

Mobilesect Mini Mondays Presentation



Prepared for Mini Mondays
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Agenda

-  Introduction
-  Current Mobile Trends and Market Research
-  Designing and Developing Mobile Applications
-  Questions

Practice Director– Richard Yates

Areas of Expertise

- Mobile Strategy
- Mobile Development and Execution
- Mobile Testing
- Enterprise Application Development
- Program and Project Management

Industry Experience

- Telecommunications
- Healthcare
- B2C Large Websites
- Field Force Automation

Richard Yates is the Practice Director in charge of the Mobile Applications Group (Mobilesect) of The Intersect Group. In this capacity, he manages strategy articulation, systems development lifecycle activities, project management and implementation engagements on behalf of Mobilesect clients.

Richard has been developing mobile applications since 2000. He has worked with most of the major platforms – Palm OS, Windows Mobile, RIM, Symbian, Apple iPhone, Google Android – and he has developed major enterprise applications, “shrink-wrapped” applications, “App Store” applications and xHTML mobile web applications.

He has extensive contacts in the mobile and wireless community having founded the Mobile Applications SIG of the Wireless Technology Forum. Additionally, he is a published author having written and published a book on mobile web development in 2008.

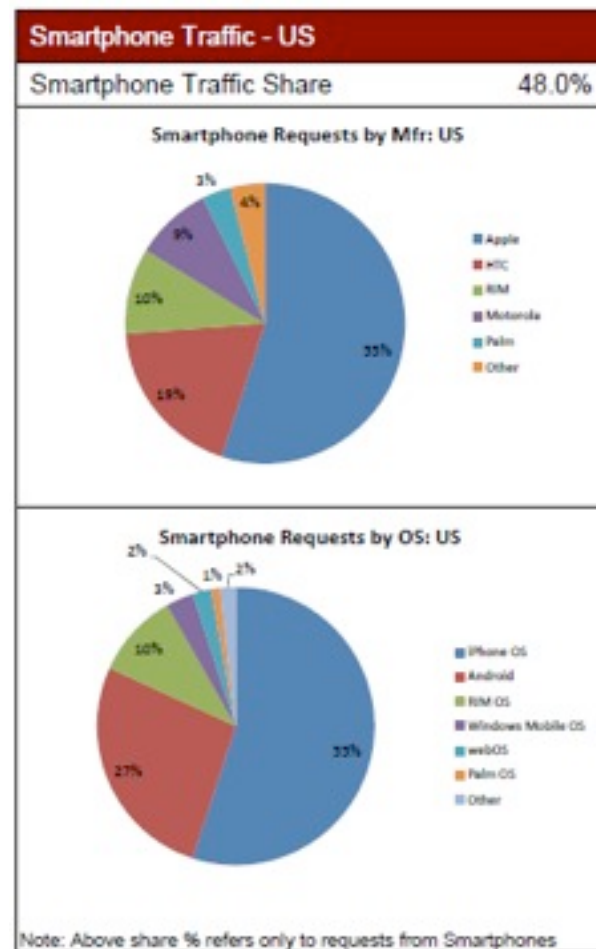


Mobile Content Environment

- Mobile Content (Mobile Applications & Mobile Web Sites) have evolved dramatically in the past few years led by three key developments
 - ➔ Introduction of 3rd generation (3G and beyond) wireless networks including an expanding WiFi footprint
 - ➔ Advancements in device capabilities with the iPhone as a “game-changer”
 - ➔ Affordable data plans especially in the U.S.
- We are currently in an evolving period of device capabilities where strategies tied to advanced Smartphone capabilities are becoming more relevant and the need for supporting older devices is becoming less important
 - ➔ Why?
 - ➔ Gartner recently predicted the following to occur by 2012:
 - ➔ 522MM Smartphone devices sold world-wide
 - ➔ 203MM Symbian devices (39% of global market)
 - ➔ 76MM Android devices (14.5% of global market)
 - ➔ 71.5MM iPhones (13.7% of global market)
 - ➔ 66.8MM Windows Mobile devices (12.8% of global market)
 - ➔ 65.25MM Blackberries (12.5% of global market)

AdMob November Mobile Metrics Data (U.S.)

- ➔ Total AdMob Requests for November (U.S.)
 - ➔ 5,146,420,640
- ➔ U.S. Smartphone Traffic
 - ➔ 48% is Smartphone
 - ➔ Apple OS (iPhone and iPod)
 - ➔ 55%
 - ➔ AT&T
 - ➔ Android
 - ➔ 27%
 - ➔ T-Mobile, Verizon, Sprint
 - ➔ RIM
 - ➔ 10%
 - ➔ AT&T, Verizon, Sprint, T-Mobile
- ➔ Almost 2.26B requests or 44% came from these 3 platforms with coverage across the 4 major U.S. carriers



Mobile Demographics (U.S.)

Recent Nielsen Study – July 2009¹

- ➔ 56.9MM mobile web users out of 225MM total mobile subscribers – 25% which is a 34% increase year over year
- ➔ 45% usage increase among teens 12-17
- ➔ 67% usage increase among seniors 65 and older
- ➔ 53% men ... however, a 43% growth rate in the female audience versus a 26% growth rate for the male audience

Pew Internet & American Life Survey – April 2009²

- ➔ 85% of Adult Americans have a handheld device and 32% have gone online with a wireless connection
- ➔ 50% view wireless as “very important” to stay in touch with other people and *46% view wireless as “very important” to have easy access to online information*

(1) http://www.mediaweek.com/mw/content_display/news/digital-downloads/mobile/e3id4b973c6ccee64b47f562d292c6dc338

(2) <http://www.pewinternet.org/~media/Files/Reports/2009/Wireless-Internet-Use.pdf>

Mobile Web Usage and Development Trends

Usage

- Mobile internet access will become mainstream by 2011
- 48% of users who purchased mobile devices in the last 6 months used mobile data services
- Social networking and information dissemination including news continues to grow rapidly

Development

- Capable web developers exceed programmers by 10:1
- Continued push towards WRT (Web Runtime Technologies) ... although there is continued fragmentation here

http://event.on24.com/event/14/72/42/rt/1/documents/slidepdf/making_a_better_mobile_browser.pdf



How is Mobile different from the Web?

Mobile Content (applications and web sites) leverage the infrastructure and expertise built over the last couple of decades

- ➔ Applications do not and should not start from scratch, but should leverage the existing hardware and software investment in place e.g. web services, cloud computing, etc.
- ➔ Software development design patterns (Model-View-Controller) and open source frameworks (Spring) allow for better developer productivity

Design and creatively solving user problems are the keys to success as evidenced by the report below describing Android

- ➔ “The fear of vendors participating in the open-source community is that others could more quickly match any other vendor’s competitive discontinuity. However, when it comes to applications, the heart of what makes any application good is not transferable simply in open-source code. It’s the developers’ depth of understanding of the problem at hand, combined with their creativity and their ability to solve it. In addition, products are not static, and copying only gets you last year’s solution. Thus, the claim that others will match each other’s capability is unlikely to occur any more in the Open Handset Alliance (Android) community than across other smartphone OS platforms.”

Gartner Research Report, October 5, 2009, ID Number: G00171349



Key Considerations ...

Key Considerations include:

- ➔ What devices does your targeted user base currently have?
- ➔ Do you have any control over what devices your user base has?
- ➔ Do you have any key carrier and/or device manufacturer relationships that may be advantageous?
- ➔ What is the mobile workflow or desired experience of your targeted user base?
- ➔ How is the content to be mobilized currently rendered?
- ➔ How easy is it to leverage the infrastructure of your current application for the mobilization effort?
- ➔ Do you have target modules / content for immediate mobilization with the expectation of future modules within the same application being mobilized?
- ➔ What is the skill set of your application team both now and planned for support of the mobilized application(s)?

What is and what is not a Mobile App?

What is a good mobile app candidate?

- ➔ Perfect candidate would be an app with daily usage i.e. a high “stickiness” factor => social networking comes to mind
- ➔ Viral applications particularly in the leisure and entertainment space
- ➔ Need the information now e.g. airline flight reservations especially with “real time data”
- ➔ Location-based (LBS) services since by definition mobile means “on-the-go”

What is not a mobile app candidate?

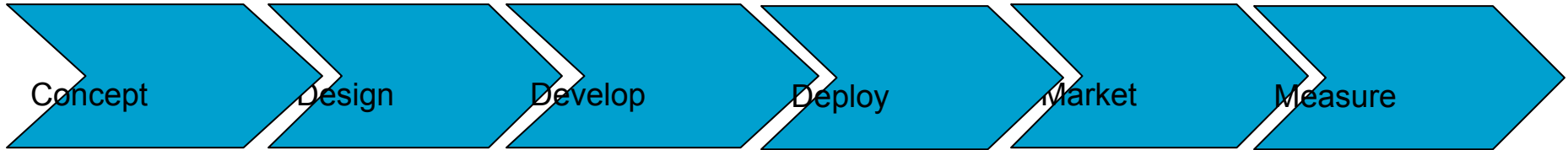
- ➔ Any app without a goal in mind
- ➔ Extensive research and comparison concepts since the ability to lay out multiple windows is not an option e.g. engineering concepts, diagrams, etc.
- ➔ Any app that would require a good deal of writing, text input, etc.

Mobile Device (and Ecosystem) Limitations...

- Screen size is limited => design with the small screen in mind
- Battery power is limited => don't assume that someone can use it like a PC plugged in
- Multi-tasking doesn't really exist => 1 window will be active at a time
- Remember that network coverage is getting better, but not perfect yet
- Understand your target market and your desired workflow or experience since different needs imply different solutions
- You can only support so many devices & device detection (WURFL, DeviceAtlas, etc.) only works so well
- More devices = More testing = More debugging = More headaches = Longer time to market = More \$\$\$
- Less is more – trying to cover the universe is often not what you need!

General Mobile Development Process

From the inception phase ...



Concept

Design

Develop

Deploy

Market

Measure

- Analyze the target market space
- Deliver several high-level proposed ideas with high impact for the market space

- Design the solution
- Develop appropriate functional spec
- Define the estimated timeline

- Develop the specific application features
- Tie features to functional spec and test cases
- Build for effective testing
- Test the solution for both functionality and performance

- Deploy the application via the appropriate method
- Manage the deployment process

- Support the marketing process
- Assist stakeholders in gaining mobile application awareness

- Measure application effectiveness
- Deliver reports concerning downloads, page views, etc.

Questions

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 For more information please contact Richard Yates

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