Application and Campaign Considerations

This section identifies significant factors to consider in designing mobile device applications and campaigns for mobile commerce. Because of the still evolving nature of mobile commerce and the opportunities for new ways of communicating to consumers and other parties, development standards and practices as such are still limited. There are, however, general considerations that have already proven to be important in good design.

For information and guidance beyond the considerations presented in the section, please see **For More Information** in the **Introduction** section.

Mobile Device Application Considerations

Campaign Considerations

Mobile Device Application Considerations

Positive Mobile User Engagement

A good initial user experience is critical when any new technology is introduced to the public. The entire process should be easy to use and reliable. Possibilities for confusion or erratic results must be minimized.

- A consumer's first experience capturing new symbols and launching new mobile device apps must be positive
- Simple screens and clear options that operate smoothly and quickly are preferable to more complex configurations
- A negative experience may discourage the consumer from attempting to use the technology again, resulting in the loss of a potential customer
- Applications and marketing campaigns need to be targeted to the demographic that would appreciate and make use of the new technology

Web Pages Tailored for the Small Screen

Web pages display differently on the small screens of mobile devices than on computer monitors. All 2D bar code campaigns should utilize web pages specifically formatted for viewing on smaller screens.

- Consider carefully what the consumer will see
- Less is more; additional pages are preferable to overcrowded pages

Specifically:

- Ensure that all table formatting has been removed
- Make fonts clean and easily readable
- Make images large and use only a few on a single page

Campaign Considerations

Short URLs in 2D Bar Code Symbols

- Best practice is to encode as short a URL as possible in the bar code symbol
- Short URLs result in smaller symbols made up of fewer elements than the larger symbols that longer URLs require
- Having fewer elements means that the symbol is less susceptible to reading errors

Web Access — Redirection

- Redirection is the process in which an inquiry, upon reaching the Internet address encoded in the bar code symbol on the display object, is immediately sent (redirected) to another address that has current campaign information
- This technique facilitates campaign modifications since it entails changing only the redirection address, with no modification required of symbols already in place in newspapers, magazines, posters, or other display objects

Privacy Considerations for a Campaign

- Mobile applications and campaigns should utilize "opt-in" permission requests to consumers, asking permission for any future pushed information
- Unlike e-mail and SMS text campaigns, 2D bar code campaigns do not automatically collect personal contact information or other data from visitors
- Because contact information is not automatically captured, mobile commerce campaigns do not provide a direct means of building customer lists

Data Analytics Benefits

- Applications and campaigns involving web pages enable valuable data collection for the analysis of consumer visits
- Mobile devices also enable geotagging information to be conveyed