

# User Interaction: Intro to Mobile Development Landscape

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INF 133 Fall 2011



## Issues:

## Issues:

- Market Share

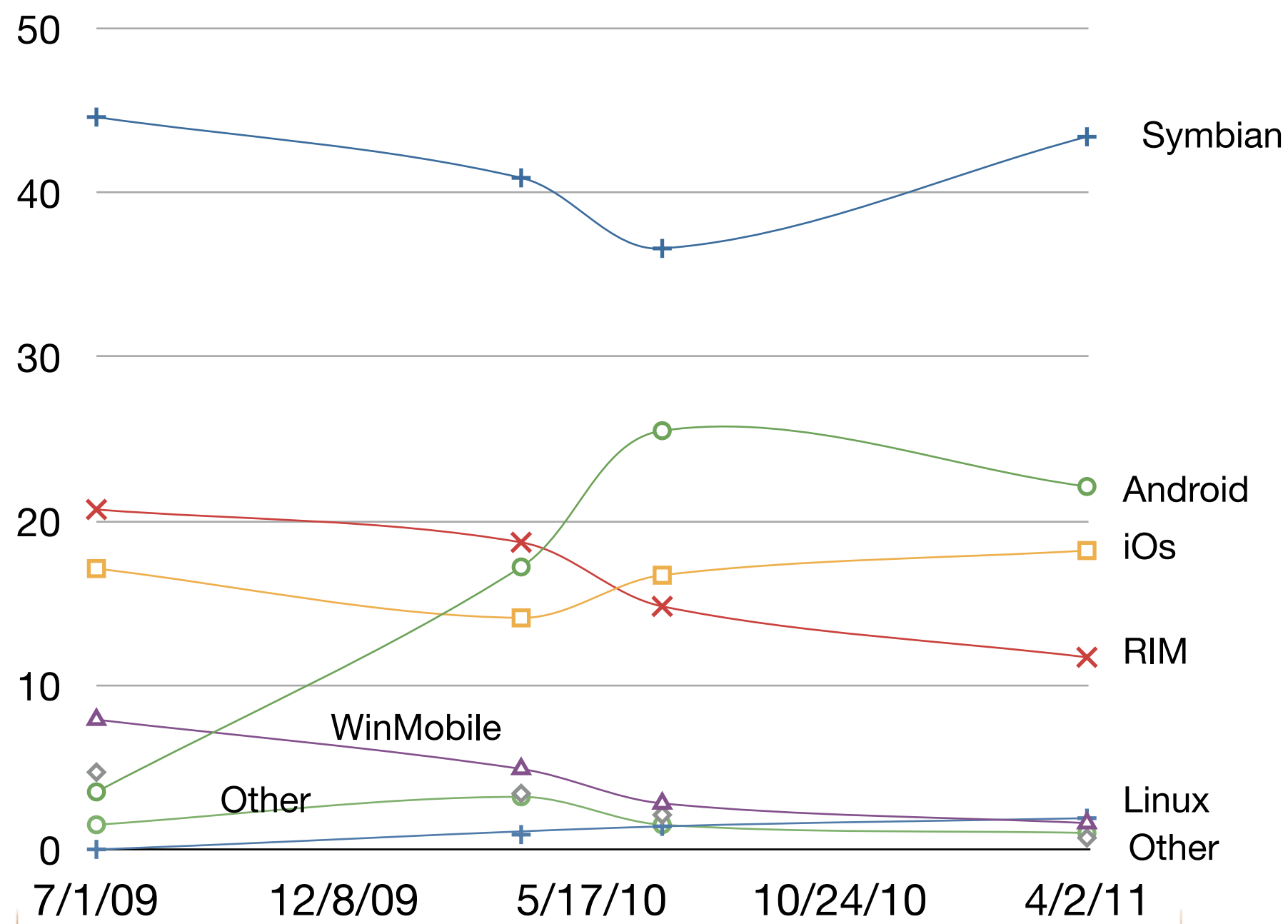
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- Market Share
  - Are we talking about OS or hardware?

Mobile OS Market Share

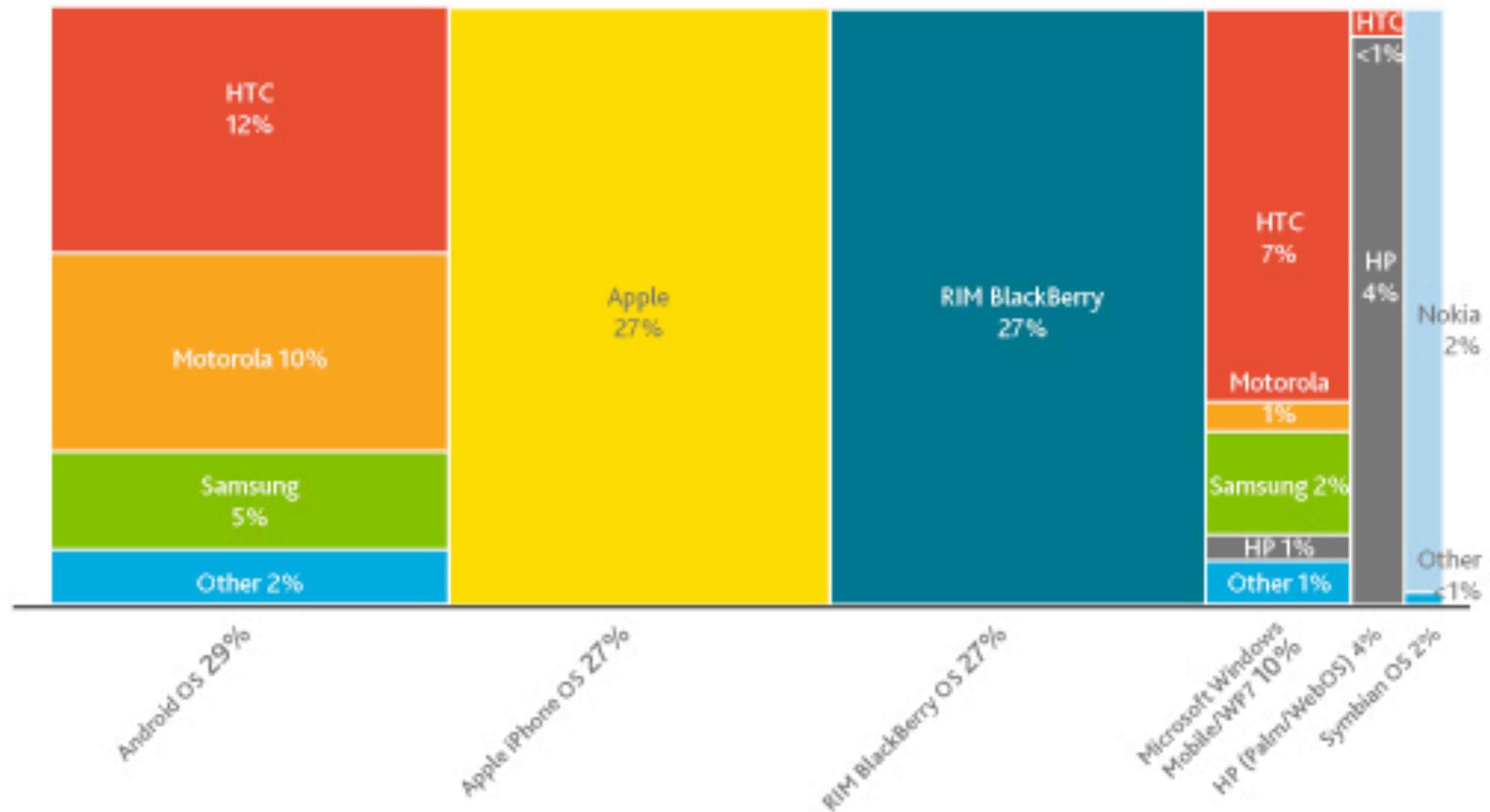


Source: Gartner Research

# Intro to Mobile Development

## Manufacturer operating system share—smartphones

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



Source: The Nielsen Company.

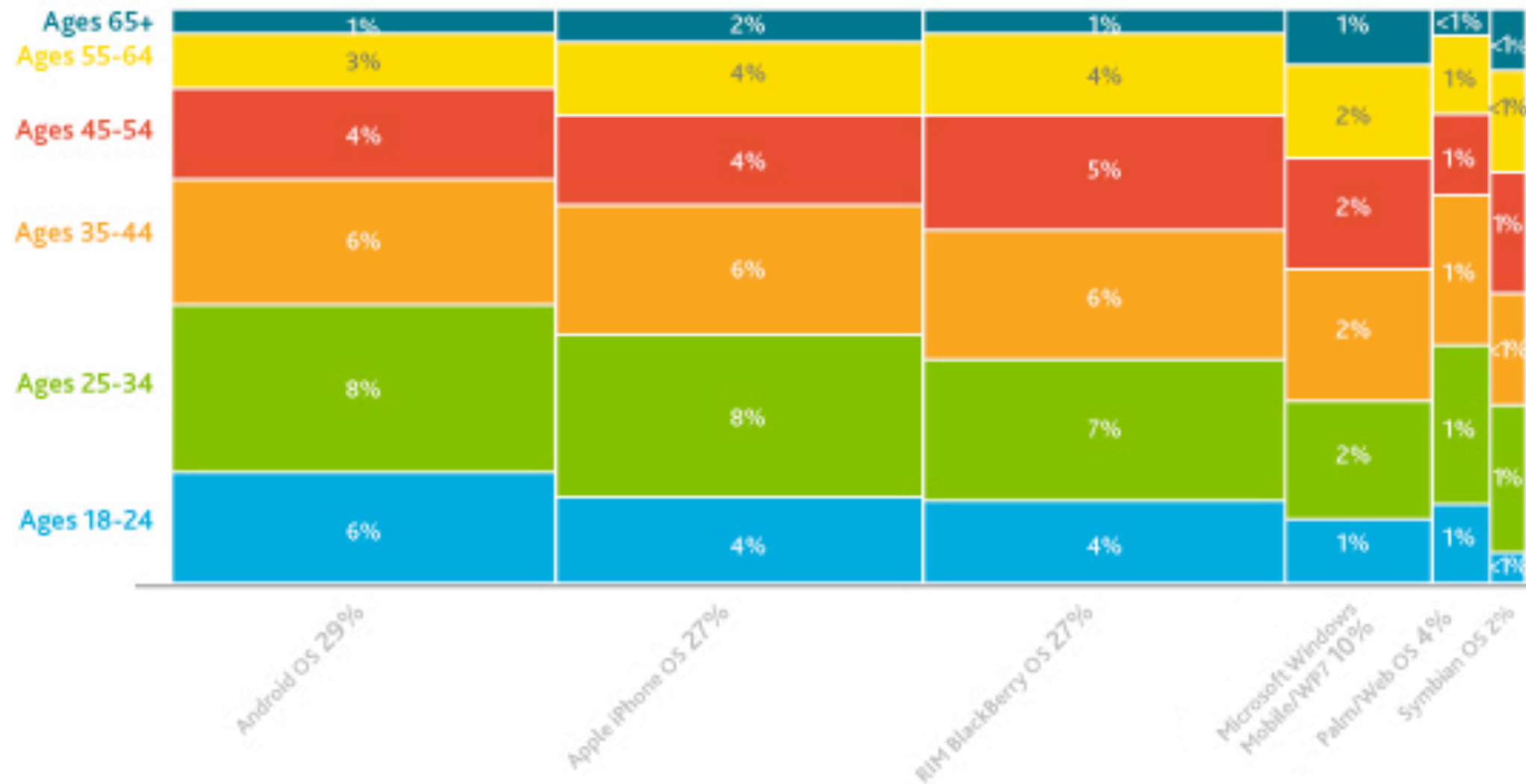
nielsen

Source: [http://blog.nielsen.com/nielsenwire/online\\_mobile/who-is-winning-the-u-s-smartphone-battle/](http://blog.nielsen.com/nielsenwire/online_mobile/who-is-winning-the-u-s-smartphone-battle/)

# Intro to Mobile Development

## Age and operating system share—smartphones

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



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nielsen

Source: [http://blog.nielsen.com/nielsenwire/online\\_mobile/who-is-winning-the-u-s-smartphone-battle/](http://blog.nielsen.com/nielsenwire/online_mobile/who-is-winning-the-u-s-smartphone-battle/)

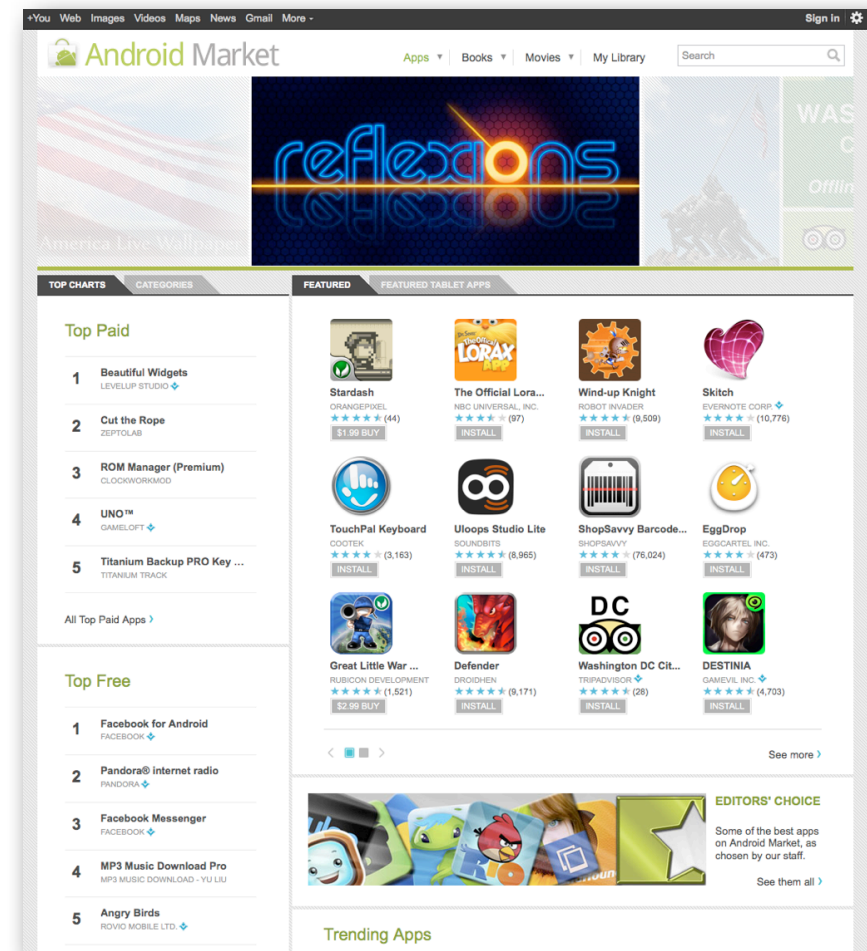


## Issues:

- Stores
  - iTunes
  - Android
  - Blackberry
  - OVI

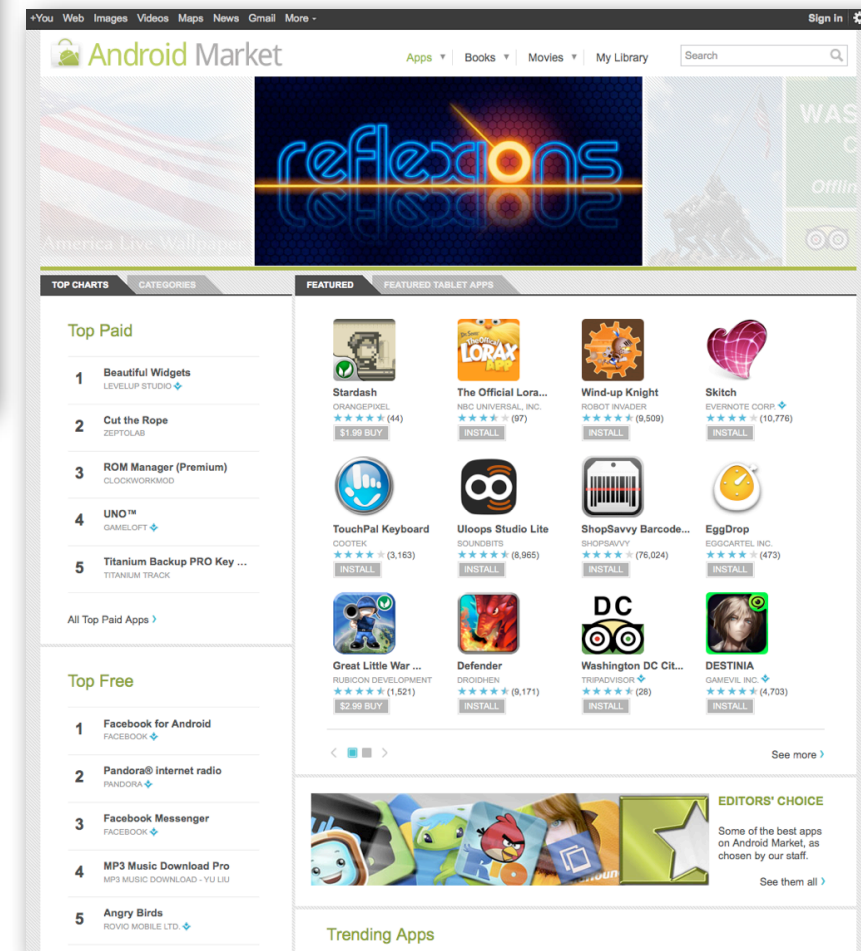
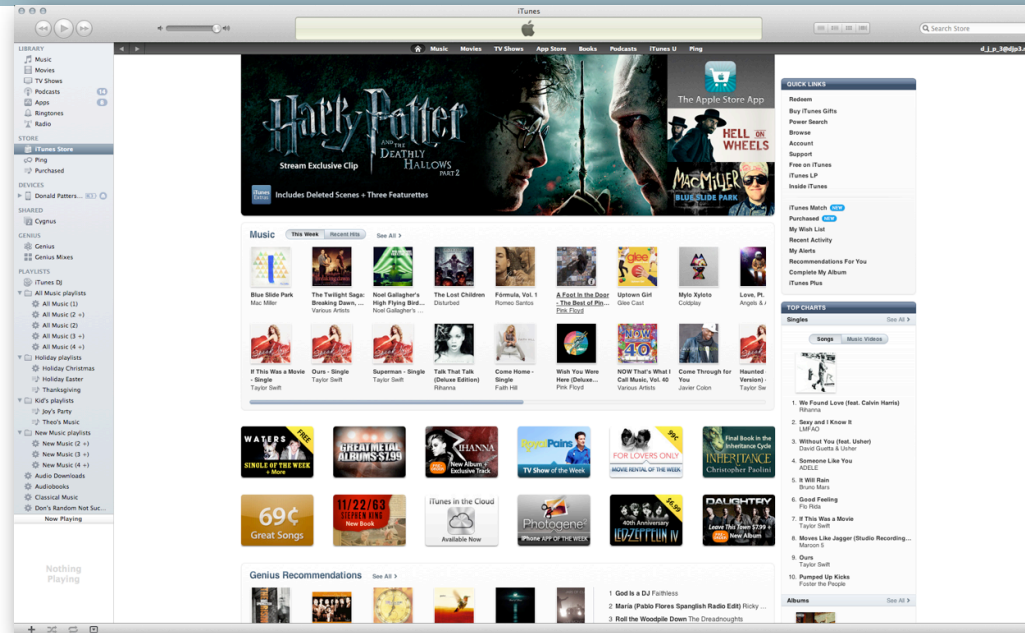
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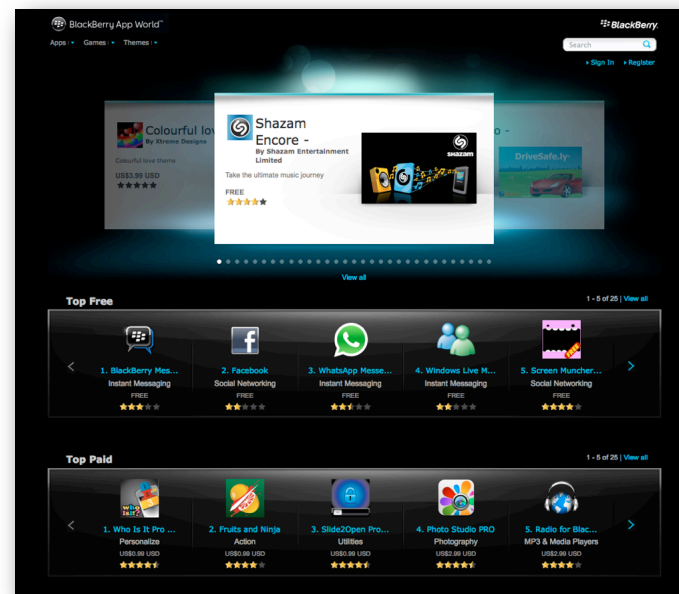
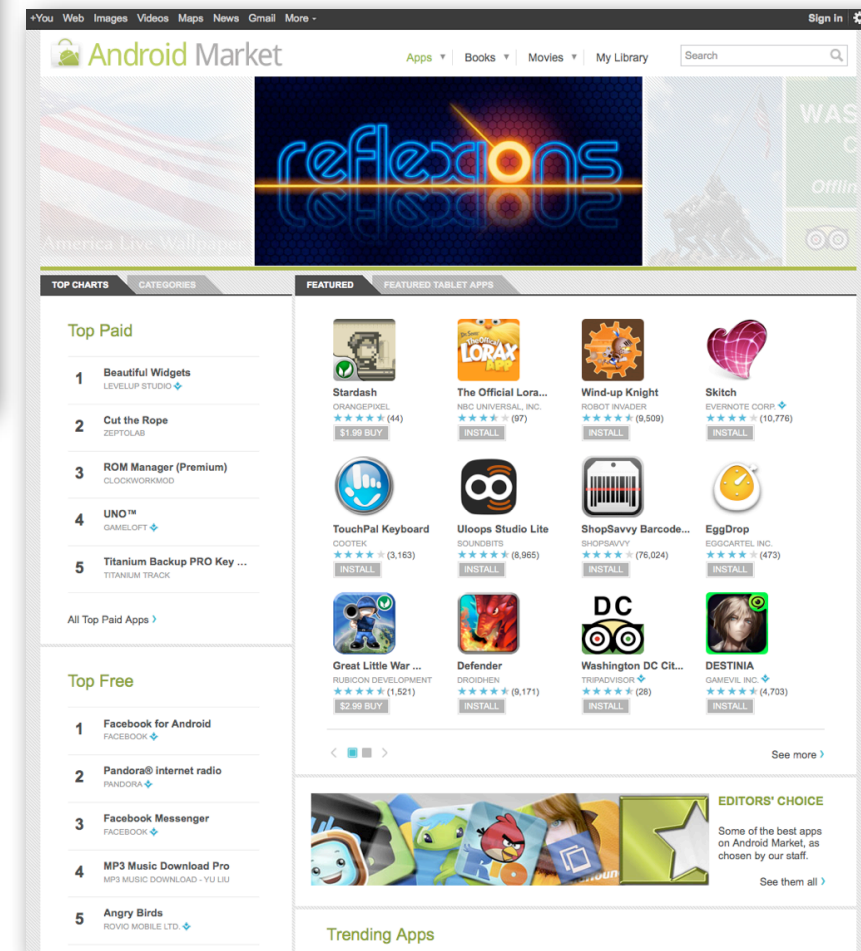
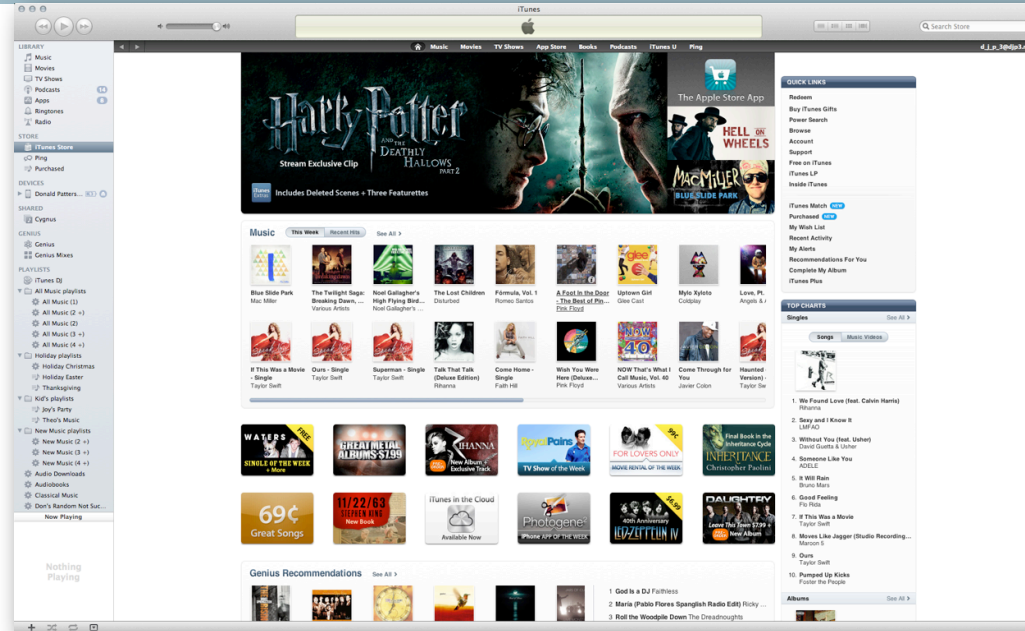
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# Mobile Development

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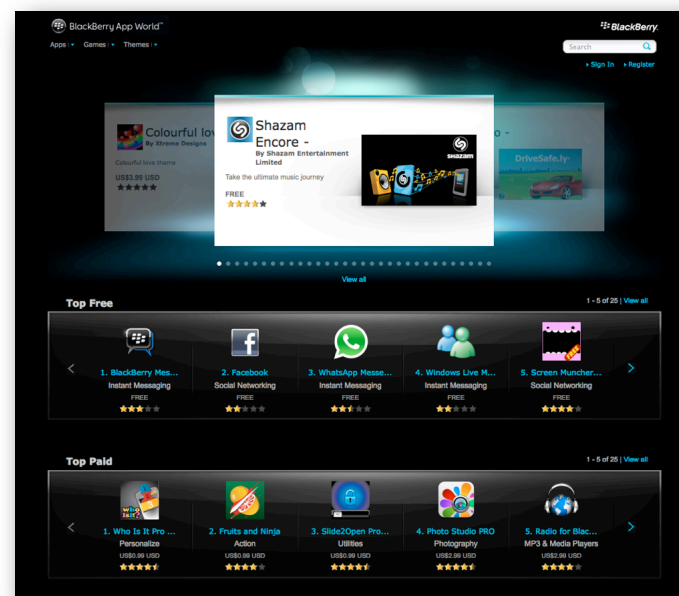
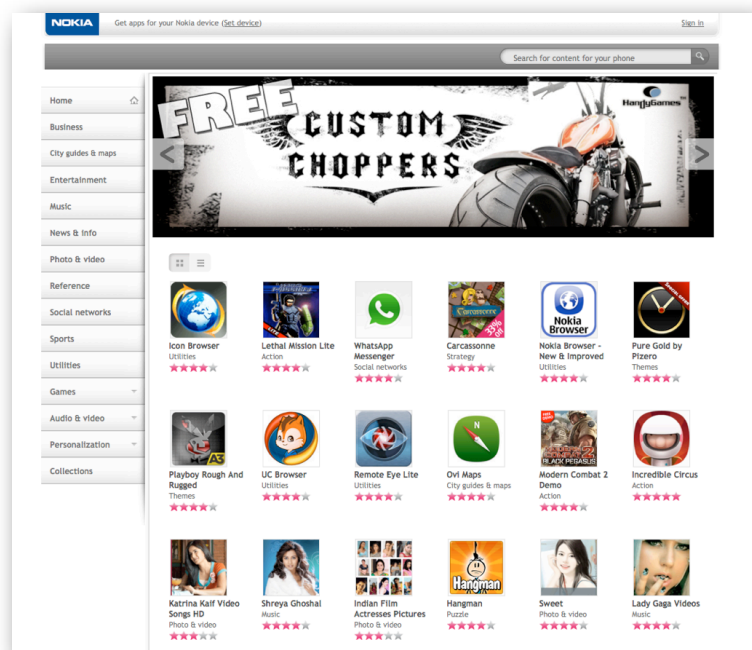
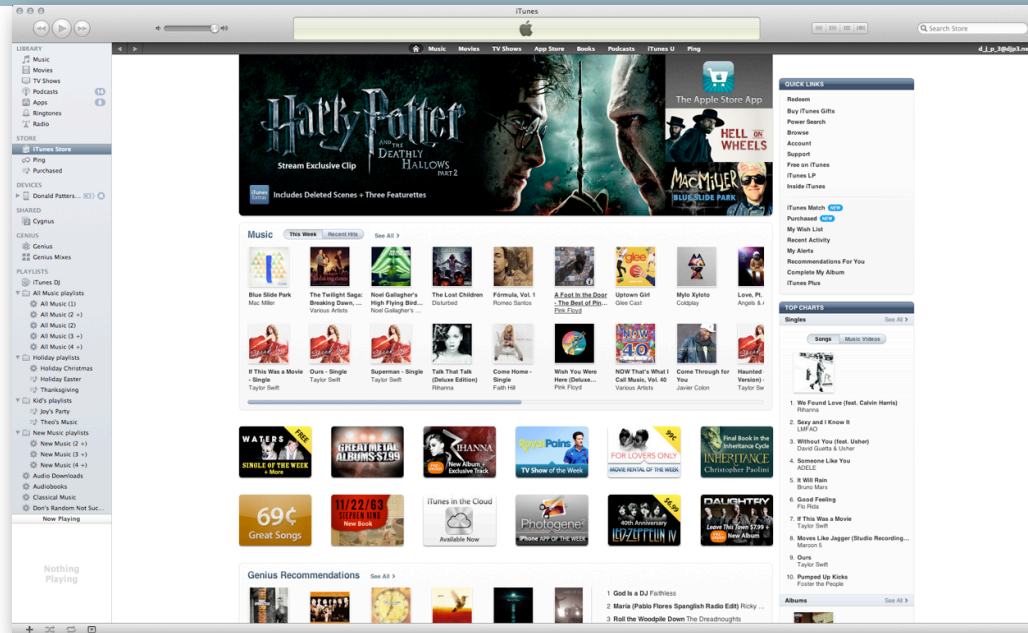




# Mobile Development

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## Issues:

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

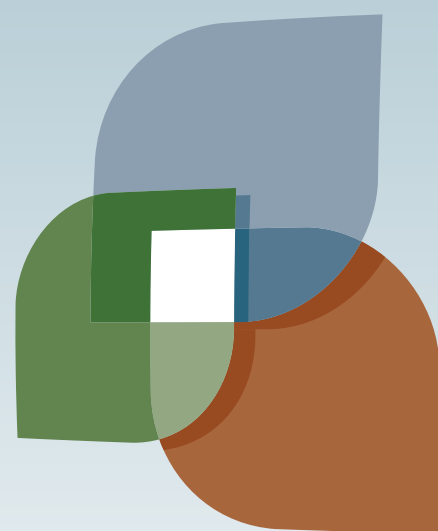
## Issues:

- Device Variability
  - <http://www.gsmarena.com/nokia-phones-1.php>
  - Nokia
    - <http://maps.nokia.com/services-and-apps/ovi-maps/compatible-phones>
  - Apple
    - [http://en.wikipedia.org/wiki/List\\_of\\_iOS\\_devices](http://en.wikipedia.org/wiki/List_of_iOS_devices)
  - Blackberry
    - <http://en.wikipedia.org/wiki/>

## Issues:

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





L U C I

