

Developing a Mobile Strategy

Abhijeet Chavan

Urban Insight, Inc.

urbaninsight.com

Presented at 2012 TIG Conference

Anytime
Anywhere
Any device

Anytime
Anywhere
Any device
Everyone

Move to Mobile

Strategies

Devices

Platforms

Formats


(1)

**Device-agnostic
website**

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Bank of America hopes massive cuts will save billions

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- **Opinion:** Economists cut growth forecasts

Full article preview

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- **Video:** Take a Full movie preview
- **Full coverage:** range from Chaplin to Chaplin
- **DVDs:** Classroom have resulted in the way debate
- **Full coverage:** The Globe's full article preview

Globe starts far-ranging paid website for all devices

The Boston Globe today launches a new subscription-only website, BostonGlobe.com, letting the readers will be willing to pay for an online product that offers an innovative, exciting reading experience.

- **Video:** A tour of the new BostonGlobe.com
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Many faiths, one purpose

More than 100 people of various religious affiliations packed a hall of the Islamic Center of Boston yesterday to commemorate the 13th anniversary.

- **Photos:** 13th anniversary
- **Life goes on:** anniversary events
- **Prayer, tears, pain, and honor**

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**Separate
Mobile Website**



The New York Times

Wednesday, January 11, 2012 Last Update: 6:32 PM ET



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Justices Grant Leeway to Churches in Job Bias Laws

By ADAM LIPTAK 5:01 PM ET
The Supreme Court found a "ministerial exception" to employment discrimination laws, saying religious groups must be free to choose leaders without government interference.

• Religious Groups Greet Ruling With Satisfaction 4:25 PM ET
[Post a Comment](#) | [Read \(307\)](#)

CAMPAIGN 2012

South Carolinians Weigh Priorities as Primary Nears

By KIM SEVERSON 5:31 PM ET
In a state of stark differences between haves and have nots, economic recovery is competing with socially conservative concerns for the attention of Republican voters.



Fintlay MacKay for The New York Times

Ricky Gervais Would Like to Nonapologize

By DAVE ITZKOFF 5:02 AM ET
The writer, comedian and Golden Globe host has made a great career of irreverence. But his best trick is being just reverent enough to keep getting invited to the party.

• Johnny Depp on Gervais's "Life's Too Short"
[Post a Comment](#) | [Read \(2\)](#)

Ouster in Pakistan Adds to Tension With Army

By SALMAN MASOOD 59 minutes ago
The prime minister fired his defense secretary as the government drew closer to a collision with the military.



OPINION >

OP-ED
Give Guantánamo Back to Cuba
Few gestures would improve American-Cuban relations as much as handing over the land that houses the detention camp.

- Friedman: Political Islam
- Dowd: A Perfect Doll
- Editorial: G.O.P. Contest
- Brooks, Collins: Dullness
- Room for Debate: Has Obama Lost Youth Votes?
- Loyal Opposition: Ron Paul's Victory Speech

MARKETS > At close 01/11/2012

S.&P. 500	Dow	Nasdaq
1,292.48	12,449.45	2,710.76
+0.40	-13.02	+8.28
+0.03%	-0.10%	+0.31%

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SMALL BUSINESS >

CASE STUDY
When the Chain Falls
Can the end of a franchise create an opportunity for entrepreneurship?

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YOU'RE THE BOSS
Checking References
A business owner wonders why so few people take the time to check references.

The New York Times

Elizabeth Warren Website

Official Website of the Elizabeth for MA Senate Campaign



Jan 11, 2012,
1:21 PM EST

Weather
47°F

Dow
-31.94 -0.26%

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Romney Says N.H. Results Show Attacks on Him Failed



A day after his drubbing of the Republican field, Mitt Romney assailed the angry attacks about his work for Bain Capital and urged his opponents

(3)

**Native apps
for mobile devices**

The New York Times



Romney Says N.H. Results Show Attacks on Him Failed

9:48 MST | A day after his drubbing of the Republican field, Mitt Romney assailed the angry attacks about his work for Bain Capital and urged his opponents to settl...

NEWS ANALYSIS

In South Carolina, Challenges Await on Ideology and Faith

If Mitt Romney succeeds in South Carolina, a place famous for surfacing the dark undercurrents of Americ...

Expensive and Bitter Media War Already Ignited

9:58 MST | The campaign advertisements and fliers are part of a full effort by the candidates and their "super PACs" to break through in what could be the kind of cli...

Blaming U.S. and Israel, Iran Reports Killing of Nuclear Sci...

10:51 MST | At a time of growing tension



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Website Management Platform For Legal Aid Websites

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OPENADVOCATE

Complete Solution Easy-to-Use Hosted Supported

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Designed for Current Web Standards & Trends

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MOBILE

STRUCTURE



Device-agnostic

Mobile Site

App(s)

(1)

**No additional
editorial work**

(2)

Control

development costs

(3)

Reach

Everyone

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Responsive Design

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"It's the biggest that always get me. It's very moving when you hear them play."
—Justin Bieber, on Justin Bieber

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Omega

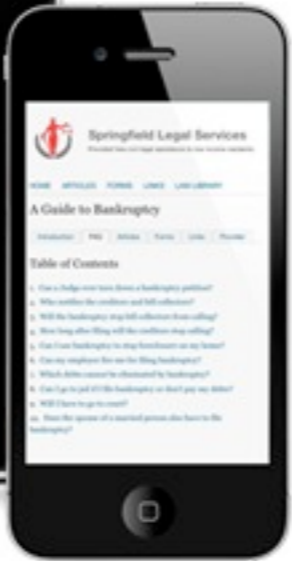
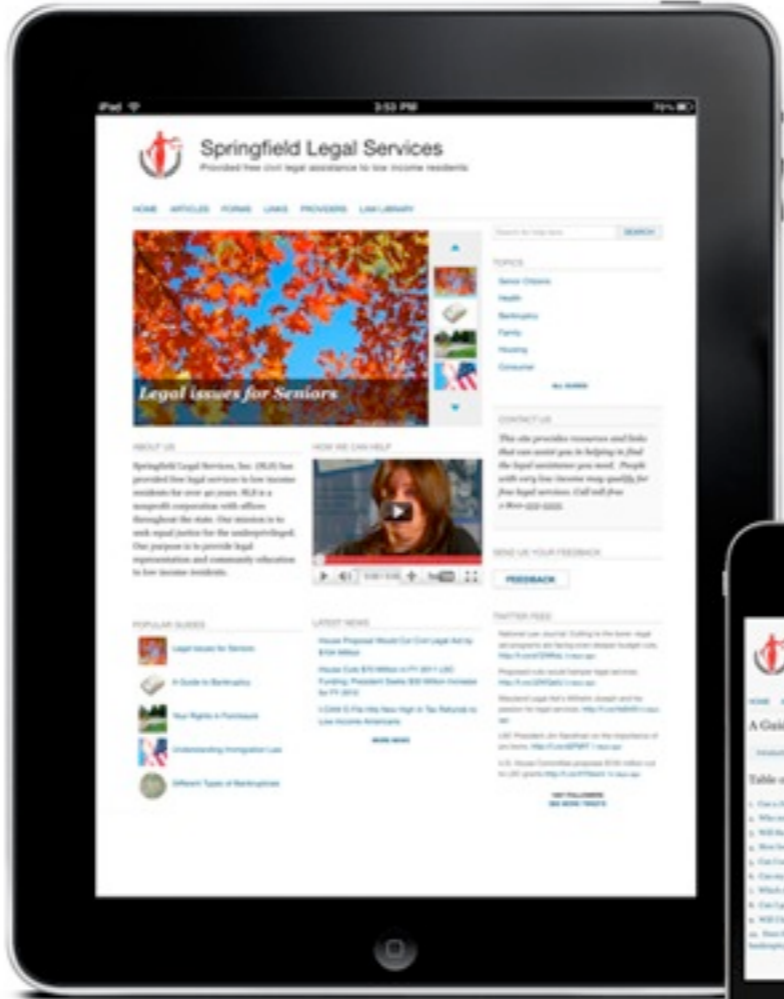
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<http://drupal.org/project/omega>

960 Grid

Web design grid system

<http://960.gs>





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Springfield Legal Services provides free legal services to low income residents. We are a nonprofit corporation with offices throughout the state. Our mission is to seek equal justice for the underprivileged.

We can help you understand legal issues, find court forms, and locate legal help.

UPCOMING EVENTS

- Feb 7 2012 3pm Workshop: Understanding Medicare & Medicaid
- Mar 9 2012 12am Bankruptcy Clinic
- Apr 15 2012 4pm Workshop: Common Legal Mistakes & How to Avoid Them

ALL EVENTS

TOP GUIDES

- Legal issues for Seniors
- A Guide to Bankruptcy
- Your Rights in Foreclosure
- Understanding Immigration Law
- Making Healthcare Decisions

FREQUENTLY ASKED QUESTIONS

- Can I work if I'm not a U.S. Citizen?
- Will the bankruptcy stop bill collectors from calling?
- Who notifies the creditors and bill collectors?
- Can I go to jail if I file bankruptcy or don't pay my debts?
- Can I use bankruptcy to stop foreclosure on my home?

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- A Guide to Bankruptcy
- Your Rights in Foreclosure
- Understanding Immigration Law
- Making Healthcare Decisions
- How To Adopt A Child
- Understanding Medicare
- How Adult Guardianship Works
- How To Create Guides

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Easier to maintain

Control development

Reach everyone



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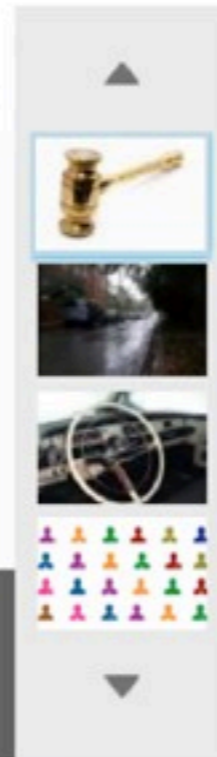
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12 Common Legal Mistakes and How To Avoid Them

Photo: walknboston (Flickr)



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Legal Services Corporation of Delaware, Inc., is a private, non-profit law firm. Our mission is to use the practice of law to help low-income families in Delaware. We emphasize protection of those rights that are crucial to the viability of a stable family. LSCD addresses legal issues that threaten the economic independence of

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To serve our client communities as advocates and teachers in order to **address the causes and symptoms of poverty, foster individual independence and dignity, and protect and promote tribal sovereignty.**

Our services must help our clients develop the resources necessary to **meet external challenges, and help off-reservation communities and businesses** better understand our clients and **respect their rights.**

We will focus our resources on those most vulnerable, and on those for whom we can achieve long-term benefits by **breaking the cycle of poverty.**

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- [Farmington DNA](#)
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