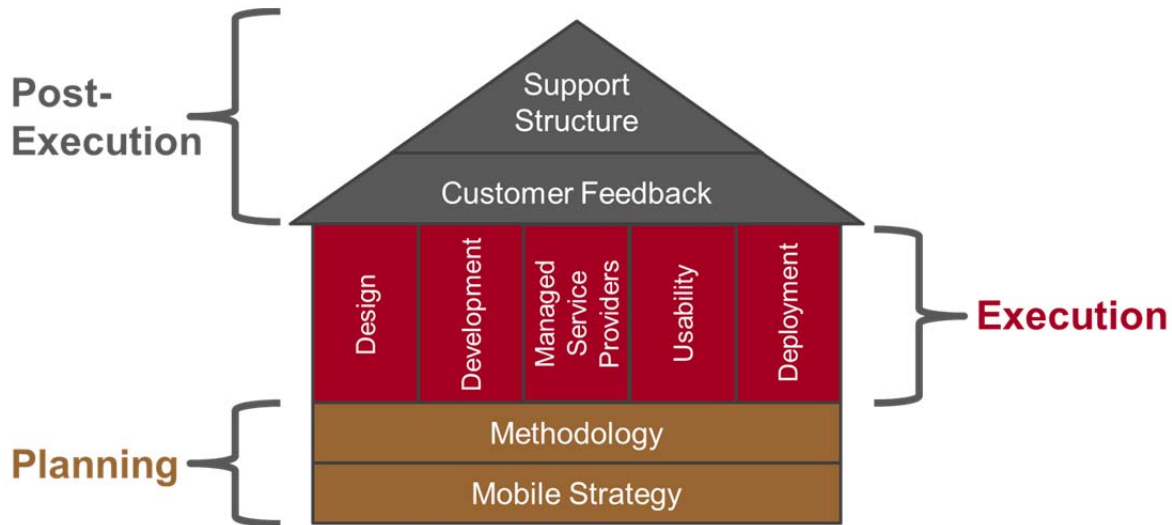


Figure 1: The framework for designing a mobile user experience

Our research included Web-based research as well as interviews with a set of UWEBC member companies. The report includes UWEBC member perspectives and best practices in each of the building blocks in the framework. The main findings from our research are:

- Develop and formalize a mobile strategy
- Use your mobile strategy to determine mobile efforts
- Focus on users' context, goals and needs when designing a mobile application
- Be aware of data access, security and privacy issues
- Prototype and test your application before deployment
- Compare in-house capabilities to the capabilities of a Manager Service Provider
- Acknowledge the limitations of each deployment platform
- Use a continuous method of reaching out to customers, in order to obtain feedback
- Exploit all social media outlets in your support structure

Since the realm of mobile applications is relatively new and rapidly evolving, we expect new best practices to emerge as companies gain experience with this channel for customer engagement.

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