

Online support gets moving.



Mobile customer care.

A leading global Fortune 500 company wanted to beat its competition to the punch and create a mobile customer care experience that would rival a customer's desktop expectations. They tasked Idea with this strategically imperative challenge.

Numbers

5.3
billion

Number of mobile device owners globally; approximately 77% of the world's population

85
percent

Number of mobile devices shipped in 2011 that include a web browser

Services

- Research
- User Testing
- Content Strategy
- User Experience Design
- Visual Design
- Web Development
- Metrics and Analytics
- Copywriting

Challenge

How do you decide what information needs to be available to mobile users and how is it best managed? How can you optimize vast quantities of information so that it streams live to text, touch and non-touch mobile devices connected by different networks, with varying screen sizes, browsers and operating systems? How do you create an interface that is attractive and easy to understand on the most popular mobile devices in use?

Solution

Idea embraced the challenge by putting together a team of web, interactive, strategy and mobile experts. The team dived into the creation of a robust mobile strategy based upon extensive research and analysis of 23 competitor's current mobile landscape, comparison of each competitor's current mobile experience on a variety of devices, and in-depth categorization of the type of content available. During this process, Idea was able to evaluate all environmental aspects that will affect our client's mobile solution from global mobile trends to competitive assessments, content matrixes and UI / design strategies. Sharing this competitive research with the client helped to focus their plans and requirements while Idea continued to work towards creating their strategic solution.

Idea incorporated the best practice metrics system that we had previously put in place with the client to measure the mobile user experience, and then updated their current desktop based interactions to leverage best practices features and functions. The creation of a variety of visual user interface designs supported by the major mobile platforms including iPhone, Android and WebOs was implemented shortly thereafter.

Results

The process has only just begun. With more plans and strategies constantly being developed, Idea's client will have the best mobile strategy and user experience tied into a site that will be the first of its kind amongst their peers.

complex.simple
technology.solution