

The Bootstrapper's Guide to the Mobile Web

by Deltina Hay

Mobile Website Strategy

Local Restaurant

Milano Cafe, Austin, Texas

MilanoCafe.com

Milano Cafe is a small Mediterranean-style restaurant located in the outskirts of Austin. The main goal of their mobile website is to drive traffic to their location.

I. User Expectations

Why are they most likely coming to your site?

- *To find information about the restaurant*
- *To seek a place to dine*
- *To place a to-go order*

What information are they most likely seeking?

- *Phone number*
- *Address/Map*
- *Menu*

What type of actions are they most likely to take?

- *Call the cafe*
- *Click on a map*
- *Place an order*

II. Business Objectives

What are your immediate goals?

Drive foot traffic to the cafe and increase call-in orders and catering.

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 cafe 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. Milano has very few employees and 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)*
- *Sharing Badges*
- *Google Maps*
- *Forms (to place an order)*
- *SMS (to send coupons and specials)*

- *Event calendar*
- *Location Check-in (Gowalla, Google Places, Foursquare, Yelp)*
- *Industry Specific: Menu, Specials, Catering information*

IV. Mobile Website Options

How will you create your mobile website?

Milano Café's desktop site is a Flash-based website so it would not be feasible to use responsive design or a conversion type service. Additionally, they do not have the necessary budget to hire someone to create a stand-alone site. The best solution for Milano is to use an affordable hosting service.

V. Solution Criteria

The goal at this stage is to find a hosting service that will fulfill as many of Milano's 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.milanoaustin.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 Milano Cafe's strategy.

Solution	Pros	Cons
Google Sites	Free Service Customizable design Custom domain and redirect Offers most required features	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 Custom domain and redirect Offers all necessary features	No free version – minimum \$6/mo.

VIII. Conclusion

Milano Cafe is still testing the mobile waters, so they opted for a free site with mobiSiteGalore to start. The mobiSiteGalore platform is aesthetically pleasing, yet flexible enough for Milano Cafe to include their entire menu on their mobile site.

The next phase for Milano will be to upgrade their mobiSiteGalore site, or opt for a paid site on goMobi.