

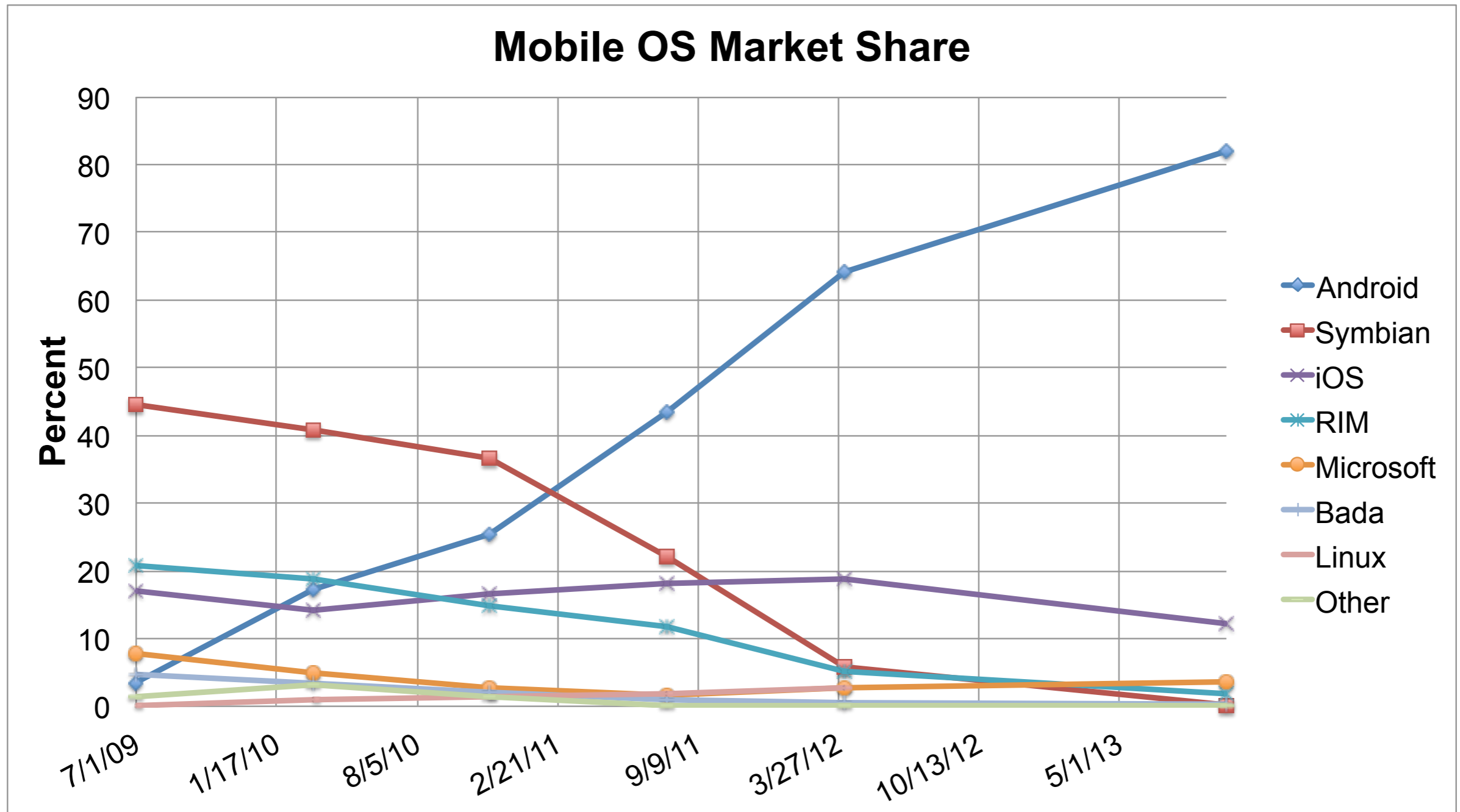
User Interaction: Intro to Mobile Development Landscape

Assoc. Professor Donald J. Patterson
INF 133 Fall 2013



Issues:

- Market Share
 - Are we talking about OS or hardware?

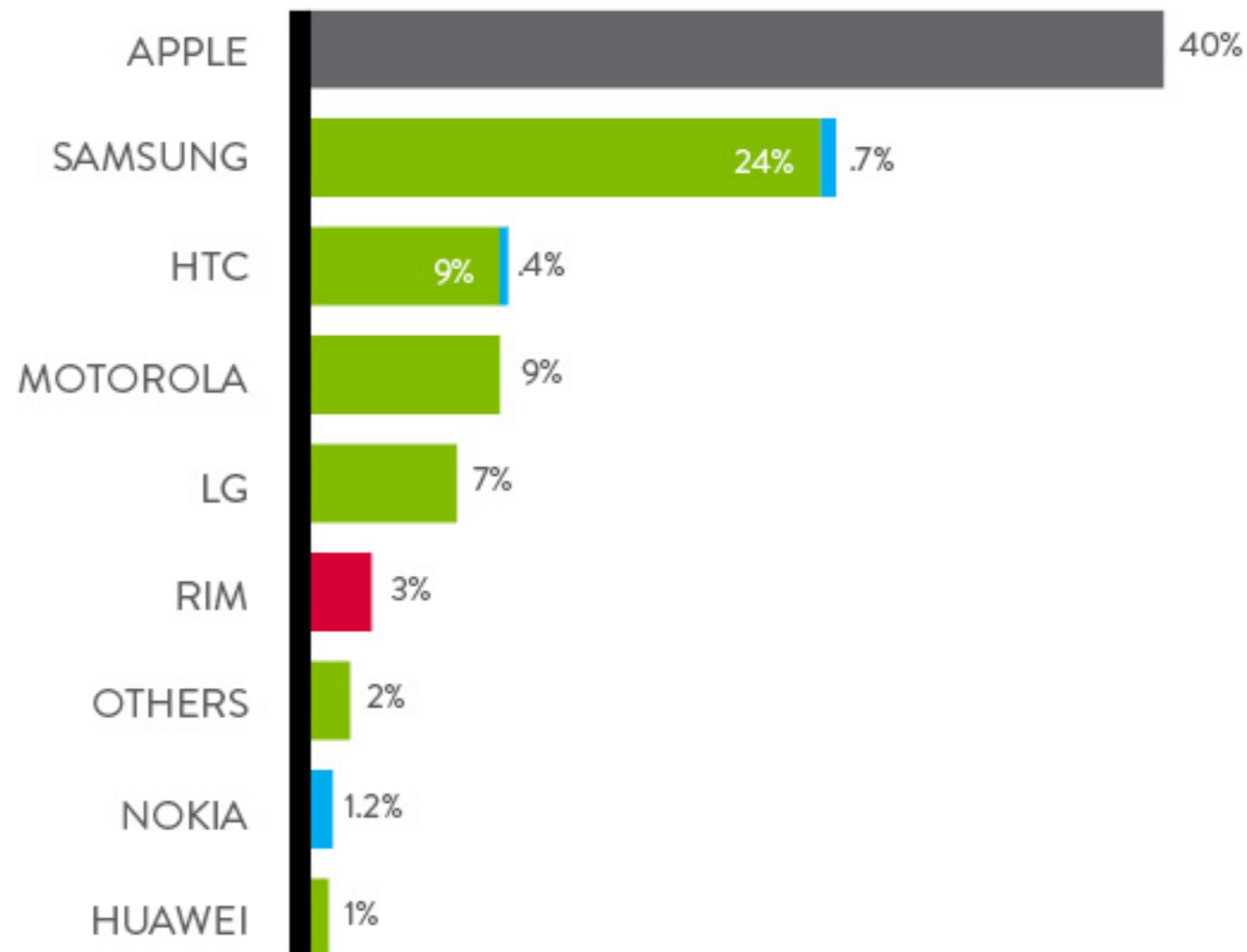


Intro to Mobile Development

SMARTPHONE MANUFACTURER SHARE BY OPERATING SYSTEM

Q2 2013, US MOBILE SUBSCRIBERS

● ANDROID OS ● APPLE iOS ● WINDOWS PHONE ● BLACKBERRY



Read as: During Q2 2013, 24% of U.S. smartphone owners used Samsung's Android handsets and .7% had Samsung Windows Phone handsets

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Worldwide Smartphone Sales to End Users by Vendor in 3Q13 (Thousands of Units)

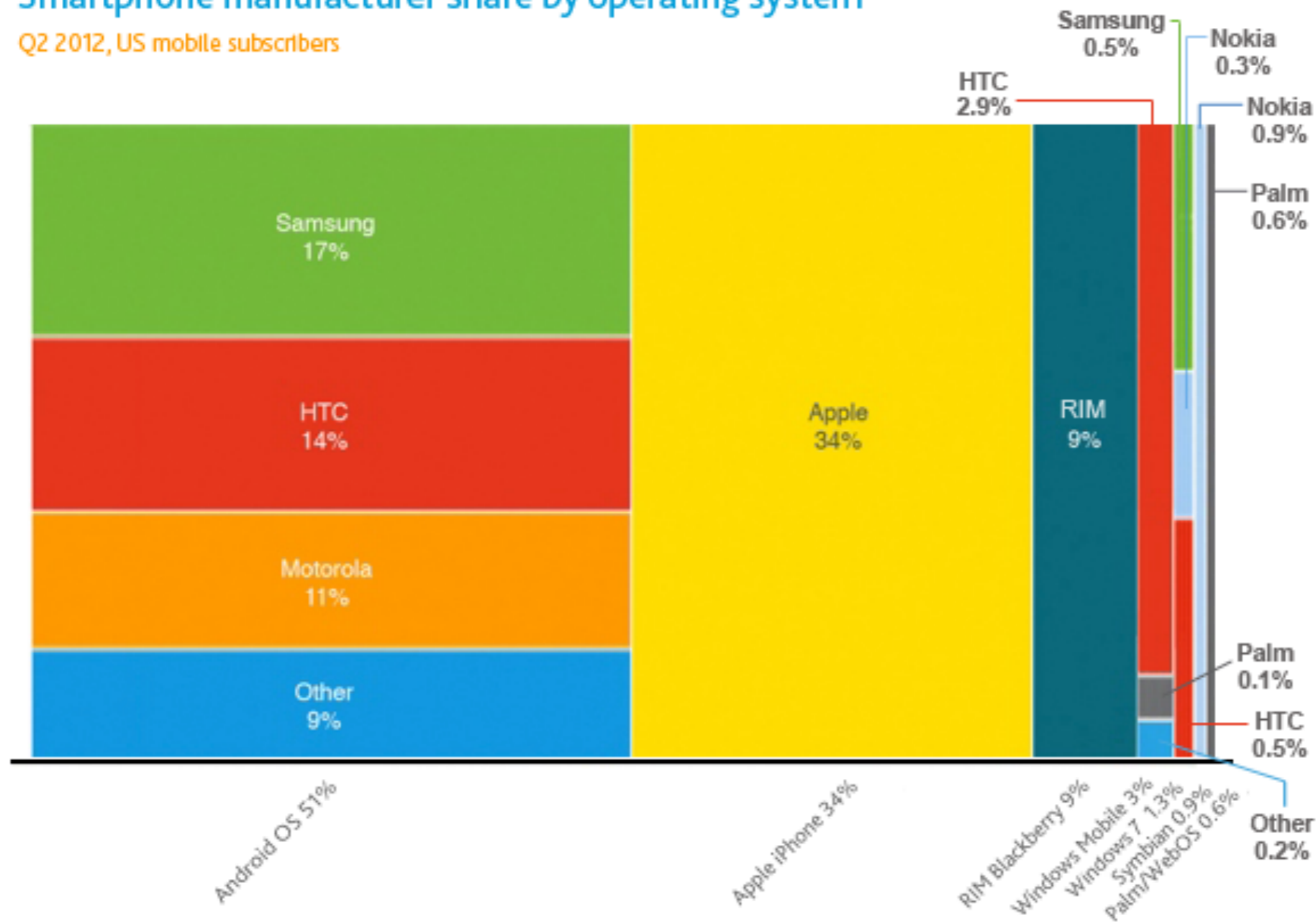
Company	3Q13 Units	3Q13 Market Share (%)	3Q12 Units	3Q12 Market Share (%)
Samsung	80,356.8	32.1	55,054.2	32.1
Apple	30,330.0	12.1	24,620.3	14.3
Lenovo	12,882.0	5.1	6,981.0	4.1
LG Electronics	12,055.4	4.8	6,986.1	4.1
Huawei	11,665.7	4.7	7,804.3	4.5
Others	102,941.8	41.1	70,206.8	40.9
Total	250,231.7	100.0	171,652.7	100.0

Source: Gartner (November 2013)

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Smartphone manufacturer share by operating system

Q2 2012, US mobile subscribers



Source: Nielsen

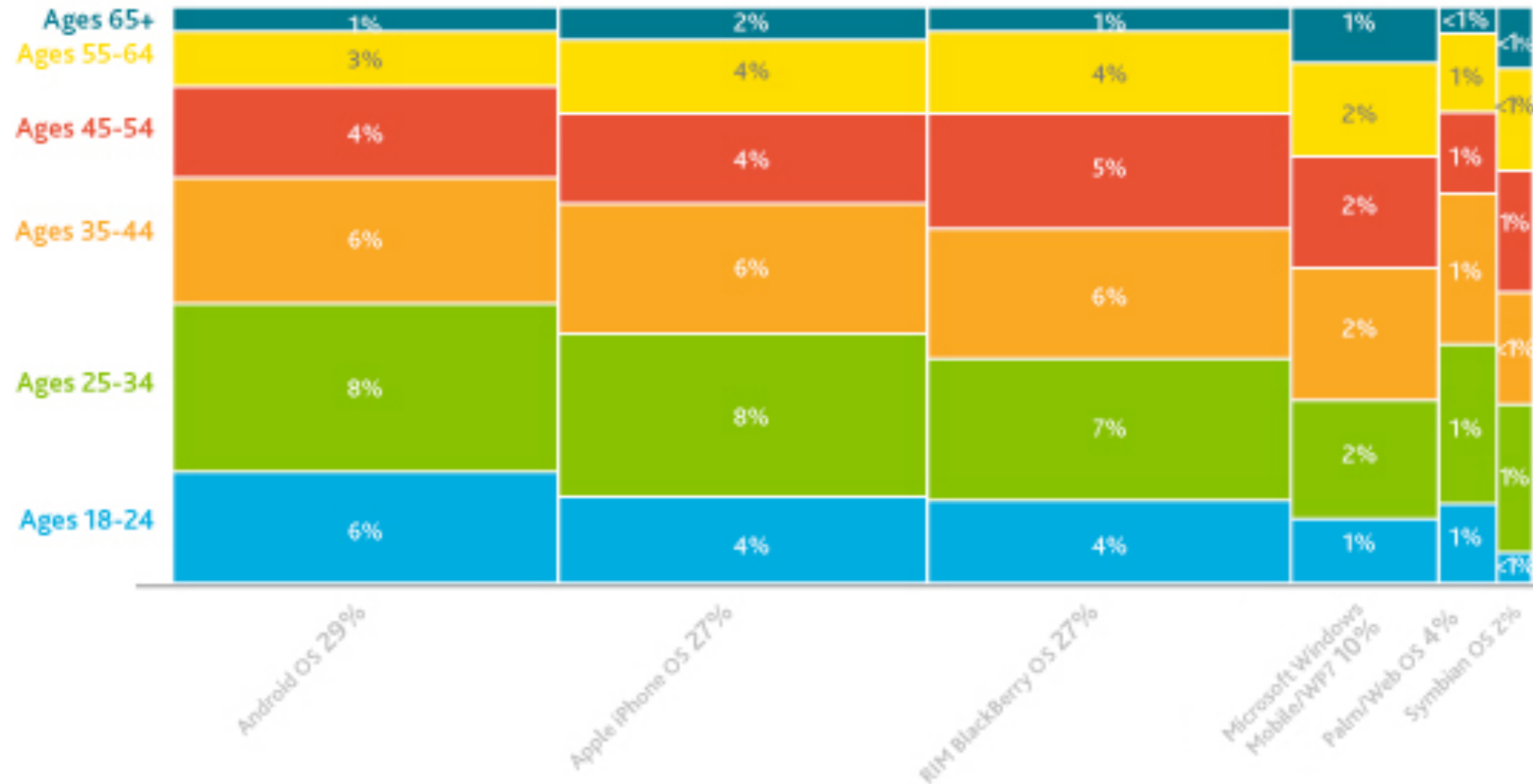
nielsen

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

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Age and operating system share—smartphones

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



Source: The Nielsen Company.

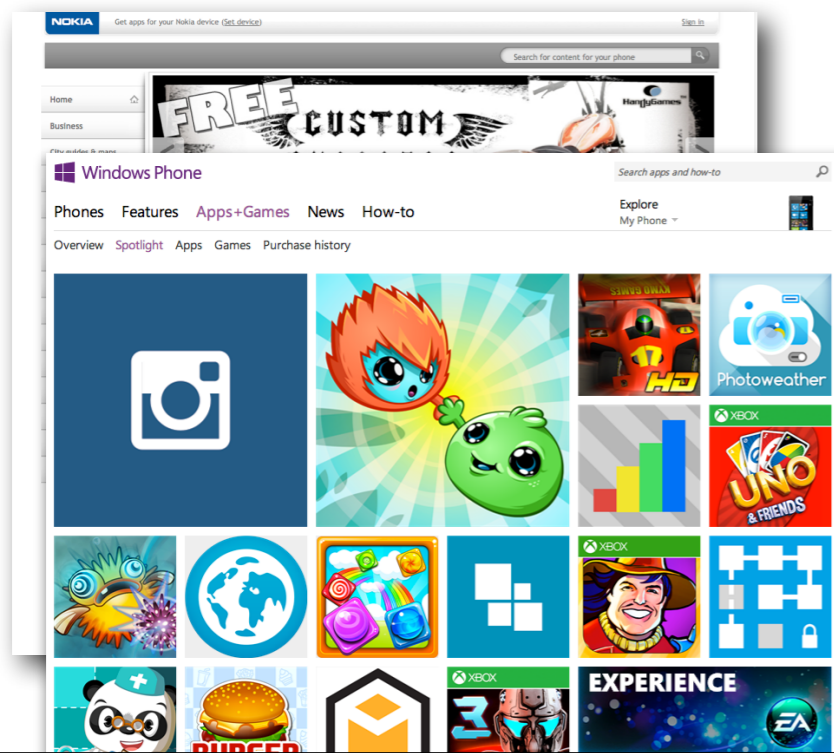
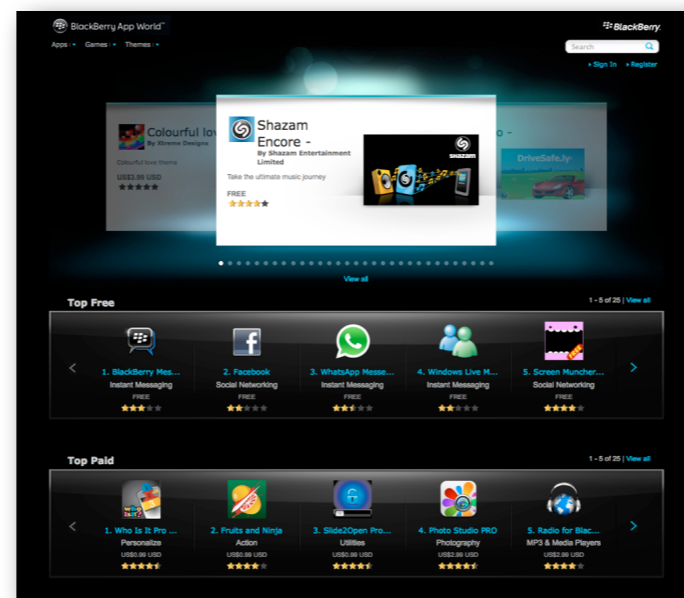
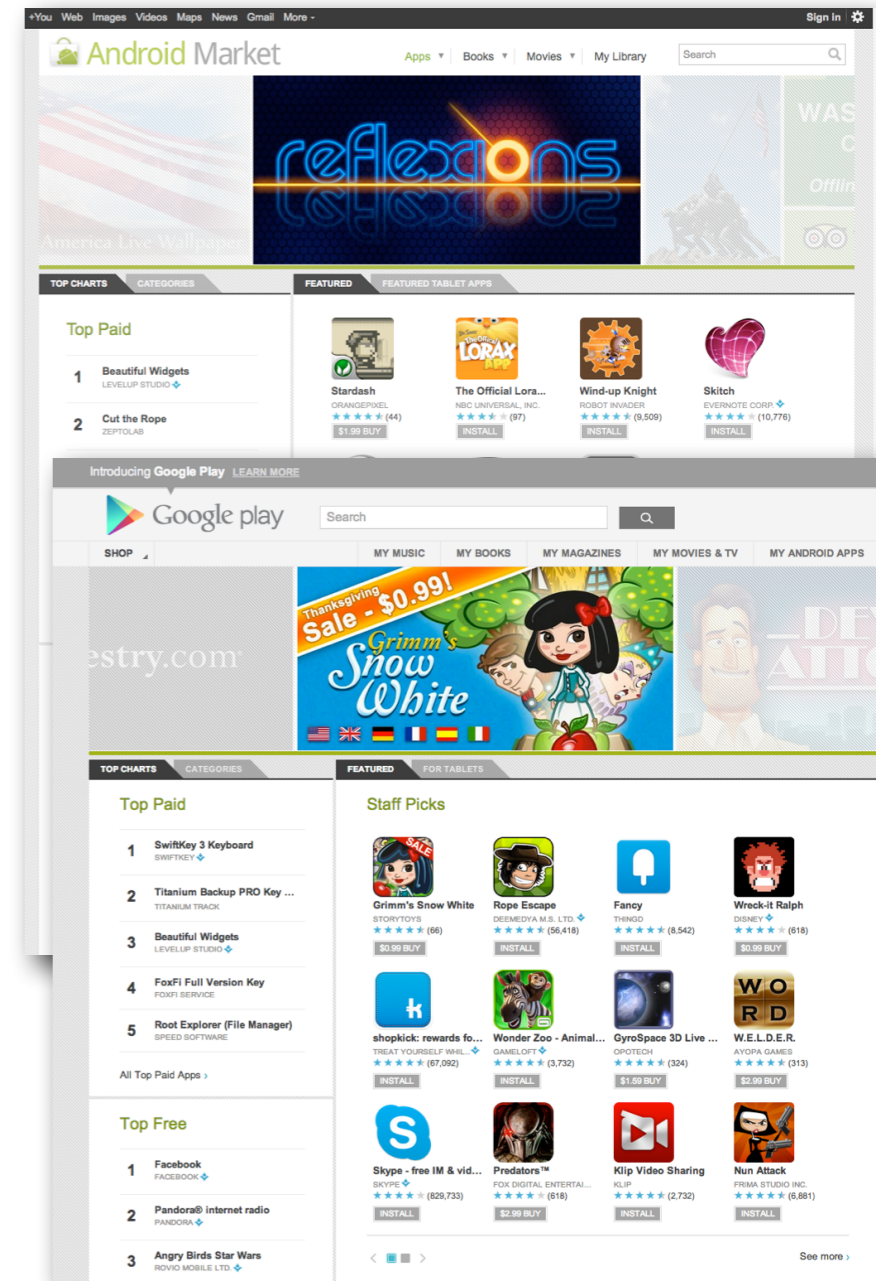
nielsen

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

Mobile Development

Issues:

- Stores
 - iTunes
 - Android
 - Blackberry
 - OVI
 - Microsoft



Issues:

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

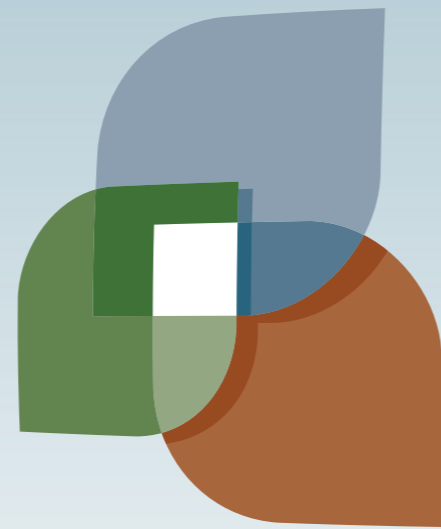
Issues:

- Device Variability
 - Android
 - Microsoft (Nokia)
 - Apple
 - Blackberry



Issues:

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



L U C I

