

## *The Bootstrapper's Guide to the Mobile Web*

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### **Mobile Website Strategy**

#### **Direct and Affiliate Online Sales**

#### **Dragonfly Designs and Invitations**

#### **InvitationsByDragonflyDesigns.com**

*Dragonfly Designs is a custom invitation studio. Though their headquarters are in Austin, Texas, their primary goal is to drive traffic to their website and affiliate accounts to sell invitations and custom stationery.*

### **I. User Expectations**

#### **Why are they most likely coming to your site?**

- *To find information about invitations and custom design services*
- *To view invitation designs and ideas*
- *To place an order*

#### **What information are they most likely seeking?**

- *Information, ideas, and tips about invitations*
- *Ordering information*
- *Contact information*

#### **What type of actions are they most likely to take?**

- *Inquire about invitations or design*
- *Place an order with Dragonfly or affiliate*
- *Go to the main site gallery*

### **II. Business Objectives**

#### **What are your immediate goals?**

*Drive traffic to main website, encourage sales, promote affiliate links.*

#### **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 studio has little to no budget to put toward a mobile site at this time. Ongoing maintenance and monthly fees need to remain low as well. Dragonfly cannot commit much time to the set-up or maintenance of their mobile site.*

### **III. Features**

*Though Dragonfly's ultimate goal is to sell invitations, they do most of their sales through affiliate links. Therefore, these features focus on their affiliate links and driving traffic to their main site as opposed to ecommerce solutions.*

#### **Features that should be included on your mobile website:**

- *Click-to-call*
- *Social Media Buttons (Facebook, Twitter, LinkedIn, Flickr)*
- *Sharing Badges*

- *Forms (for inquiries)*
- *Multimedia (invitation design images)*
- *Blog Entries*
- *Industry Specific: Affiliate Links*

#### **IV. Mobile Website Options**

##### **How will you create your mobile website?**

*Dragonfly Designs uses WordPress to power their site. Even though plugins are available, they may not be the best overall solution for Dragonfly – especially since the image gallery Dragonfly uses will not render well on mobile devices.*

*Therefore, we explore a couple different solutions: WordPress plugins and hosted solutions. A hosted solution may offer a gallery solution, but may also have other limitations. A plugin solution with a gallery page created specifically for mobile devices is another possible workaround.*

#### **V. Solution Criteria**

*The goal at this stage is to find a hosting service or a plugin that fulfills as many of Dragonfly’s strategy requirements as possible. The biggest issue is the image gallery. Since images play a big part in how Dragonfly sells invitations, this feature is necessary to include.*

##### **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*
- *Works effectively with their WordPress powered site*
- *Accommodates an image gallery solution*
- *Allows the use of a sub-domain name like m.invitationsbydragonflydesigns.com (if hosted service)*
- *Provides a way for mobile device users to be redirected to their mobile site from their desktop site*
- *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 Dragonfly Design's strategy.*

<b>Solution</b>	<b>Pros</b>	<b>Cons</b>
<b>wirenode</b>	Still has a free option Customizable design Has a gallery option	Custom domain requires upgrade at \$7/mo. Doesn't have redirect option
<b>goMobi</b>	Nice mobile-friendly design Easy set up Gallery feature	No free option - \$6/mo.

<p style="text-align: center;"><b>WPTouch</b> <b>(WordPress plugin)</b></p>	<p>Plugins are easy to set up Custom domain and redirect not an issue, since it is a plugin No customization necessary</p>	<p>Doesn't load image gallery properly Doesn't validate on W3C Design options limited</p>
<p style="text-align: center;"><b>Wapple</b> <b>(WordPress plugin)</b></p>	<p>Plugins are easy to set up Little customization necessary</p>	<p>Doesn't render gallery properly Plugin may eventually charge a fee</p>

## VIII. Conclusion

Since the WordPress plugins did not offer the kind of functionality Dragonfly Designs desired, they created test sites on both goMobi and Wirenode. Though both services had the necessary features and functionality, goMobi was their final choice. Aesthetics are an important part of Dragonfly's online presence, and goMobi offered the most appealing design choices.