

The Bootstrapper's Guide to the Mobile Web

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Mobile Website Strategy

Performance Troupe

Comedy Sportz, Austin, Texas

ComedySportzAustin.com

ComedySportz is fast-paced, family-friendly improvisational comedy played as a sport. They also offer corporate training and workshops. The main goal of their mobile website is to encourage attendance at their live shows.

I. User Expectations

Why are they most likely coming to your site?

- *To find a show*
- *To learn more about the troupe*
- *To learn more about corporate training and workshops*

What information are they most likely seeking?

- *Phone number*
- *Address/Map*
- *Event calendar*
- *Cost of show/workshop*

What type of actions are they most likely to take?

- *Call or click for information*
- *Click on a map*
- *Click on the calendar*

II. Business Objectives

What are your immediate goals?

Though the primary goal is to encourage attendance at live shows, the mobile website can also drive traffic to the desktop site, generate leads for training, and add to the troupe's emailing and SMS list.

How much money/time can you invest in the set-up of your mobile site? How much money/time can be budgeted for hosting and maintenance of the site (per month)?

The troupe has only a small budget to put toward a mobile site at this time. Ongoing maintenance and monthly fees need to remain low as well. ComedySportz cannot commit much time to the set-up or maintenance of their mobile site.

III. Features

Features that should be included on your mobile website:

- *Click-to-call*
- *Social Media Buttons (Facebook, Twitter, YouTube)*
- *Sharing Badges*
- *Google Maps*

- *Forms (for contact and newsletter)*
- *SMS opt in*
- *Event calendar*
- *Location Check-in (Gowalla, Google Places, Foursquare, Yelp)*

IV. Mobile Website Options

How will you create your mobile website?

The best solution is for ComedySportz to use an affordable hosting service. This will accommodate their budget and lack of resources.

V. Solution Criteria

The goal at this stage is to find a hosting service that will fulfill as many of ComedySportz’ strategy requirements as possible.

Specifically, a solution that:

- *Satisfies user expectations*
- *Aligns with business objectives, including initial cost and maintenance*
- *Has all - or the most important - desired features*

Preferably, a solution that:

- *Offers a way to change colors and add a logo*
- *Allows the use of a sub-domain name like m.comedysportzaustin.com*
- *Provides a way for mobile device users to be redirected to the mobile version*
- *Offers a convenient method to track analytics and metrics*
- *Provides features like custom QR Codes to help market their site*
- *Adheres to or helps accomplish mobile website best practices*

VI. Weighing Options

The following solutions are the best fit based on ComedySportz ’ strategy.

Solution	Pros	Cons
Google Sites	Has a free option Customizable design	Platform is a little clumsy No marketing features
mobiSiteGalore	Still has a limited free level Customizable Nice features	Some features not available at free level - \$13/month to upgrade Redirection and custom domain not available at free level
goMobi	Nice interface Customizable design	No free version – minimum \$6/mo.