

<meta name="viewport" content="width=device-width; initial-scale=1.0; "\>Event ID:
1758164

Event Started: 5/26/2011 3:00:00 PM

Please stand by for real time captions.

>> [Captioner is on hold, waiting for event to begin.]

>> Good morning everyone it's 11 AM here on the east coast and 8 AM on the West Coast. Hello to everyone joining us today. 202 202208 202-208-0668 20220806684 any technical problems. Web manager University at G. as a Web manager University@Gasa.gov Web manager University@Gasa.gov.

>> Good morning I'm excited to have this opportunity to present a when and Laura who are going to do the presenting on this going mobile webinar. It's a very exciting thing that the GSA is doing. When has been working with federal agencies. Make it easier for government to engage with citizens and citizens to engage with their ever met. Laura Godfrey is the manager doing the wonderful things with mobile government. Laura is a bilingual content manager for GSA. She is also she works across government, analyzes data and market trends to better serve the Hispanic community. Mobile government is the future. I'd like to remind everyone that if you have questions please type them into the box and we will address your questions at the end. I would like to turn it over to our wonderful present those

>> I'm happy to address this group. Unexcited to be part of the efforts in mobile and across government. Just wanted to talk about an introduction to what mobile is, how to make mobile work effectively within your agency and then to spend time talking about things we are doing in the office to help agencies out. I'm looking forward to what Laura is going to be talking about, she's been doing fabulous work in implementation

>> This is a great picture, when you're looking at the concept of mobile we are looking at it being available anytime and anywhere. This is a picture of traditional tribespeople in Africa and it you look at it, very actually using mobile phones. In 2014 there will be more people with mobile phones in East Asia and Africa than have electricity. People are using them very frequently. Eight in 10 American adults currently own a cell phone. That was last year. Almost 60% of the 12-year-old oh Almost 60% of the 12-year-old 08 12 -- cell phone. Not only do people have a mobile device, but many have multiple mobile devices so they can access information anytime and anywhere.

>> When we talk about mobile we are talking about text, mobile websites, and apps. The way that people are using their phones. More than half the folks who use the Internet on their cell phones go online daily from their mobile devices. Field of the far left side, the growth area is in people who go online several times a day. Not only are people accessing the Internet from their phones, but it's integrating very much into their lives. Will people be using mobile devices instead of laptops or desktops? I prediction is that they will continue to use desktops and laptops but not necessarily every day. The critical thing is that people are using their cell phones or mobile devices and multiple times a day.

>> We're looking at mobile users -- users and desktop users. More people will be accessing the Internet using their mobile devices than the desk top by 2014. I have seen some data that says it will be in 2012. There a lot of predictions that are just being sped up. We're seeing an acceleration of these behaviors.

>> People when they're on their mobile devices are not just talking anymore, there was more data being passed on mobile phones than boys. -- Voice. Anyone who has teenagers knows that they are sending thousands of text messages every month and every day. They are playing games, angry birds had 9 million downloads of that game. They send and receive e-mail, access the Internet, they share videos, they play music. People are not only taking pictures and videos, but they're sharing them with people. We are seeing increasingly that people are using social networks and mobile. Who are the most likely to use social networks on their devices? Most people think teenagers or 20-year-olds, but the largest group of people are moms. They aren't scheduling play dates and track kids on social networks. This is becoming more and more mainstream.

>> The mobile genie is out of the bottle. That consumers will drive the future. What people are doing in their hands will be driving their expectations of government. We need to think about how would we are going to deliver ever meant services -- those

services via their mobile devices. More computing power in my hand that I had in my desktop 15 or 18 years ago. Devices are getting smaller, memory is getting better. Batteries are getting better as well. When you think about when people are leaving their house they take three things with them, they take their keys, their wallet and their cell phones. In the future those three devices may become one in the not-too-distant future. The eye pad has really changed the landscape entirely. Many people thought it would be very useful, but it changes the way you interact with the Internet and computing. We used to talk about people going online, now people are online. People are moving payments and using augmented reality is. Devices are becoming portals to resources in data centers. You can pull your data from multiple devices. Mobile security is an ongoing issue as well as privacy. Citizens, workers, the public everyone wants information always available.

>> Thinking about mobile for your agency we wanted talk about mobile use cases. What can you mobilize, how can you meet this first. There are three types of use cases in general. One is I am working, I have a task to do. If people are interested in answering a question. For government some of the tasks that people want to accomplish, the IRS created IRS to go. Our expectations have changed. The second use is I'm local. I went to a post office to get my son a passport. I was there at 130 and the post office closed at one. What I wanted to know was where was the closest passport office that was open now. That's an example of I'm local. We're looking at the use of GPS that's going to be a growing area. If I'm in a park, I wonder what that monument is or what the name of that monument -- Mountain is. You take a picture and through GPS it will tell you exactly where you are and will give you information about it. The third use case is I'm bored. Sometimes people are just trying to kill time. That's where they are playing games. Government can help alleviate peoples warn him. -- Boredom. Document of the day on your mobile device, you can view a document from the archives. A transcript of John Glenn's first flight into space.

>> How can we make mobile workforce citizens. We can focus on mobile content. Not everything on your website needs to be accessible via mobile. When you're looking at creating mobile websites or mobile apps it's really to optimize for micro-tasking. FEMA has created a mobile website which is focused on getting people preparedness information and getting the benefits they need if they have a disaster. The site is focused on what do people need. Use the phone as much as you can to the local. The phone knows where the person is, the government does not have to have that information back. The other thing is to make complex things simple. You need to be ruthless in terms of what are people trying to do. Start taking things out by 50%. Do one thing and do it well. Focus on trying to meet a specific need or a specific set of needs for particular people. That will help you have more success. Design for the bomb as you're looking for how people use it. People use their thumb all the time. Look at hot spots on your phone so that a big Tom can't press on it correctly. Have things more clear than dense.

>> Here's an example that we have. There are over 50 applications, Web apps for and wrote -- android, I phones. USA jobs can help people identify and track jobs they want to apply to. Product recall has four different data cell debt -- when people are packing they want to know what can they pack in their carry-on and this helps answer that question.

>> The vision for our office is to help to create a citizen centric path to mobile government.

>> We have a five pronged approach to this. We're helping to identify policy gaps, we're looking to create partnerships, we're looking at developing best practices and promoting those across agencies. There are over 50 applications right now in the gallery and they're are tons that are being developed all the time. There are almost a half 1 million applications in the iPhone application gallery. If an application is released there and no one knows about it, it doesn't make a sound. Were looking into different ways to promote government apps. The area of product is we are looking to encourage the adoption and benefits of mobile golf -- go to -- government. Publication of standards and recommendations, as well as data sets and helping agencies to create good mobile products for citizens.

>> Think mobile and here are some resources. How to.../mobile. One of the things that you would need to help your agency make inroads into mobile web? Check out our fabulous log and follow us on twitter. We depend on your questions,, men's and criticisms

>> Laura Godfrey is going to join us in just a minute. In the meantime, if you have questions, type them into the question box and we will try to answer as many as we can.

>> I am Laura Godfrey on the manager of Adobe air no USA.gov. It's going to complement Land's presentation.

>> Okay I am sure that all of you caught the point. This is a powerful 32 seconds of video. The most hopeful person makes less than \$12,000 a year, does not have a bank account, but has a cell phone. This is here and it's now. They need to be connected, to be mobile to have access to either talk to someone else or to reach important information.

>> What we did for Hispanic mobile, I'm going to give you an idea of what we consider Hispanic, how Hispanics use technology, what we do@gobyairnoUSA.gov, what we do@gobyairnoUSA.gov,

>> What is a Hispanic? There are 50 million of us in the United States and this number is rapidly growing. We grow at a rate of 1.3 million each year. We are united by one language. We are younger than the rest of the population, we have slightly larger households. We are geographically concentrated, this is beginning to change. Communities in Iowa are struggling to provide services to Hispanics because they are being inundated. 30 million Hispanics are online, this is a powerful number. Online Hispanics are generally more affluent, educated and a culture rate of then non-Hispanics. They are extremely active via social media.

>> What we do@gobyairnoUSA.gov What we do@gobyairnoUSA.gov. It is the sister site of USA.gov, but in Spanish. Mainly our mission is to help the Spanish speakers find official government information that they need, when they need it and in terms that they can understand. We focus on practical information. We like to help a culture rate newcomers. When you go to live in another country it's a pretty daunting experience, everything is different, the language is just one thing. It is a huge barrier. How do you put your kids in school, how do you find a place to live, transportation, identification, everything is different. We like to grab this information from different agencies in the government and put it into easy terms so everyone can understand it and help them assimilate into the society. We have a growing international audience. Sometimes we have 8020. We were launched in October 2003 in response to Executive Order 13166.

>> I wanted to show you what's going on with Hispanics and mobile technology. Hispanics are less likely to have an Internet connection at home. This is called leapfrogging. 76% of Hispanics have a mobile phone. They have forgo the computer and have gone straight to the phones. 45% of Hispanics who owned a mobile phone owned a smart phone. Hispanics are significantly more likely to use their phone to access the Internet and some of the largest creators of text and new media content and shares of that new media content. On the graphic I want to talk about a couple of things

>> US Hispanics are highly engaged mobile users. They are to price -- twice as likely as other people to be using a cell phone. Hispanics are super connected this.

>> So why did we decide to build a mobile site? That question has been answered already. It is imperative that we go mobile to service our audience. Smart phones outsold PCs in the last quarter of 2010. The number that I could not ignore was that our site was accessed 1 mobile devices over 283%. That is a number that you can not ignore. We talked about many different ways to go mobile. We decided to go with a mobile site rather than a mobile app. The reasons are on this slide. Simple to access, suited to our content, DC to deploy, easier than working with a third-party, and it was less costly.

>> Here is a mobile version of goby air no USA.gov. We are going to go to the local site -- mobile site.

>> The address is M. The address is M.goby air no USA.gov

>> Before you begin to build a site, you really need to think about it. You really need to think about what you want to accomplish. You may not need the entire site. We focused mainly on search. We put original content out. We put out a way to contact the government via phone and e-mail. We also used social media items on our home page. We are giving the users a chance to like us on Facebook or follow us on twitter. We displayed the last three articles on the home page. The last article is on the five things already in effect for people to know about on the new healthcare law. If you're already reading about it you may want to share that with a friend through Facebook or twitter, so we off -- offer that to. We have a button to access

our full site. Next week we will have a button to go to the mobile you as a site select they want to look up something in English.

>> We built a mobile app Gallery in Spanish. It looks very similar to the gallery in English. There is a toggle button at the top. The toggle button can be used to go to the equivalent in English.

>> We have about eight applications in Spanish, some are mobile sites and some are iPhone apps.

>> What is to come? We will continue to build mobile content and collaborate with other agencies. We will highlight the work that is being done, so if your agency is trying to reach out to Hispanics, I think you will be very successful. We will be happy to sell -- help with strategy or resources. If you have any questions, we are here

>> Thank you Laura and Gwen. We really appreciate your time. We have a couple of questions, actually quite a few

>> Where can we learn about the technical side of the mobile implementation?

>> That's a pretty broad question. In terms of how to build apps, if you go to how to.gov it links to the tools that are available for Blackberry, android, and iPhone. There are links to sites for how to do development. How to don -- download their software. How to.gov/mobile. Do I make a mobile website, do I make a nap? Should I just wait until HTML 5 times and solves all of my problems? Those types of questions are critical. They will create your technical path forward. Laura talked about the thought process of how to maximize their time and effort and resources. It depends upon your audience, what they are using, how they are going to use it. Your strategy really needs to be what are those services, what is the information you are trying to deliver, what are your customers doing and what do they expect out of you. I recommend asking them. You have this information aced upon your web logs, your traffic changes, you know what they are searching for. There may be some things that are already popular, that would make sense to make mobile.

>> Thanks Gwen. What does it cost to make -- create a mobile app?

>> At G. as a we have done work on answering that question. For a small app, it could cost between 30 and \$50,000. That would be per app. A medium-size app, with more interactivity, would cost between 100 would cost between \$100-\$120,000. For a fully interactive app, with a lot of graphics, or games, the range is about \$250,000. These are the starting costs. You can't build an app and walk away from it. You need to maintain it and determine if the app is continuing to meet the needs of your customers. You need to track how people are using your app.

>> Know your audience. If what you want to get out of them, do the legwork before you make a decision. The upkeep is -- of the app is much harder than a mobile site. Think about what it is you want to do. Take the time to do the research and build a strategy and then go for it

>> This question always comes up, are there special 508 considerations with mobile Web --?

>> There are always 508 considerations. With tablet and touch devices some are more acceptable than others. There is always a wide range

>> We do have a 508 consultant. That they got launched before she saw it. Yes, you have to treat this as any other piece of information that the government puts out.

>> Web manager at University is offering another free webinar on accessibility testing with Angela.

>> If someone goes to the main website for their phone, does the site detect a mobile device?

>> Yes, we have auto detect it. If you access the website from a mobile device, you will be re-route it.

>> You need to have a link back to the main site. You are offering limited information, but you want to make sure there are options.

>> The website content on your current website with mobile style sheets. Is it better to build a separate website or to use mobile stylesheets?

>> We opted for mobile stylesheets for our site. That seem to be the best solution. When we produce articles, and we produce two a month, we have the option of clicking on a ox and it produces automatically that mobile version of it and that's the one that we upload every other week.

>> When we're looking about -- at thinking mobile, a lot of the requirements are based on what you need two years ago. You need to look at what you're going to need five years from now. What is the kernel of information you have? Who knows what it's

going to be in the future. The real question as you're looking at your information systems is separating content from presentation layer. We are still looking at publishing Web pages. Look at what the content pieces are. You need a good content management system and good content strategy. You're not going to have the same navigation screen is

>> You can't skip this step of concentrating on what you want to get across
>> There are two completely different sides. One is a full-blown site, and the other one is what we determined that would be very clear and be able to reach on your mobile device. We offer streamlined content and contact. And obviously social media.
>> You both are a wealth of information.

>> How do you manage keeping content between the Spanish and English?
>> We are part of one family and one strategy, but two different sections. Our architecture, our look and feel is almost the same. They have a slightly different color scheme. The rotator on the home page does not have the exact same content. Our search terms do not really correspond. We have a section for newcomers, the English does not need that. I like to think that we help ease the burden of little bit. We like to put this information out there for people so they can find it and access it very easily. We hope to ease the assimilation process.

>> Thank you, one of the biggest barriers to mobile.gov is cultural. Do you have any suggestions for the rest of us? What improvements do you expect to see in the mobile Overman community?

>> I think that's one of the biggest barriers. Laura and I are still dealing with the fact that not everyone understands mobile. It is an ongoing education process. We are trying to help manage up. Ask people how they use their mobile devices. How do they and family members use them. Ask them how their children use them. They will tell you all about texting. We are still trying to grab -- build those and now it gives Bridges. Take a look at the app calorie. -- Gallery. We really want to adopt these apps into our strategy. Take a look at what other agencies are doing. There are health Web sights, entertainment applications and websites, use EM and -- Museum, environmental applications and websites, public safety applications and websites. I would recommend taking a look at that. There's next -- nothing wrong with using a little bit of healthy competition. If there are specific questions that your leadership is wondering about, please share that with me at my e-mail address.

>> Someone did a study that 59% of teenagers say that they would rather lose the sense of smell than be without their mobile advice.

>> Also take a look at starting small. Look for that low hanging fruit. You don't have to have a full blown project. The IRS did it for \$50,000. Is there a surge you are already offering on your website where it wouldn't take too much to offer it on a mobile device

>> We have several questions, I will share when and Laura's e-mail addresses. If you do have any other questions please reach out to them. We will take one more question. We will send Laura and when the remainder of the questions. What are the top three things you would do to make the information you present lowballed ready or easy to use?

>> The first thing I would do is take a look at who your mobile consumer is. Build a strategy and know your user. What device they are using, what are their issues. Don't make assumptions. There are a wealth of resources available. What is your audience trying to accomplish?

>> There's a lock of media information. Articles do very well, we bring it in and put it in one place. We made a strategic decision and put three articles on a page. Know your audience, understand what they are looking for.

>> Your strategy has got to be the driver of this. Your strategy includes, what are the services you are on -- offering? What makes sense. Take a look at the top tasks.

>> Thank you. Thank you for taking time out of your busy day to come join us and answer all of our questions about mobile. We will be sending out those e-mail addresses and a link to our evaluation survey to determine future classes. We are having a webinar on June 15 with Angela on no fail accessibility testing. Thank you all again and have a wonderful afternoon.

>> [Event concluded]