Mobile Completes the Web

Presented by Daniel Appelquist

Senior Technology Strategist, Vodafone Group

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Contents

1. Customer Insight

2. Real Numbers

3. Market Trends and Disruptive Innovation

4. Social Software

5. Interface and Experience Challenges

6. Industry Action

Do Users Want the Web on their Phones?

Some 90 per cent of users say they would take advantage of mobile browsing if it wasn't so cumbersome and costly, according to the Hostway study. Other common gripes included slow loading times (38 per cent), complex navigation (27 per cent) and lack of availability (25 per cent).

Source: Hostway

28% of Mobile phone users have used the Internet on their mobiles.

Source: IPSOS

10% of Europeans actually use their handsets to go online.

Source: BBC

Over the past year, 5.5m Britons accessed the internet on their mobile phones. [15% of the mobile-phone-owners]

41% of mobile surfers are unhappy with the choice of mobile websites.

Continental Research (Aug 2006)

3.2 million people in the UK used their phones for downloads and browsing the mobile internet during July 2006 (source: MDA)

More than 80% of the world's population is covered by GSM and more than 2 billion people own a mobile phone. It is expected that by 2010, 4 billion people will have a mobile phone.

WAKE UP!

It's audience participation time.

# How are Customers Using the Mobile Web Right Now?

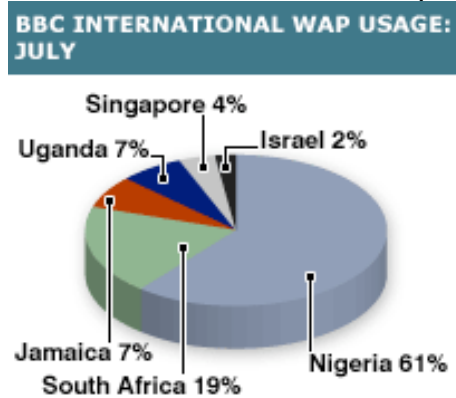Used Ferrari Parts

Aubergine Recipes

The Long Tail Rears its Head

- Data from Vodafone-sponsored User Insight

- The distribution of sites follows a classic long-tail distribution, even for a small-scale study.

- The top 4 sites account for 50% of the sessions.

- However 50% of the sessions come from the 84% of the least popular sites.

- Compare this with Amazon's famous 50% of their book sales which come from outside the 130,000 most popular titles (the size of a large book-store).

- Conclusion: the top-ranked sites need to work on a phone, but so do all the other sites, since choice of website is a long-tail phenomenon.
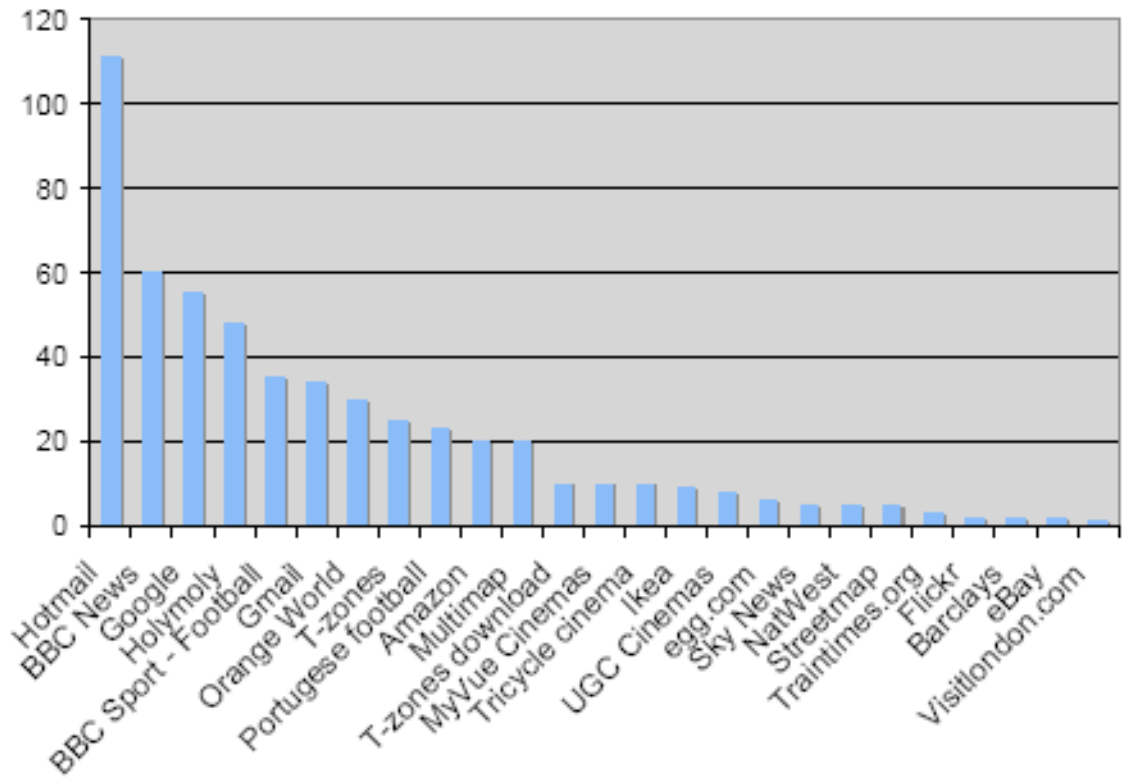
Trends in the Marketplace

- Users in developing world
  - Chinese users purchasing smartphones
  - BBC report on Mobile Web in Africa
    - 100% increase in traffic from Africa over the past year

BBC INTERNATIONAL WAP USAGE: JULY

Singapore 4%
Israel 2%
Uganda 7%
Jamaica 7%
South Africa 19%
Nigeria 61%

- Advanced Browsers
  - Opera Mobile & Opera Mini
  - Nokia's Series 60 Web Browser

- Innovation in Mobile Phone Architecture
  - Advanced Operating Systems
  - Linux Architecture

- Innovations in Network Architecture
  - 3G, HSDPA
  - Next Generation Mobile Networks

- Tidalwave of Mobile Web Innovation
  - Photo-sharing and blogging apps
  - Location-aware mapping apps
  - Content creation applications
    (e.g. Blogging, Photo Sharing)
  - Yahoo! Go and other on-device portals
  - Google Mobile Search
  - Windows Live Mobile

- Operator walled gardens are opening up

The "One Web" Vision

- URIs are interchangeable between devices

- User experience of a service can differ across different types of devices
  - But the content should be **thematically consistent**

- One Web does not mean "same web site with same experience / navigation / features on every device"

- To achieve One Web, you may need server-based adaptation

Designing for One Web

- Use xHTML Basic

- Use CSS

- Use CSS Media Types (handheld and screen) to deliver an appropriate style to the device

- Use device information and dynamic techniques to determine and **adapt** to device capabilities
  - Screen size
  - Cookie support

- Design to support "thematic consistency" and "suitability of content" for the mobile context.

- Test on real devices

- Is there overlap with accessibility? Yes.

- Is there overlap with internationalization? Yes.

- For more insights: look to the Mobile Web Best Practices
  - http://w3.org/Mobile/

Social Software

- One of the legs that "Web 2.0" stands on: Social Software
  – MySpace, Flickr, LinkedIn, Orkut, Friendster, etc…

- People who grow up with social software use these systems to communicate

- The mobile is an ideal instrument for social systems
  – It is personal
  – It is connected
  – It is always with you

- Established players are getting into Mobile

- PinPPL (www.pinppl.com)
  – Good example of designing for "One Web"
  – Exploits capabilities of the device

Interface and Experience Challenges

- Small screen

- One-Handed Operation

- Usually only a 4-way rocker switch

- Usually not a QWERTY keyboard

- Bandwidth and Latency

- Ambiguously Connected

- Limited Attention

- Mobile means *in motion*

- Different user goals

W3C Mobile Web Initiative

Founded in May 2005

- Mobile Web Best Practices working group
  - Content Guidelines for Mobile Web Developers
  - MobileOK
  - Mobile Web Techniques Wiki
  - Mobile Web Best Practices "checker"

- Device Descriptions working group
  - Develop a better regime for device descriptions

- w3.org/Mobile (Mobile Friendly)

NOKIA Connecting People — ERICSSON TAKING YOU FORWARD — &ftgroup — hp invent

NTT Do Co Mo — TIM Living without borders — vodafone — .mobi

volantis systems — sevenval 7 — OPERA software — mobileaware

segala — DRUTT CORPORATION — Argogroup — bango

rulespace — JATAAYU Unwiring the Internet — Afilias GLOBAL REGISTRY SERVICES

Accomplishments:

- Best Practices a "Proposed Recommendation"

- Checker utility online and in Beta

- Techniques Wiki is online and available for content developers

- Device Descriptions work ongoing

Mobile @OK

Powering Mobile Web Content Discovery

MobileOK Trust-mark for Content

Machine-readable trust-mark

Means: This content will more likely work on a mobile device

Based on the Mobile Web Best Practices

How Does it Work?

- Content providers test their content against the Mobile Web Best Practices

- A "report" of this test is generated into a file of signed metadata that is placed on the Web site

- Search engines and other up-stream discovery processes can consume this file (similar to a Google Site-map file)

2nd Public Working Draft Published

Call to Action

Treat mobile users as
first class citizens of the Web

Design for mobile

Thanks!

Mobile Web Initiative: http://w3.org/Mobile

Daniel Appelquist

daniel.appelquist@vodafone.com