

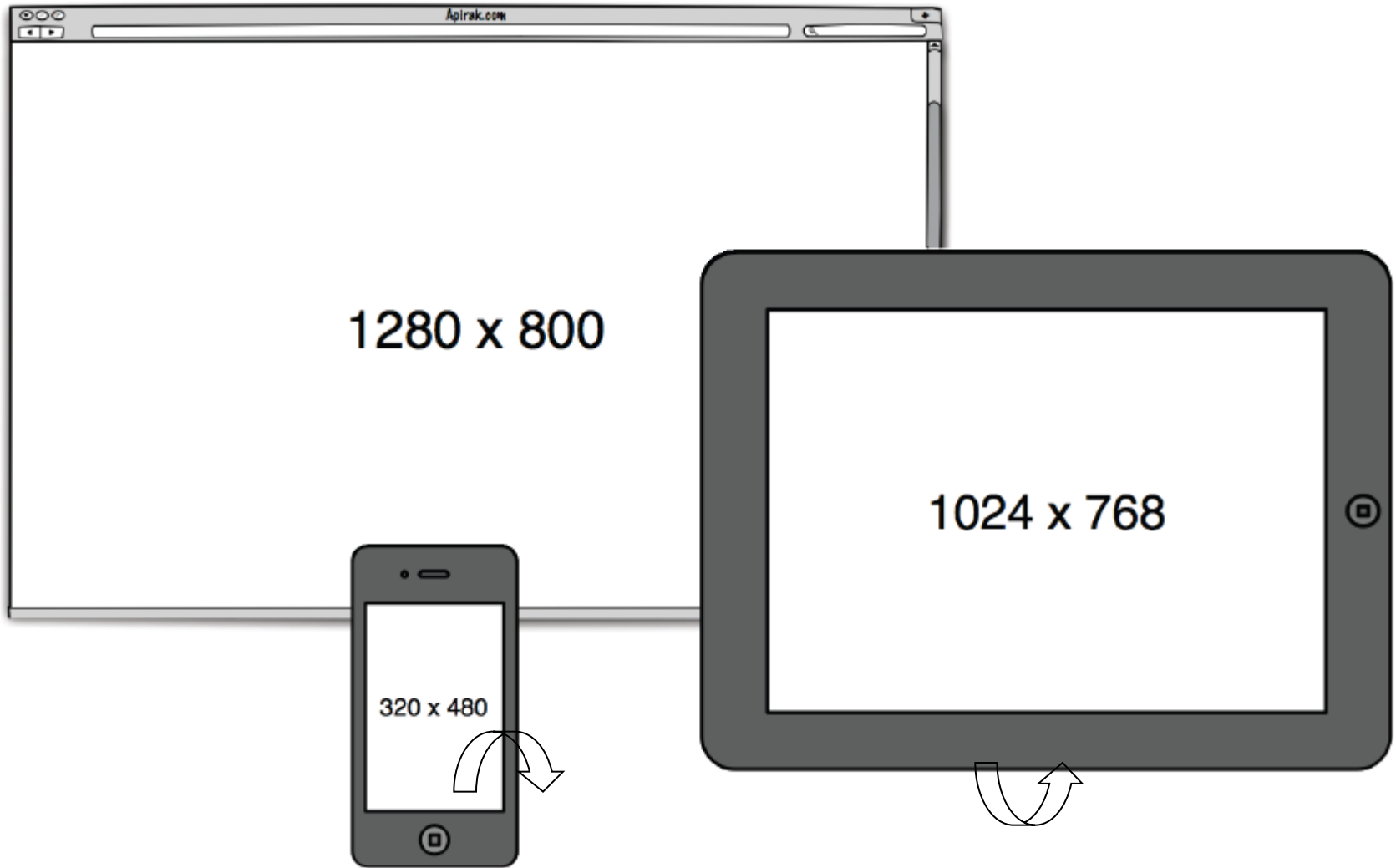
InformNorden

The mobile landscape – app, web or in between?

8th Sept. 2011







What is what?

- Mobile adapted web
 - Traditional HTML
 - Adapted to small screens
 - Accessed with any web browsers
- Native app
 - Programs that are specially written for each OS
 - Different programming language for each OS
 - Installs on the phone
- Web app
 - HTML 5, CSS & JavaScript
 - Accessed with modern web browsers



Customer loves using native app's for traffic information because of:

- Ease of use (35%)
- One click to start (23%)
- Trip advise based on where I am (GPS) (21%)
- The app remembers my earlier tasks (13%)



Why we embrace the webbapp

- Platform independence

 - All it takes is a modern browser

- The same programming for all platforms

 - HTML, CSS & JavaScript

- Forward Compatible

 - Will work in the next version of Safari / Android etc.

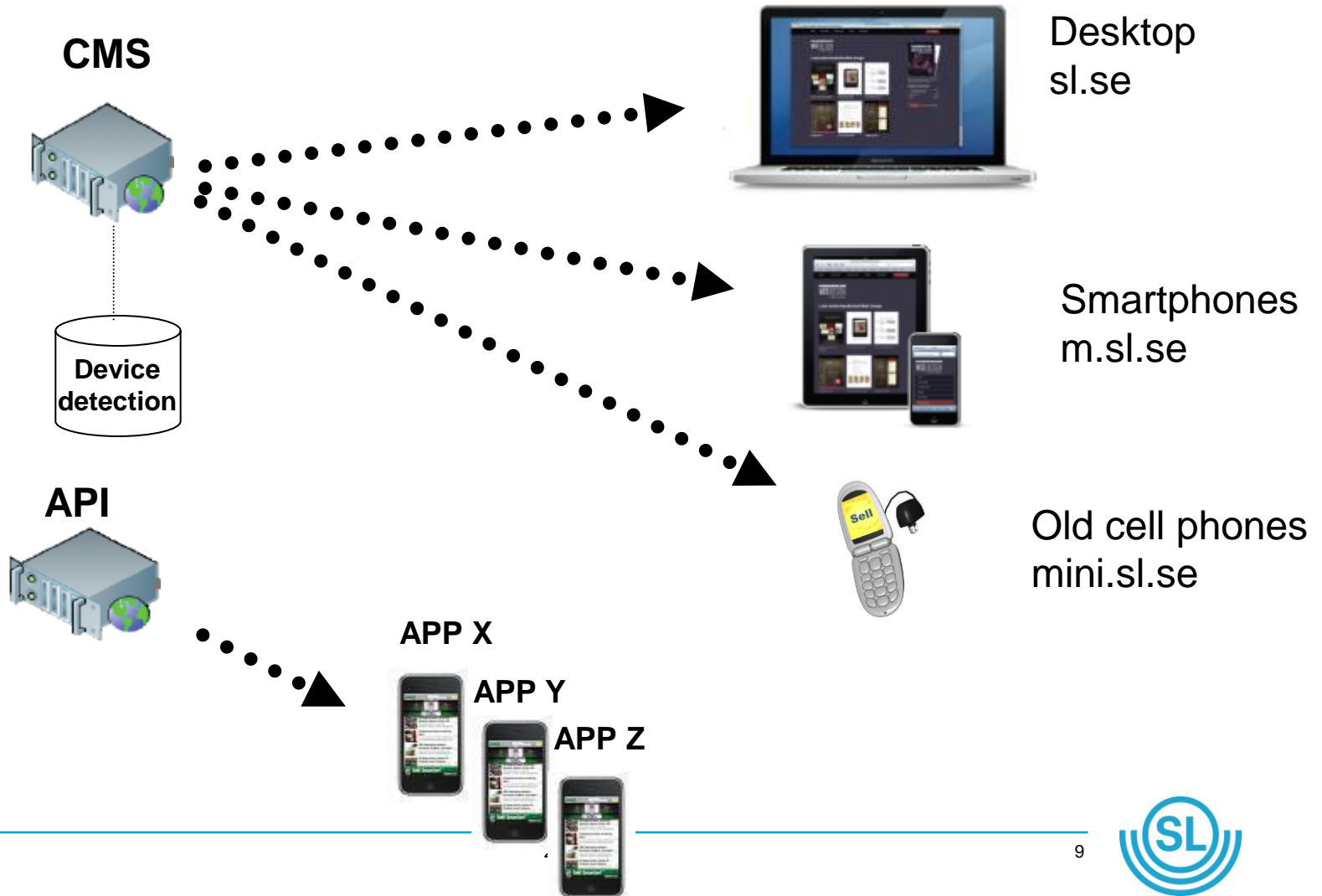
- We decide when to release new versions, bug fixes and the content

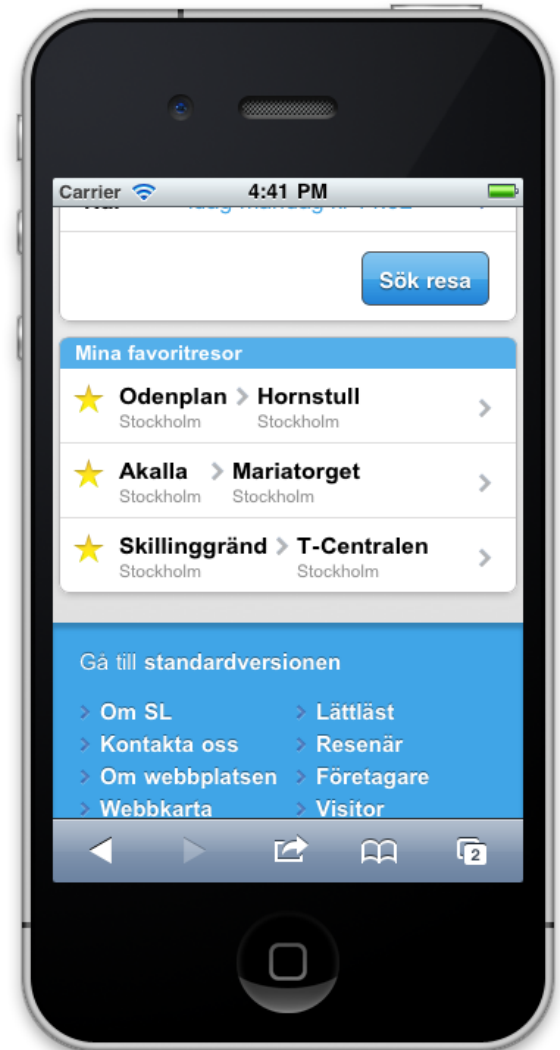
- URL:er and searchable content

- Because it works..



Our roadmap







Responsive design:
More tabs the wider screen you have
Wide screens showing from and to the same row

But what about the native apps?



Res i STHLM

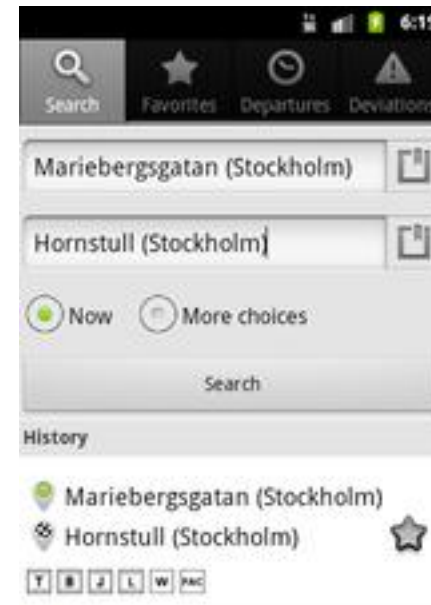


API's

- SLs Traffic situation
- SLs Travel planner
- SLs Disruption information



STHLM Traveling



API's

- SLs Traffic situation
- SLs Travel planner
- SLs Disruption information



Lessons learned

- Just a "smaller version of the desktop web" is not enough
- Optimize for speed
- Build against API's instead of back end applications
- Editorial level that works for both web o mobile
- It is not obvious that your web developer team is the one to build your web app
- Tactics as strategy, agile



Future challenges

- Additional and more complex user interfaces
- Responsive design
- APIs and pure data projects
- Payment models for 3rd party developers, and how we can help keep the services up to date.
- Change mindset - think mobile first

