

User Interaction: Intro to Mobile Development Landscape

Assoc. Professor Donald J. Patterson
INF 133 Fall 2012



Issues:

Issues:

- Market Share

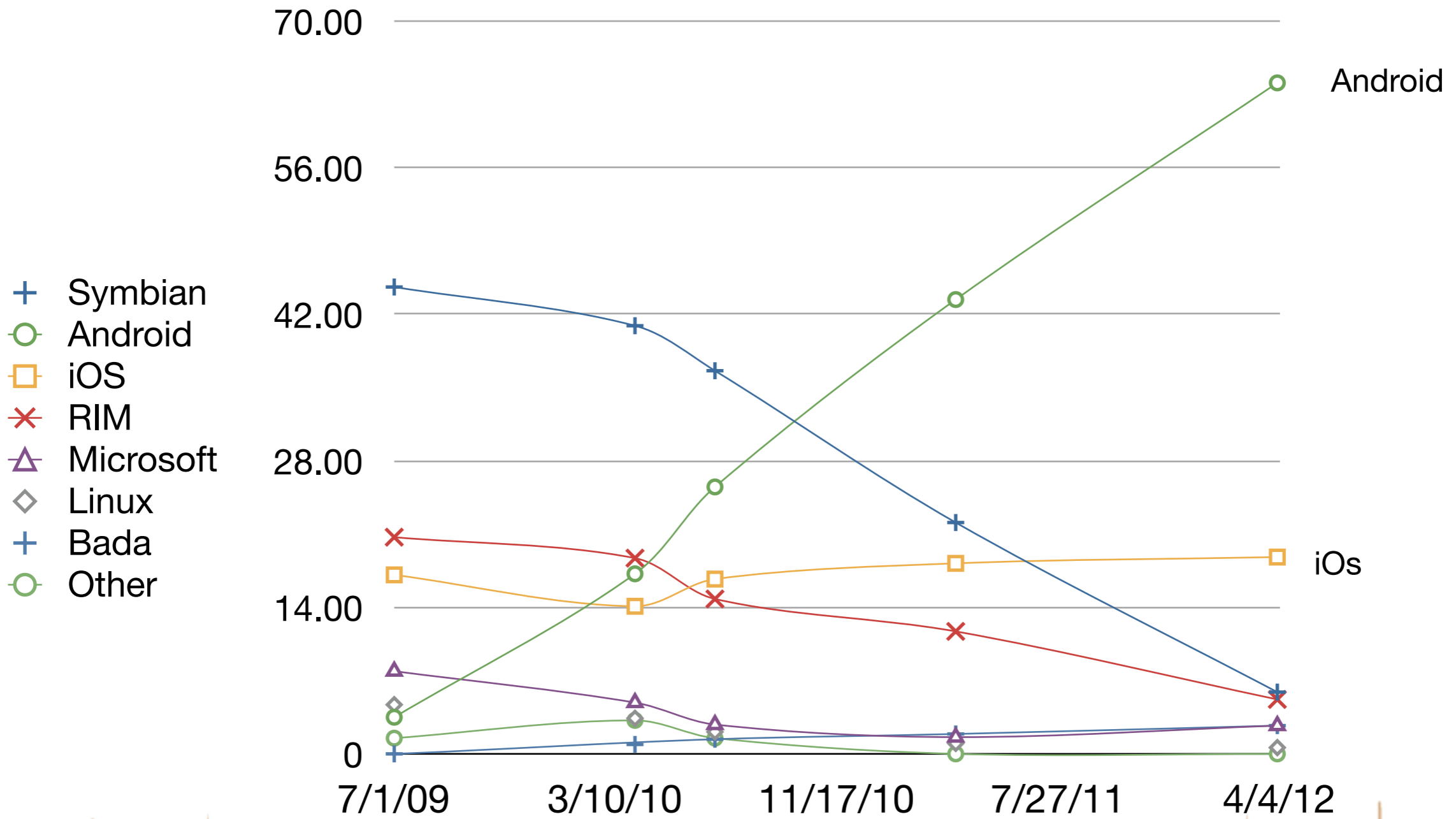
Issues:

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 - Are we talking about OS or hardware?

Mobile OS Market Share

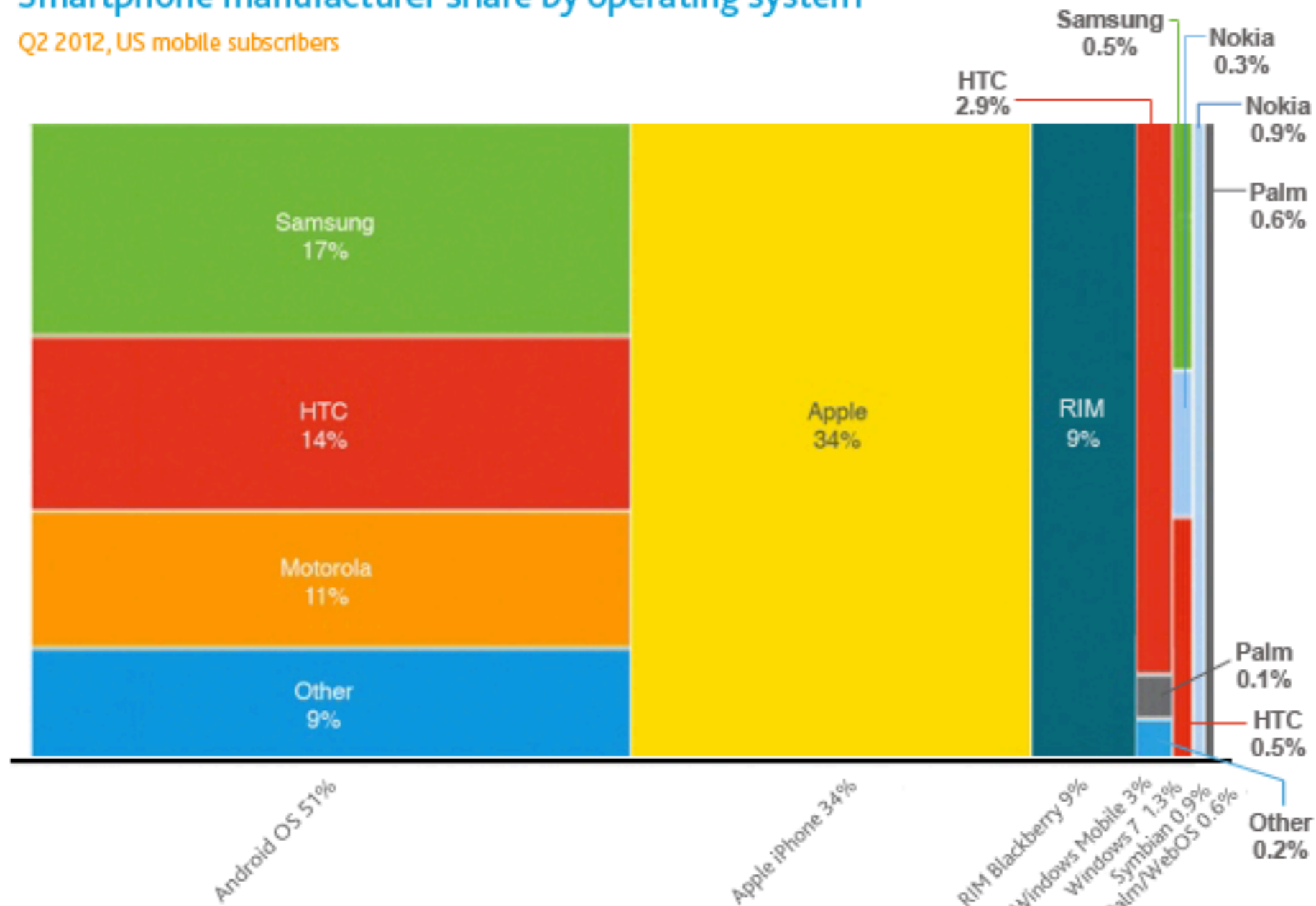


Source: Gartner Research

Intro to Mobile Development

Smartphone manufacturer share by operating system

Q2 2012, US mobile subscribers



Source: Nielsen

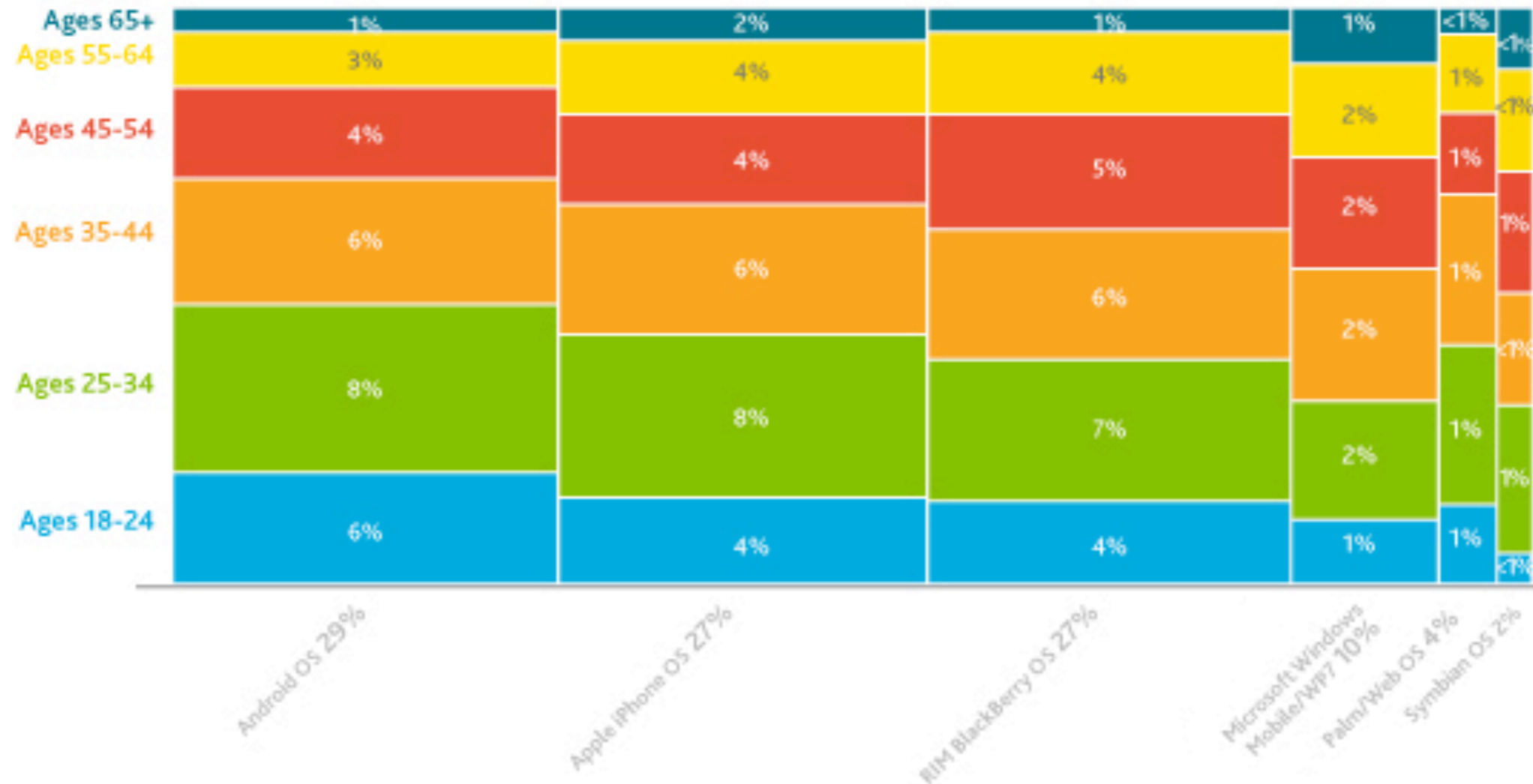
nielsen

Source: http://blog.nielsen.com/nielsenwire/online_mobile/two-thirds-of-new-mobile-buyers-now-opting-for-smartphones/

Intro to Mobile Development

Age and operating system share—smartphones

Nov '10 - Jan 11, postpaid mobile subscribers, n=14,701



Source: The Nielsen Company.



Source: http://blog.nielsen.com/nielsenwire/online_mobile/who-is-winning-the-u-s-smartphone-battle/

Issues:

- Stores
 - iTunes
 - Android
 - Blackberry
 - OVI

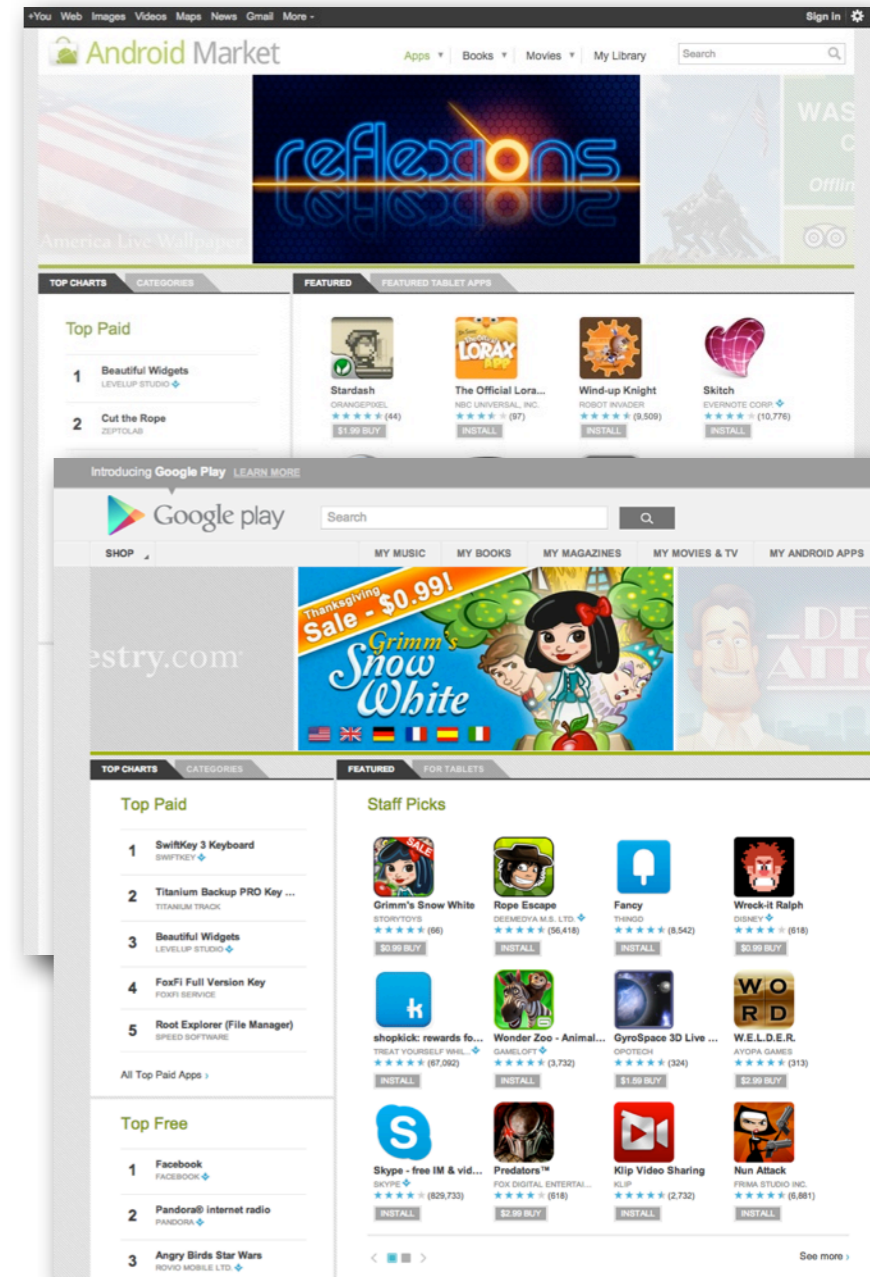
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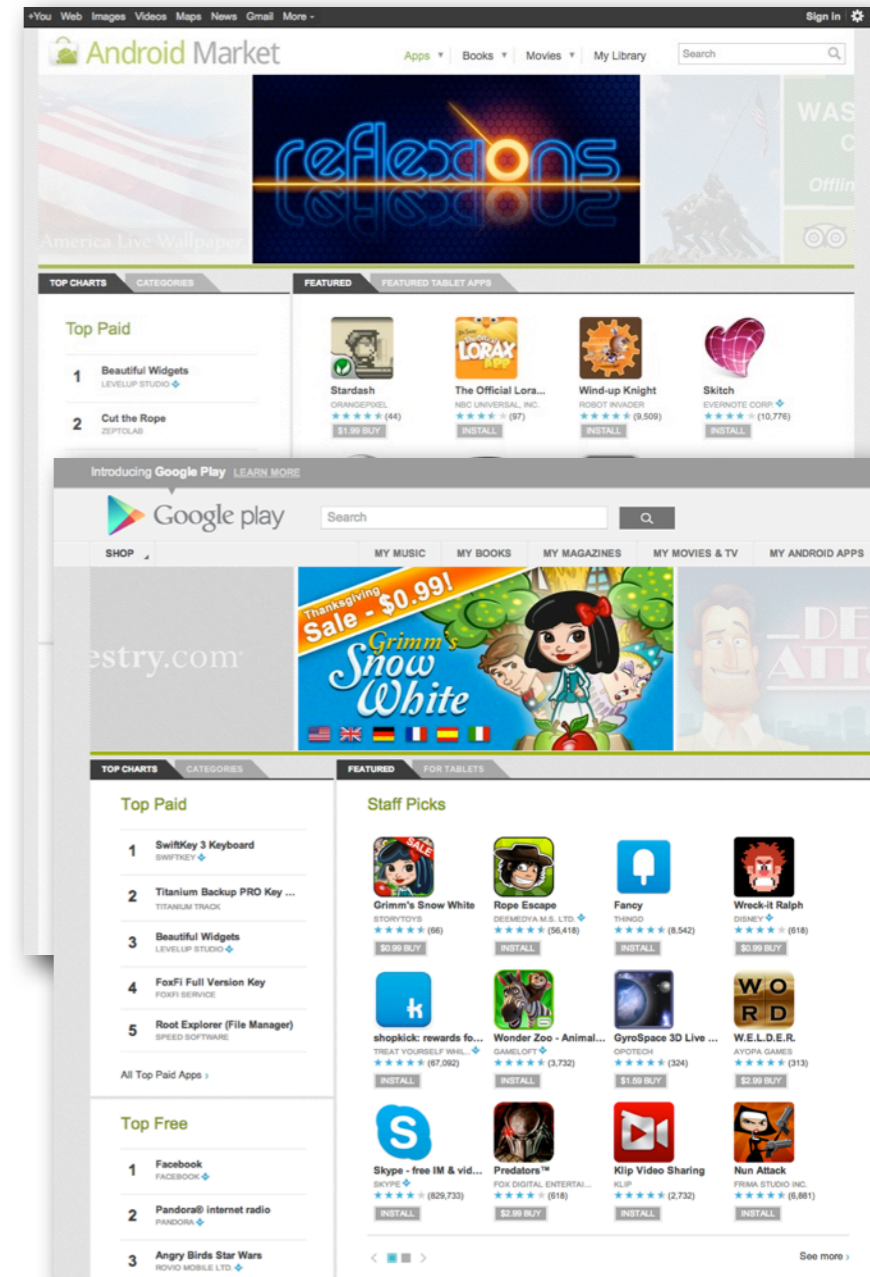
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Mobile Development

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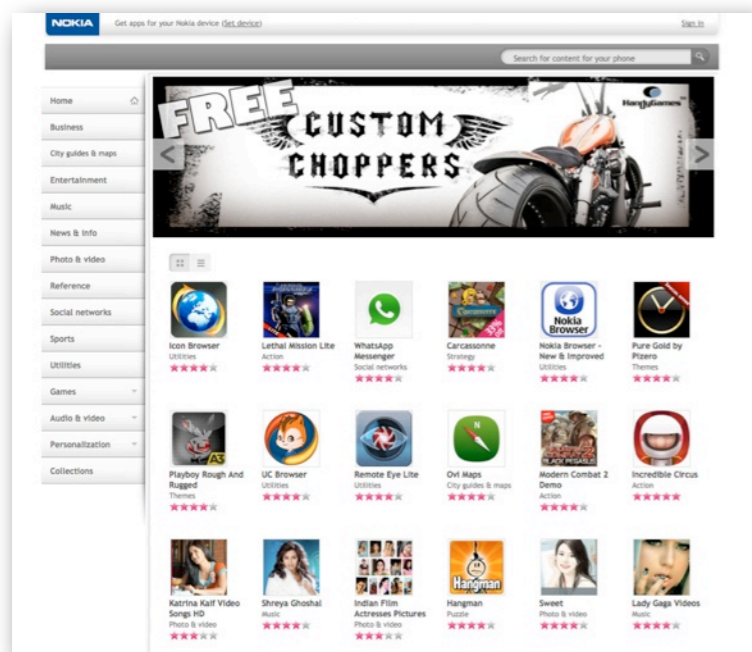
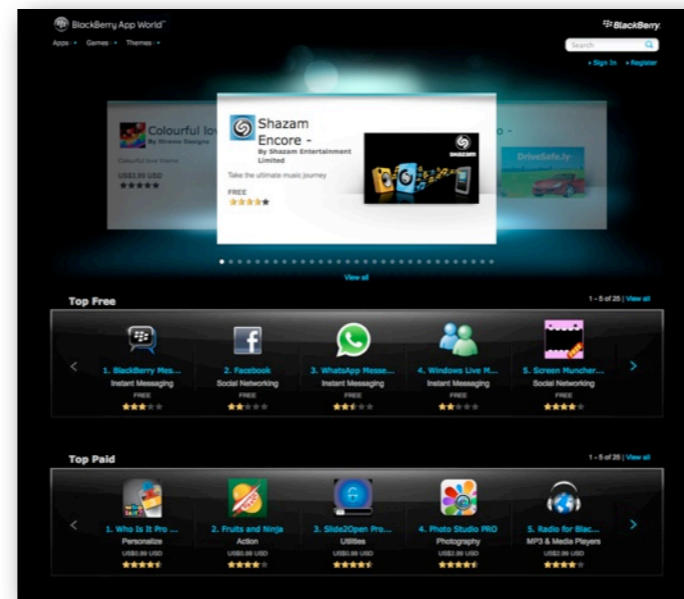
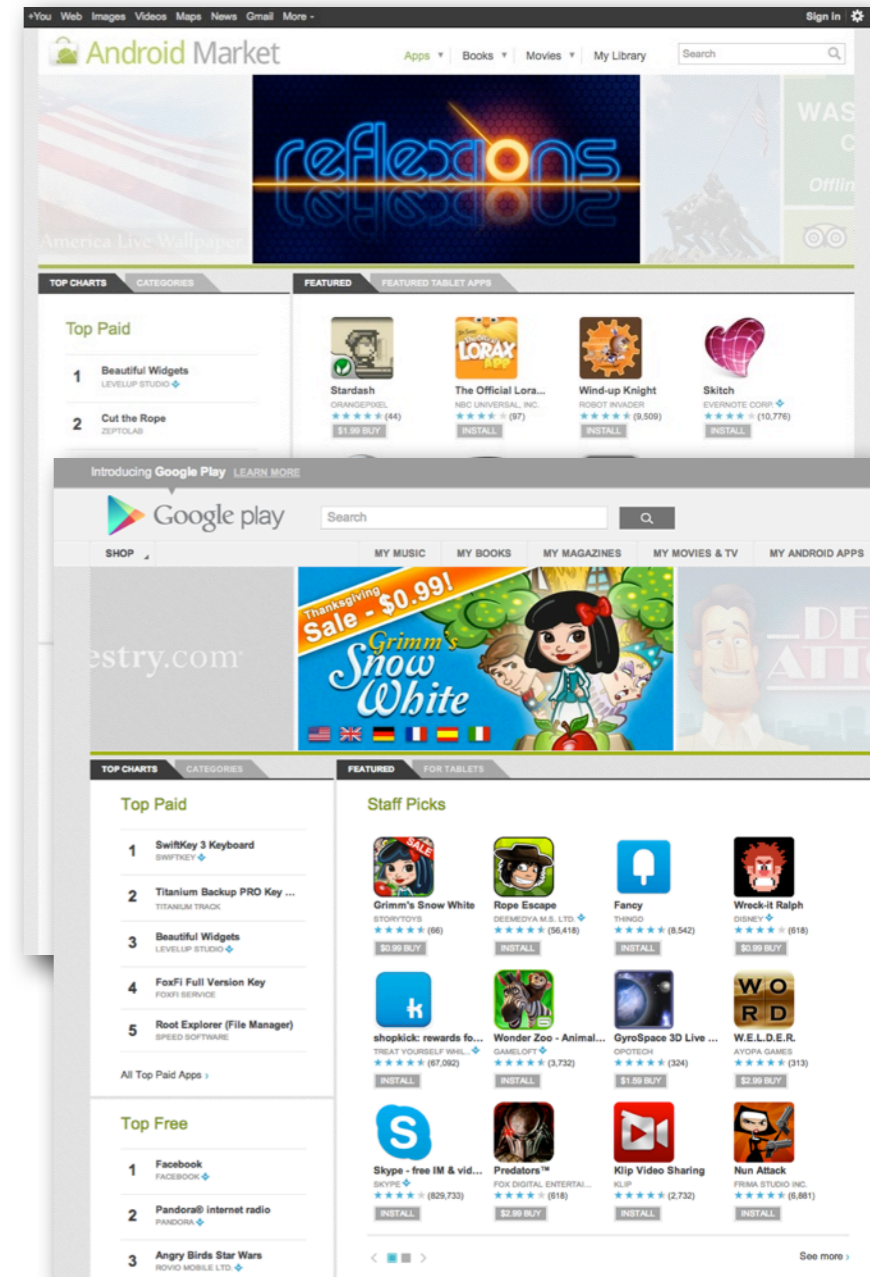
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Mobile Development

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Issues:

- Programming Languages
 - C++
 - Java
 - Objective-C
 - Python
 - Others?

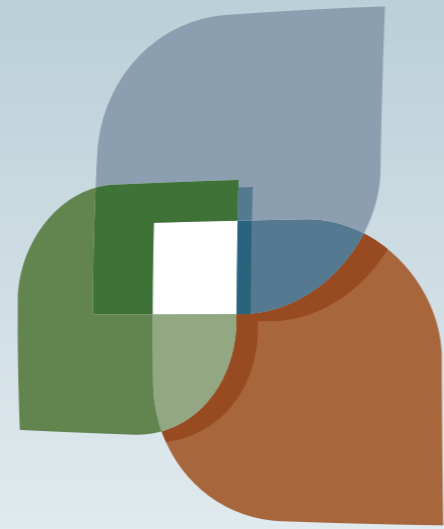
Issues:

- Device Variability
 - Android
 - Nokia
 - Apple
 - Blackberry



Issues:

- Programmer Freedom
 - Distribution
 - Background Processes
 - Device Access
- Profit Models
 - Pay per app
 - In-app payments



L U C I

