HOW IS THE WEB INFLUENCING THE MOBILE WEB

Introduction

According to our presentation, we decided to focus on aspects of the mobile web which we thought are useful to emphasize. Through this paper, we hope that you will have a better understanding of what the mobile web is really about. **Mobility**, **Information** and **Freedom** are the keywords of this topic, leading to a future in which you don't seek contents but contents come to you wherever you are... with all constraints associated with it.

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Key Actors

Standards Organizations: Companies who settle the mobile web standards (W3C, ITU, OMA): protocols (TCP/IP, 3G) and formats (HTML).
Mobile Manufacturers: OEMs (Qualcomm, Micron, Nvidia) to brands like Apple, Samsung, Nokia Microsoft, etc…
Mobile Operators: Companies who had the physical infrastructures & provide internet access to mobile devices (Bouygues, AOL, Swisscom).
Content Providers: Companies that provide mobile platforms (Apple, Google, Microsoft) and the ones that provides content (Soundhound, Chillingo, etc).

Market

Smartphones market share
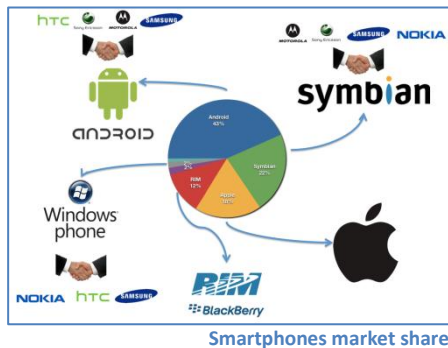
2011 +400% mobile search & 1.3B$ revenues

85% Mobile phones with 3G in **2012**

2014 **Mobile** will become the most common way to access to the **WEB**.

What we have observed

What we have found

We have studied different companies who developed a mobile app. For some the application is their core business (WhatsApp, Layar, Instagram) and for some others it's a way to differentiate and to expand their existing market (Tesco Mobile, Adidas MiCoach, Spotify Mobile).
Adding the companies we saw in class and the tools we used - Patterns, Environment and Empathy maps - we have found some recurrent tendencies:

- There is **always a key actor involved** in the Business Model through the Distribution Channels: Google or Apple mainly.

Tendency

Recurrent BM **patterns:**
- **Multi-Side** & **Freemium**
- **Same distribution channel:** Mobile Platform

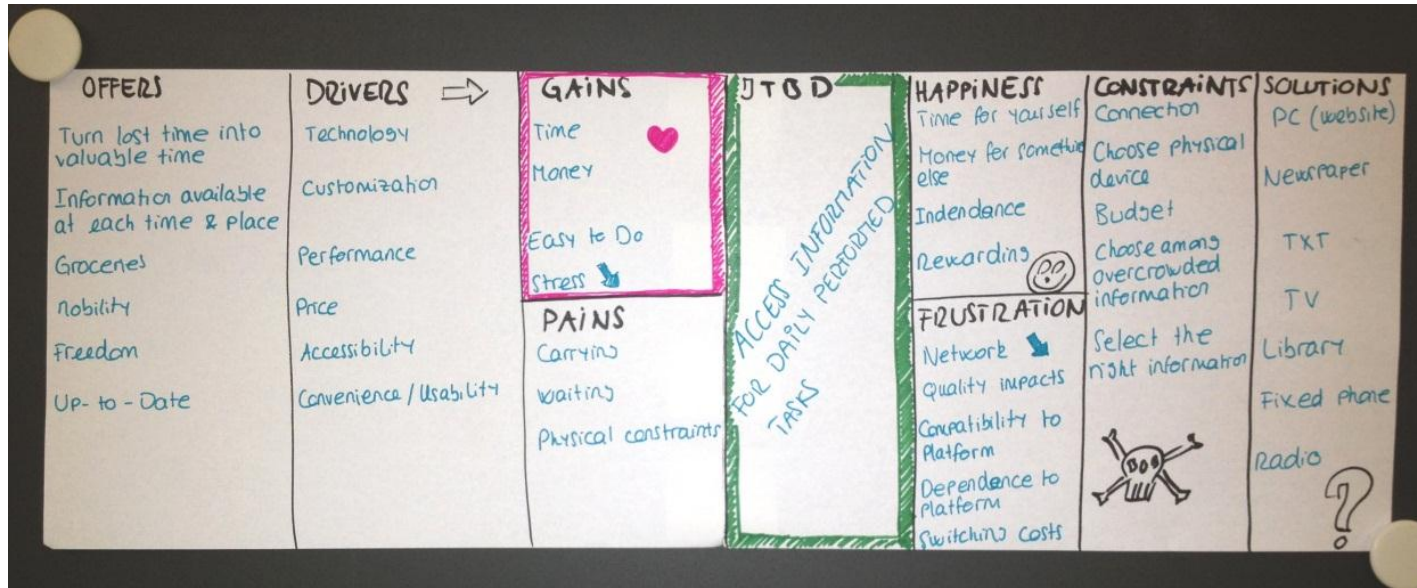$\frac{1}{3}$ of **mobile search** related to the **local** area.

59% of people who searched for a store will actually **visit** it.

Interesting Trend: Strong correlation between searching local information on a mobile device and actually getting there The Mobile web **tends to be local**. It has implications in users' everyday "real" life (as opposed to his/her virtual life on the web).

In the near future, we think that the Mobile Web is going to help users in their everyday tasks. It is already bringing more relevant and specific information to every smartphone user (opposed to the spamming/overwhelming data of the Internet). Services through the mobile web medium are exploding: they are improving the overall experience users get through their devices.

The next part is a *Job-to-be-done canvas*. Asking ourselves what are the current pains and gains of mobile web helped us to better understand **where** the mobile web world is going and **what it will bring to users**.

Job-to-be-done Canvas

OFFERS	DRIVERS ⇒	GAINS	JTBD	HAPPINESS	CONSTRAINTS	SOLUTIONS
Turn lost time into valuable time	Technology	Time ♥		Time for yourself	Connection	PC (website)
Information available at each time & place	Customization	Money	ACCESS INFORMATION FOR DAILY PERFORMED TASKS	Money for something else	Choose physical device	Newspaper
Grocenes	Performance	Easy to Do		Indendance	Budget	TXT
Mobility	Price	Stress ↓		Rewarding ☺	Choose among overcrowded information	TV
Freedom	Accessibility	**PAINS**		**FRUSTRATION**	Select the right information	Library
Up-to-Date	Convenience / Usability	Carrying		Network ↓		Fixed phone
		Waiting		Quality impacts	☠	Radio
		Physical constraints		Compatibility to Platform		?
				Dependence to Platform		
				Switching costs		

Conclusion

This changed **everything.**

The evolution of mobile web was so fast these last years that today; it's no more about how the web influences one industry but how mobile web changes the way that companies reach their clients. User behavior has changed with the mobile web, people are no more chained to a computer: they are constantly on the go. This fact has a deep impact on how companies do their businesses. Users want to have relevant and personalized information, they want to stay in contact with their friends wherever they go. Today, the web is socialized and companies have to deal with these new trends.

To answer the question *"How the web is influencing the mobile web?"* Actually, this was relevant a few years ago when Apple and its iPhone had not changed everything **yet**. The real situation has turned the other way around. **It's now the mobile web that has a massive influence on the *global* Web.** The Internet *is becoming* mobile. **Mobile has already changed the way we live**. Soon the notion of *online/offline* for a user will disappear, as users will always be online through the mobile device they are carrying.

So what's next? The future of mobile web

WELCOME TO THE POST-PC ERA

2012

FASTER Network Access 4G

2015

PHONE WALLET KEYS

Two are going away. Pick one.

Google wallet

NFC

2016

1'000'000'000

smartphones sold per year.

20xx

~~Smartphone~~

PERSONAL LIFE DEVICE