

Is mobile important?

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A few statistics about the iPhone

- 50 Million Devices (Sept 09)
- 115,000 Apps
- 6.3m downloaded every day (Nov 09)
- 125,000 developers downloaded the SDK
- iPhone games market worth \$2.8 billion by 2014



Source: <http://blog.mjelly.com/2009/11/iphone-app-store-statistics.html>

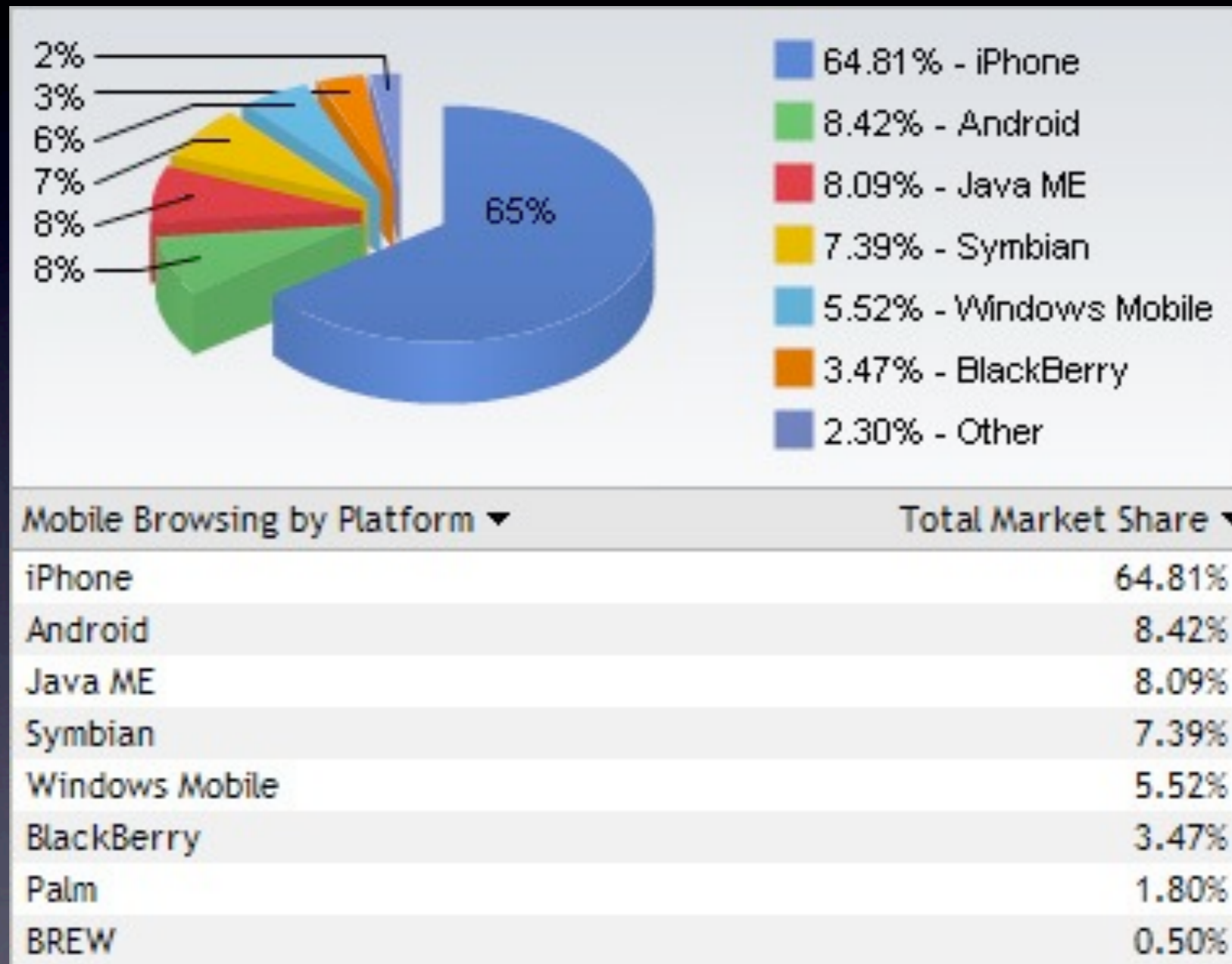
And Android?

- One year old
- 10,000 apps
- 7% market share (Oct 09)
- Many phones from different manufacturers

- Verizon Ad for Droid <http://link.brightcove.com/services/player/bcpid1543292789?bctid=49415107001>
- T-Mobile MyTouch http://www.youtube.com/watch?v=JLU2_w9IQEU&feature=player_embedded



Mobile Web



Source: <http://www.webdevelopersnotes.com/articles/mobile-web-browser-usage-statistics.php>

The iPhone is important because it reset the minimum standard we expect from a mobile phone. Whether it continues to dominate depends on whether someone comes up with something better.

What's special about mobile?

- Personal - make it your own
- Mobile - always with you (and usually on)
- Location - knows where you are
- Communication - highly social
- Useful - its about service
- Entertainment - photos, music, games
- Replaces the web page with apps and mobile apps - focused on service

Apps versus Mobile Web

Apps	Mobile Web
Self contained programs that you download to the phone	Web experiences accessed through a browser
Work offline	Need a connection
Can take advantage of phone technologies such as location	
Developed in Java/Obj-C	Developed using Web Technologies (xHTML, Javascript, CSS)
Can communicate with the web and manipulate real time data	Can work offline with new emerging browser standards
Need to be well designed around the user experience	

Designing for the mobile web

- Focus on a specific small set of visitor needs
- Consider the time, communication, location and personal needs of the mobile user
- Design beautifully following a clear set of interface guidelines (such as Apple's)
- Use interface frameworks and tools to create your service
- Consider the business of mobile

A few of the questions you raised

- Why do so few companies make mobile versions of their sites?
- Will mobile replace the web? Will all phones be smart?
- How secure is the mobile web?
- What sorts of interface elements are supported? Will some features be left out?
- Will people shop from their mobiles?
- How long does an app take to build?
- How does a site know it is on a mobile?

England & Wales Cricket App

- Took 8-10 weeks to build the first version
- Focused on design of the user experience
- Integrated with live data from the ECB site
- Written in Objective-C for the iPhone
- 150,000+ downloads and lots of repeat use