

The Mobile Web

Why should you care?

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AWIA/Port 80

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A few figures

Source: CIA World Book

<https://www.cia.gov/cia/publications/factbook/print/xx.html>



800 million
PC owners



1.1 billion
Internet users



1.2 billion
phone lines



2.2 billion
mobile phones



6.6 billion
people

More Figures

50 million people used the internet in 1997

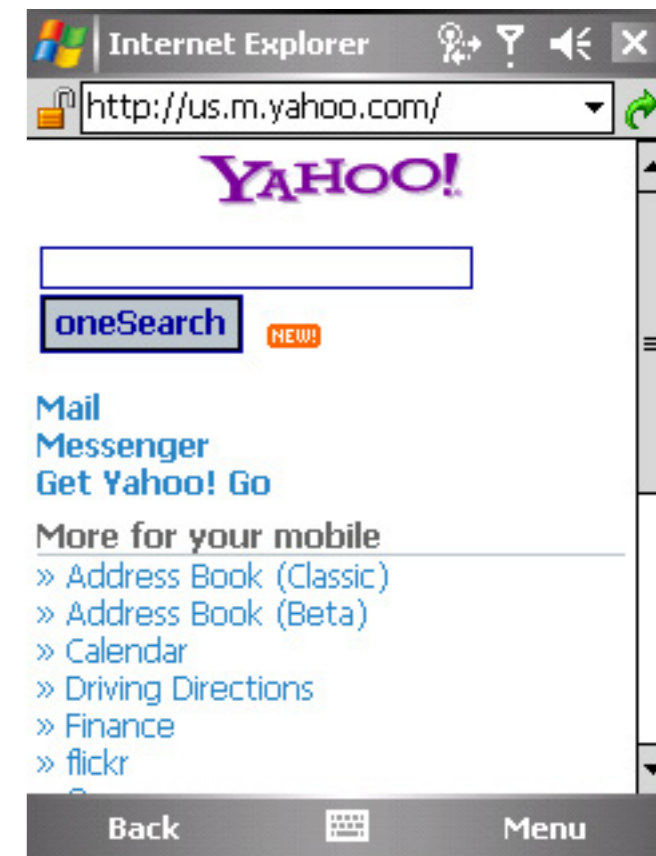
124 million people accessed the internet from their mobile phone in 2007

50 million people browsed the internet from their mobile phone in 2007



Already mobile

- Google (including Gmail)
 - Yahoo (including Flickr and Bloglines)
 - MSN
 - New York Times
 - BBC
 - News.com.au
- and many more

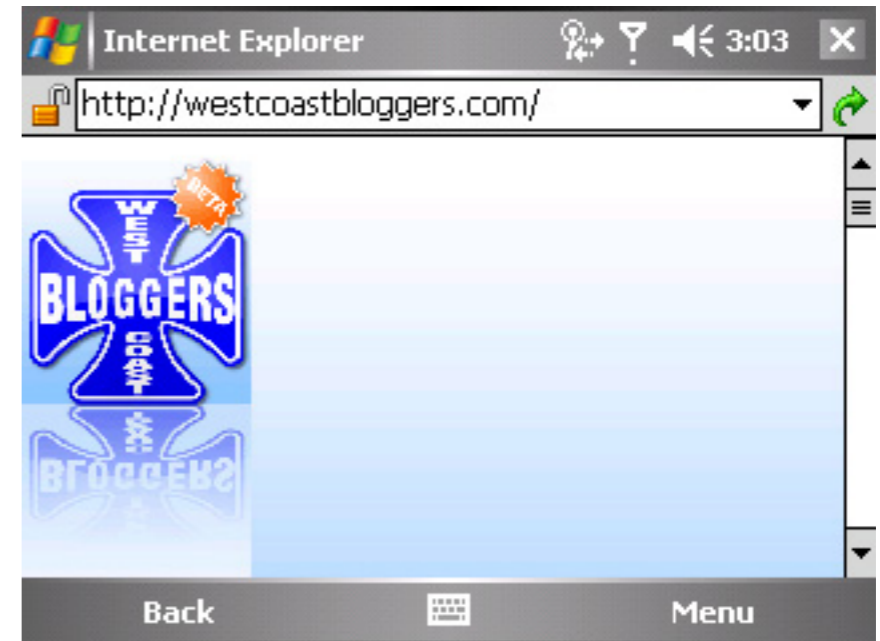


Why build for mobile now?

- 16.5 million mobile phones in Australia
- 28% of Australian mobile phone users access the internet from their phone
- 12% of Australian mobile phone users browse the web from their phone
- Web browsers becoming more common in phones
- Mobile service providers are encouraging mobile web use
- The average life span of a mobile phone < 2 years and the average life span of a website is?

Browsers

- Around 50 different models
- Different philosophies
- Varying support for CSS
- Varying support of JavaScript



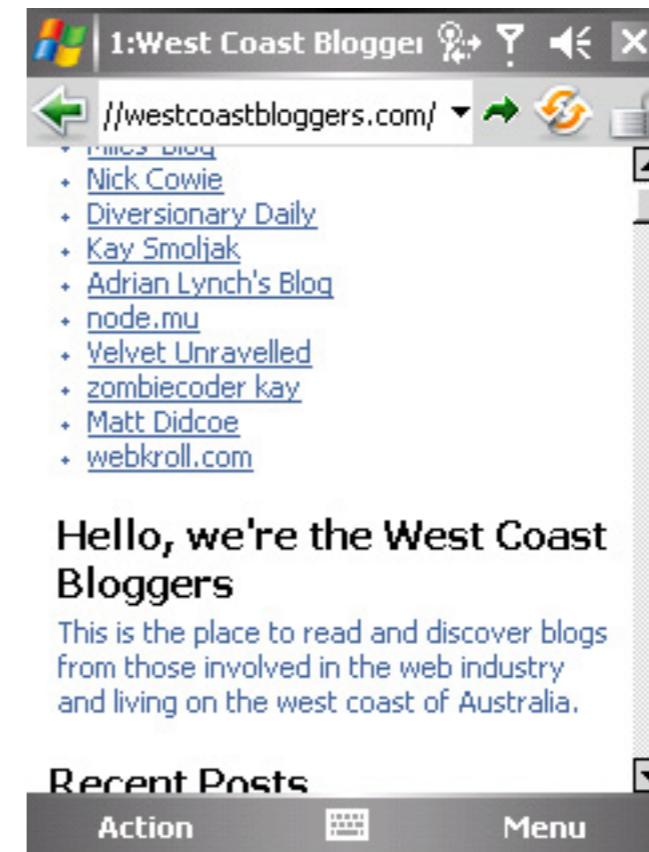
Mobile usability

- limited input options
- screen size and orientation
- users want their information now
- physical surroundings



One website or two?

Should you build a second version of a website for mobile browsing?



The future?

- Look to Japan, South Korea and even China to lead
- Australia to have a big increase in mobile web browsing in the next two to three years
- US and Canada will arrive later
- Mobile web apps the next big thing?
- GPS in phones will allow websites to know where visitors are

Suggested Reading

W3C Mobile Web Best Practices 1.0

<http://www.w3.org/TR/mobile-bp/>

DotMobi Mobile Web Developer's Guide

http://dotmobi.typepad.com/dotmobi/2007/03/dotmobi_mobile_.html

Blue Flavor

<http://www.blueflavor.com/>