

*“Twice as good, in half the time, for half
as much”*

Internet mapping goes mobile: Cadcorp Web Map Layers

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Smart Devices



Why Mobile Matters: Market Push

- **Smartphones have overtaken laptops as the most popular device for getting online¹**
 - Two in three people now own a smartphone
 - Usage ~ two hours daily
 - Why has it increased?
 - 4G - speed
 - Browse the internet, social media, bank and shop online
 - **Public services expectation has ultimately grown**

Why Mobile Matters: Channel Shift Pull

- Two potential sources of Channel shift failure²:
 1. Are services tailored to the visitor's location?
 2. Are services optimised for mobile use?
- 2013-2014 - Use of mobile devices to access council sites increased from 30% to over 40%
- 2015 - Use estimated to be over 50%

However

- Only 1 in 4 of public sector websites across Europe is mobile-friendly²
- Even though where mobile friendly websites are provided research tells us the number of users increases exponentially

In my personal experience...

- I recently moved house and I wanted to do 4 things on my local council website whilst using my mobile:
 1. Find out when my bins/recycling were collected
 2. Order a new food waste bin
 3. Order green/garden waste recycling sacks
 4. Apply for a residents parking permit
 - Surely it's easier to phone?!
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Cadcorp Web Map Layers In Action

- Mobile demonstration
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Cadcorp Web Map Layers: Mobile

- Mobile and desktop interface off the shelf
 - One product, use it many times
 - Easy to use, simplified interface
 - Uses familiar gestures
 - Information is tailored to the visitor's location
 - Cookies store information for repeat visits
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