

# MOBILE First - Statement of Direction -

Mobile access has become an integral part of how we communicate, organize our lives and obtain support and services. As a result, citizens, businesses and employees are using smart phones and tablets everywhere, impacting how they interact with the State on a daily basis. State Agencies maintain a wealth of capabilities, systems and data that can positively influence the day to day lives of our constituents and employees. The State has a significant responsibility in delivering services to citizens and businesses in Ohio and delivering services in a manner they expect. IT and systems are an intrinsic part of how we do business and are a key enabler of providing State services to the mobile public.

The State is adopting a **MOBILE FIRST** Strategy that applies to business applications, whether Citizen, Business or State employee facing, to:

- Offer a full spectrum of secure mobile services to drive the greatest common good to our constituents.
- Be the most business friendly State in the Union: easiest to start-up, run and grow a business through mobile interaction with the State.
- Enable State employees to perform their jobs, providing services to the public and increasing efficiencies, productivity and satisfaction as a result of mobile enabled applications.
- Assist the general public to easily engage with the State at appropriate levels based on interest, needs or other factors.
- Continue customer-centric focus in order to meet our customer expectations and to instill value into the services we provide.

In short the State IT community must drive a concerted approach to offering State secure services to our constituents that are increasingly mobile capable, spatially enabled and convenient regardless of our underlying business systems, services, and technology and to ensure that mobile becomes an integral part of our future strategy.

***New applications or significant upgrades to existing applications*** should be designed for mobile first access when cost effective and appropriate. All new applications should feature mobile access requirements as mandatory for user facing functions.

***Make it easy to do business with the State*** by helping our customers find what they are looking for, completing forms or approvals, contacting the State for support - simply put – mobilize applications make citizens' lives easier in seeking information, navigating services, applying for assistance, asking for help and getting updates on progress.

***Make it easier for the State to do business*** by helping state staff be more productive, providing higher levels of customer service, streamlining workflows and approvals, providing real time access to State data, and eliminating complexity through simpler mobile applications and interfaces.

***Agencies should actively seek to make existing websites mobile adaptive*** and reflexive by including mobile access requirements as a mandatory consideration in new applications and system upgrades and implementations. Adaptive websites automatically sense and adjust onscreen content to be readable and usable on mobile devices.

Tablets and smart phones are here to stay as people's primary computing device. The State's mobile first strategy uses the power of these devices and our systems to everyone's benefit.

## MOBILE FIRST

### Key points

Mobile access is an essential part of all of our lives

Agencies need to adopt a Mobile First strategy in the design and upgrade of applications and systems

Continue to design with customer focus in mind

Include Mobile First in all new applications and systems specifications

Drive user access to mobile applications and portals

