

A SUCCESSFUL MOBILE LAUNCH

March 30, 2011

*charity*DYNAMICS

Session Takeaways

1

Key mobile metrics and trends to analyze

2

When to focus on a mobile app vs. a mobile website

3

Best practices for developing a mobile friendly website

Who's Who?

- **Devin Douglas Gladstone**
Emerging Media Director
Food For the Poor



- **Kathy Kempff**
Director of Services
Charity Dynamics



Agenda

- Why Focus on Mobile?
- Steps to Mobilizing your Website
 - Understanding your Mobile Trends
 - Defining your Mobilization Strategy and Goals
 - Mobile Website Design Best Practices
 - Testing, Testing, Testing
 - Post Launch Analysis
- Any Questions?



Arthritis Foundation found that mobile donors gave 22% more compared to traditional Jingle Bell Run/Walk online donors.

Food For the Poor launched their iPhone app Live Prayer and have had over 1,500 downloads .



They launched their mobilize website and had a 267% increase in the actual number of mobile transactions compared to heavy year-end giving months of Nov. - Dec., 2010.





Forecasts show that by 2013, there will be 1.7 billion mobile users.

Why Create A Mobile Ready Site

- All of 2010 = 19,733 mobile visits



These mobile devices sent 19,773 visits via 13 operating systems

Site Usage Goal Set 1 Views: [Grid] [Table] [List] [Map] [Chart]

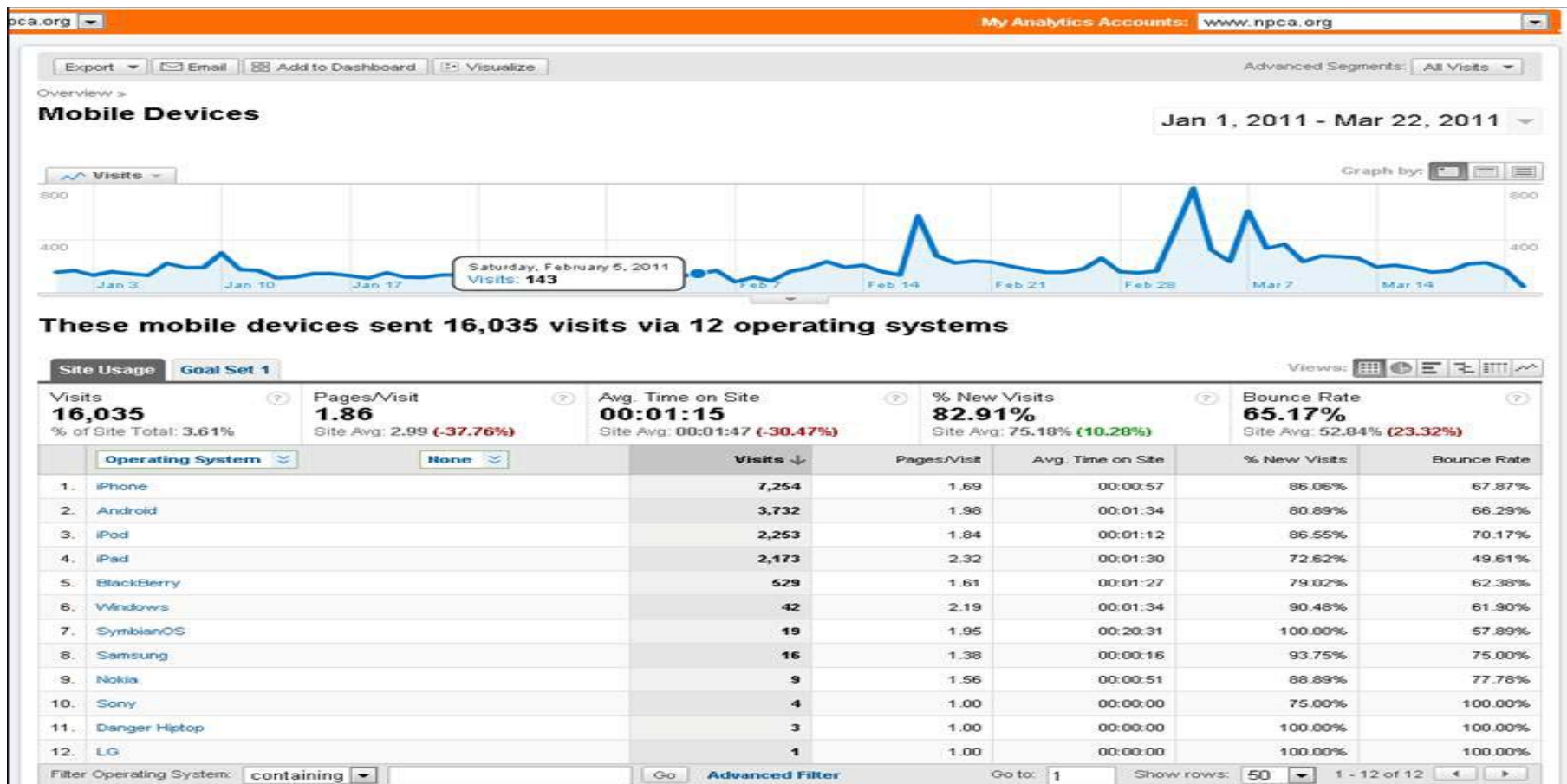
Visits 19,773 % of Site Total: 1.24%	Pages/Visit 1.67 Site Avg: 2.52 (-33.51%)	Avg. Time on Site 00:00:59 Site Avg: 00:01:31 (-35.58%)	% New Visits 85.78% Site Avg: 81.66% (5.04%)	Bounce Rate 72.53% Site Avg: 66.67% (8.79%)
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Operating System	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. iPhone	9,946	1.55	00:00:46	84.57%	73.83%
2. Android	3,615	1.92	00:01:31	86.75%	70.65%
3. iPod	2,512	1.74	00:00:58	84.32%	70.22%
4. iPad	1,830	1.98	00:01:03	86.17%	67.43%
5. BlackBerry	1,136	1.49	00:01:13	90.67%	74.12%
6. Windows	253	2.15	00:01:14	88.14%	64.43%
7. Danger Hiptop	228	1.00	00:00:00	100.00%	100.00%
8. SymbianOS	88	1.19	00:01:21	100.00%	85.23%
9. Samsung	83	1.59	00:01:30	90.36%	79.52%
10. PalmOS	55	1.05	00:00:20	92.73%	94.55%
11. LG	16	1.06	00:00:12	100.00%	93.75%
12. Sony	15	1.40	00:02:45	80.00%	73.33%
13. Nokia	4	1.75	00:00:46	100.00%	75.00%

Filter Operating System: containing [] Go: Advanced Filter Go to: 1 Show rows: 50 1 - 13 of 13

Why Create A Mobile Ready Site

- To date 2011 = 16,035 mobile visits
- Almost equal to all of 2010



NOW, is the time to invest in
your mobile strategy.
Don't get behind the curve.



Mobile Traffic and Usage

- Industry wide about 13% of traffic is coming from mobile devices

iPhone	iPad	Android	Windows	BlackBerry	Palm	Total
8.74%	2.00%	1.92%	0.31%	0.15%	0.25%	13.36%

Source: Knotice Email Open Report Q42010, January 2011

- The distribution and devices used will vary from organization to organization
 - Demographics of your constituency
 - Industry vertical

Food For the Poor Mobile Usage Trends

- While lower than industry standards, this could be attributed to the fact that we didn't have a mobile friendly site until recently
- Our typical demographic age range is 60+ range
- Slightly higher Blackberry users than industry

iPhone	iPad	Android	Windows	BlackBerry	Other	Total
3.32%	1.03%	1.65%	0%	0.21%	0.5%	6.5%

Source: Food For the Poor, March 2011

Non-Mobilized Website



- Difficult to navigate
- Hard to read content
- Lengthy load times
- Increased abandon rates

➤ **BOTTOM LINE:** We needed to focus on improving the user experience and usability

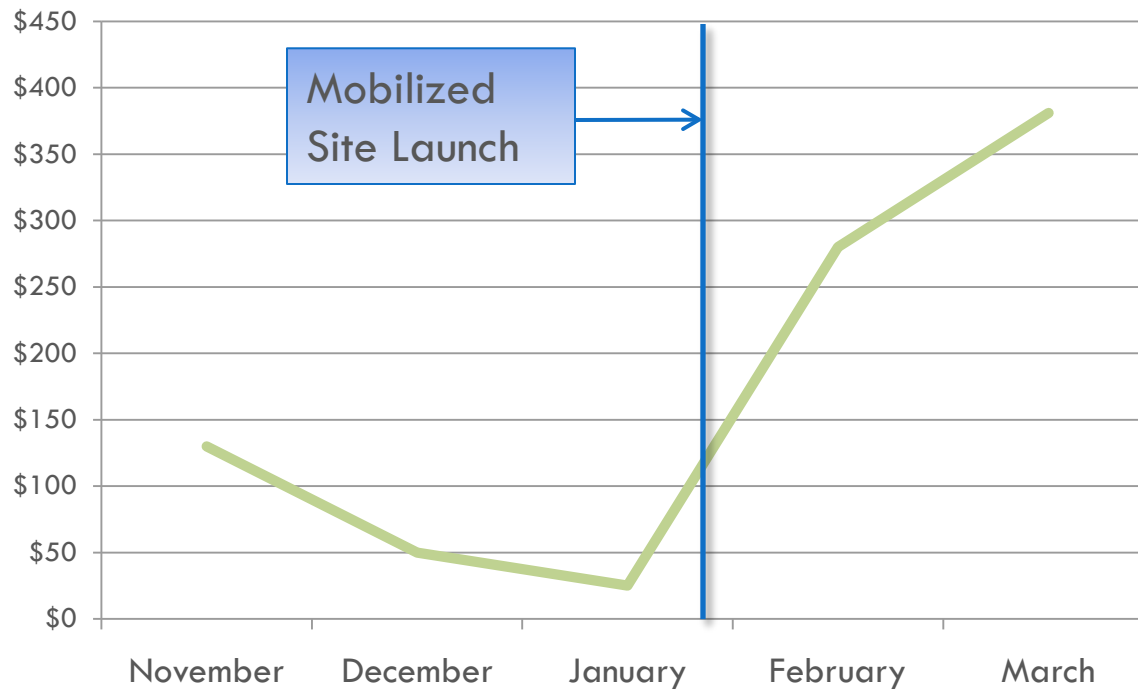
Mobilized Website

- Easier to navigate
 - Strategic focus on key actions desired
- **RESULTS:**
- Improved mobile user experience
 - Increase in mobile traffic and usage
 - Increase in mobile fundraising



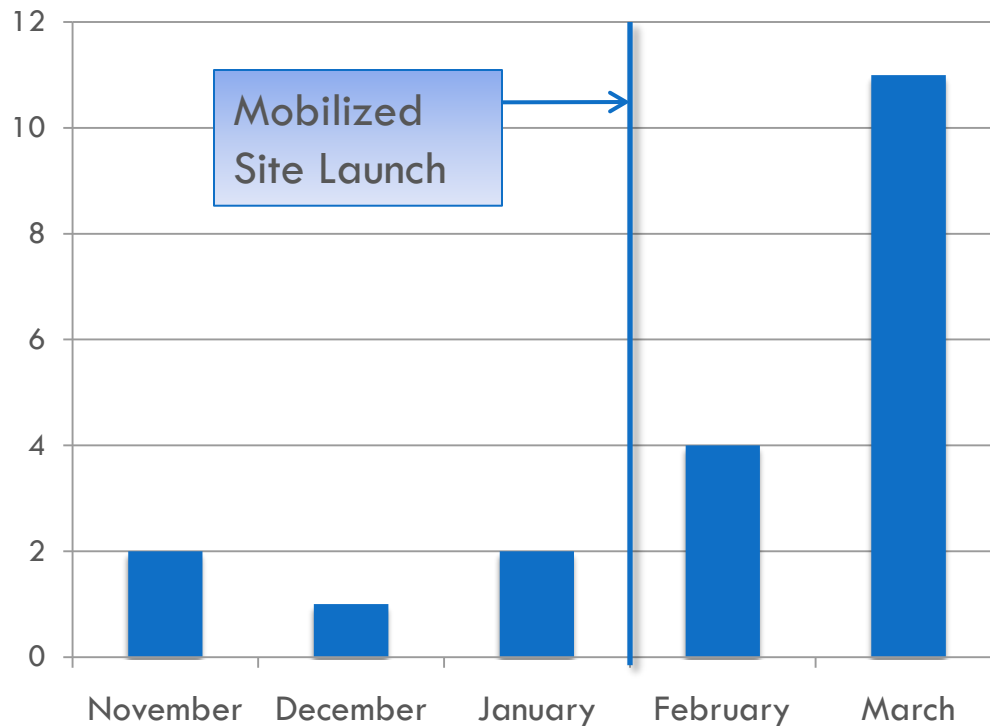
Mobile Fundraising Impact

- 247% increase in mobile fundraising post mobilized site launch



Increase in Mobile Donations

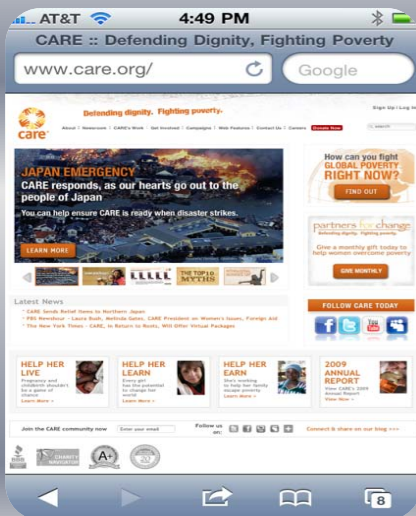
- 267% increase in the # of mobile donations post mobilized site launch



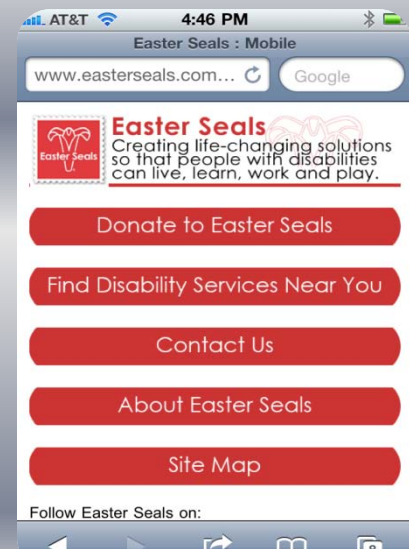
Your Non-Mobilized Site

- You'd be surprised at how your site looks if it's not already mobilized. Try it: <http://iphonetester.com/>

Non-Mobilized

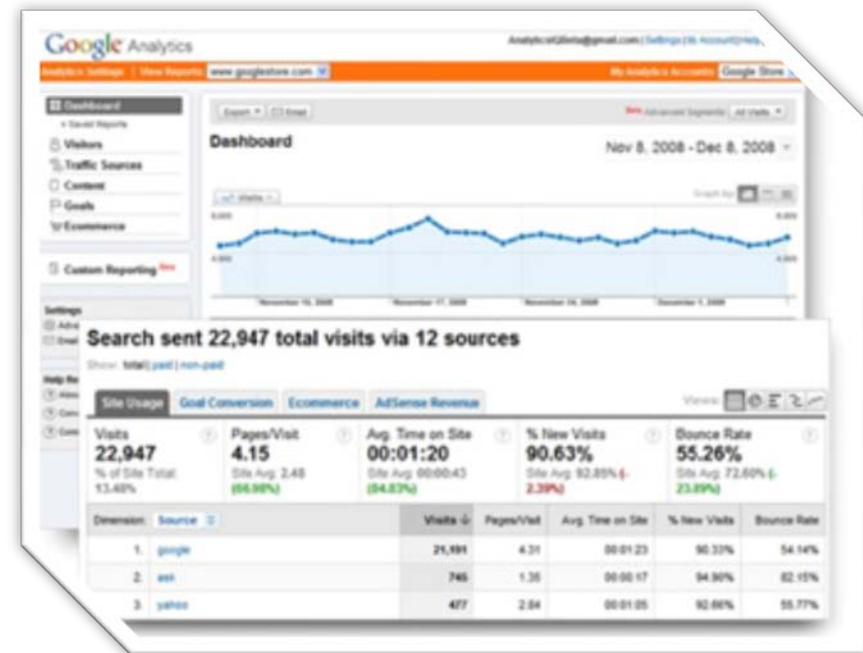


Mobilized



Understanding Your Mobile Trends

- Key metrics to look at:
 - % of mobile site visits
 - Distribution of mobile devices
 - Distribution of screen resolutions
 - Top pages viewed on a mobile device
- Understand what your mobile user behavior is and if it deviates from your online users



Defining your Mobilization Strategy & Goals

- Articulate your mobilization strategy and goals
 - Take into account your audience and what they're looking for
- Identify the means to achieving those goals. Could be either a mobile app or mobile website or **BOTH!**

Mobile website:

- A must for all websites
- Low entry cost since it works across all mobile devices
- Mobile-friendly online donation forms available as an option
- Ease of maintenance
- Short deployment time

Mobile Application:

- Not applicable to all organizations
- Increased functionality
- Native to the phone
- Ease of use
- Increased visibility through app stores
- Development required on a per mobile phone basis leading to high costs (potentially)

Two Pronged Approach

- iPhone App
 - Live Prayer with over 1,500 downloads
 - Focus on prayer requests rather than fundraising
 - Outreach and engagement tool
- Mobile Website
 - Focuses on user experience
 - Allows fundraising



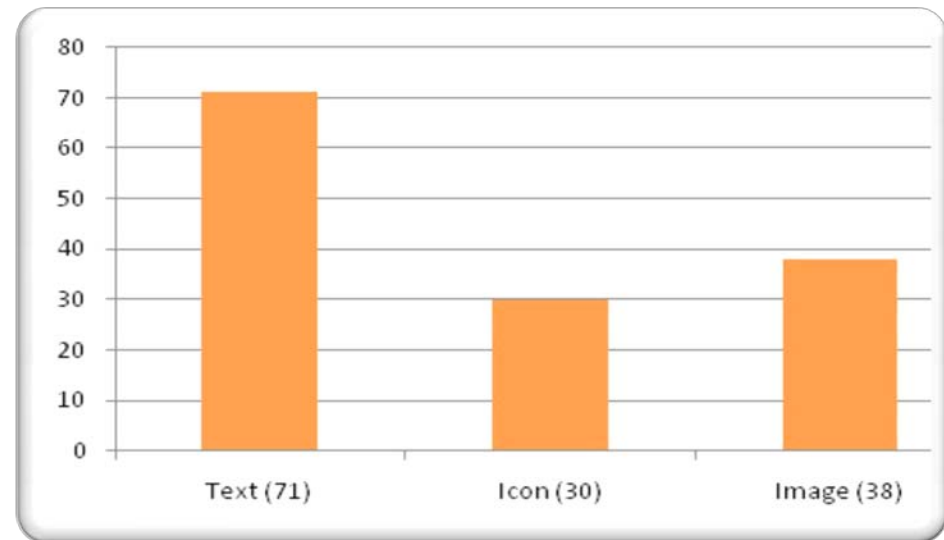
Mobile Website Design Best Practices

1. Keep it Simple

- Less is truly more

2. Concise and Smart Navigation

- Limit the navigation to no more than 4-6 links
- Use text when possible rather than images



A distribution of websites making use of text, icon, or image-based navigation styles

Source: Smashing Magazine

Defining Our Navigation

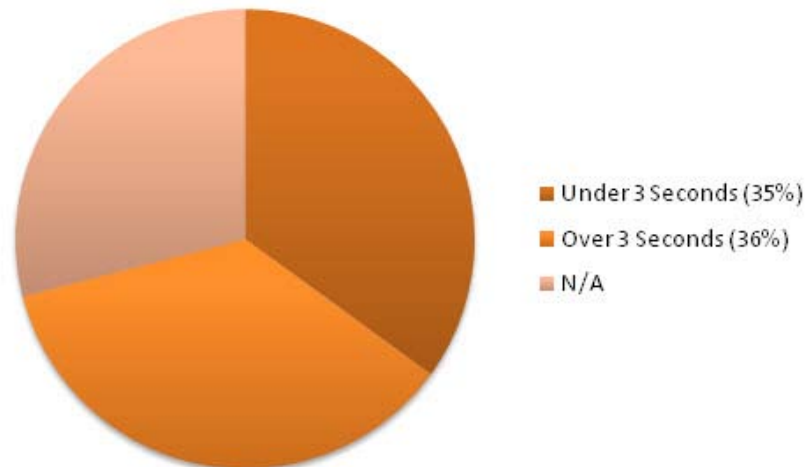


- ❑ Reduced the navigation to 6 options for mobilized version
- ❑ Used a combination of icons & text for navigation
- ❑ Clean, simple and action oriented

Mobile Website Design Best Practices

3. Use Images strategically

- Ensure that the use of images won't cause scrolling on different mobile screen resolutions
- Make the best use of the limited space available
- Images impact load time so use strategically and sparingly



Mobile Website Design Best Practices

4. Avoid using Flash and JavaScript

- Not all mobile devices such as iPhones support Flash
- Using JavaScript, while supported in most smart phones, depending on the use may increase load time and drain your battery

5. Screen Resolution Optimization

- Avoid horizontal scrolling
- Width should be between 280-320 pixels
 - iPhone is 320
- Optimize the background color and images to the smallest screen resolution and allow for stretching

Mobile Website Design Best Practices

6. Clear and Concise Content

- Keep it short and to the point
- Make your content compelling
 - It's harder to keep a mobile user's attention than an online user, more distractions and less patience
- Use attention-grabbing headlines

Mobile Content Best Practices

- Concise and clear navigation
- Action oriented
- Easy to follow
- Clear title
- No scrolling
- Minimal use of images



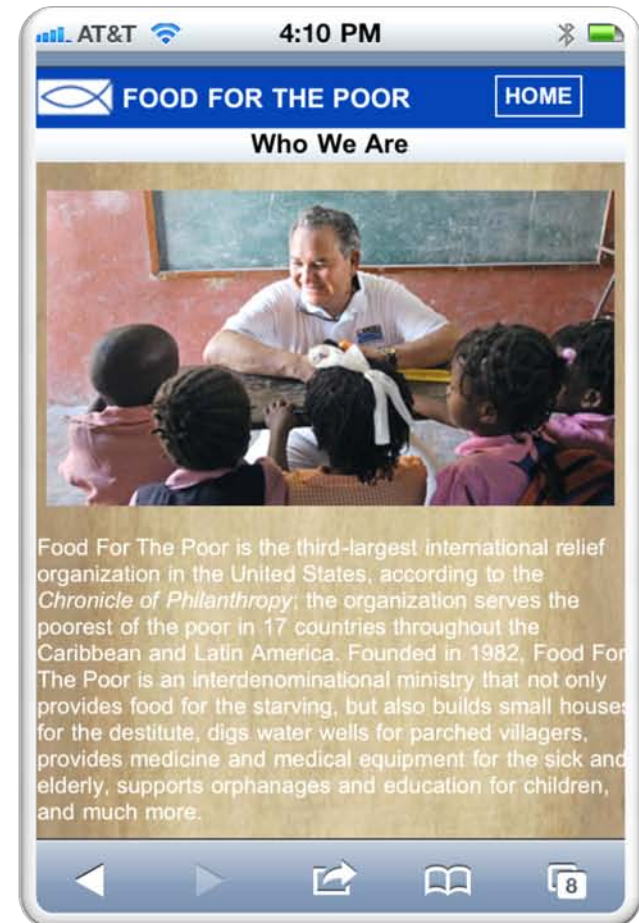
Mobile Content Best Practices

- ❑ Concise text
- ❑ Clickable phone and email to leverage phone features
- ❑ Clear title
- ❑ No scrolling
- ❑ No use of images



Mobile Content Best Practices

- Concise text
- Strategic use of image
- Informational
- Clear title
- No scrolling



Mobile Content Best Practices

- Mobile friendly donation form
 - Concise
 - Asking only minimal user information
- Limit the amount of data entry
 - Strategic use of carousel for gift amount
- Limited use of images
- Clear and concise title and description
- No scrolling

AT&T 4:11 PM

FOOD FOR THE POOR, INC.

Please Help Today

Imagine seeing your children slowly starving... and having nothing to feed them. For countless destitute families, this is a grim reality. A gift of food will bring lifesaving nutrition to hungry children and their families.

Gift Amount

\$25.00 - Twenty Five

Credit Card Number: CVV Number:

Expiration Date:

Credit Cards Accepted:

VISA MasterCard DISCOVER AMERICAN EXPRESS

Testing, Testing, Testing

- Not enough emphasis can be put on proper TESTING
- Identify the top 3 mobile phones & versions that you want to test
- Initial testing can be done using mobile emulators (available as free downloads) in order to test the user experience
- Before launching, ensure to test on the actual mobile devices
 - Online emulators aren't as good as the real thing!

Post Launch Analysis

- Understand your 30-60-90 day results
 - Was there an increase in mobile traffic?
 - What were the content trends for mobile users?
 - Was there an increase in mobile donations – dollars and # of transactions
- You need to assess your ongoing mobile strategy and ensure that you're still getting the results you want
- Keep your content fresh and up to date
 - Don't forget about the mobile website once it's launched – it's only the beginning...

Let's Summarize our Takeaways

1. Key mobile metrics and trends to understand

- % of mobile users, distribution of mobile devices, mobile user behavior

2. Investing in a mobile app. vs. mobile website

- Always start with your mobile website – that's a **MUST!**
- Invest in mobile app if applicable – not geared for all organizations

3. Mobile website design best practices

- Keep it simple
- Concise and Smart Navigation
- Use Images Strategically
- Avoid Flash and JavaScript
- Screen Resolution Optimization
- Clear and Concise Content

Questions?

- Please submit any questions you may have using the online chat
- We'll respond to questions in the order they're received
- If you have any other questions, that you'd like to discuss one-on-one, please feel to contact me at Kathy@charitydynamics.com

Thanks for your time today!

Now let's Go Mobile