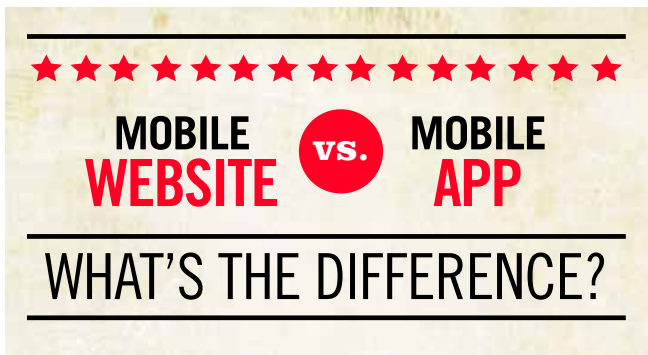


# WRITING SAMPLE

## Explanatory Article from Member Newsletter



size of your screen and either resizes the site (in the case of a responsive website like Bel-Air Bay Club's) or redirects the viewer to the mobile version of the site (in the case of websites utilizing older mobile website protocol). You may, on occasion, have visited a website on your phone or tablet which does not resize and is

there is a lot more control over the user experience. While the user's experience of a website is very dependent on the browser accessing the website, an app is more self-contained. An app is easier to access, taking only one tap rather than typing in a website's URL in a browser. An app can also be working in the background on your phone at all times and is able to send you targeted push notifications, like when your BABC App alerts you that the Lower Club parking lot is full.

**W**e have received some inquiries about the difference between the BABC mobile website and the BABC app. Both mobile websites and mobile apps allow a person to access information from their mobile devices – smartphones or tablets. However, a mobile website and a mobile app are not the same thing.

very hard to see on your small screen. This is a website which does not have a mobile version. A mobile website is just an alternate version of the same website you would access on a computer, but with a mobile-friendly layout that allows a user to easily access the website on any device.

### THE WEBSITE ON THE APP

One feature of the Bel-Air Bay Club App is that there are certain access points on the app that take you to our mobile website. This is to help make it easier to access certain popular features of the website – such as the Member Directory – more efficiently. Rather than typing in the website URL in your mobile device's browser and searching for the content you want on the website, it is easily found with just a couple of clicks through the app. You will know you are leaving the app and going to the Bel-Air Bay Club website for two reasons: one, you may be asked to log in using your BABC website username and password. Depending on the settings on your phone, you may only have to do this once and the app will save your password for all subsequent log-ins. Two: it looks different! You will know you are on the website because you will see the gray navigation bar at the top of your screen instead of the sunset image of the app.

### ★★ WHAT IS A MOBILE WEBSITE? ★★

A mobile website is simply a website designed for the smaller screens and touch-screen navigation used on mobile devices. Mobile websites are accessed using a mobile device's web browser, usually Chrome on Android and Safari on iOS. Users get to the mobile version of the website in the same way that they get to the larger version: by typing in the website's address or URL (such as [www.belairbayclub.com](http://www.belairbayclub.com)) or by clicking on a link to the website. The website automatically detects the smaller

### ★★ WHAT IS A MOBILE APP? ★★

A mobile app is short for "application" and it is exactly that – an application, or software program, that must be downloaded and installed onto your mobile device. Apps are usually downloaded and installed from an app marketplace, such as Android's Google Play store or Apple's App Store. A mobile app can function a lot like a mobile website, but the difference is that it is a piece of software living on your device and



We hope this has helped clear up any confusion about the difference between BABC's mobile app and mobile website. There are definitely many overlapping features, and ultimately it is up to you to decide which one is right for you to access those features. These are two separate and very useful tools that are there for the benefit of our Members, depending entirely on your interests and needs! – by Deirdre Wiley