

Man vs. Mobile

Mobile Business Intelligence is Here to Stay

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Agenda

- Why Mobile Business Intelligence?
- Trends of Mobile Usage and Consumption
- Demonstration of Mobile Application
- BI Dashboard Development Team & Methodology
- Dashboard Best Practices and Techniques

BI Delivery Methods



Mobile



Desktop



Paper

Interactive



Portable

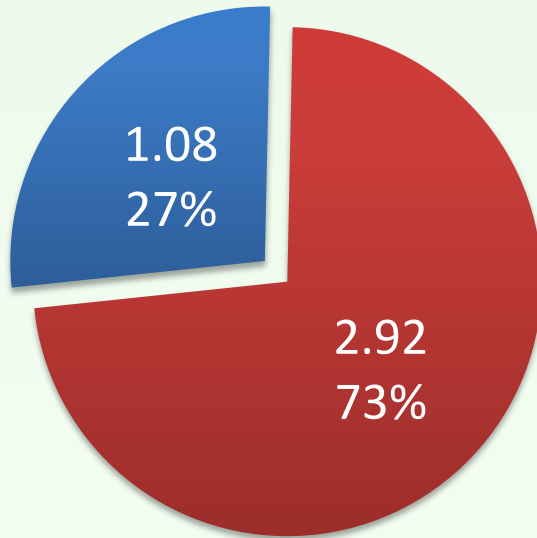




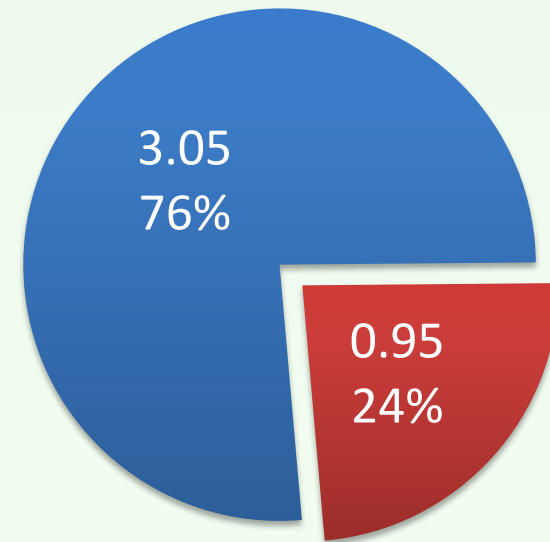
Mobile BI Advantages

- Insights and analysis about your business anytime, anywhere
- Ability to consume and writeback to BI application
- Application works seamlessly with other applications
- Multi-gesture control to manipulate application
- User has experience in using mobile applications

Mobile Market Size in Billions

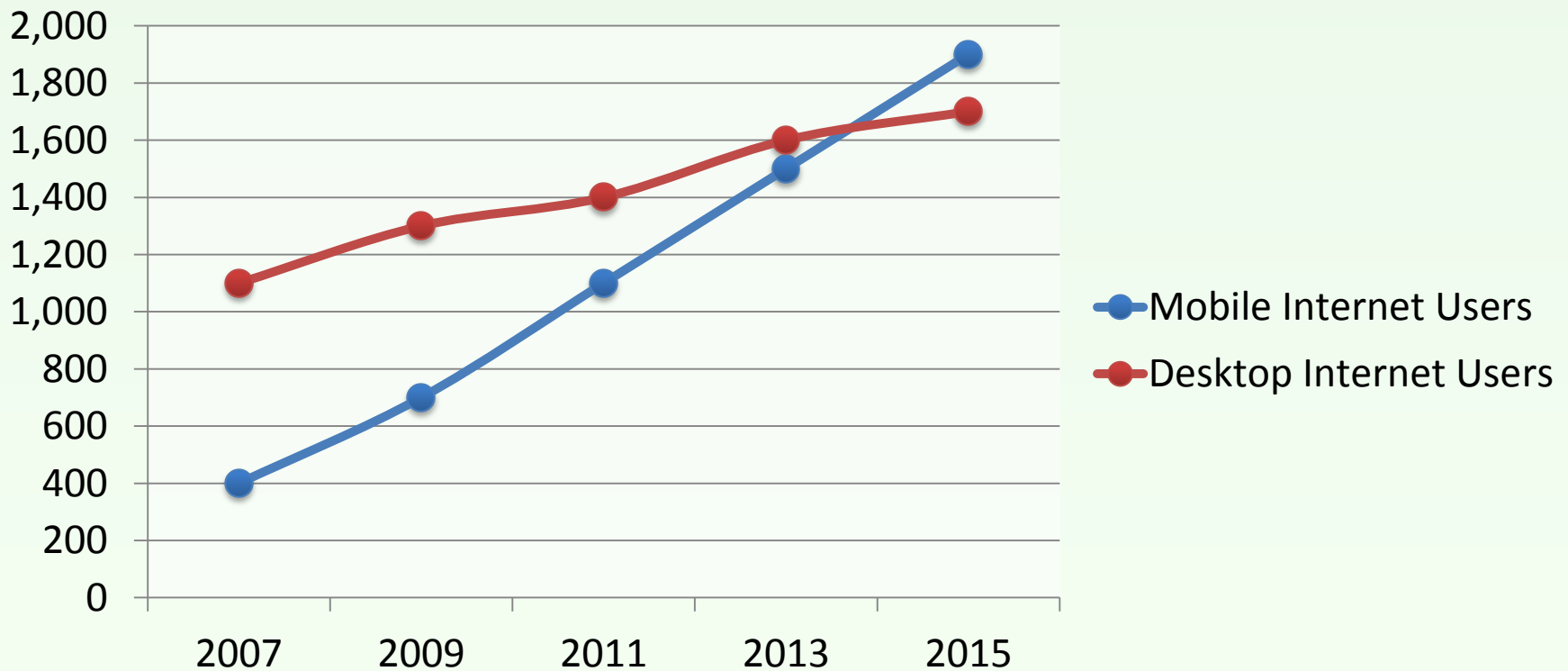


■ Smartphones
■ Non-smartphones

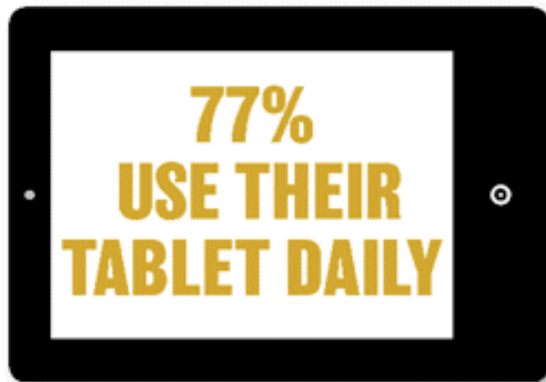


■ SMS
■ Non-SMS

How Fast is the Internet Growing? in Millions




Current Tablet Usage



53%
GET NEWS ON
A TABLET EVERY DAY

Tablet users
spend an average of



1 hour **35 min.**
on their tablets daily

Tablet Users' Daily Activities

Percent of tablet users who do these activities daily



Email
54%



Play Games
30%



Get News
53%



Read Books
17%



Use Social Networks
39%



Watch video
13%

Tablet Demographics

TABLET USERS

GENERAL PUBLIC

51%



28%

College graduate+

53



28

Family income of \$75,000 or more

62



44

Employed full-time

22

22

18-29

46

35

30-49

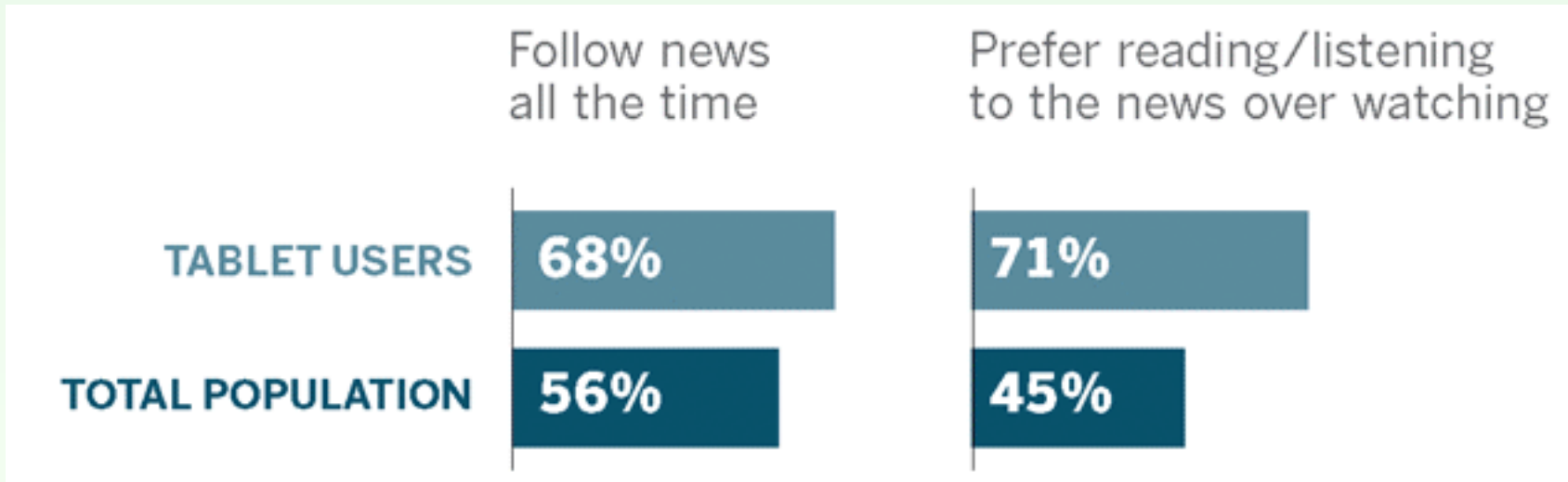
32

43

50+

Age

Tablet Demographics

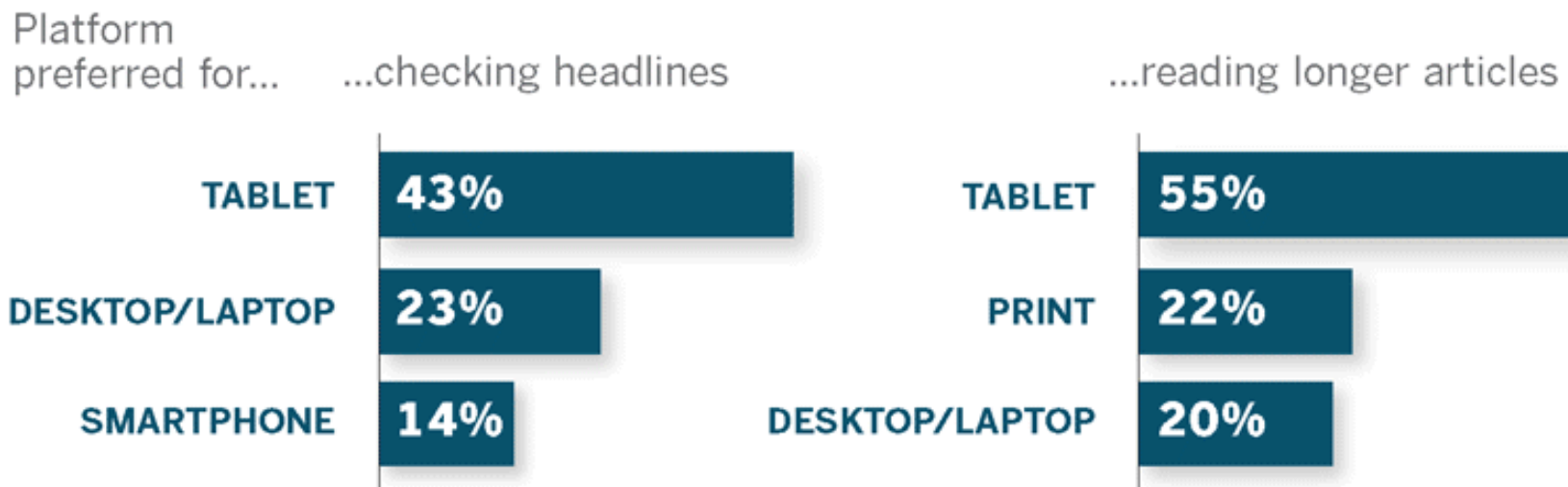


Tablet Replacement

Percent who get news on their tablet that they used to get from...

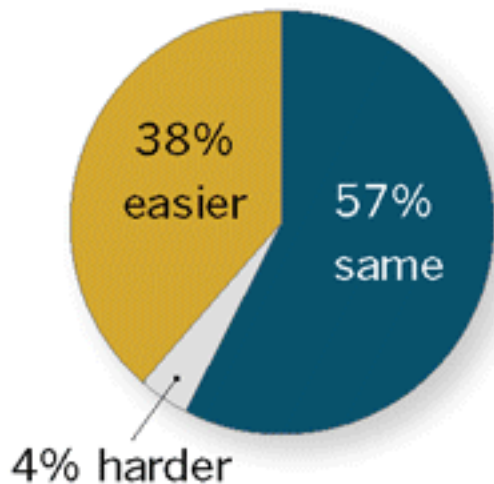


Tablet Experience

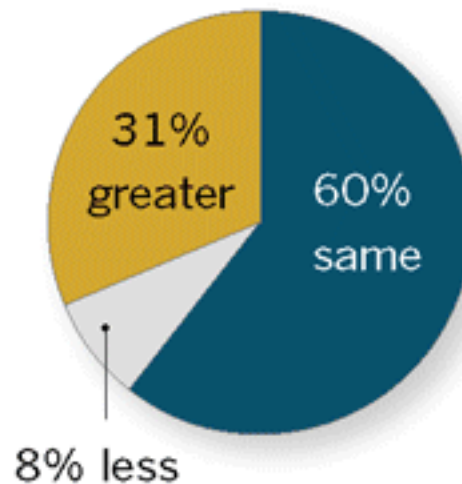


Tablet Experience

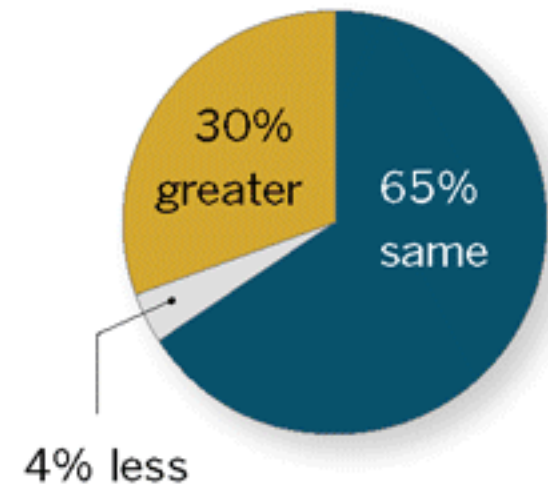
Learning new things is...



Enjoyment getting news is ...



Time spent with news is...



Demonstration



Dashboard Team

The Expert	The Role	The Result
Solution Engineer	Help you capture the business vision for your dashboard	Dashboards that meet the needs of end users the first time – without incurring expensive development fees
Dashboard Designer	Match your key metrics with the right visual elements in a comprehensive design concept	Eye-catching and intuitive visual interfaces that generate higher user adoption levels
BI Architect	Identify the data and the technology to fuel the dashboard, including a data readiness assessment	A clear blueprint for a scalable and secure application that operates at peak performance on all devices
Dashboard Developer	Bring BI best practices to your dashboard construction and deployment	Accurate datasets, efficient reports and quality assurance testing to power your dashboard



Dashboard Best Practices

1. Design With Purpose
2. Plan for All Devices
3. Stick to the Brand
4. Empower Decisions
5. Maximize Space
6. Apply the Power of One
7. Arrange Data Logically
8. Keep it Simple
9. Diagram Wisely
10. Involve Others



Mobile Design Techniques

- Follow the 10 dashboard best practices
- Integration, Integration, Integration
 - Make your mobile dashboard feel like a mobile application
- Make your targets finger point size
 - 44 pixels or .458 inches
- Follow the Device's User Interface Guidelines

Utilize a Bottom Toolbar

- Logically separates a mobile app based on it's different levels of capabilities and functionality

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Home



US Economy

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Powered by:
MicroStrategy

- Creates integrated look synchronized with other Apple apps
- Use “active” and “inactive” icons for each dashboard
- Feel free to experiment with style – as long as it's appropriate to you or your customer's branding

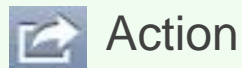
Information Windows

- Modal tasks
 - Transactional Services
- Drill down for more information



Consistent UI Graphics

- Mobile platforms have an established icon library
 - Creates integrated look synchronized with other Apple apps
 - User will know how to navigate your app



- Feel free to experiment with style – as long as it's appropriate to you or your customer's branding

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