

The Bootstrapper's Guide to the Mobile Web

by Deltina Hay

Mobile Website Strategy Worksheet

This worksheet can help you plan an effective strategy and solution for your mobile website. Refer to the corresponding sections of the book for examples and clarification of specific questions.

I. User Expectations

Answer the following questions about prospective site visitors.

Why are they most likely coming to your site?

What information are they most likely seeking?

What type of actions are they most likely to take?

If you sent a questionnaire to your mailing list, what did they suggest?

II. Business Objectives

Answer the following questions about business goals, resources, and limitations regarding your mobile website.

What are your immediate goals?

How much money can you invest in the set-up of your mobile site?

How much money can be budgeted for hosting and maintenance of the site (per month)?

How much time can be allotted to this project, initially?

How much maintenance time can be allotted (per month)?

Are there any industry specific limitations that should be placed on this site?

III. Features

Select the features that should be included on your mobile website.

- Click-to-call
- Social Media Buttons
- Sharing Badges
- Google Maps
- Forms
- Event Calendar
- Location Check-in
- Multimedia (photos/music/videos)
- News/Blogs
- Ecommerce
- SMS
- Industry Specific (specify below)
- Other (specify below)

Industry specific or other features to include on your site, if applicable:

IV. Mobile Website Options

Use the respective section in the book to help decide which option to use to create your mobile website.

How will you create your mobile website:

- Create the site yourself
- Use a service
- Use a CMS solution

If you plan to create the site yourself, will you:

- Use responsive web design
- Create a stand-alone site

If a stand-alone site, what will be the URL structure of the site?

- Unique domain name
- Sub-domain like m.yoursitename.com
- Sub-directory like yoursitename.com/mobile

If a stand-alone site, how will visitors to your desktop site access your mobile site?

- Automatically be redirected using a script
- Access via a button or link

If you plan to use a service, will it be a:

- Hosting Service
- Conversion Service

If you need a CMS solution, will it be a:

- Plugin
- CMS conversion service
- Theme

V. Solution Criteria

Refer to the previous sections of this strategy, and answer these questions for each solution you are considering.

Specifically, does a solution:

- Satisfy user expectations
- Align with business objectives, including initial cost and maintenance
- Have all - or the most important - desired features

Additionally, does a solution:

- Offer design choices sufficient for branding needs
- Have the desired URL structure options
- Provide preferred redirection methods
- Offer methods to track analytics and metrics
- Provide features like custom QR Codes to help market your site

Are there any conflicting issues to resolve? If so, list alternatives here:

VI. Best Practices

Rate your solution for each of the following best practices. How well does a solution adhere to or help accomplish these practices? Refer to the relevant section in the book for clarification.

Best Practice	Rating from 1 to 5
Keep It Simple	
Prioritize Content	
Focus on Conversion	
Take Advantage of Mobile Features	
Think “Tap-able” not “Clickable”	
Navigation	
Scrolling	
Formatting Content	
Overall Site Design	
Proprietary Technologies	
Page Size	
Images	
Video/Audio	
Valid Markup	
Testing	

VII. Weighing Options

List your final choice(s) here. If you are considering more than one solution, list the pros and cons of each option.

Solution	Pros	Cons

VIII. Conclusion

What is your final choice?

What compromises were made in favor of this solution?

Discuss conflicting or unresolved issues as they relate to your final choice, and list alternative solutions to resolve them: