



Going Mobile Mobile Web vs. Native App

The Great #MobileGov Debate

Going Mobile: Our Approach

1. Identify high valued content & information that users want.
2. What subset is most needed via a mobile device?
3. Establish device targets and available resources.
4. Build a project plan with timelines and Roles & Responsibilities.
5. Obtain approvals and agreements. *(Including legal & procurement)*





DCA (Washington, DC, VA)

Washington Reagan National

> Delays: **0 min**

> [View All U.S. Delays](#)

Security Checkpoint Wait Times

South Pier

1-10 min


Posted 9:38 AM EST - Today


[View More Security Wait Times](#)


Change Airport

Enter city, state, airport name or code

Search

 Airport Status

 Can I Bring?

 TSA Guide



Airport Status

To check a specific airport's status, enter the airport name, code, city, or state below.

Enter city, state, airport name or code

Search

LGA (Flushing, NY)

LaGuardia

Due to: WX / LOW VIS

Delays: 10:15 am EST.

[View Details](#)

PHL (Philadelphia, PA)

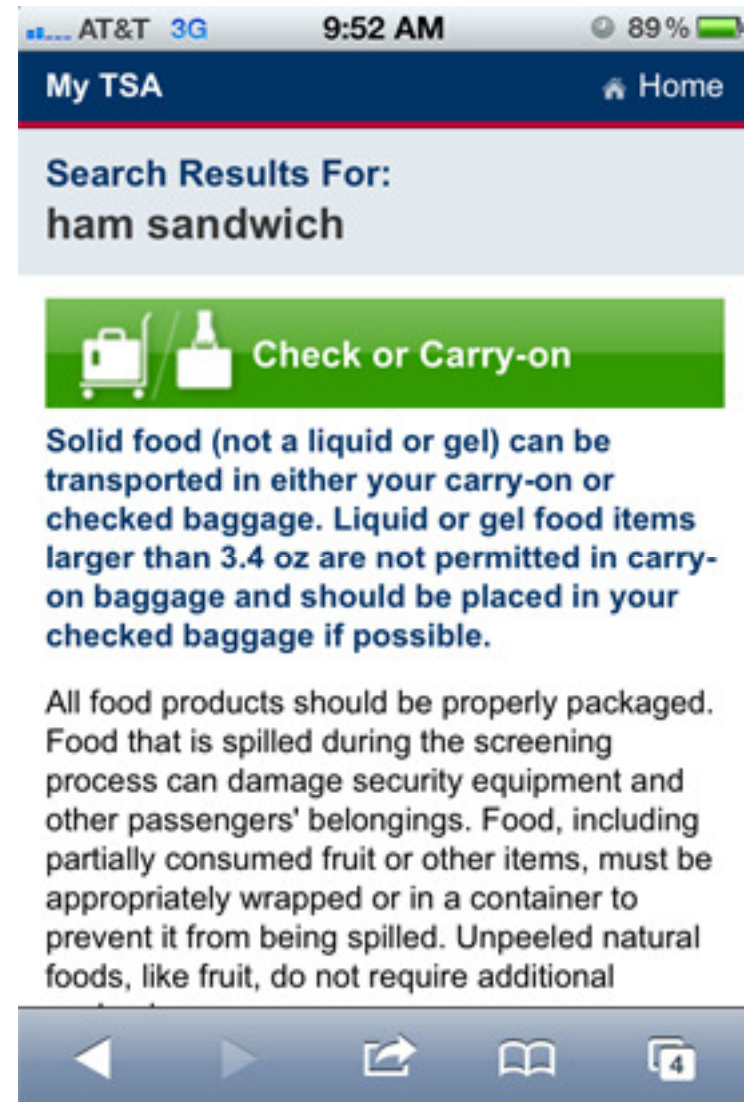
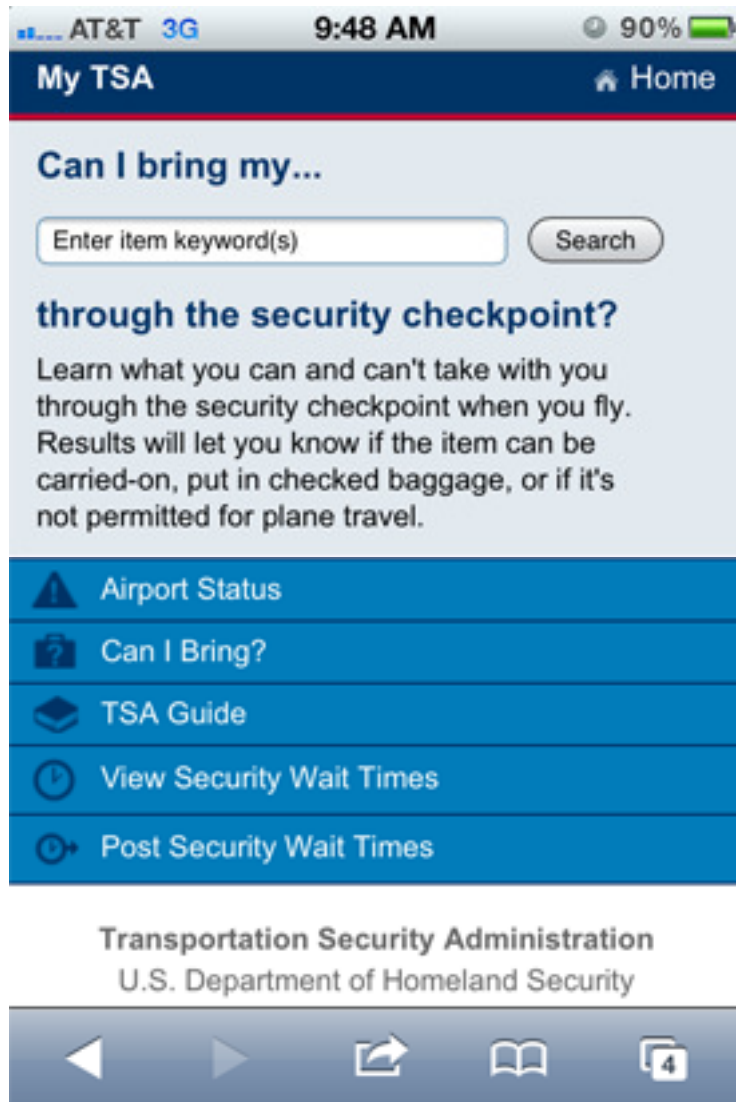
Philadelphia International

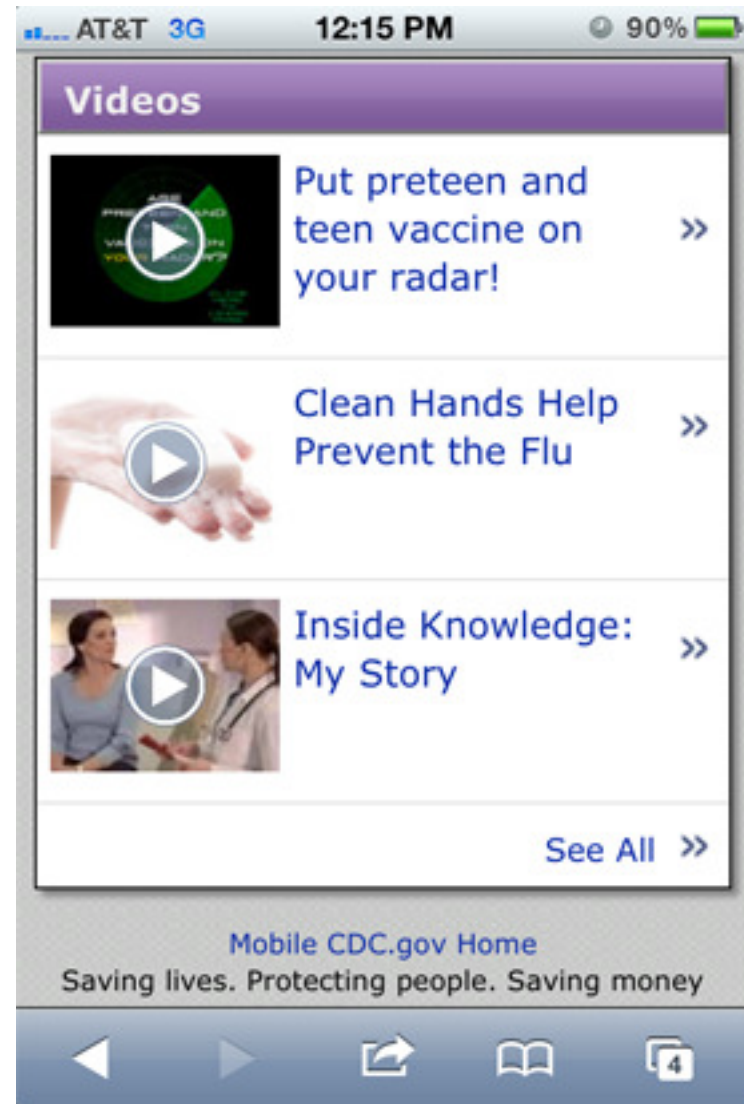
Due to: WX / LOW VIS

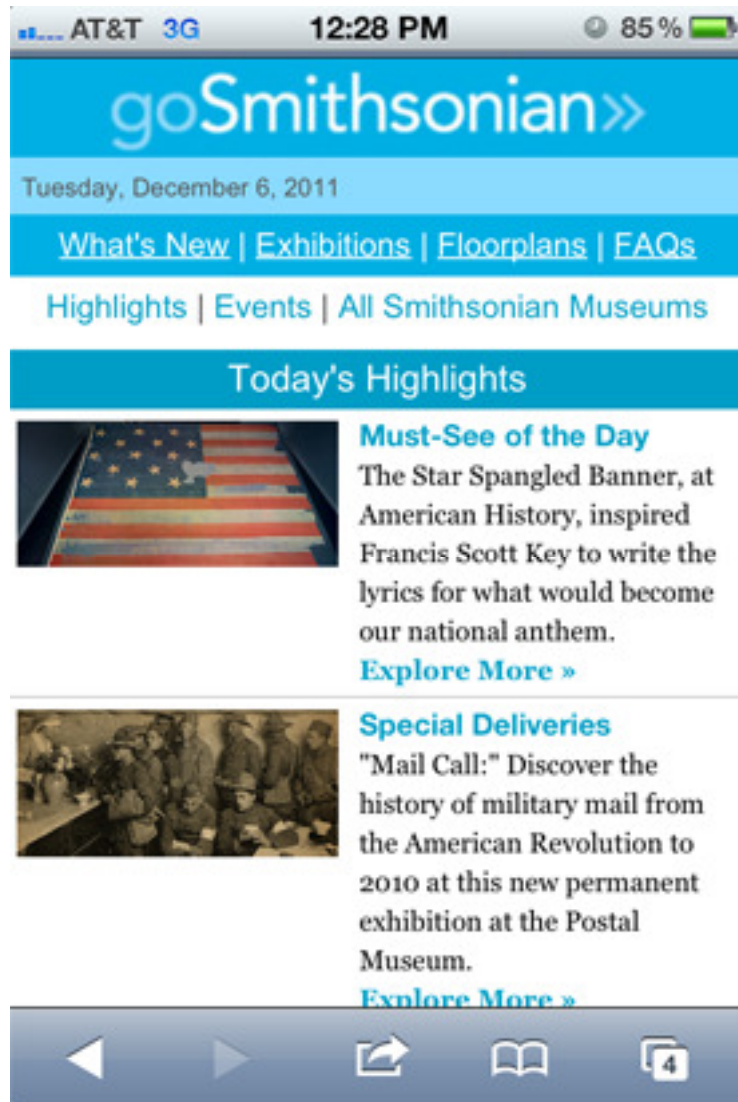
Delays: 51 minutes

[View Details](#)





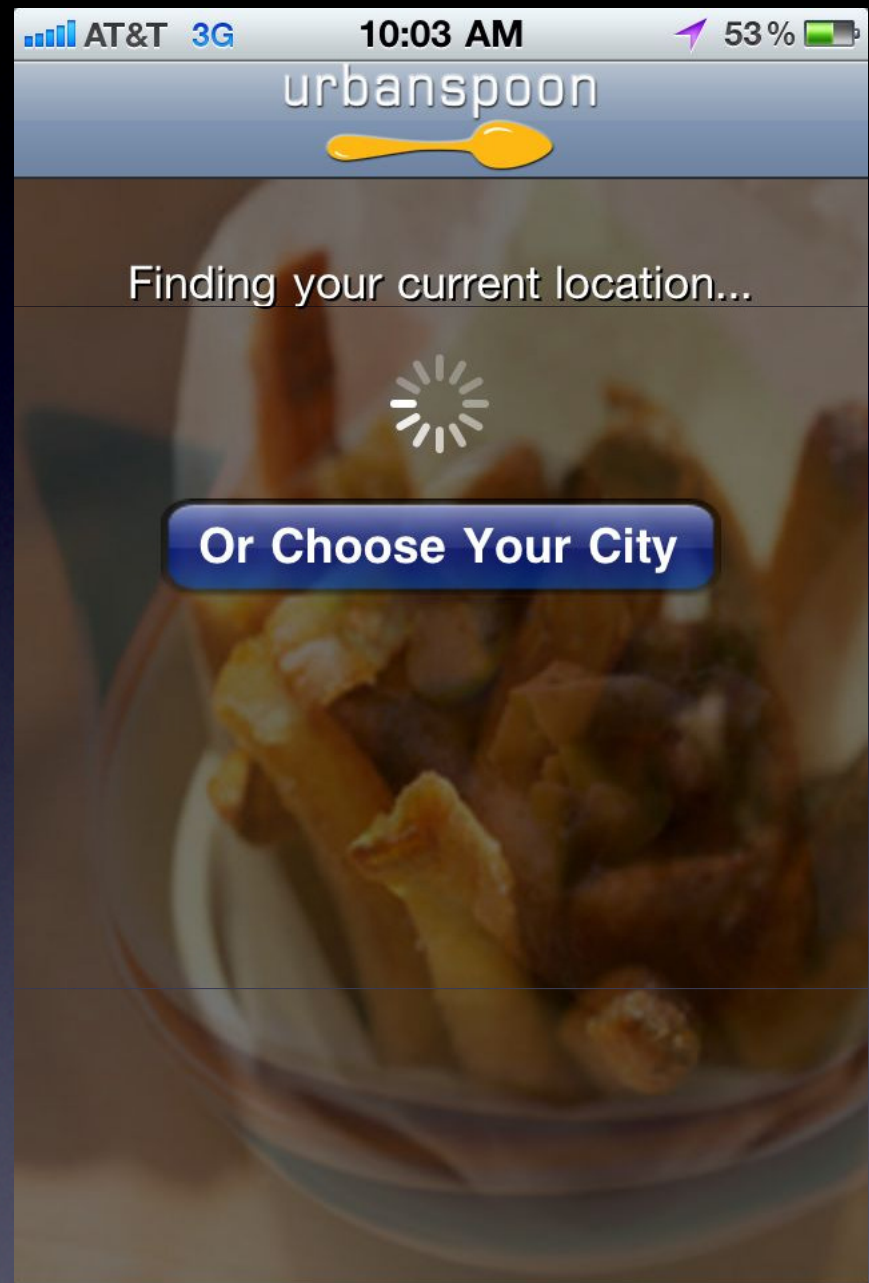




What Are Native Apps?

Native Apps...

run **locally** on the
one **independent**
any other app that
may require
resources.



Native Apps...

can make use of
the device's
hardware (e.g.
camera, GPS, etc).



Native Apps...

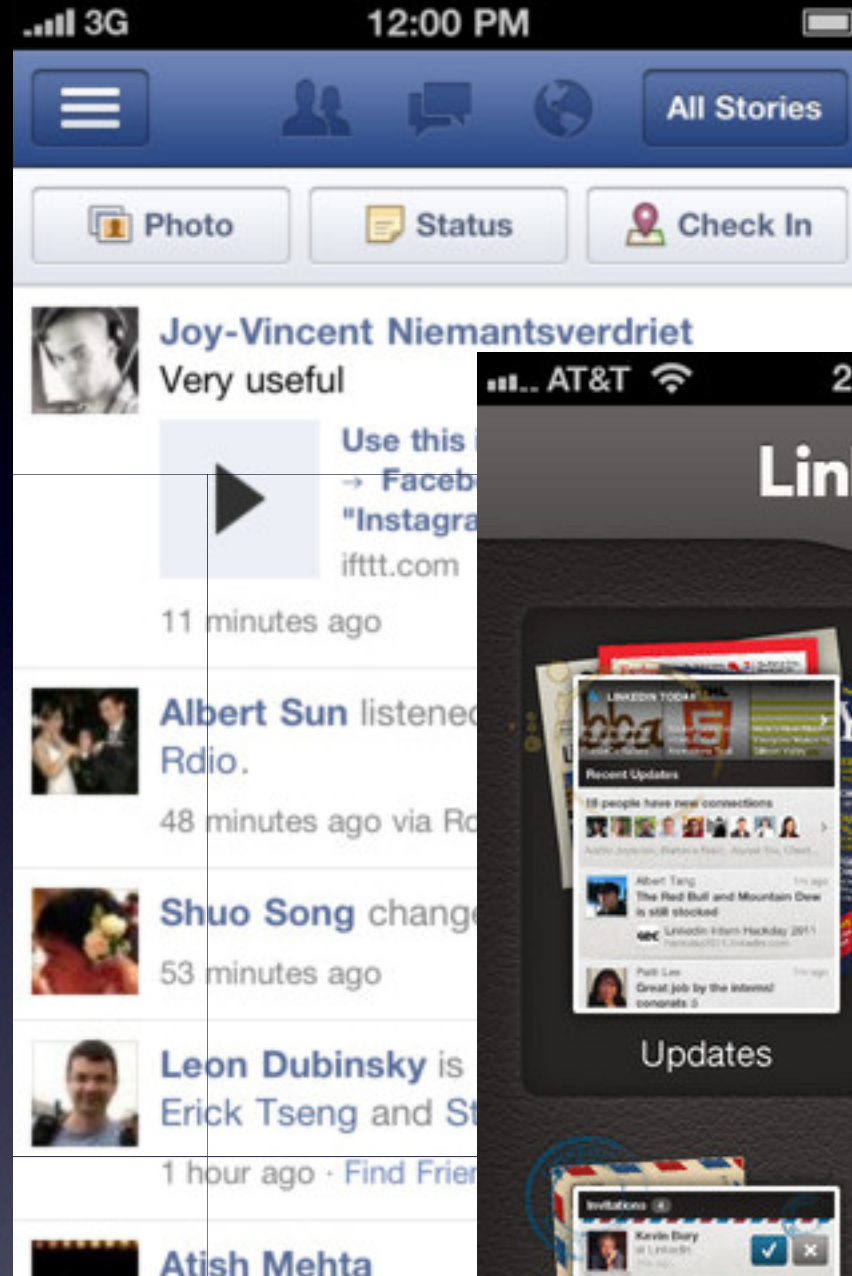
can notify the user
important news or
updates.



3 Simple Reasons To Go Native



Native apps
download only **what**
they need, when
they need it.





IT Security

This article is about the chemical substance. For its chemical and physical properties, see [water \(molecule\)](#). For other uses, see [Water \(disambiguation\)](#).

Water is a common [chemical substance](#) that is essential for the survival of all known forms of [life](#). In typical usage, *water* refers only to its [liquid](#) form or [state](#) substance also has a [solid](#) state, *ice*, [gaseous](#) state, *water vapor* or *steam*. [1.460 petatonnes](#) (Pt) (10^{21} kilograms) of water covers 71% of the [Earth's](#) surface, mostly in oceans and other large water bodies.



Water in three states (ice), and (invisible) [Clouds](#) are droplets condensed from water vapor.

Welcome to Wikidroid

Today's featured article

[Lightning Bar](#) (1951–1960) was an [American Quarter Horse](#) which [raced](#) and later became a [breeding](#) stallion. He was bred by his lifelong owner Art Pollard of [Sonoita, Arizona](#), and was the offspring of [Three Bars](#), a [Thoroughbred](#), and a [Quarter Horse](#) mare from Louisiana, a strong supporter of the breeding of sprint horses. He raced ten times with four victories and four other top three finishes, but his racing career was cut short by illness only one year. After racing, he became a show horse for two years. As a breeding stallion he sired many crops, or years, of [foals](#), among which [Doc Bar](#) was the best known. Lightning Bar died of a viral infection in 1960, at the age of nine. He was inducted into the American Quarter Horse Association's Hall of Fame in 2008.

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iPod 1:32 PM

Edit **Current Numbers**

Employment and Training Administration

Unemployment Insurance Initial Claims:
421,000 in the week ending 20 August, 2011

Bureau of Labor Statistics

Consumer Price Index (CPI):
+0.5% in Jul 2011

Unemployment Rate:
9.1% in Jul 2011

Payroll Employment:
+117,000(P) in Jul 2011

Average Hourly Earnings:
+\$.10(P) in Jul 2011

Producer Price Index (PPI):
+0.2%(P) in Jul 2011

Employment Cost Index (ECI):

1
2
3

Current Numbers **News Releases**

10:37 AM

Current Numbers **News Releases**

Employment and Training Administration

Unemployment Insurance Initial Claims:
391,000 in the week ending 24 September 2011

Bureau of Labor Statistics

Consumer Price Index (CPI):
+0.4% in Aug 2011

Unemployment Rate:
9.1% in Aug 2011

Payroll Employment:
0 (p) in Aug 2011

Average Hourly Earnings:
-\$0.030 (p) in Aug 2011

Producer Price Index (PPI):
+0.0% (p) in Aug 2011

App Stores



Free App

Category: Reference
Released: Oct 02, 2011
Version: 1.0
Size: 0.6 MB
Language: English
Seller: U.S. Department of Labor
© Department of Labor

Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.2 or later.

More iPhone Apps by U.S. Department of Labor

Labor Stats

Description

The Labor Stats Application presents the most up-to-date numbers and news releases for the Department of Labor's Employment and Training Administration (ETA) and Bureau of Labor Statistics (BLS).
•Unemployment Insurance Initial Claims...

Labor Stats Support >

iPhone Screenshots



Getting Started

(4 steps)

Step **1**: Commit to a **great**
app

Step **2**: Develop the user's
story

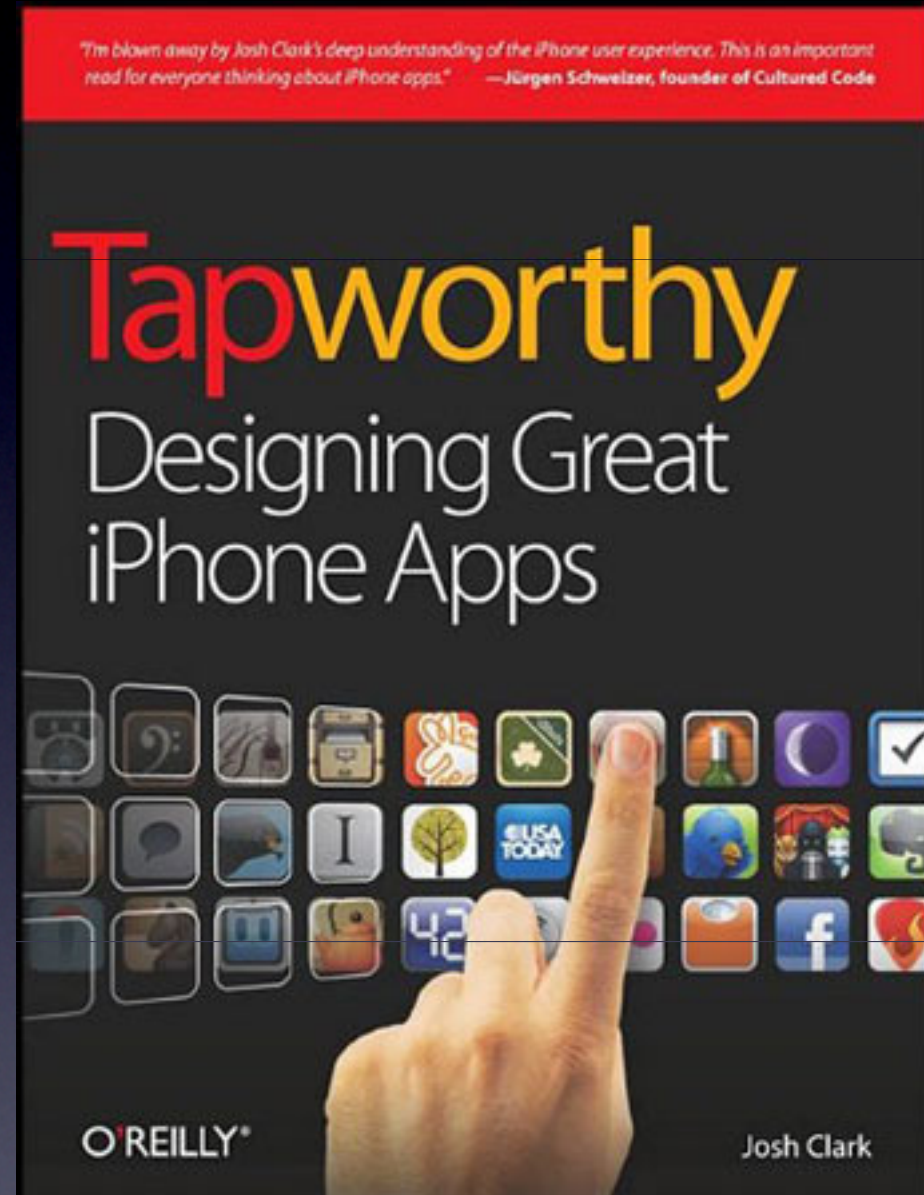
Ask who, what, when, where, why, and how.

Turn the answers into a coherent “elevator pitch.”

If your elevator pitch isn't clear, to the point, and/or fails to sell your idea, **start over** or **stop**.



Step 3: Learn
mobile design
best practices
and review UI
guidelines



Step 4: Based on the user's story, decide native, web, or both.

APIs

“A language and message format used by an application ... to communicate with the OS or some other program.”

- PCMag.com

Android has them.

iOS has them (Cocoa Touch).

Other platforms have them.

Federal agencies have them!

Benefit **1**: Live data

Benefit **2**: Up to date data

Benefit **3**: Controlled access
to data

Secretary of Labor **Hilda L. Solis**

[OPEN](#) > [Developer Community](#)

Department of Labor Developer Community

Getting Started Using DOL Data! > **1.** Create an account and request an API key > **2.** Download an SDK for your platform > **3.** Build a great app

Department of Labor's Developer Community site, you can access a ever growing number of datasets through our API. To make it easier, we even have SDKs available for you to use in your applications.

by creating your API key at the end of this page.

[Request your API Keys](#)

[Registration](#)

[Frequently Asked Questions \(FAQs\)](#)

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DOL Datasets

Health & Safety

[Mine Accident Injuries](#) | [Compliance-OSHA](#) | [Mine Inspections](#) | [More...](#)

Keeping What You Earn

[Migrant and Seasonal Agricultural Protection](#) | [Compliance-WHD](#)

Expanding Growth Opportunities & Learning

[IPIA](#) | [OUI Initial Claims](#) | [BLS Numbers](#) | [More...](#)

Others

[DOL Agencies](#) | [API Metadata](#) | [DOL Forms](#) | [More...](#)

SDK and Sample Code

Android

[Download](#) | [Documentation](#) | [Sample Code](#)

iOS

[Download](#) | [Documentation](#) | [Sample Code](#)

Blackberry

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.Net

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[Windows Phone 7 Sample](#)

PHP

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Ruby