Who is talking?

Vikram Verma

- Manage the Adobe Technical Communication line of products
- Responsible for product strategy/roadmap, customer relationship and partner ecosystem
Agenda

Key mobile publishing trends in tech comm

Challenges and Solutions

Mobile Publishing with Adobe RoboHelp 11
In Jan 2007, Apple invented iPhone..

Image courtesy: http://www.engadget.com/2012/01/09/iphone-turns-five-birthday-apple/
At present, there are more than a billion smartphones in use.

Image courtesy: http://blog.moovweb.com/2013/02/the-post-pc-revolution-is-here-dont-panic/
In Europe, the Smartphone penetration is more than 50%..

Image courtesy: http://www.comscoredatamine.com/2013/03/smartphones-reach-majority-in-all-eu5-countries/
By 2013, more people will use mobile phones than PCs to go online..

Image courtesy: http://blog.moovweb.com/2013/02/the-post-pc-revolution-is-here-dont-panic/
In Tech Comm, mobile publishing is no longer a new trend..

**Mobile Publishing Adoption**

As % of respondents

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>15%</td>
</tr>
<tr>
<td>2013</td>
<td>37%</td>
</tr>
<tr>
<td>Future</td>
<td>55%</td>
</tr>
</tbody>
</table>
Organizations across the world are adopting mobile publishing..

Already doing mobile publishing
% of total respondents

- NA: 38%
- EMEA: 31%
- APJ: 41%
Smaller organizations are leading the mobile publishing adoption..

Mobile Publishing Adoption
By organization size

- Publishing to mobile
- Plan to publish to mobile

Tiny: 62%
Small: 37%
Medium: 21%
Large: 24%
Enterprise: 29%
Some industries are ahead of others in mobile publishing adoption.

### Mobile Publishing Adoption

**By Industries**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Publishing to Mobile</th>
<th>Plan to Publish to Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Services</td>
<td>44%</td>
<td>5%</td>
</tr>
<tr>
<td>Technology/High Tech</td>
<td>43%</td>
<td>20%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>37%</td>
<td>19%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>32%</td>
<td>20%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>21%</td>
<td>37%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>17%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Use Cases
Healthcare

Aviation

Challenges
Legacy output formats are ill-suited for the mobile devices..
New output formats should be adopted to deliver quality experience on mobile..

- **Legacy**
  - PDF
  - WEB
  - HTML

- **New**
  - ePUB
  - HTML5
  - Android
Traditional HTML sites don’t scale well on mobile devices.

- Try [http://esupport.sony.com](http://esupport.sony.com)
One way to offer a good mobile experience is to create a website with Responsive Design..

Image courtesy: [http://googlemobileads.blogspot.in/2012/07/mobile-websites-vs-responsive-design.html](http://googlemobileads.blogspot.in/2012/07/mobile-websites-vs-responsive-design.html)
With HTML5 and CSS3, you can create websites with responsive design.

Image courtesy: http://www.dotcominfoway.com/blog/responsive-web-design-infographic
Some examples of Responsive websites..
Does Responsive Design solve the mobile problem?
Attention spans are crashing..

You read David Copperfield?!

Gangnam Style

In fact, smaller the device, lower the attention span..
MOBILE USERS ARE
FIVE TIMES MORE
LIKELY TO
ABANDON THE TASK
IF THE SITE ISN'T OPTIMIZED
FOR MOBILE.

79% WILL SEARCH
FOR ANOTHER SITE TO
COMPLETE THE TASK.

Image courtesy: http://blog.moovweb.com/2013/02/the-post-pc-revolution-is-here-dont-panic/
However, the total time spent on mobile web browsing is much higher than that of desktop web browsing..


Data provided by Flurry, comScore, Alexa and the U.S. Bureau of Labor Statistics
Need of the hour is creating adaptive content for multiple devices..
One way to offer mobile optimized adaptive content is to create a separate mobile website..

Image courtesy: http://googlemobileads.blogspot.in/2012/07/mobile-websites-vs-responsive-design.html
Some of the top websites use this approach..
Another way to offer mobile optimized adaptive content is to create mobile apps..

Already there are 750K + apps in iOS and Android store..

NOT SURE IF RESPONSIVE

OR ADAPTIVE
What about device fragmentation ..

Image courtesy: http://opensignal.com/reports/fragmentation.php
One approach to address fragmentation is RESS ..

Image courtesy: http://www.netmagazine.com/tutorials/getting-started-ress
How does RESS work?
Some RESS examples ..
Comparison of 4 approaches ..

<table>
<thead>
<tr>
<th></th>
<th>Responsive</th>
<th>Mobile Website</th>
<th>App</th>
<th>RESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile users need</td>
<td>ok</td>
<td>good</td>
<td>Best</td>
<td>good</td>
</tr>
<tr>
<td>Ease of maintenance</td>
<td>best</td>
<td>good</td>
<td>Ok</td>
<td>good</td>
</tr>
<tr>
<td>SEO Friendliness</td>
<td>best</td>
<td>good</td>
<td>bad</td>
<td>best</td>
</tr>
<tr>
<td>Loading time &amp; Performance</td>
<td>ok</td>
<td>good</td>
<td>best</td>
<td>Good</td>
</tr>
</tbody>
</table>
So, which approach to take?

Goal?

Make legacy content mobile friendly?
- Responsive Design
- RESS
- Separate Mobile Site
- Native App

Optimize content and customer experience on mobile?
Let's look at the adoption of various mobile formats..

Adoption of various mobile publishing formats
As % of respondents

- HTML5: 28% (2013), 44% (Future)
- ePub: 12% (2013), 24% (Future)
- Kindle: 5% (2013), 10% (Future)
- Android: 11% (2013), 25% (Future)
Demo..
Thank you!

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blogs.adobe.com/techcomm
@vikverma2013