1. Introduction
   1. The company I work for, Life Technologies has different versions of its website: the “full” version, which automatically loads when accessed through a desktop or laptop computer browser, and a mobile version, which automatically loads when accessed through a browser on a smartphone (e.g., iPhone, Android phone). However, our company was acquired by Thermo Fisher Scientific, which is a much older and bigger corporation, and only has one version of its website. This is also the case for it’s other 3 divisions, Thermo Scientific, Fisher Scientific, and Unity Lab Services. I recommend that a mobile version of these websites be developed, in the interest of catering to smartphone users and expanding their customer base. Since I do not work for, nor am I involved with any of these 3 other entities/divisions, I recommend the following strategy for the development of their mobile websites and mobile presence in general.
2. Strategy
   1. Determine the intentions and goals of our customers as well as our regular website visitors. Align their goals with ours. The following questions should be answered:
      1. What are the reasons people are visiting our website?
      2. Which of our webpages would be easily ported to a mobile environment?
      3. Which products do our repeat customers regularly purchase?
   2. Determine the type(s) of mobile experience we want our customers to have:
      1. Platform specific: The mobile experience of the customer is dependent on the platform they are using. Customers using an Android device may have a different experience than a customer using an iPhone. Experiences may also be different between devices of the same brand. For example, the iPhone and iPad, which may be mainly due to the available, screen real estate.
         1. Advantage: Better customer experience.
         2. Disadvantages: Would probably require app development, specific for each platform. Thus more effort will be required.
      2. Platform agnostic:
         1. All customers will have the same mobile experience, regardless of the platform they are using. This direction is the easiest because it will probably only require one source for content.
         2. I recommend this taking this direction for our organization’s other divisions. Our customer base is not nearly as large as that of typical organizations that benefit from developing platform specific mobile environments (E.g., banks, entertainment networks such as ESPN).
   3. Responsive web design
      1. This would be the best path to choose since a platform agnostic approach is recommended.
      2. This method, in a nutshell can be stated as website development with the goal of providing an experience mainly based on the characteristics of the device’s screen (Designmodo, 2014)
      3. Advantages:
      4. Disadvantages:

References:

Designmodo (2014) Responsive Web Design: 50 Examples and Best Practices [Online]. Available from: <http://designmodo.com/responsive-design-examples/> (Accessed: 8 July 2014)