Delivering Mobile Services

Stuart Smith
Mimas, The University of Manchester
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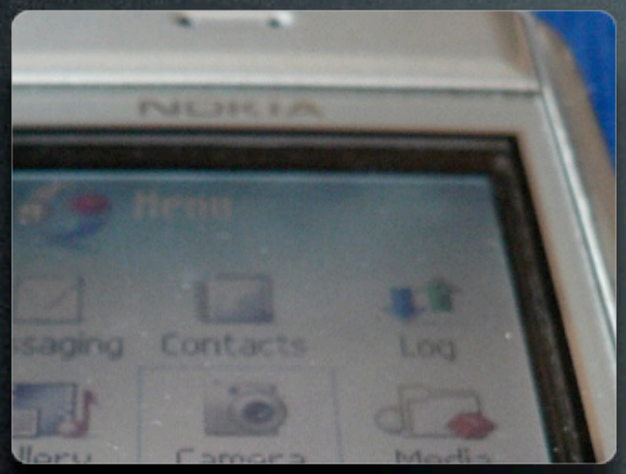
Things to do

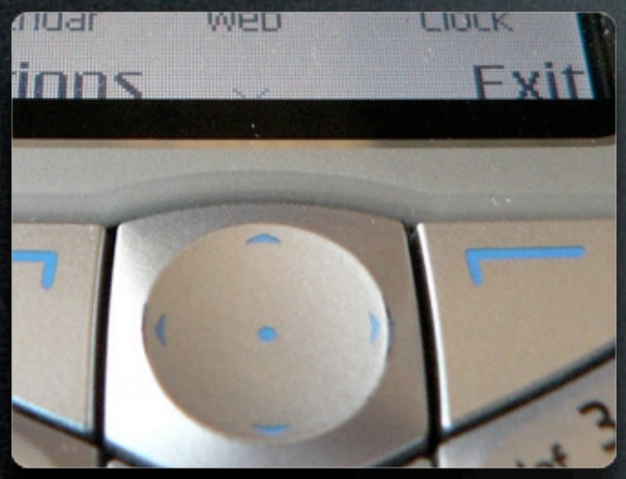
- Various example objects available at
  - tinyurl.com/6rqqya

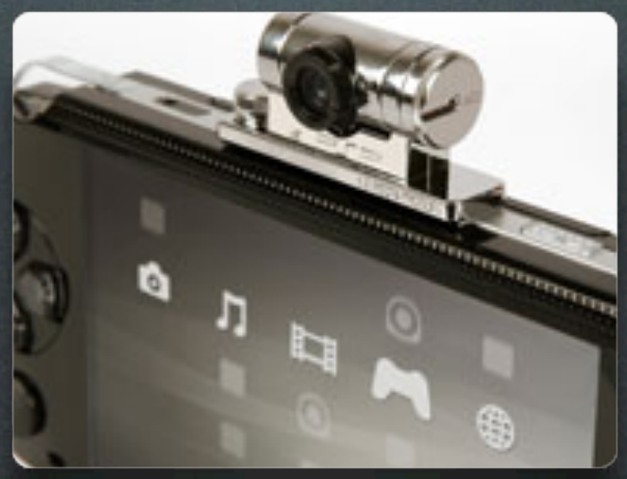
Please feel to access the objects during the presentation or to access your own

Why?

User Engagement







So many devices...

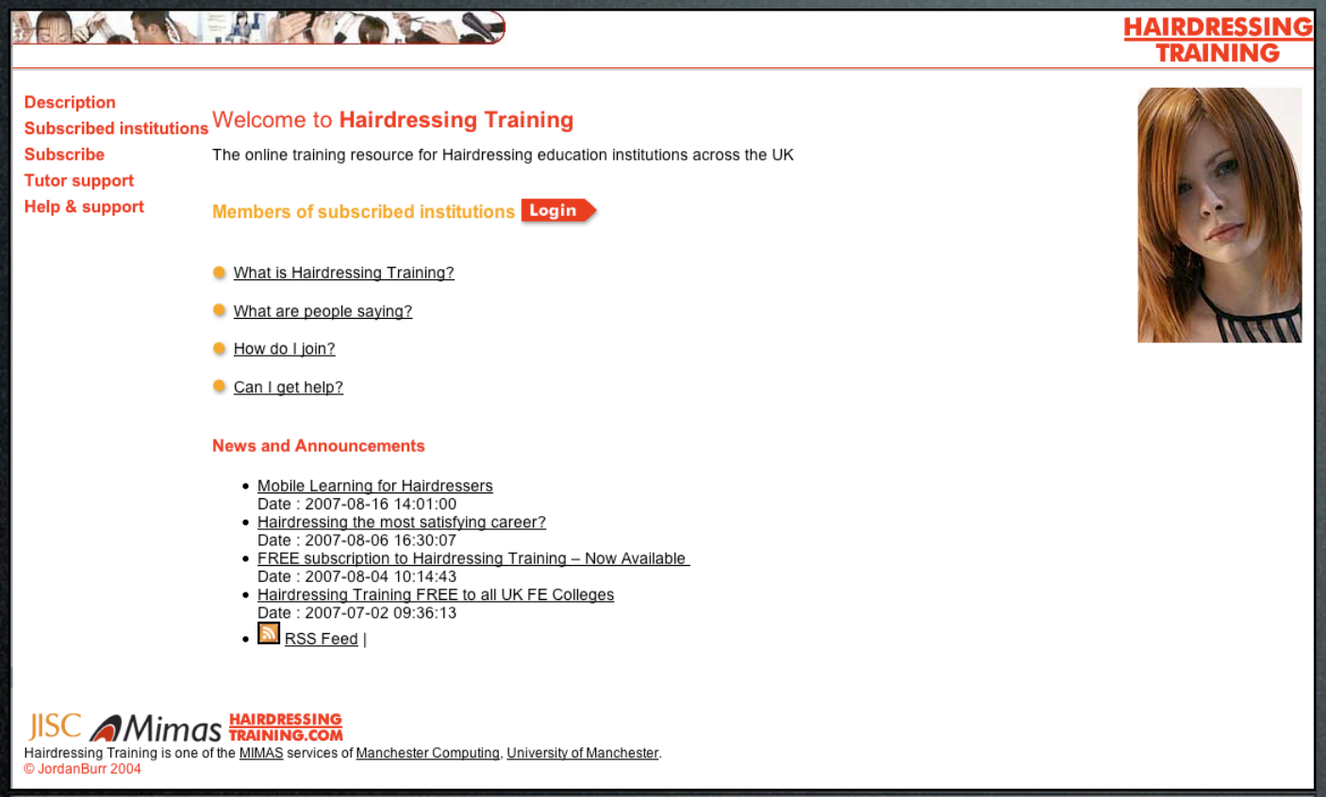
Mobile Connectivity

- Mobile Networks
  - 2G, 3G, HSDPA
- Wifi aka Wireless
- Bluetooth

Types of Services

- Web Services
- Audio Files
- Video files
- Java
- Flash Lite and Silverlight

Web Services

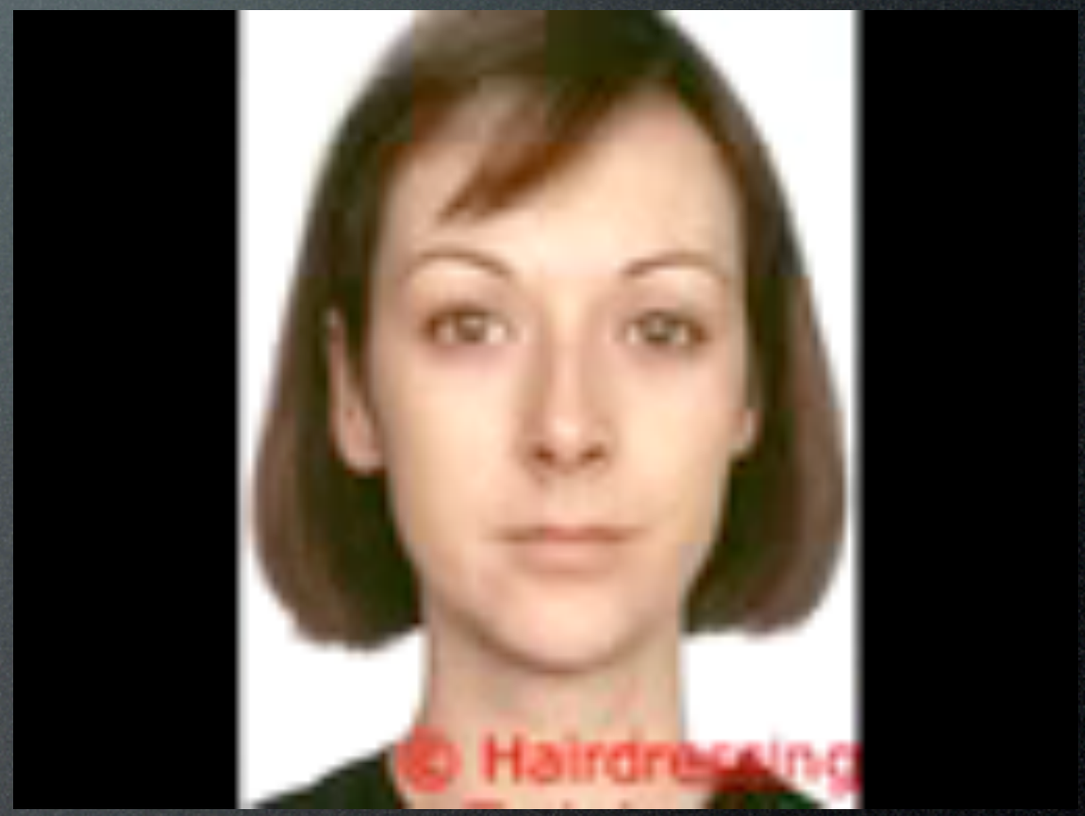


Audio Files

- Not just Ipods and Itunes
  - Mobile Phones
  - MP3 Players
  - Laptop and Desktop computers

Video Files

- Production values?
- Slide shows voice overs
- Keep it short!



Java

- Java Mobile (aka J2ME)but can use ‘full’ Java on UMPC
- Used a lot for games on mobile phones
- Can be used for ‘e-books’
- Wide variety of applications
- But need to be aware of different platforms and requirements

Flash Lite and Silverlight

- Flash Lite is NOT the same as Flash
- Flash Lite increasinly available on all phones
- Silverlight - Microsoft's response to Adobe
- Silverlight starting to become available on mobile phones

scripting
downloads
multimedia
Thin Clients
Fat Clients
Compatibility
memory
Capacity
connectivity
Wireless Network
Mobile Network
text volume
input interface
picture size
linear layout
mobile css
screen size
URL
Usability
Accessiblity
Creating Web
Mobile Web
Services
asset ordering
Fit-for-Purpose?
Usability and Design

Credits

http://www.flickr.com/photos/jm999uk/182318533/
http://www.flickr.com/photos/sbisson/109717011/in/photostream
http://www.flickr.com/photos/teo/66712591/
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stuart.smith@manchester.ac.uk

anywherelearning.blogspot.com/