# You may know about the mobile migration to smart phones and tablets.

But have you seen how it may affect your business in the next 12 months? A look through your customers' eyes.

By: Kara Douglass, Florida State University, Junior, Professional Communication Major & KMA Intern

July 2, 2013

A stroll down the aisle of a Best Buy store in June 2013 tells the story. Available for sale were 90 smartphone models, 48 laptops, 26 tablets and 2 PCs. The average price of the PCs $1800–laptops ranged from $500 to $1,200. In contrast, leading smartphones could be purchased for $199 and many tablets were offered at $200-$300. Customers are choosing smaller and portable over heavy and clunky. Analysts cite price, ease of use, instant-on capabilities, touch screens, and a longer battery life than most laptops as reasons tablets and mobile devices have gained popularity over desktops and laptops.
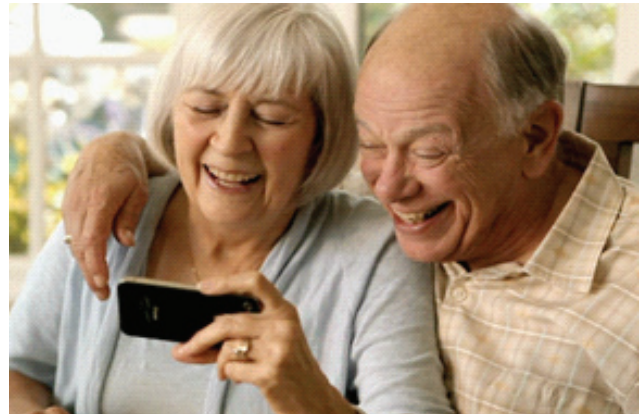

How does this affect your business? Evidence shows the days where most purchasing prospects are viewing websites on a full-size computer monitor may be fading fast. Consumers want the world in the palm of their hand and businesses may need to take notice with their website design.

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The proof is in the numbers. Gartner, Inc., an American information technology research and advisory firm, has projected a 10.6% decline in shipments of desktop and laptop computers for 2013, while tablet shipments will grow by 67.9% during the same period. Another study reports that in 2008 there were 160 million smartphones globally. That number had quadrupled to 722 million in 2011. Today, there are currently more than 1.5 billion smartphones in use worldwide. And, while desktops are declining, Gartner predicts tablets sales will reach 201.8 million in 2013, up dramatically from 120.2 million in 2012.

While these projected numbers do not spell immediate doom for PCs, smart businesses are looking at how prospects view their websites.

If you are looking at your website on a PC monitor, that may no longer be the most popular device. While checking Google Analytics on some client's websites we are seeing that almost half of their traffic is on an iPhone. And, one of those examples was for a doctor's office and an older viewing audience!
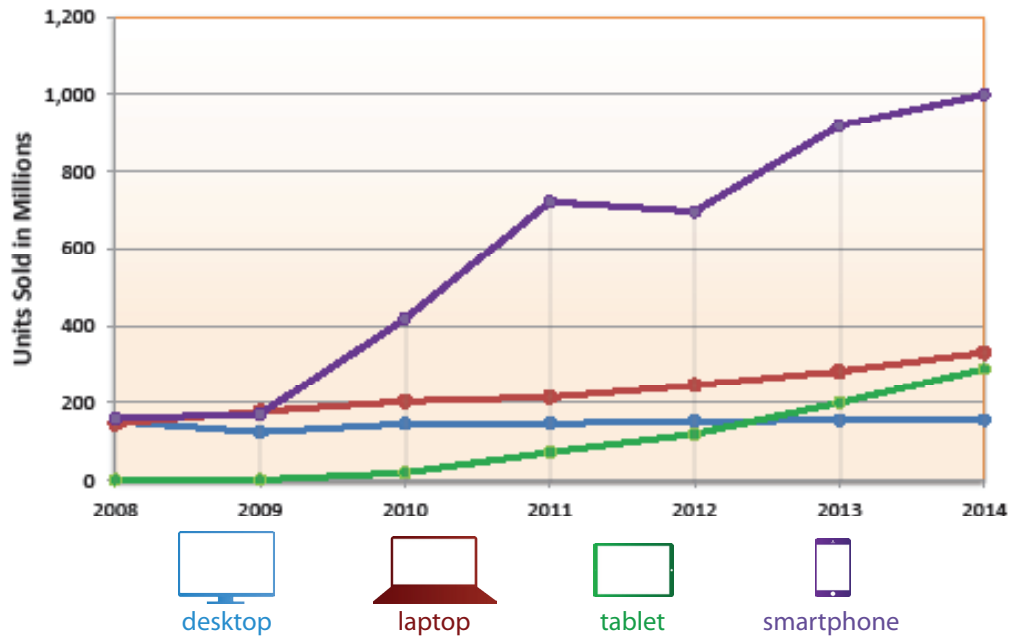
desktop   laptop   tablet   smartphone

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What are some steps you can take to test your website's effectiveness?

1. View your website on various devices. Be sure to check it on an Apple and Android-based smartphones and tablets since website functionality and animation like Flash may not be compatible across all platforms.

2. Embrace the trend to Responsive Design. For designers, it's about approaching design using the one variable you can't control anymore, the screen size the viewer is using. Older sites may not work well on small screens or take advantage of the space available on large ones. It's important for websites to be flexible so no matter what kind of device someone is using, it will look its best.

> "If there is any reason to design a website that isn't responsive, I haven't found it yet!"
> — Dr. Mario Garcia, CEO, Garcia Media

3. Consider a professional. With new mobility devices entering the market at an unprecedented rate, the growth of Windows 8 and the range of internet browsers, such as Internet Explorer, Google Chrome, Firefox and Safari, it can be a bit much for business owners to keep up with. Effective website hosting companies that monitor your site, as well as its display across different platforms may be a worthwhile investment.

> "Users need freedom. Businesses need control and management."
> — Neil Hand, VP Personal Computing Group, DELL Computers