

Mobile Strategy One-Page Plan

Organization Name

Mobile Center-of-Gravity

Mobile Maturity	Competitive Landscape	Mobile Objectives	Master Business Case						
Mobile Maturity Index <table border="1" style="margin-left: auto; margin-right: auto;"><tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	0	1	2	3	4	5	Industry Snapshot 1. 2. 3. 4.	Strategic Goals 1. Immediate (< 1 Year) 2. Impact (1 - 2 Years) 3. Tea Leaves (3 - 5 Years)	Business Value 1. 2. 3. 4. 5.
0	1	2	3	4	5				
Current Mobile Capabilities 1. 2. 3. 4. 5.	Mobile Trends 1. 2. 3. 4.	Desired Capabilities 1. 2. 3. 4. 5.	User Value 1. 2. 3. 4. 5.						
Target Maturity <table border="1" style="margin-left: auto; margin-right: auto;"><tr><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	0	1	2	3	4	5	Potential Game Changer		Table Stakes 1. \$ Value of Mobility? 2. Willing to Spend How Much? 3. Recoup Horizon 4. Five Year ROI
0	1	2	3	4	5				

Solution Drivers – 10 Questions

1. Hybrid or Single Target Apps?		6. Standardization vs. BYOD?	
2. Self-Contained or Server-based?		7. Able to function disconnected?	
3. Native, Mobile Browser, or both?		8. Apps Need to Scale?	
4. Self-hosted or <i>CloudSmart</i> ?		9. High Availability?	
5. Device Constrained?		10. Key App KPIs?	

User Experience (UX)

Purpose	
Target Audience(s)	
User Archetypes	
Context(s)	
Customer Experience	
Branding	
Design Guidelines	
Visualization	
UX Design Process	
Constraints	

And Don't Forget...

Intangibles	People/Expertise

Privacy & Security

Key Privacy Drivers	1. 2. 3.
Critical Security Concerns	1. 2. 3.

Financial Ecosystem

Capitalization Justification	Financial KPIs
Outcome-Base Cost Allocations	Usage-Based Cost Allocations

QuickStart Initiatives

1. _____
2. _____

3. _____
4. _____