Going Mobile
Mobile Web vs. Native App
The Great #MobileGov Debate
Going Mobile: Our Approach

1. Identify high valued content & information that users want.
2. What subset is most needed via a mobile device?
3. Establish device targets and available resources.
4. Build a project plan with timelines and Roles & Responsibilities.
5. Obtain approvals and agreements. (*Including legal & procurement*)
**Can I bring my...**

Through the security checkpoint?
Learn what you can and can't take with you through the security checkpoint when you fly. Results will let you know if the item can be carried-on, put in checked baggage, or if it's not permitted for plane travel.

**Search Results For:**

**ham sandwich**

Solid food (not a liquid or gel) can be transported in either your carry-on or checked baggage. Liquid or gel food items larger than 3.4 oz are not permitted in carry-on baggage and should be placed in your checked baggage if possible.

All food products should be properly packaged. Food that is spilled during the screening process can damage security equipment and other passengers' belongings. Food, including partially consumed fruit or other items, must be appropriately wrapped or in a container to prevent it from being spilled. Unpeeled natural foods, like fruit, do not require additional wrapping.
Today's Highlights

Must-See of the Day
The Star Spangled Banner, at American History, inspired Francis Scott Key to write the lyrics for what would become our national anthem.

Special Deliveries
"Mail Call:" Discover the history of military mail from the American Revolution to 2010 at this new permanent exhibition at the Postal Museum.
What Are Native Apps?
Native Apps... run locally on the phone independent of any other app that may require resources.
Native Apps... can make use of the device’s hardware (e.g. camera, GPS, etc).
Native Apps...

...can notify the user of important news or updates.
3 Simple Reasons To Go Native
Native apps download only what they need, when they need it.
Water is a common chemical substance that is essential for the survival of all known forms of life. In typical usage, water refers only to its liquid form or state. In gaseous state, water vapor or steam covers 71% of the Earth’s surface. Water also has a solid state, ice. 1,460 petatonnes (1 T) (1024 kilogram) of water in the three states of matter (solid, liquid, and gas) is the best known. Lightning Bar, a Thoroughbred, was the breeding stallion. He was bred by his lifelong owner, Arl Pollard of Sonora, Arizona, and was the offspring of Three Bars, a Thoroughbred, and Speed Pollard, a Quarter Horse mare from Louisiana, a strong breeding of sprint horses. He raced ten times, with four victories and four other top three finishings. Two years. As a breeding stallion, he sired only one year. After racing, he became a show horse. After his racing career was cut short by illness, he was retired to his owner’s farm. Lightning Bar died of a viral infection in 1960, at the age of nine. He was the best known. Lightning Bar's best known offspring include Broodmare, a Thoroughbred, and Speed Pollard, a Quarter Horse mare from Louisiana, a strong breeding of sprint horses. He raced ten times, with four victories and four other top three finishings.
Employment and Training Administration

Unemployment Insurance Initial Claims:
391,000 in the week ending 24 September 2011

Bureau of Labor Statistics

Consumer Price Index (CPI):
+0.4% in Aug 2011

Unemployment Rate:
9.1% in Aug 2011

Payroll Employment:
0 (p) in Aug 2011

Average Hourly Earnings:
-0.03% (p) in Aug 2011

Producer Price Index (PPI):
+0.0% (p) in Aug 2011
App Stores
Labor Stats

Description

The Labor Stats Application presents the most up-to-date numbers and news releases for the Department of Labor’s Employment and Training Administration (ETA) and Bureau of Labor Statistics.

- Unemployment Insurance Initial Claims...

Labor Stats Support

iPhone Screenshots

More iPhone Apps by U.S. Department of Labor
Getting Started

(4 steps)
Step 1: Commit to a great app
Step 2: Develop the user’s story
Ask who, what, when, where, why, and how.

Turn the answers into a coherent “elevator pitch.”

If your elevator pitch isn’t clear, to the point, and/or fails to sell your idea, **start over or stop.**
Step 3: Learn mobile design best practices and review UI guidelines
Step 4: Based on the user’s story, decide native, web, or both.
APIs
“A language and message format used by an application ... to communicate with the OS or some other program.”
- PCMag.com
Android has them.

iOS has them (Cocoa Touch).

Other platforms have them.

Federal agencies have them!
Benefit 1: Live data
Benefit 2: Up to date data
Benefit 3: Controlled access to data