BusinessConnect and SolutionsConnect

It's time to make bold moves.

Mobile Application Development with Speed and Quality

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Agenda

1. Mobile application development challenges
2. Overcoming the challenges with a MADP
3. Client examples

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Companies struggle with the design and development of mobile applications

Challenges In developing/acquiring mobile applications

> *"For the end customer, it is not easy to get the right orientation, look and feel; usability is the next thing."*
>
> Executive | Automobile company

Source: Institute for Business Value, Mobile Enterprise Study, Q11.
Please select the top challenges your organization faces today when developing or acquiring mobile applications. Select up to 5.

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They struggle with multiple mobile OS platforms and devices?

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They struggle creating the best UX using best of breed open frameworks?

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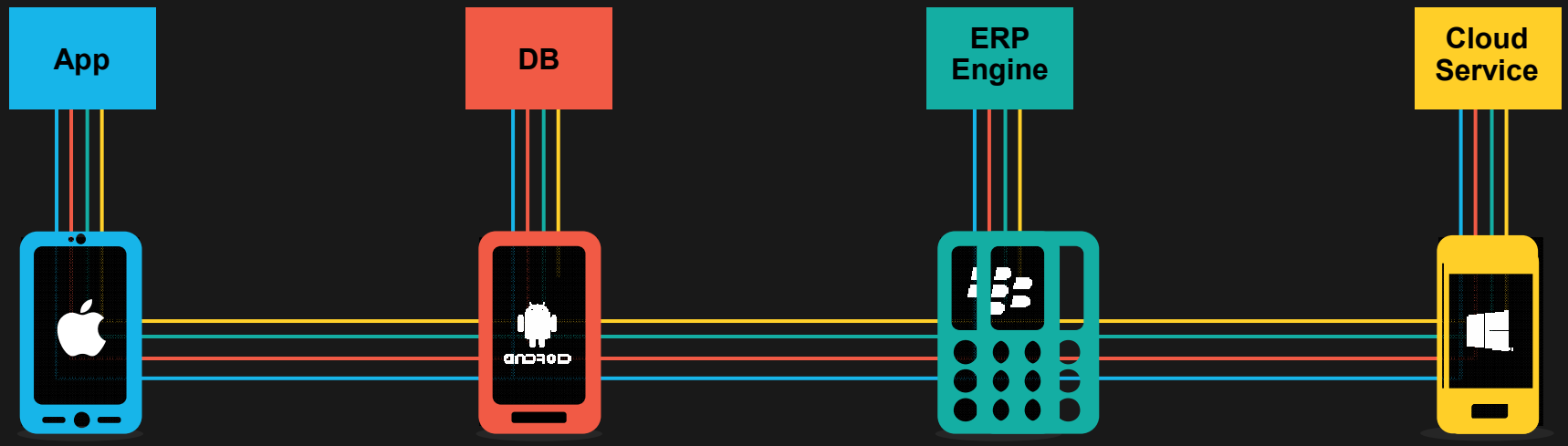
They struggle with integration?



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They struggle with security?

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They struggle with testing?

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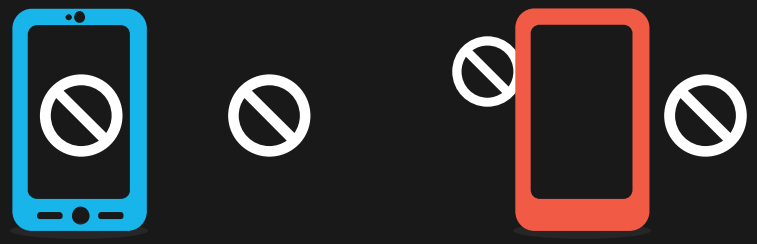
They struggle with analytics?



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They struggle with mobile operations?

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How do we overcome these *challenges*?

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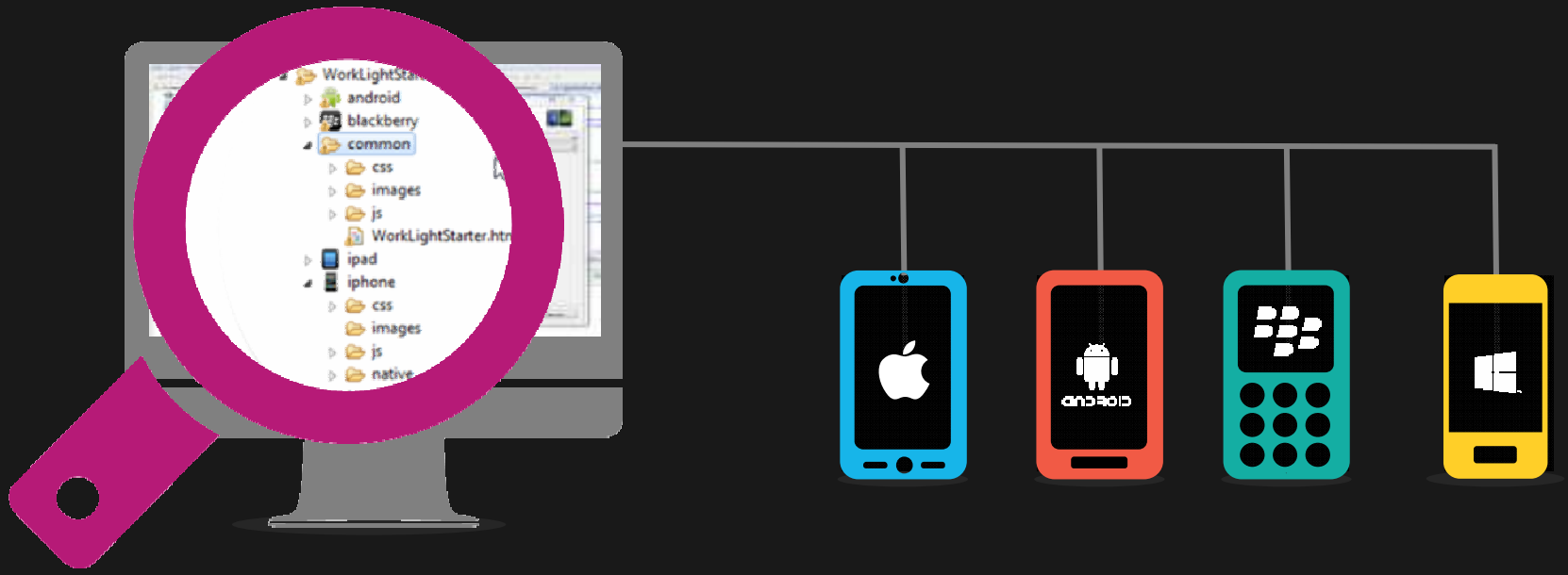
Multi-platform development –
Environment optimisation for maximum code reuse



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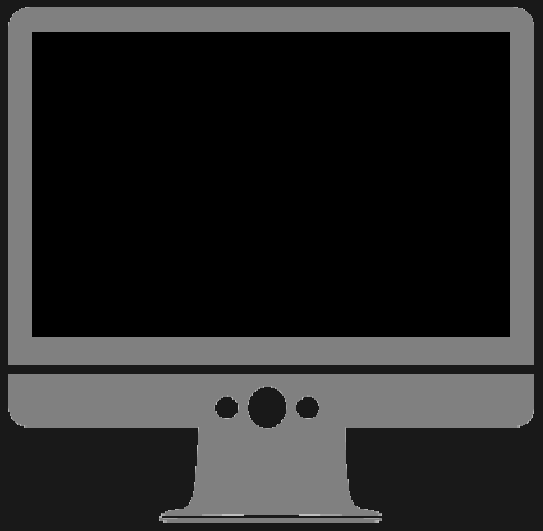
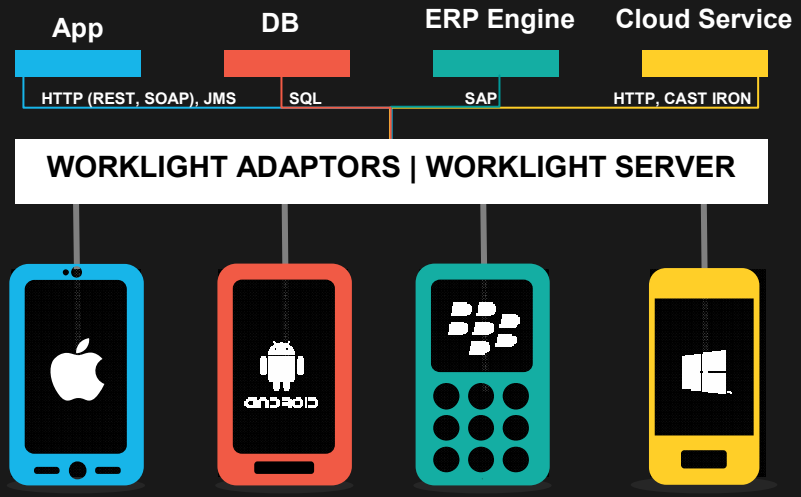
Connectivity – streamlined, transparent & mobile optimised.





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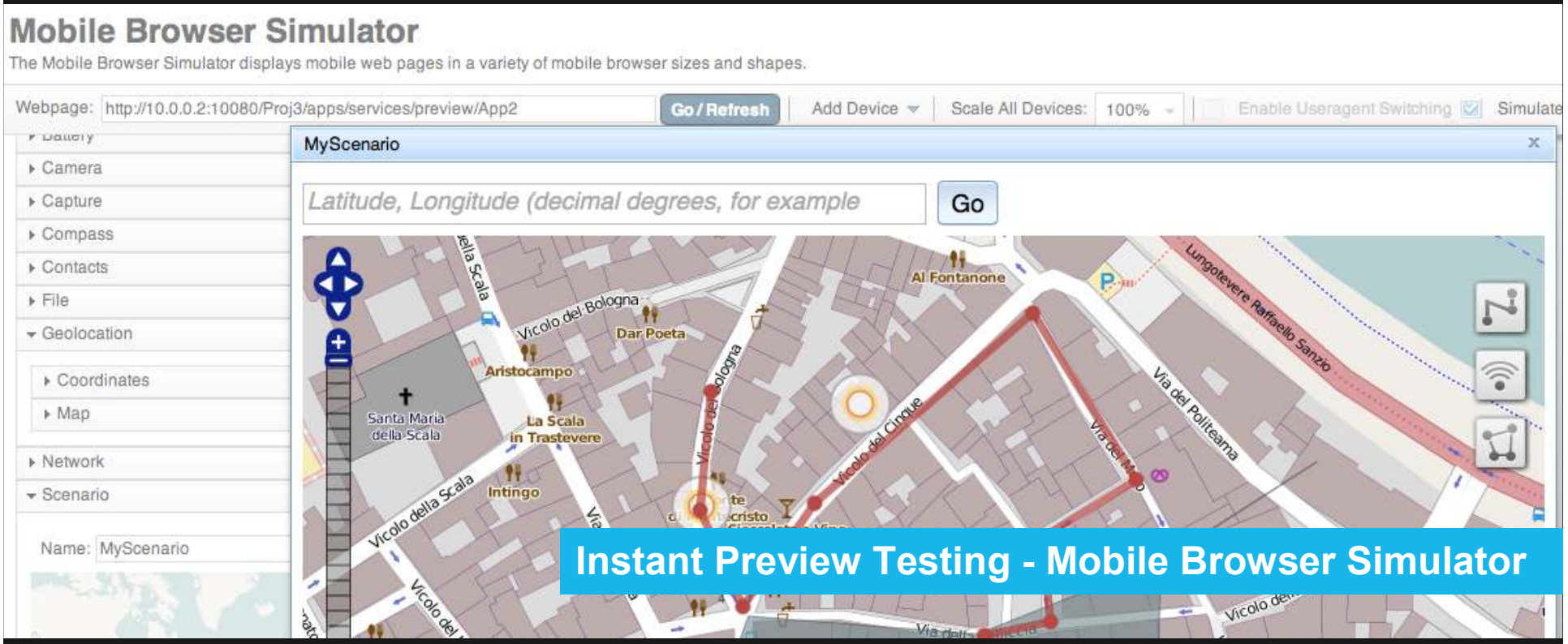
Instant Preview Testing – Mobile Browser Simulator.



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Mobile Browser Simulator
128.141.143.195:10080/_MobileBrowserSimulator/index.html?webpage=http://128.141.143.195:10080/LocationScenariosDemo/apps/servi
Mobile Browser Simulator
The Mobile Browser Simulator displays mobile web pages in a variety of mobile browser sizes and shapes.
Webpage:
Go / Refresh
Add Device
Scale All Devices:
100%
Enable Useragent Switching
Simulate
Cordova
Device
Events
Accelerometer
Battery
Camera
Capture
Compass
Contacts
File
Geolocation
Network
Scenario
Skin
Rotate
Couponator

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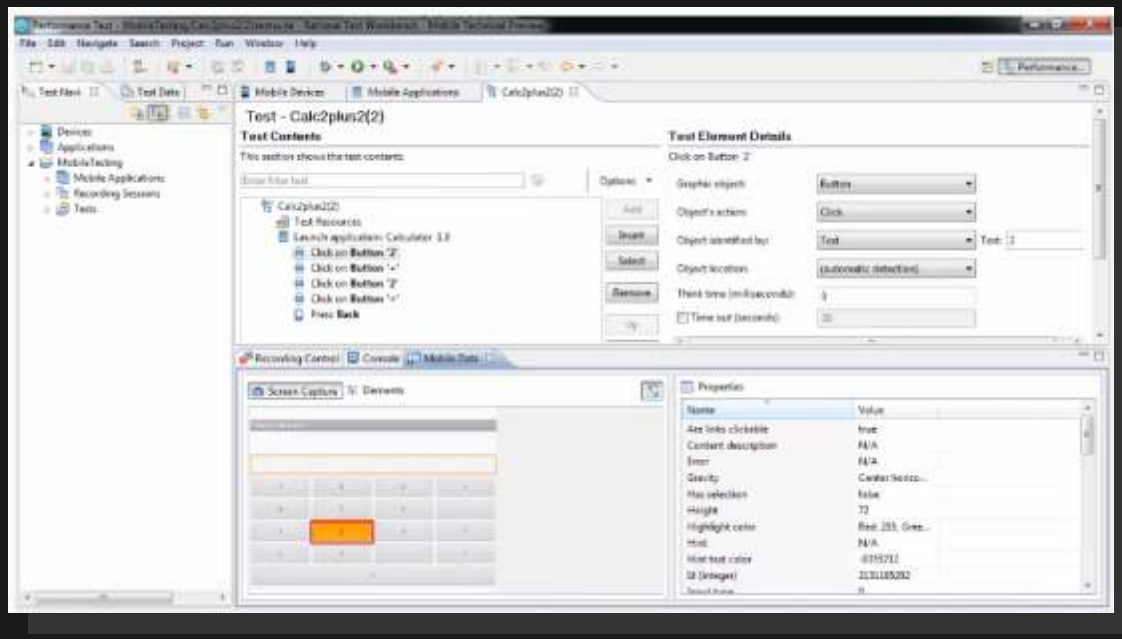
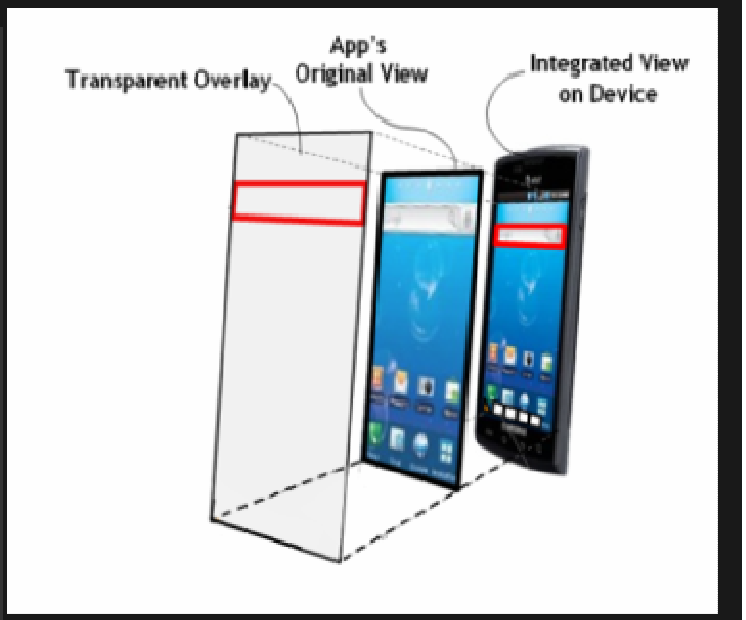
Regression Testing - Mobile Test Workbench





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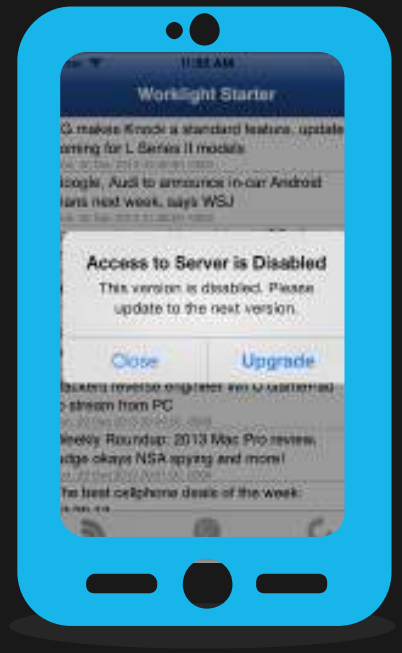
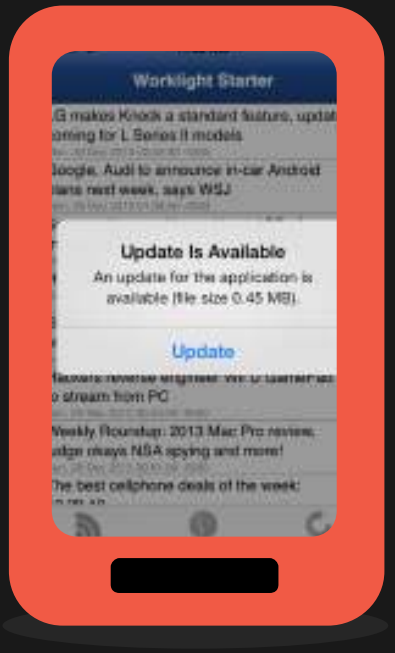
Enforcing security updates

Remote disable





Direct update

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Operational Analytics

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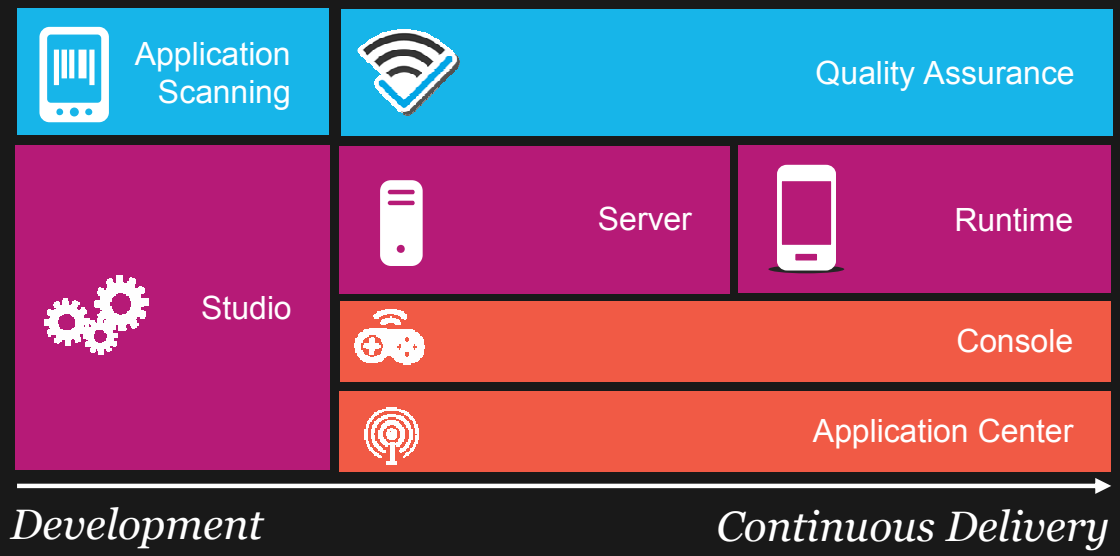
Mobile Application Development Platform (MADP) Architecture



Application Scanning
Detect code security vulnerabilities at the time of development

Quality Assurance
Collect beta test feedback, crashes and analyze user sentiment

Foundation
Development, Runtime, Operations Console & Private Store

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Rohde & Schwarz cuts mobile development costs by 60%

“After lots of evaluations, we decided that Worklight seems to fit best with our environment and our needs. Now we are able to deliver exceptional apps in weeks instead of months”

Manfred Metz | corporate mobility manager | Rohde & Schwarz

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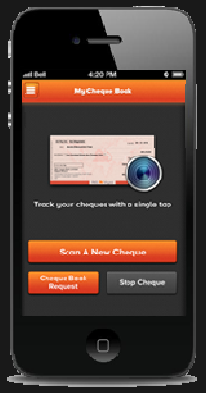
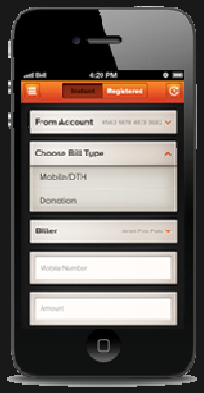
ING Vysya Bank increases customer satisfaction by 50%

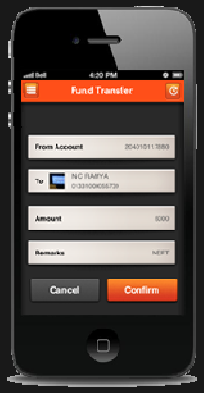
Save Cheque



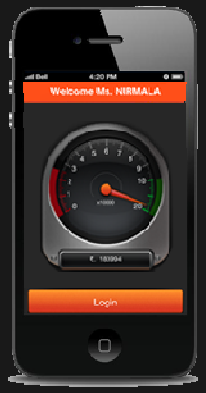
Bill Payments



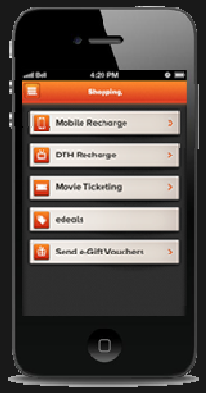
Funds Transfers



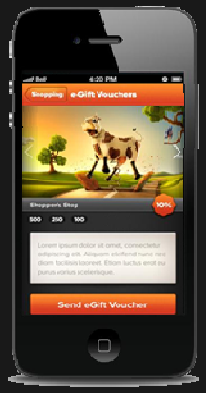
Balance Meter



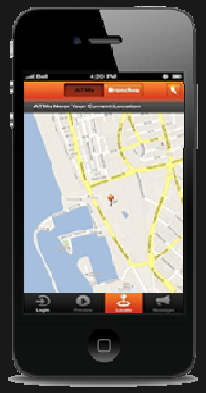
One-click shopping



Balance Meter



Branch / ATM



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So how important is the end user experience?

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Visibility into the customer mobile experience to improve conversions and grow revenue

Industry-leading customer experience management solutions to mobile websites, native applications, and hybrid apps including support for HTML5.

- **Capture and high-fidelity replay of mobile gestures*** for mobile web sessions on iOS and Android-based devices help optimize users' experiences on mobile web applications .
- **Analyze mobile user behaviors and quantify business impact** of user struggles with IBM Tealeaf integrated solutions
- Add-on **Heatmap, Link Analytics, Form Analytics, and Attention Map analytics** for mobile-web applications

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Expectations vs. Realities

85% of adults who have completed a mobile transaction in the past year ***expect the experience to be better than using a laptop or desktop*** computer

Yet 41% of comments about the top mobile companies expressed frustration

Source: Harris Interactive Survey of Mobile User Experience

Consumer Mobile Expectations Are High

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Top consumer struggles

1. Inability to complete a transaction
2. Search functionality
3. User interface

63% of all online adults would be less likely to buy from a company via other purchase channels if they experienced a problem conducting a mobile transaction.

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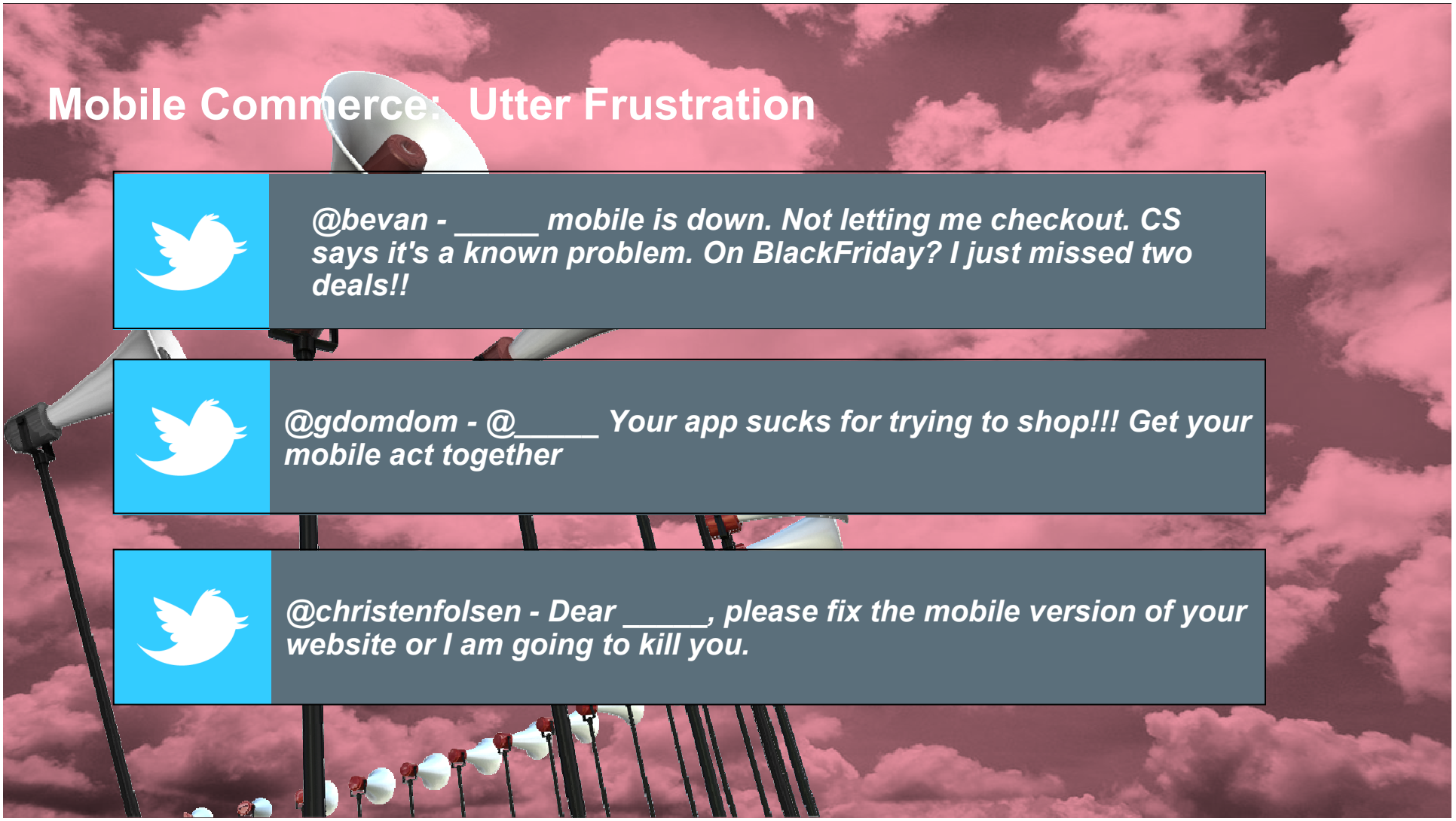
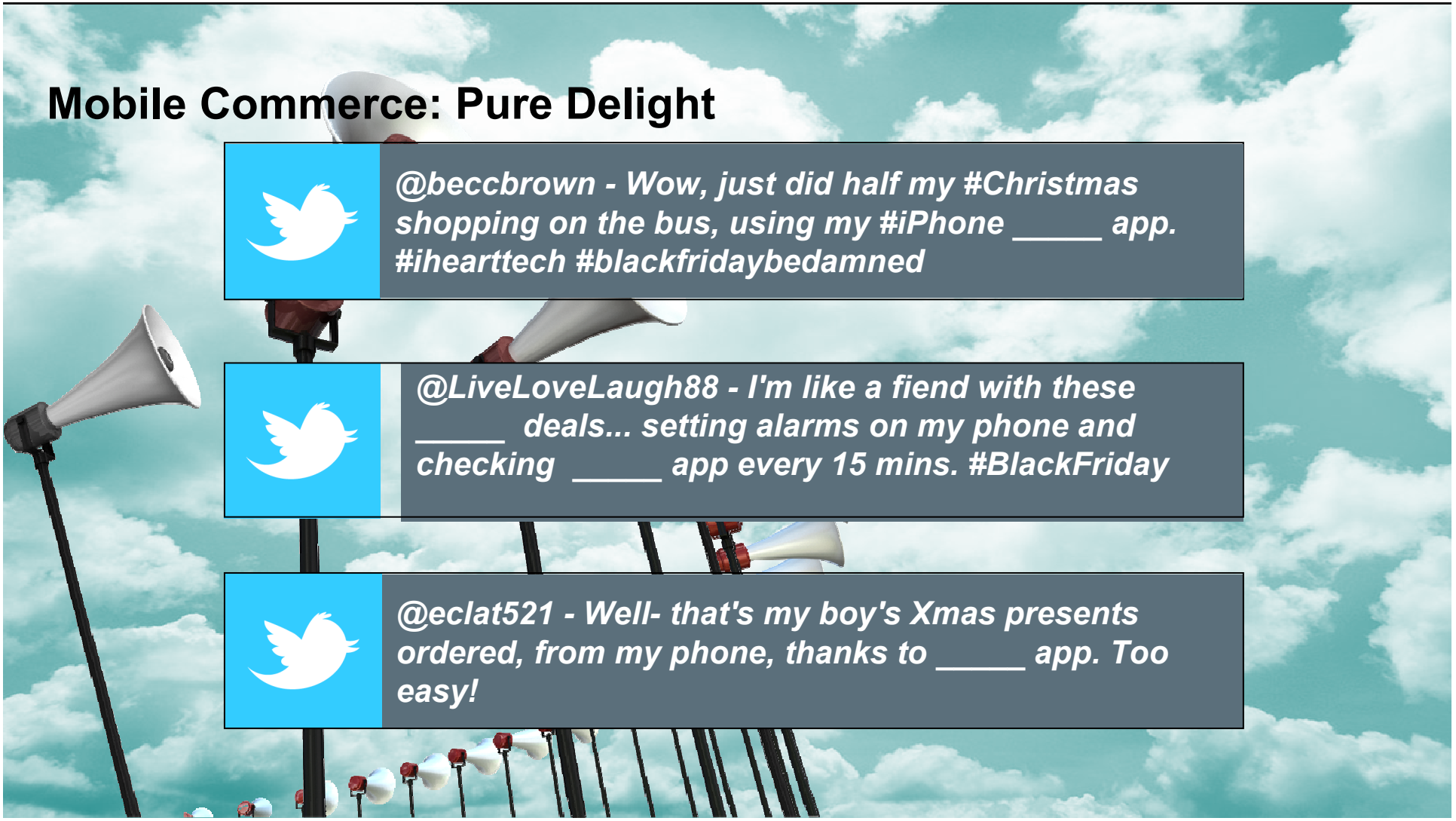
How do you find out about bad customer experiences?

Mobile Commerce: Utter Frustration



“The Companies That Focus on Customer Experience Are The Ones That Will Win”
M&M Direct

Mobile Commerce: Pure Delight

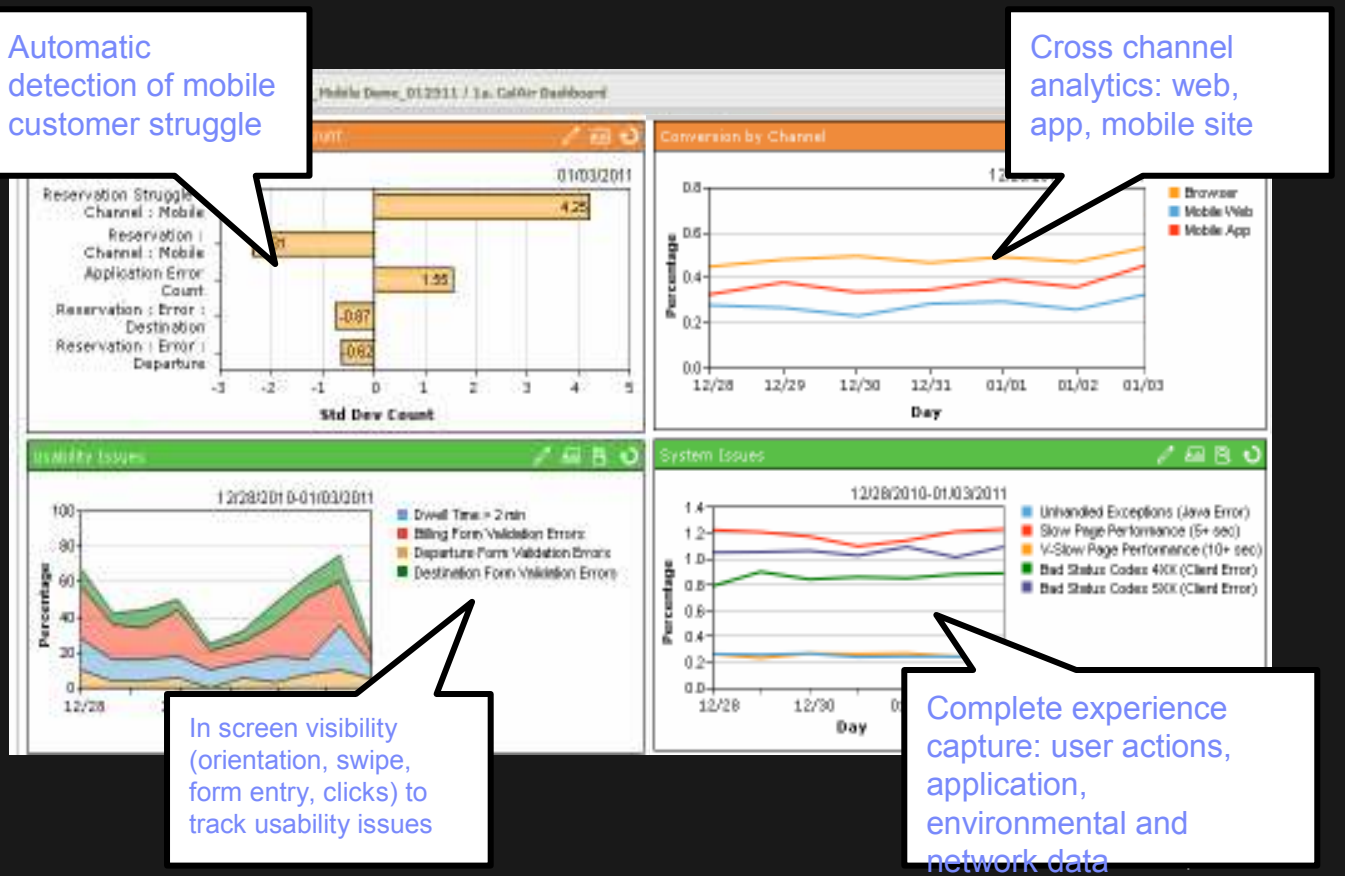


@beccbrown - Wow, just did half my #Christmas shopping on the bus, using my #iPhone _____ app. #iheartttech #blackfridaybedamned

@LiveLoveLaugh88 - I'm like a fiend with these _____ deals... setting alarms on my phone and checking _____ app every 15 mins. #BlackFriday

@eclat521 - Well- that's my boy's Xmas presents ordered, from my phone, thanks to _____ app. Too easy!

Mobile dashboard



Mobile Web

Orientation-Specific Enhanced Mobile Replay

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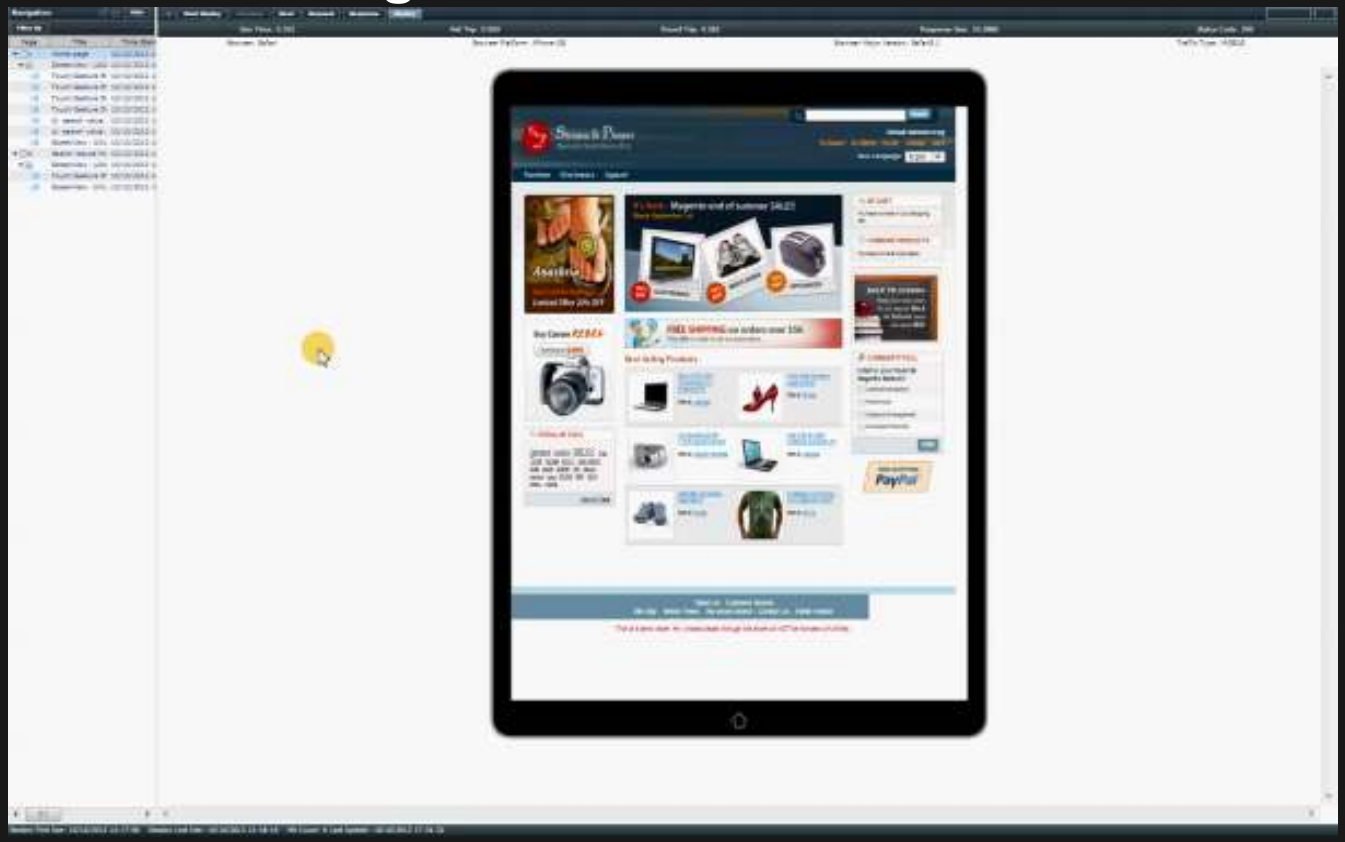
Mobile DOM Rendering



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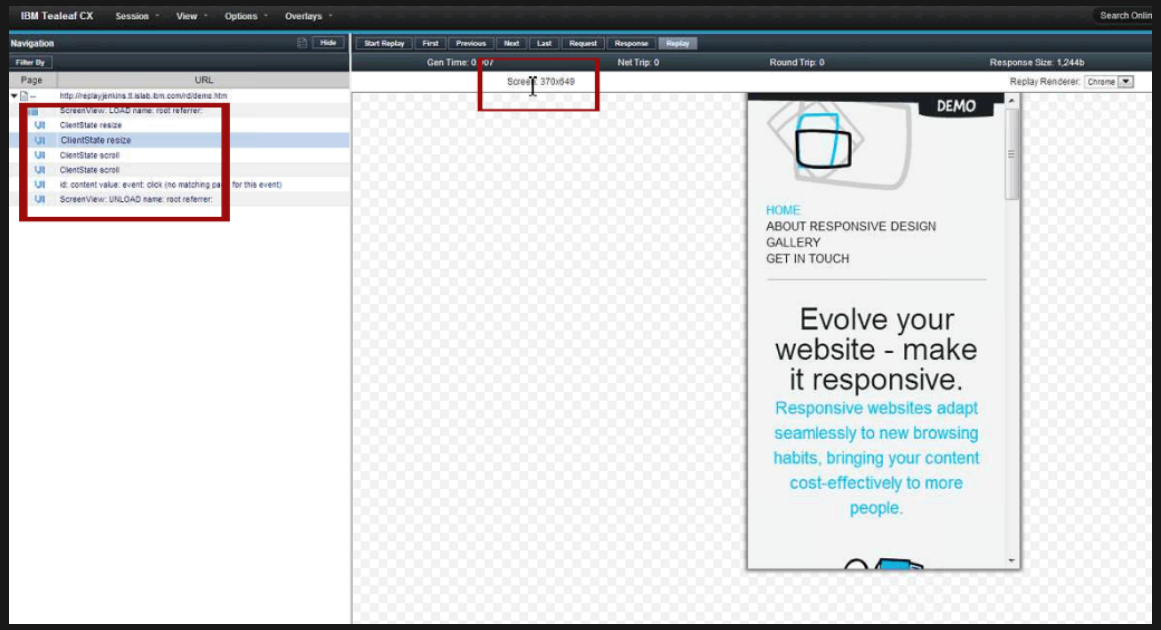
RWD Replay



- UI Events appear for changes, resize and scroll
- Screen size is displayed
- Replay view adjusts to match user's experience

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Mobile Usability

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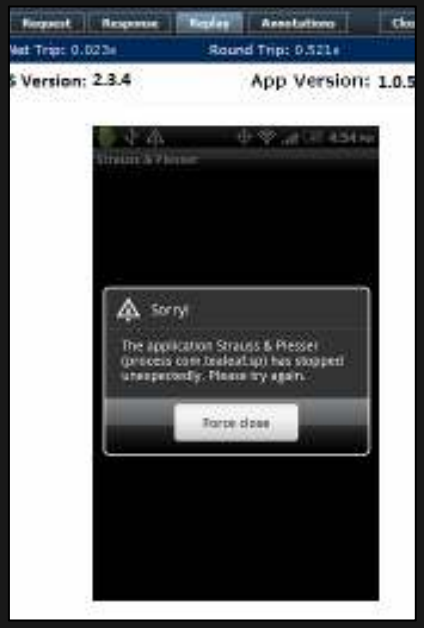
Native Apps



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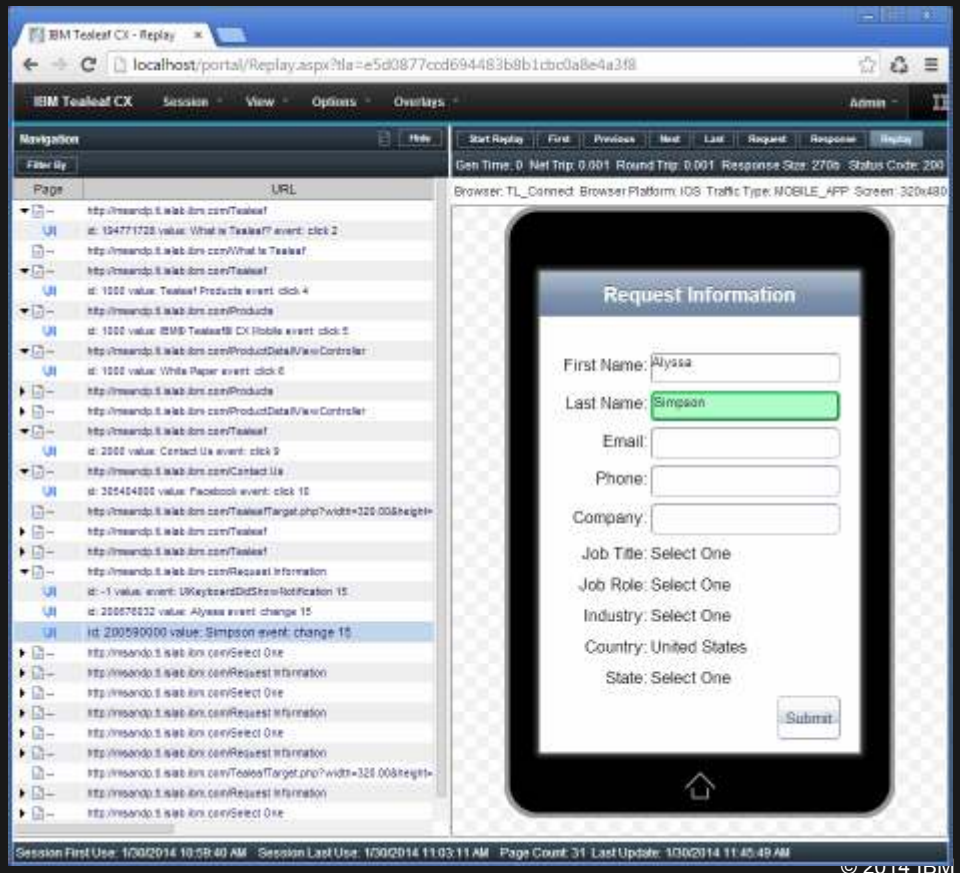
Native Replay



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THANK YOU

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Connect Events 2014
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