

User Interaction: Intro to Mobile Development Landscape

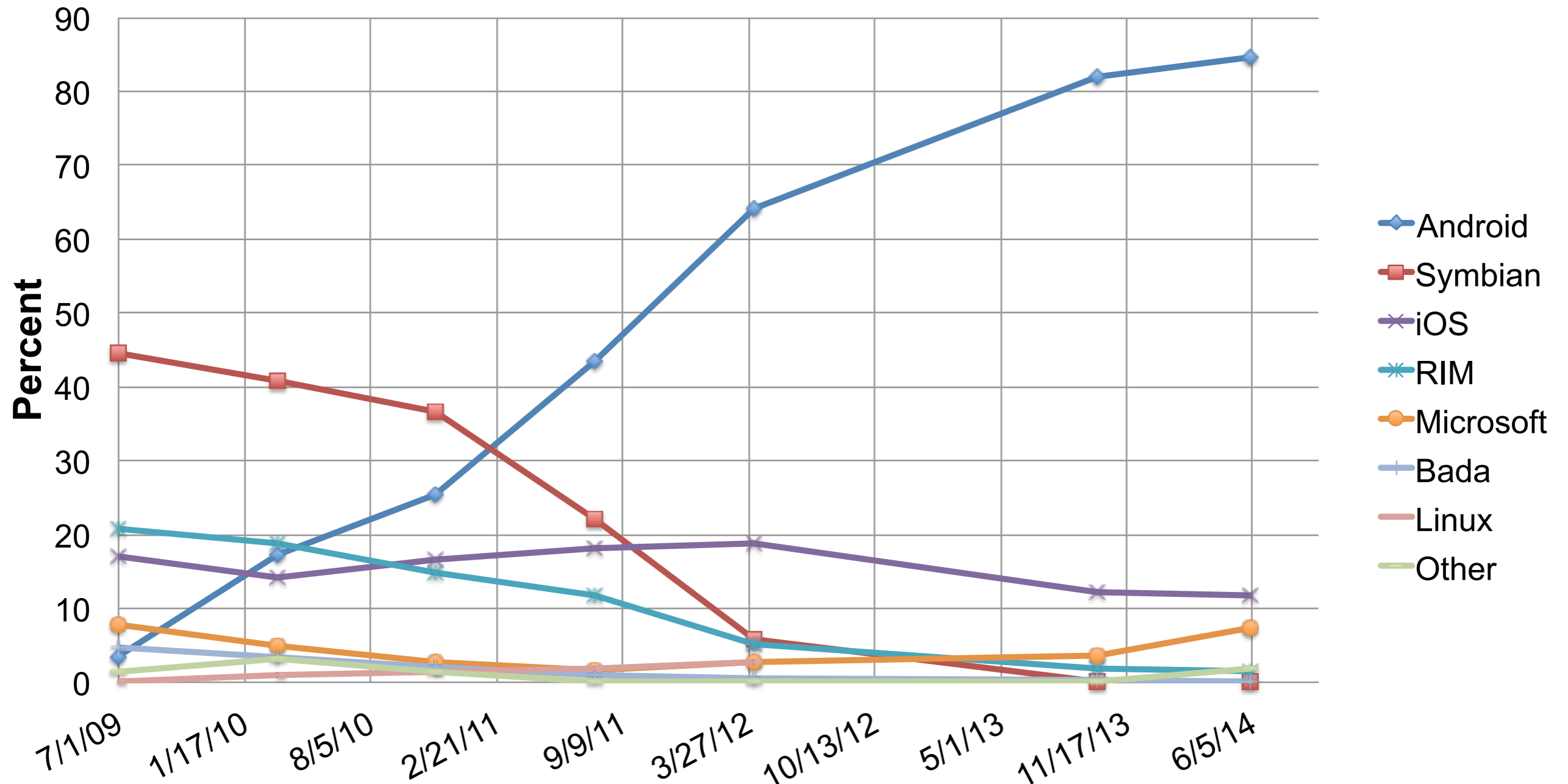
Assoc. Professor Donald J. Patterson
INF 133 Fall 2014



Issues:

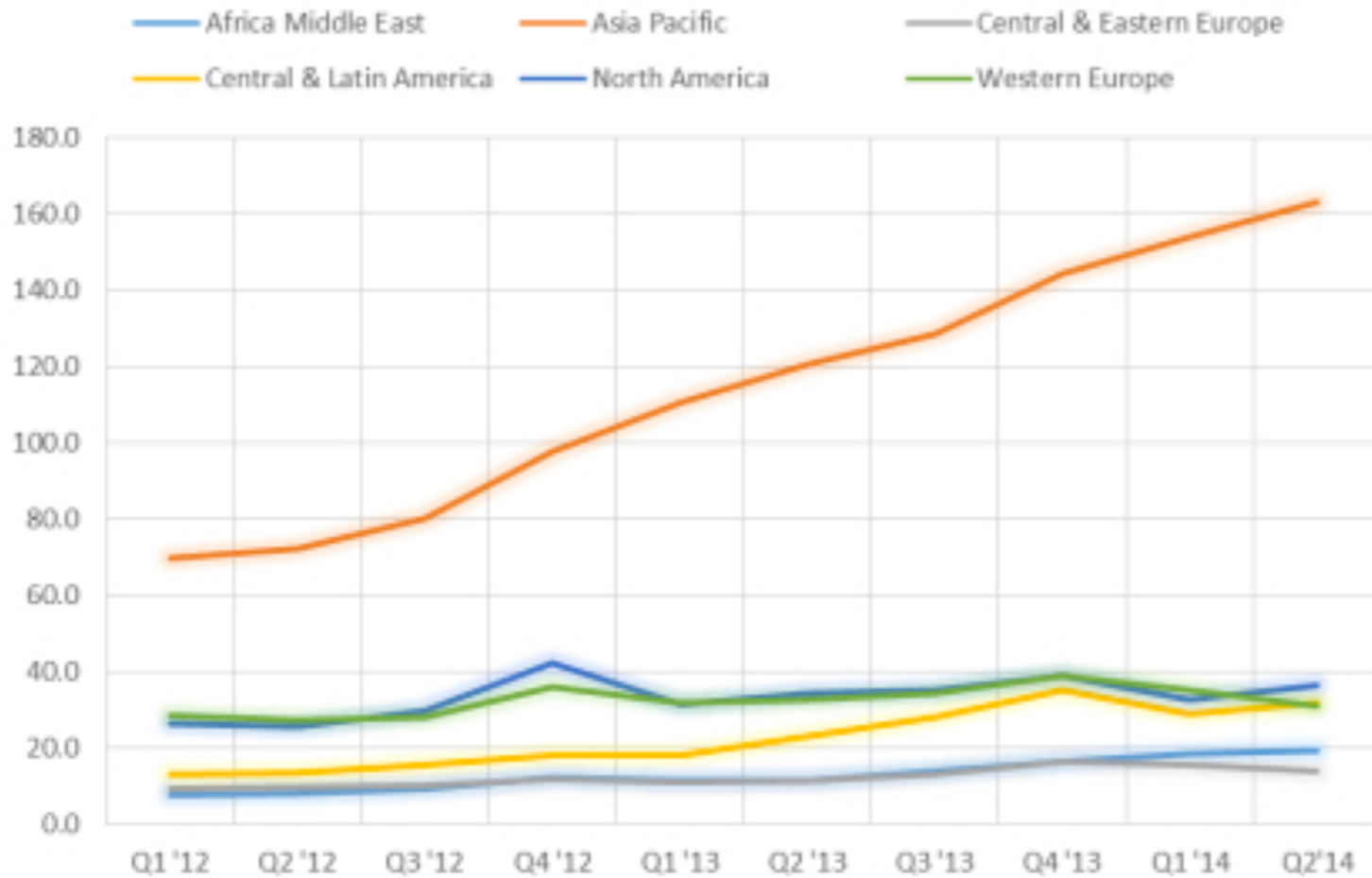
- Market Share
 - Are we talking about OS or hardware?

World wide Mobile OS Device Sales Market Share

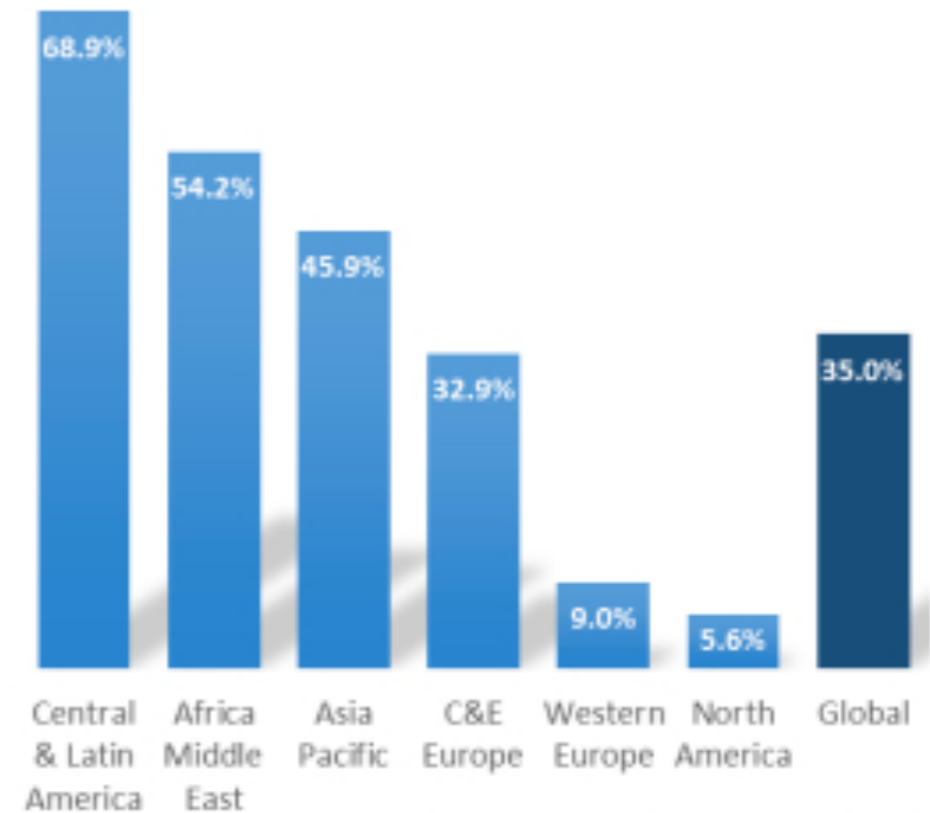


Intro to Mobile Development

REGIONAL SMARTPHONE SHIPMENTS (MILLIONS)



YOY GROWTH (AVERAGED)



GLOBAL SMARTPHONE SHIPMENTS (MILLIONS)



ANDROID AUTHORITY

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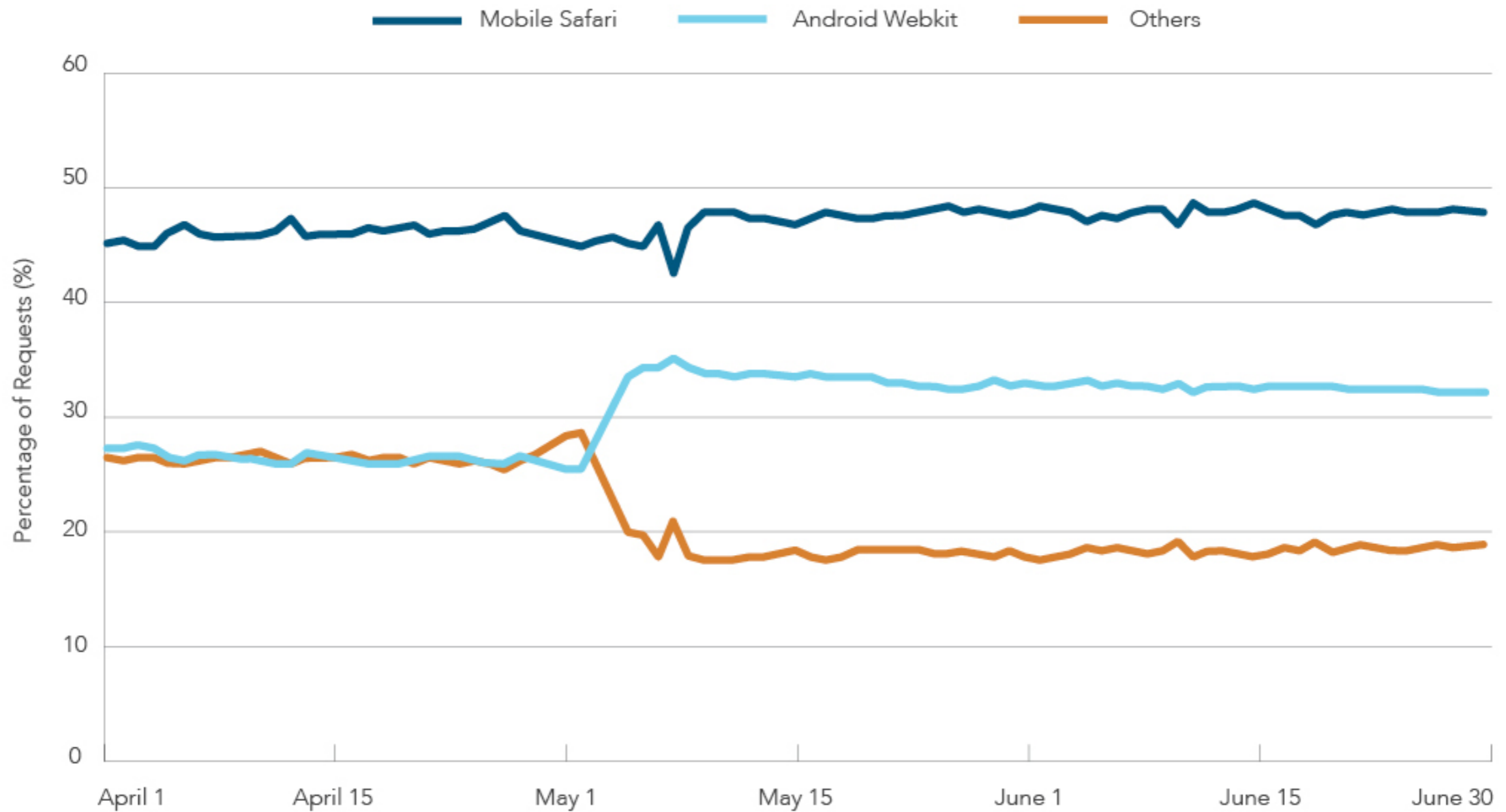
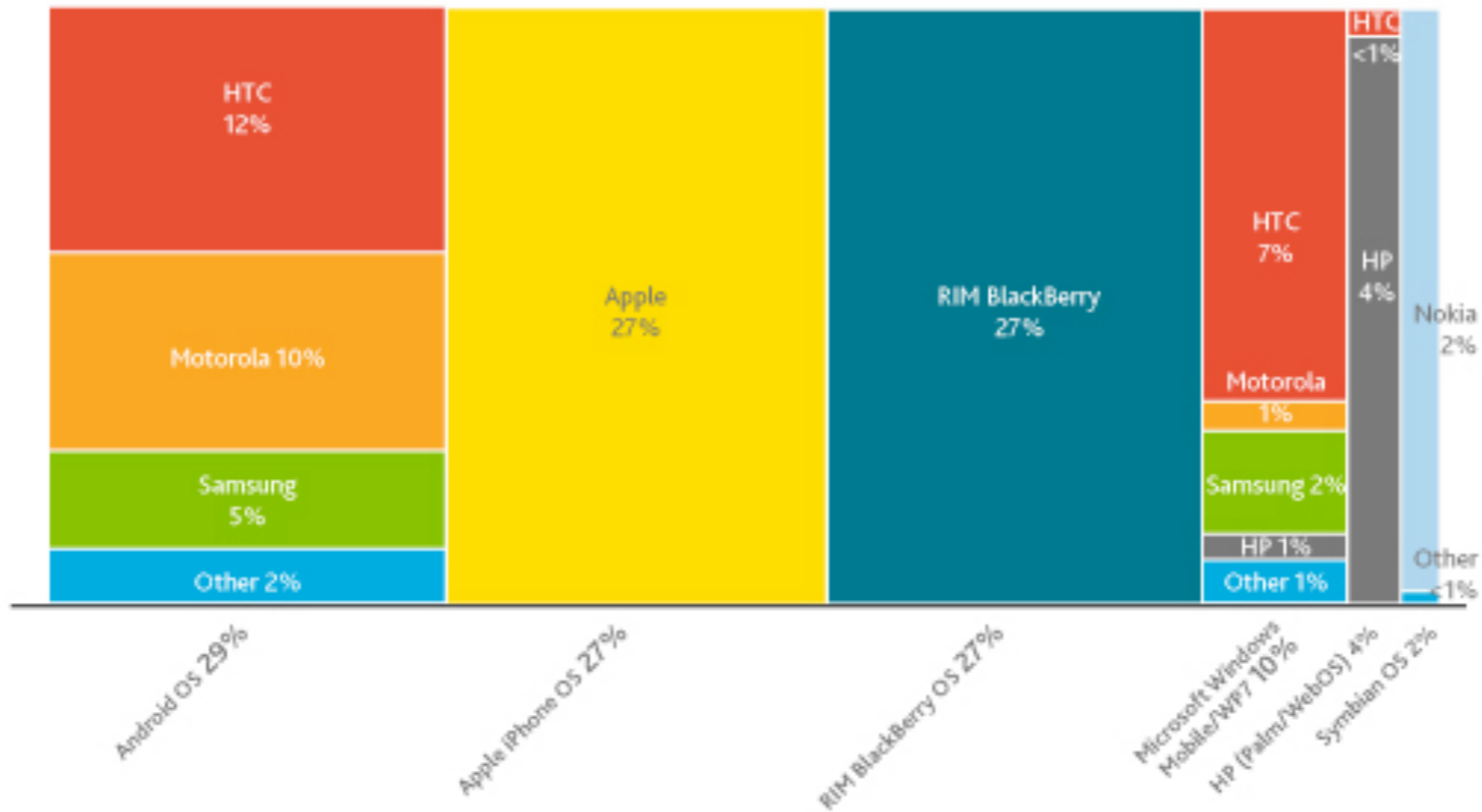


Figure 39: Leading Mobile Browsers Seen Across All Networks, Q2 2014

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Manufacturer operating system share—smartphones

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



Source: The Nielsen Company.

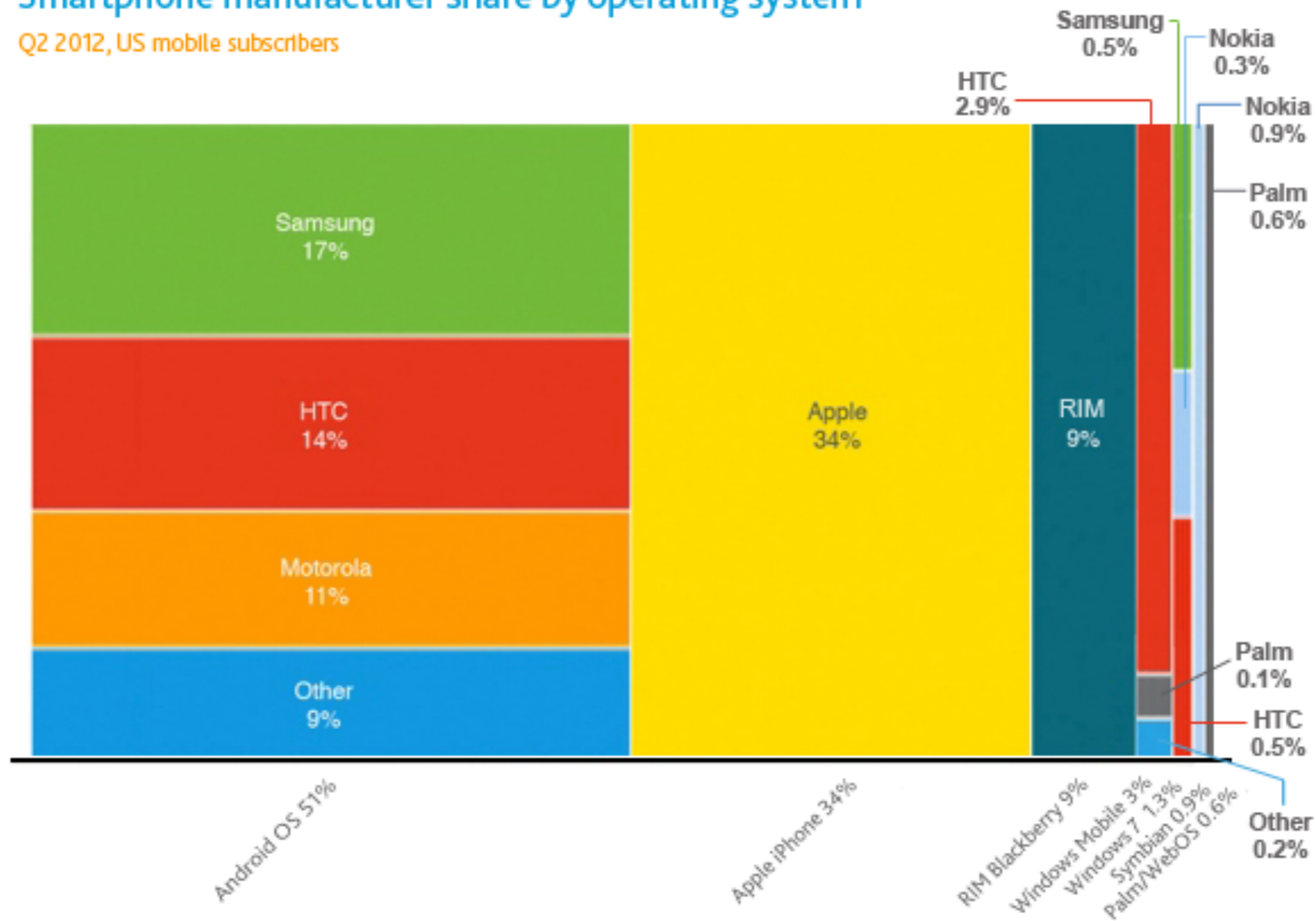
nielsen

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

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Smartphone manufacturer share by operating system

Q2 2012, US mobile subscribers



Source: Nielsen

nielsen

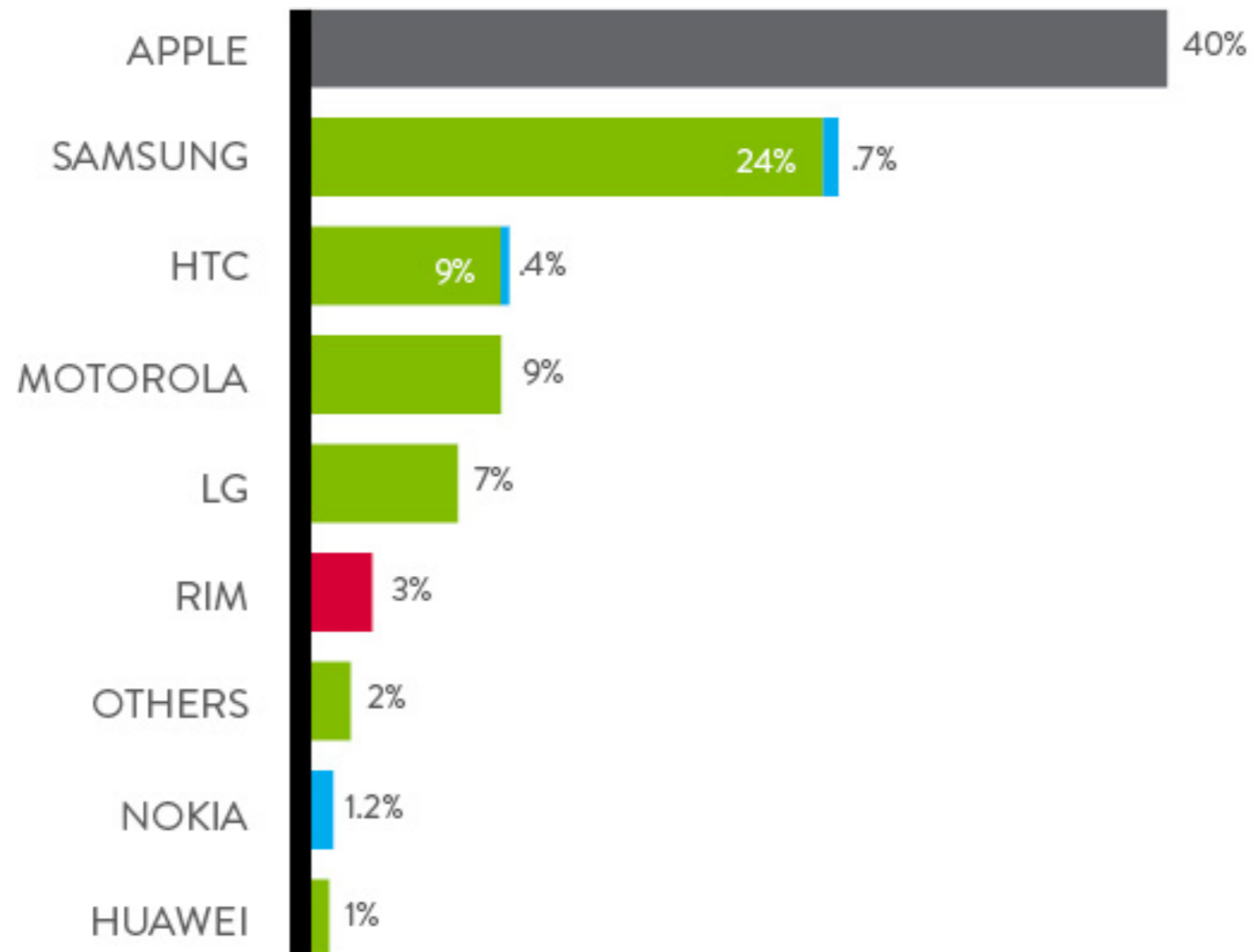
Source: http://blog.nielsen.com/nielsenwire/online_mobile/two-thirds-of-new-mobile-buyers-now-opting-for-smartphones/

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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 4Q13 (Thousands of Units)

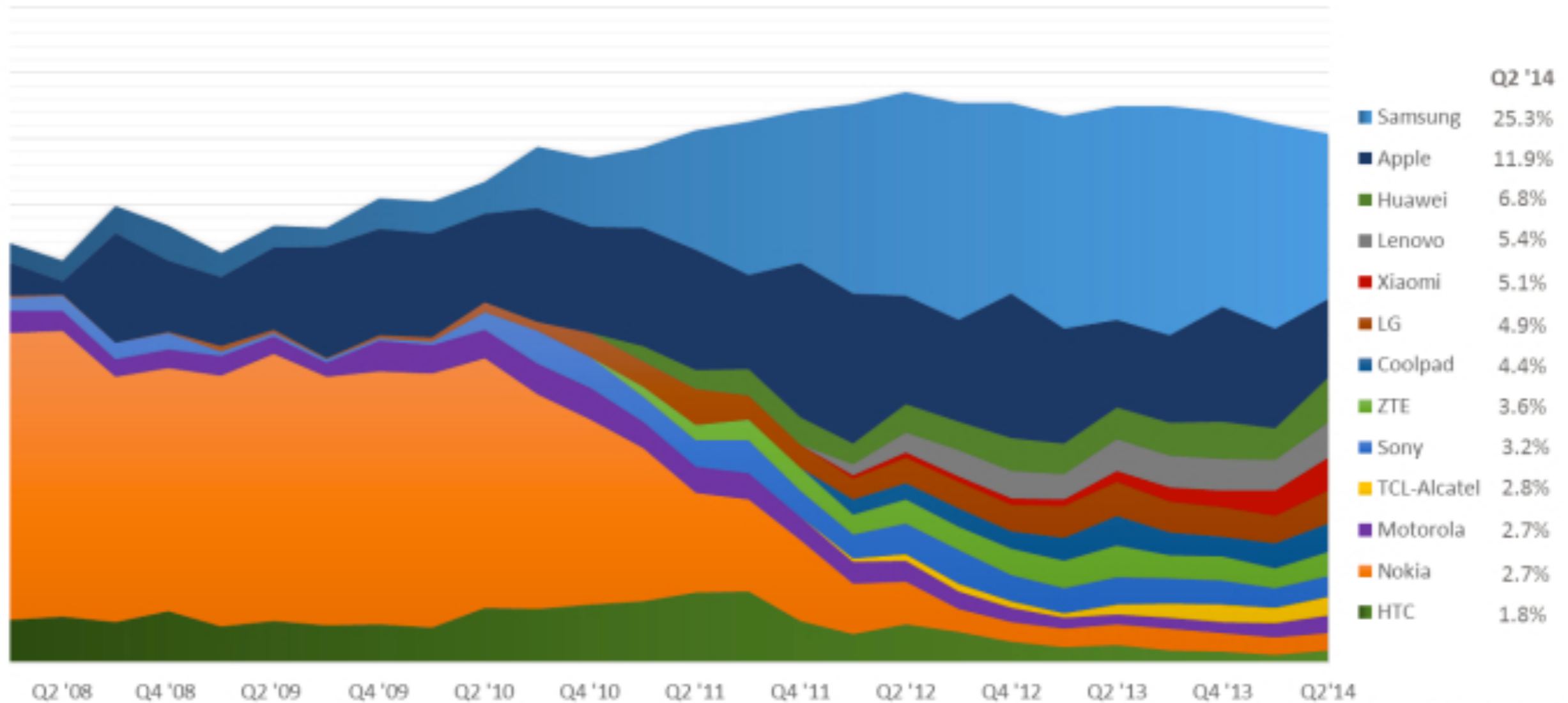
Company	4Q13 Units	4Q13 Market Share (%)	4Q12 Units	4Q12 Market Share (%)
Samsung	83,317.2	29.5	64,496.3	31.1
Apple	50,224.4	17.8	43,457.4	20.9
Huawei	16,057.1	5.7	8,666.4	4.2
Lenovo	12,892.2	4.6	7,904.2	3.8
LG Electronics	12,822.9	4.5	8,038.8	3.9
Others	106,937.9	37.9	75,099.3	36.2
Total	282,251.7	100.0	207,662.4	100.0

Source: Gartner (February 2014)



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MARKET SHARE BY BRAND

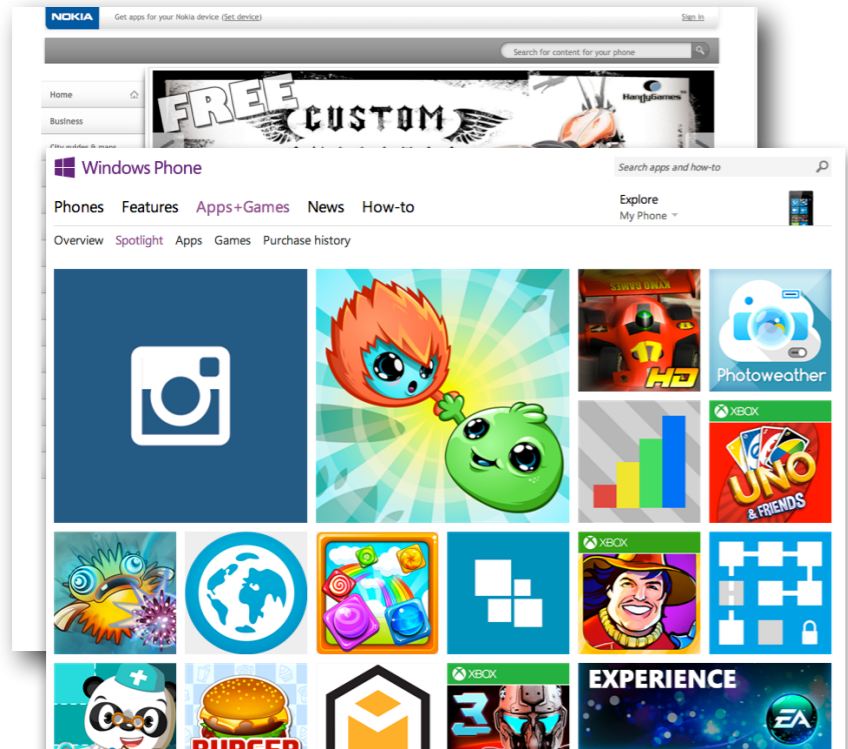
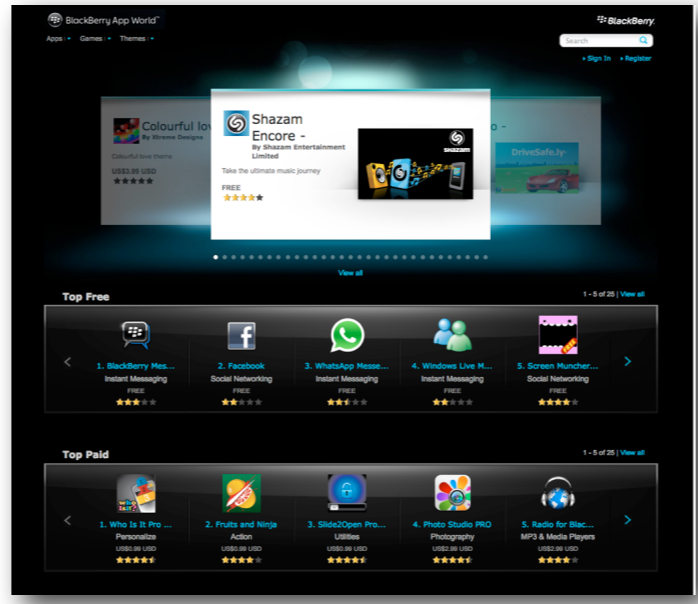
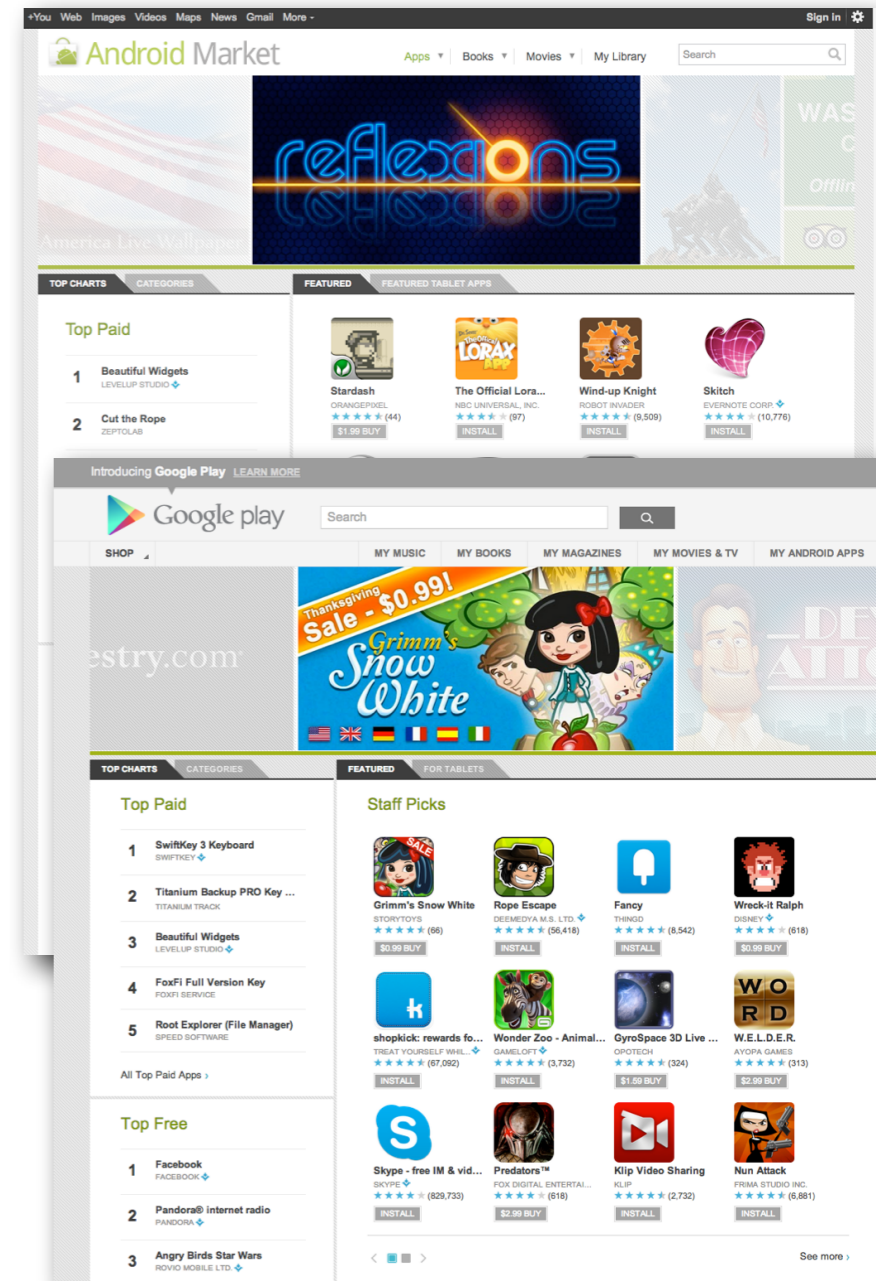


ANDROID AUTHORITY

Mobile Development

Issues:

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



Issues:

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

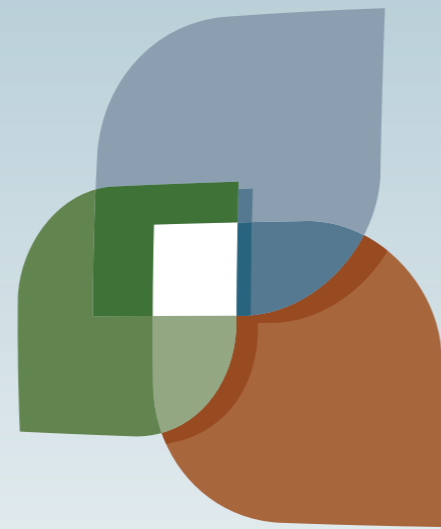
Issues:

- 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

