Mobile First Web and Content Strategy

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Lehman College Mobile Web Strategy

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88% of U.S. adults own a cell phone of some kind as of April 2012, and more than half use their phone to go online.

Nearly half of all 18-29 year olds (45%) who use the internet on their cell phones do most of their online browsing on their mobile device.

Roughly two-thirds of black and Latino cell owners go online using their mobile phones, compared with half of whites.

By 2015, more U.S. Internet users will access the Internet through mobile devices than through PCs or other wireline devices.
Lehman’s Mobile Site Usage

- Lehman mobile website visits have doubled from 2011 to 2012.

<table>
<thead>
<tr>
<th>Mobile (Including Tablet)</th>
<th>Visits</th>
<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Visits</td>
<td></td>
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<td></td>
<td></td>
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<td>54.88%</td>
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<tr>
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<td><strong>3.60%</strong></td>
<td><strong>-1.29%</strong></td>
<td><strong>1.20%</strong></td>
<td><strong>-2.55%</strong></td>
</tr>
</tbody>
</table>
Lehman College is one of the few CUNY college’s with a native mobile web experience.

Initial taxonomy was developed via Google Analytics, analysis of peer academic institutions, and aligning with the college’s vision and brand identity.

Progressive enhancements to be implemented based on focus groups and usability studies to further refine and improve the user experience.

Mobile first paradigm facilitates a new way of thinking about website content.
Key Considerations

- Time and location sensitive.
- Device agnostic and platform independent.
- Mobile first taxonomy – ease of use.
- Clean and fast loading design.
- Design of web eco-system to facilitate the delivery of content to mobile, social, and desktop form factors.
- Distributed content management.
Mobile Library Website

- Go to live website and explain features
Mobile Information Literacy

Class in Session
Survey Feedback

Do you own a smartphone (such as Android, iPhone, Blackberry, Windows)?

- Yes
- No
Survey Feedback

What do you mainly use your phone for? (check all that apply)

- Phone calls
- Texting
- Facebook
- Twitter
- Listening to music
- Taking photos/videos
- Watching videos
- Browsing the Internet
- Searching for information

[Bar chart showing the distribution of responses]
Survey Feedback

How useful did you find this class?

- Boring
- So so
- Okay
- I liked it
- I learned a lot!
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