

Mobile by Design

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Introduction

The Mobility by Design document is intended to support technology project proposers in ensuring that the appropriate levels of mobility consideration are accommodated within projects. The document provides a simple outline of a number of key mobility dimensions along with indicators on the acceptability of the various levels of mobile capability.

Context

Most industry reports indicate that within the next two to four years the majority of technology based traffic will originate from mobile devices. To ensure the University is able to support the increase in mobile users a [CSU Mobile Strategy](#) has been developed to help drive the University towards development of the necessary mobile capabilities.

The CSU Mobile Strategy promotes the core principle that University services will be accessible on any device and from any location.

Considerations

Web Responsiveness

All web pages are not created equal. Some web designs are smart and automatically adjust to the context in which they are being used (this is referred to as “responsive”) while other pages are fixed regardless of the device used to access it. Some website require add-ons such as Adobe Flash in order to function and some older systems do not support web use at all.

Web pages with specific design characteristics potentially limit the number of devices that can access the page and its content. Such designs restrict the number of users with access to the information and as such are not given preference over alternatives that maximise user access.

Rating	Capabilities	Description
Best	Responsive web	The system can be used across a broad range of mobile and desktop browsers.
Good	Desktop web (multi-browser)	The system can be accessed by a broad range of desktop browsers and may support some mobile web use.
Unsatisfactory	Desktop web (limited browser)	The system can be accessed by a limited range of desktop browsers (e.g. Internet Explorer only) and supports very limited, if any, mobile web users.
Unsatisfactory	Desktop web with add-ons (e.g. flash)	The system can be used by a limited range of desktop devices and is unlikely to support mobile browsers.
Unacceptable	Desktop application	The system can only be used on specific desktop systems and cannot be used on a mobile browser.

Web vs. Mobile App

The CSU Mobile Strategy advocates the position of “everything responsive and a few things mobile app”.

A responsive web capability is industry best practice because it maximises usability across the widest possible range of devices. In some circumstances “App” functionality will provide superior user experience, however, it does limit the range of devices that can be supported and is typically more expensive to develop and maintain.

Rating	Capabilities	Description
Best	Responsive Web + Mobile App	The system can be used across a broad range of mobile and desktop browsers and has device specific value-added capabilities within a mobile app.
Very Good	Responsive Web	The system can be used across a broad range of mobile and desktop browsers.
Good	Desktop Web + Mobile App (Multi-Platform)	The system can be used on a desktop browser or through a device specific mobile app with support for common mobile platforms (e.g. Android and iPhone).
Satisfactory	Desktop Web + Mobile App (Single Platform)	The system can be used on a desktop browser or a device specific mobile app with support for a single platform only (e.g. Android).
Unsatisfactory	Mobile App Only	The system can only be used on device specific mobile apps.

Mobile App Platform

At present (October 2013), approximately 80% of CSU mobile use originates from iOS (iPhone, iPad and iPod) systems, 18% from Android based systems, 1% from Windows Mobile systems and 1% from Blackberry systems.

Preference is given to systems that support the widest range of users. It is predicted Apple will remain the dominant mobile device over the next two years and a significant provider over the strategic timeframe.

Rating	Capabilities	Description
Best	iOS + Android	Versions of the mobile app exist for both iOS and Android devices.
Good	iOS (multi-device)	The mobile app supports a number of different iOS devices (e.g. iPhone and iPad).
Satisfactory	iOS (single device)	The mobile app supports a specific or limited range of iOS devices (e.g. iPhone but not iPad).
Unsatisfactory	Android	The mobile app supports Android devices only.
Unsatisfactory	Other	The mobile app only supports a mobile platform other than iOS and Android.

App Costs (Who Pays?)

The Mobile App environment is commercial in nature. While the Mobile Strategy advocates the active use of mobile technology and mobile apps, care must be taken to avoid situations where the student may perceive the need to personally purchase an app as being critical to their academic progress.

The bulk purchase of mobile app licenses by the University allows for student use of paid apps without incurring personal costs.

Rating	Capabilities	Description
Best	Free App	A mobile app exists and is free for CSU staff and students.
Very Good	Paid App enabled through CSU funded discounted purchase	A mobile app exists that requires payment which is centrally managed by CSU.
Satisfactory	As above without discount	A mobile app exists that requires payment which is centrally managed by CSU.
Not Preferred	Paid App student purchased (non-mandatory)	A mobile app exists that requires student funded payment. The app is not mandatory and there is no impact on academic progress.
Unacceptable	Paid App student purchased (mandatory)	A mobile app exists that requires student funded payment. The app plays a central role in learning and teaching and has the potential to impact academic progress.