

How to Bridge Communication Gaps between **Chief Marketers & Web Developers**



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Once upon a time, there was this idea that web developers were the kings of their own world. The market being small, scopes were unlimited. Any idea that came the CMO's way, felt unique. Even the outrageously out-of-the-box had chances to make the big cut. But all that myth is bygone for today's competing generation of web developers. "Everything is quantified and calculated."

So, Mr CMO, I made my first website five years ago. Will it be the same if I was to start over again today?

An Overview:

CMOs are marketing experts. You talk about profits, strategies, investments – they are the go-to persons for any company. But let's face it! Technology is not a particular skill they are very proud of. And what's its use! All the marketing values are in real world experiences. So was the scenario about a decade back. With technical advancements in internet communication, the new millennium has opened new business opportunities in the virtual world. New market – new rules! And CMOs are left with no choice but to adapt to it. Their instrument for salvation – web development.

Website development is a creative job, the least said. It is technical and then there's a creative way to fit in all that technicality in a visually attractive package. Thousands of businesses open each day. And they all want their share of online fame. Now, there's artificial intelligence also eyeing to take up the job showing better efficiency. Organized website design and development companies even are planning to deploy it on a full-scale. For normal bystanders this option is easier, customizable and obedient to customers' every command. Machine-bred creativity (creative, none the less) – combined with deadly functionality!

Designs, commerce, readability – all taken care of – artificially. For a modest guy donning the cap of a web developer for the first time, competition is okay. But sending him on a machine-invaded career path is somewhat discouraging. Decision makers of any hotshot organization

need to consider the negatives of the outcome.

Consequences of a man versus machine battle is all good for the online market, which is by far at its profitable best. More internet contenders always sound better to the e-commerce brigade – no matter how they arrive. But web developers are finding it hard to cope with this sudden escalation of demands for their skill-sets. On one hand, the job security of a freelance/employed web development expert is rising. On the other, accountability of that same expert is supreme, even suffocating at some points. 'Zero error tolerance' is the widely accepted phrase, which is good - but only till an extent.

In an industry dependent upon ever-changing trends, experimentation is necessity. Setting the trend rather than following it – is productivity. Can this human element of the human network be replaced? Negative - not only because it's sentimental, but also because it's business-wise impractical!

Throughout this document, we've tried to exhibit how times have changed in the web development industry. Technologies have come, technologies have gone. But a web developer sticking to his/her fundamentals is still an unexpendable asset. A first-timer can still be a contender for big bucks here if he/she has the edge to engage in a competitive environment.

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Is the New Year – Happy?

A detailed outlook on what the industry gave and how well are the developers utilizing it

Has New Year 2015 been a year of revelations? Not actually! It's only a series of events leading towards one inevitable outcome – technology dependence. Surely, it doesn't sound much at first shot. But if you haven't turned your Twitter alerts off or still haven't unsubscribed from the technology-related pages on Facebook – you'll know exactly what the hubbub is all about.

After the first quarter, there are a few statistics that require focus from decision makers:

Top Trends

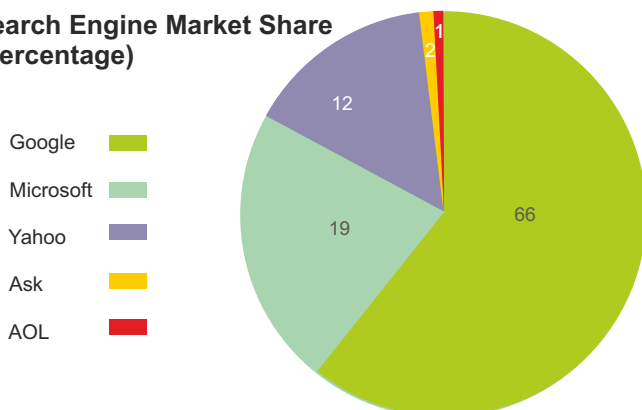
A lot of miscommunications take place when creativity and marketing are brought together on the same drawing board. Either key officials don't bother themselves with the designer's unique perspective or niche developers don't understand the nitty-gritties of complex business decisions. Though, both are individually responsible for the company's growth.

The top guns might be all cool with the process as long as it produces profits. But a machine needs proper oiling for smooth running. As responsible managers, you have to keep an eye where your efforts should go – even in web development.

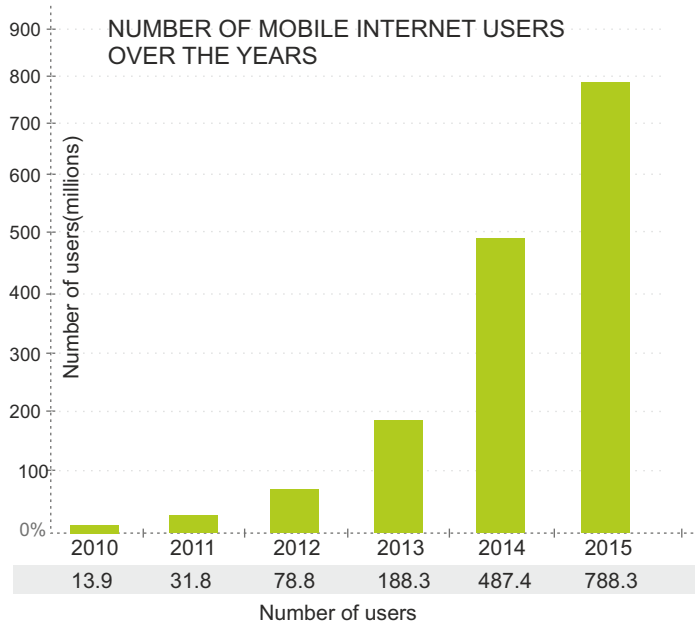
1. It's more profitable to match Google's web development policies than anyone else's, with 66% majority voting it as their most preferred search engine.

Google Chrome was also the most favored web browser by almost 63% of internet users.

Search Engine Market Share (Percentage)



2. Responsive is the way to be. Android, iOS and other mobile-friendly user interfaces are raking in major visits. An escalation of mobile-only internet users highlights the fact.



*2015 has been marked only for the first quarter

American Institute of Graphic Arts (AIGA) guidelines introduced two important competencies for designers in the beginning of 2015:

a. Creation and development of visually responsive content. Images with meanings including that of hierarchy, typography, aesthetics and a lot other elements to visually communicate problems.

b. Research and analytics through visual aid.

Finally, it's the mobile users who are also the major consumers – 4 out of every 5.

3. This is the first year that mobile searches are actually expected to surpass desktop searches.

4. Visual aid is projected to occupy 70% internet traffic by 2017.

5. Time Matters – that's where web designing and development rank equally:

a. Viewers form an opinion about a website within .05 seconds.

b. 40% people leave the website within 3 seconds if they find difficulty in opening it.

c. It takes 10 seconds to leave a permanent impression of your website in the viewer's mind.

As years have passed, the phrase "advance from drawing-room to bed-room" has mostly become true. Technological advancements in wireless internet connectivity and productive smartphone features have ensured that. In addition, rise in the numbers of analytics tool makes it easier for judging consumer behaviors.

The major advantage of reaching to viewers through a mobile platform is the potentiality of 24/7 connectivity. The band width of viewer reach transcends time-barriers. Scope for web developers to build mobile touch-compatible interfaces also broadens their designing horizons.

Questions that CMOs Ask their Web Development Experts

"What's this design?" "What! At this cost you've produced this?" – Not the ideal conversation-starter with the creative expert of your company when your knowledge on the technical portions of it is – to be modest – low. Hired experts value the opinions of persons who have some knowledge on what they've spent their time and effort.

Below is a set of 6 parameters that keep the approach polite yet delve deep into the process' marketing objective:

- › Price of technological purchase(s)
- › Scope of market reach
- › Way(s) to measure Return on Investment (ROI)
- › Customer/Prospect/Viewer's Feedback
- › Reduction in production cycle
- › Increment in production efficiency

Rise of the Mobile UI

Marketers are betting big on the smartphone and tablet segment

Motion Integration:

Motion and gravity adjustment, altimeters and a bunch of other sensors – the smartphone segment is messing with daily physics. A challenge, equally, for the web developer who has to keep the height of the mobile in mind while

designing a simple website. After years of fiddling, Motion UI has set a benchmark in 2015. The B2B industry is also reaping its benefits. Meanwhile, designers are being challenged with newer platforms like the Google Material Design along with handling old frameworks like the Polymer Project.

Wearable Devices:

Google Glass and Apple Watch – technologies from science fiction even two years back, are now a rage in the market. Imagine what it is like to design an interface for a device like that! Once the interface is set up, now the website has to be compatible for opening on such a platform – an even more difficult task. With portability, additional burdens of screen-size and device usability also have key roles to play in considering web designs. The entire concept of web development will change once wearable devices take hold of the market in a few years. Web designers and developers alike would have to step up their game to match the pace. A breakthrough on objects with embedded technology is also expected. Web developers are trying to strike a new avenue of communication for such devices with the initiative – The Internet of Things (IoT).

App Development:

We don't hear the word 'software' anymore in the mobile circuit – its all 'apps'. No wonder app development will look for integration with mobile-compatible responsive websites. Several app templates have been launched by web application developers in last few years – very good ones. With the advent of new app frameworks in JavaScript, these templates will come to good use. Special design components like Motion UI can now be accommodated with ease. Good news for developers! Now a website, its corresponding variants for different devices, along with its respective apps can be developed under a single language platform.



Web APIs:

Application Programming Interfaces (APIs) are projected

to grow more in numbers this year – especially in the smartphones sector. Local Web APIs have been used before and we'll see them more in action during creation of web apps. Its advantage is same as of the single-coded frameworks – easy maintenance. Single Page Applications (SPAs) are also worth mentioning in this regard.

Photo Aid:

On February 2015, popular microblogging-cum-social-networking site Twitter was overtaken by the picture-sharing portal Instagram – both in terms of engagement and numbers of users. Considering Twitter's current active users count to be reaching 302 million, that's worth saying something. But this also highlights the importance of images and visual content in our web development calendar. A picture speaks a thousand words. In this case, just more than 140 characters! Addition of advanced photo-sharing options is a sure-shot success strategy for any web development project.

The Pen, the Pencil, & the Paper

Tools that matter – bringing productivity in the marketing machinery

It's hard to judge a book by its cover, and especially when you have particularly no knowledge of your purchases. In this section, we have provided insights to the top 7 web development and support tools. Read through the features - keep your external and internal customers happy at one go.

Web Development Engines:

I. DreamWeaver CS6

The ideal web development engine from Adobe. As a beginner, you may have already heard of it. The latest CS6 edition packs in its share of portability functions.



Pocket Saturation: US\$ 459

Features:

- › Compatible with CSS3 transitions, the software omits need for writing lengthy codes altogether. The Fluid Grid layout, again a CSS3 gig, makes web designing easier on any platform or browser.
- › Integration of Adobe Business Catalyst and other Adobe suites makes Dreamweaver CS6 a more organized tool than its predecessors. It allows enhanced editing and easier e-commerce additions.
- › Enhanced typography allows for using preferred sources as text format only. GIF transformations are no longer necessary.
- › Compatibility with jQuery mobile frameworks and updated PhoneGap support makes it a better tool for designing on a mobile platform.
- › Creative Cloud integration allows program additions at flat-rates.

Cons:

- › The software interferes with excess hints during designing.
- › Still lacks in the 'development' portion. The overall layout is pretty basic.
- › Price crunch marginally unjustified to expectations.

II. Cloud9 IDE

The browser-based integrated development environments (IDEs) have made a comeback this year. Cloud9 – with advanced code-helper features – is leading the pack.

Pocket Saturation: US\$ 19/month for the 'Small' package

Features:

- › Featured apps make collaboration possible from virtually any location – no matter how large the project
- › Addition of smart code editing features like FTP integration, smart drag, code completion etc.
- › Separate chat module for better communication

- › Security features like individual color coding of cursors during team hacking
- › Capable of working offline also
Basic intuitiveness

Cons:

- › Occasional glitches during complex coding
- › Like all IDEs, a lot depends on the users' servers

Web Development Support Tools:

III. Adobe Edge Inspect

Previously called Adobe Shadow, it has been made as a quick website design reviewer on mobile platforms. A handy tool for mobile website developers!



Pocket Saturation: Free

Features:

- › Compatible to pair with Android and iOS devices
- › Mobile compatible websites can be directly viewed on the intended devices, pre-launch.
- › Real-time rendering and reviewing features
- › Code editing brackets
- › Templates, fonts and a lot of other tweaking functions

Cons:

- › Works only for mobile compatible websites
- › Made as a review tool, it lacks the advanced web development functionalities of a desktop

IV. thymeleaf Template Engine

Arrange codes for one page, and leave the rest on default. Another smart tool for the web developers' kitty!

Pocket Saturation: Freeware

Features:

- › Works for XML, HTML and HTML5
- › Supports creation of feature sets including customized dialect templates
- › In-built template modes
- › Automated DOCTYPE translations
- › Cache organizer for code fragments, design templates, expressions etc.
- › Guided examples – great for beginners

Con:

- › Automated templates reduce scope for customization

V. TypeCast beta

The typical typography tool. Use fonts, create them, and give your webpage a new feel.

Pocket Saturation: Free for beta users

Features:

- › Enhanced web support from renowned font suppliers
- › Font and style tweaking features
- › Font comparison with alternative designs
- › Intuitive interface

Cons:

- › Doesn't work as add-on
- › Doesn't support different design platforms

VI. Yeoman

Code compiler, CSS framework, image editor – all rolled into one. Google's Yeoman combines the different web development jobs under one roof.

Pocket Saturation: Freeware

Features:

- › Features to find out the best app on web for a particular web development segment and deploy it
- › An all-in-all command line – which operates the different jobs from a single portal
- › Proper documentation for easy understanding

Cons:

- › Installation of added extensions for pulling in the different applications
- › Diversification comes at the price of extended functionalities

VII. BugMuncher

It's the application you'll look for post the launch of your website. The application gathers proper feedback from the viewer and allows rectification in real-time.

Pocket Saturation: Free Trial for 7 Days

Features:

- › Viewers can send screenshots along with feedbacks to the developer's inbox directly
- › Re-creation of a simulated problem environment to act upon the feedback easily
- › Capture of viewer's system details, allowing better analysis of the problem
- › User-friendly interface
- › Easy installation
- › Integration with other web development add-ons

Con:

- › Developers need to pass-on viewer's authentication ID and save the feedback report

Last Word:

Marketers around the world have recognized the potential of marketing online. 45% of them are also willing to expand their budgets in the segment this year. Web developers with

fresh ideas are malleable tools that every CMO wants to guide in his favor. Don't miss out on the opportunity.

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