

## Mobile Center-of-Gravity

Mobile Maturity	Competitive Landscape	Mobile Objectives	Master Business Case
<b>Mobile Maturity Index</b> <input type="text" value="0"/> <input type="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/> <input type="text" value="5"/>	<b>Industry Snapshot</b> 1. 2. 3. 4.	<b>Strategic Goals</b> 1. Immediate (< 1 Year)  2. Impact (1 - 2 Years)  3. Tea Leaves (3 - 5 Years)	<b>Business Value</b> 1. 2. 3. 4. 5.
<b>Current Mobile Capabilities</b> 1.  2.  3.  4.  5.	<b>Mobile Trends</b> 1. 2. 3. 4.	<b>Desired Capabilities</b> 1.  2.  3.  4.  5.	<b>User Value</b> 1. 2. 3. 4. 5.
<b>Target Maturity</b> <input type="text" value="0"/> <input type="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/> <input type="text" value="5"/>	<b>Potential Game Changer</b>		<b>Table Stakes</b> 1. \$ Value of Mobility?  2. Willing to Spend How Much?  3. Recoup Horizon  4. Five Year ROI

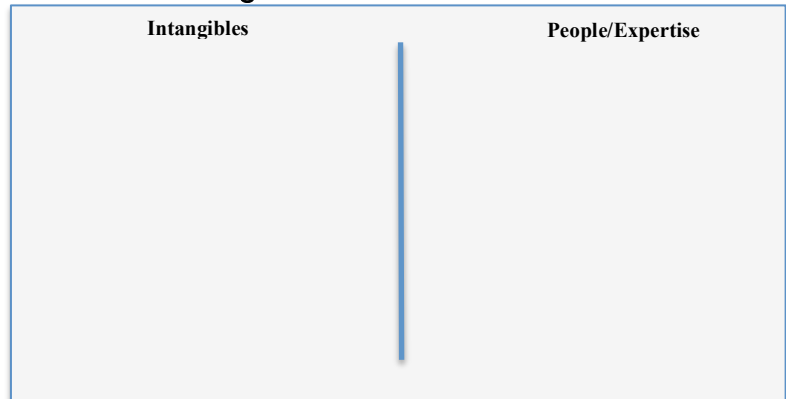
## Solution Drivers – 10 Questions

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...



## 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

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