WiNG

In search of Authentically Mobile applications

JUNE 9, 2015 PETER WAGNER CHARTS

	Pave-the-goat-paths mobile	Mobile first	Authentically mobile
Target platform	Desktop	Mobile	Mobile
Target business process	Already addressed by desktop	Already addressed by desktop	Difficult to touch without mobile
Design focus	Process centric	Human centric	Human centric
Functional innovation	Functionality already exists on desktop	Functionality already exists on desktop	New-to-world functionality
Usage pattern	Periodic and typically scheduled	In-the-moment and continuous	In-the-moment and continuous
Role of data	Emphasis on presentation	Emphasis on presentation	Emphasis on collection

What comes after "pave-the-goat-paths" and "mobile first" business applications? The answer: "authentically mobile" ones, whose distinguishing characteristics are summarized here:

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http://wing.vc/perspectives/charts/in-search-of-authentically-mobile-business-apps

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