

A Guide to App Strategy Decision-Making

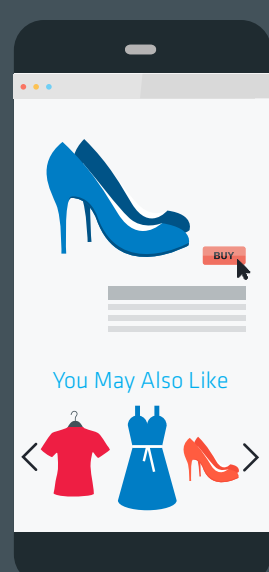


**START
HERE**

Do you currently have a mobile website?

No

Yes



Are you satisfied with the level of personalization your mobile website offers users?

No

Yes

Is your brand struggling with engagement, loyalty or nurturing repeat customers?



Does your user experience depend on a native device functionality such as GPS, camera or a scan feature?



No

Yes

No

Yes

Do you make frequent changes or refreshes to the content of your mobile pages?



No

Yes

Do you have a tight development budget or few development resources?



No

Yes

Focus on Mobile Web

The basics of a mobile strategy is to leverage a key touch point between your brand and your customers. It is not yet time for a mobile app. Focus on optimizing for the mobile browser.



Consider an App in the Future

Your brand may benefit from the advantages of a mobile app, but budget and resources play a key role in the development of a successful one. Focus on improving current mobile strategies until the opportunity is right.



App

Build a Mobile App Now

Your brand is ready for the next step in its mobile journey. Build an app to complement your mobile site, and take advantage of apps' loyalty, engagement and sales-driving benefits.

App

Usablenet helps leading companies in multiple industries to create mobile sites and apps for their customers on smartphones, tablets and on kiosks.