

The challenge of understanding devices

A tiny selection of device dimensions:

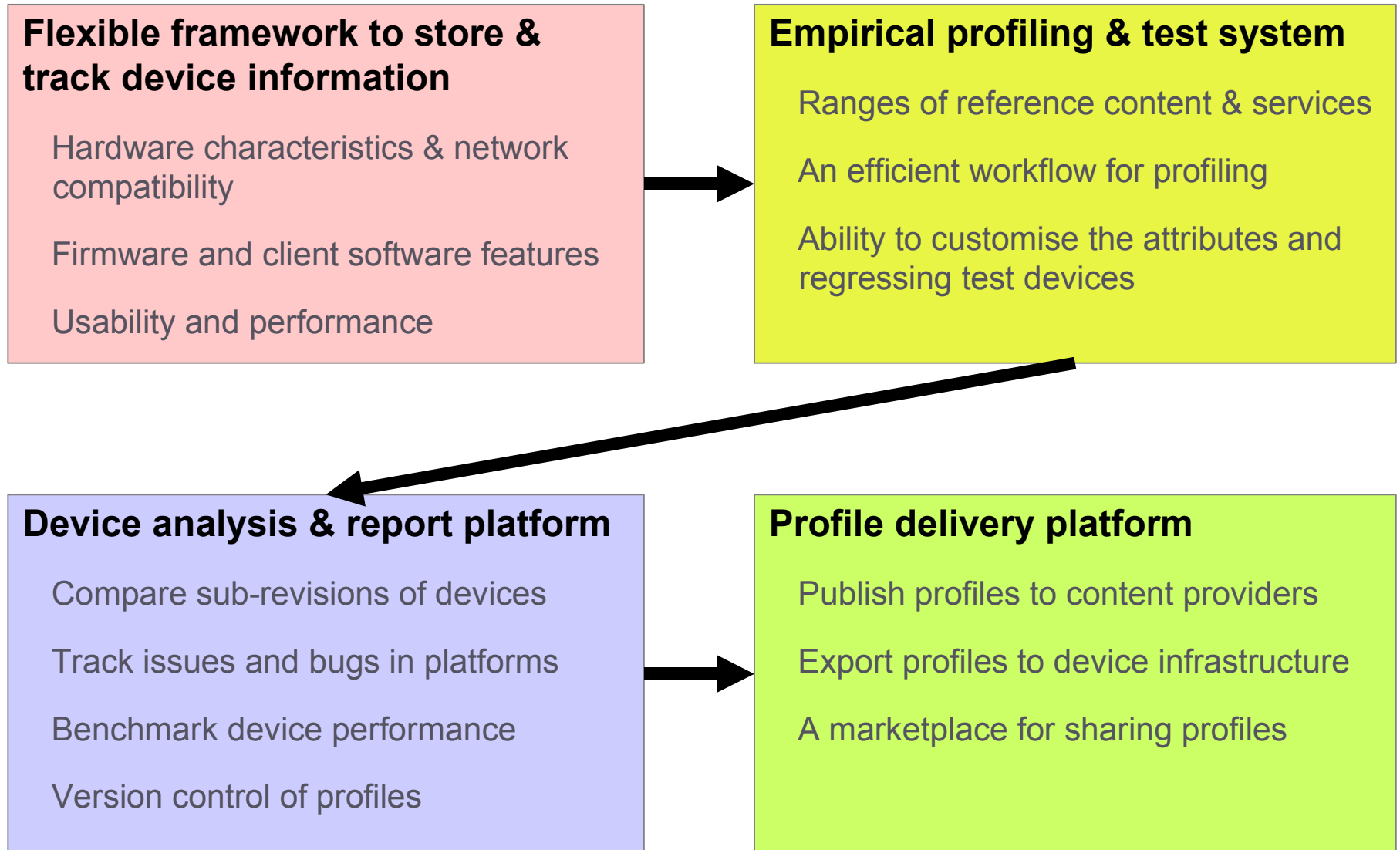
- Hardware characteristics
 - Screen size, network, keyboard
- Standards supported
 - GIF, JPEG, PNG, WBMP, AMR, RTTTL, MIDI, MPEG3, MPEG4, 3GPP...
- Browser behaviour
 - Formatting, speed, image layout
- MMS formatting
 - Sender, receiver clients
- Regional character set support
 - Chinese device revisions, European exports
- Ease-of-usage
 - “Clicks-to-MMS”, QWERTY, internet-button, dual-screen

11/22/04

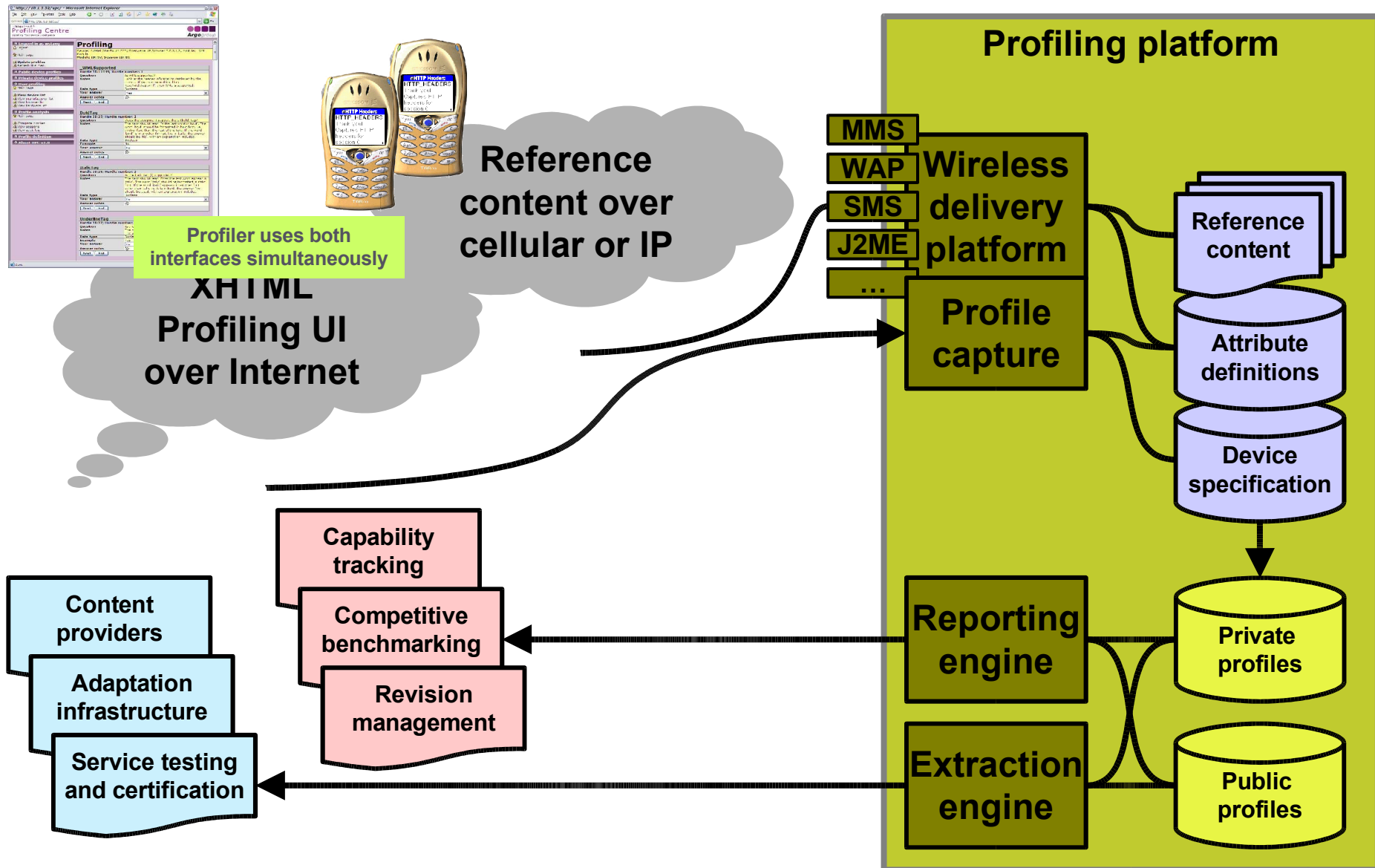


Rich device knowledge is essential to ensure a successful user experience

What is needed?



A profiling architecture



3 big challenges

1. Understand profiling constituencies

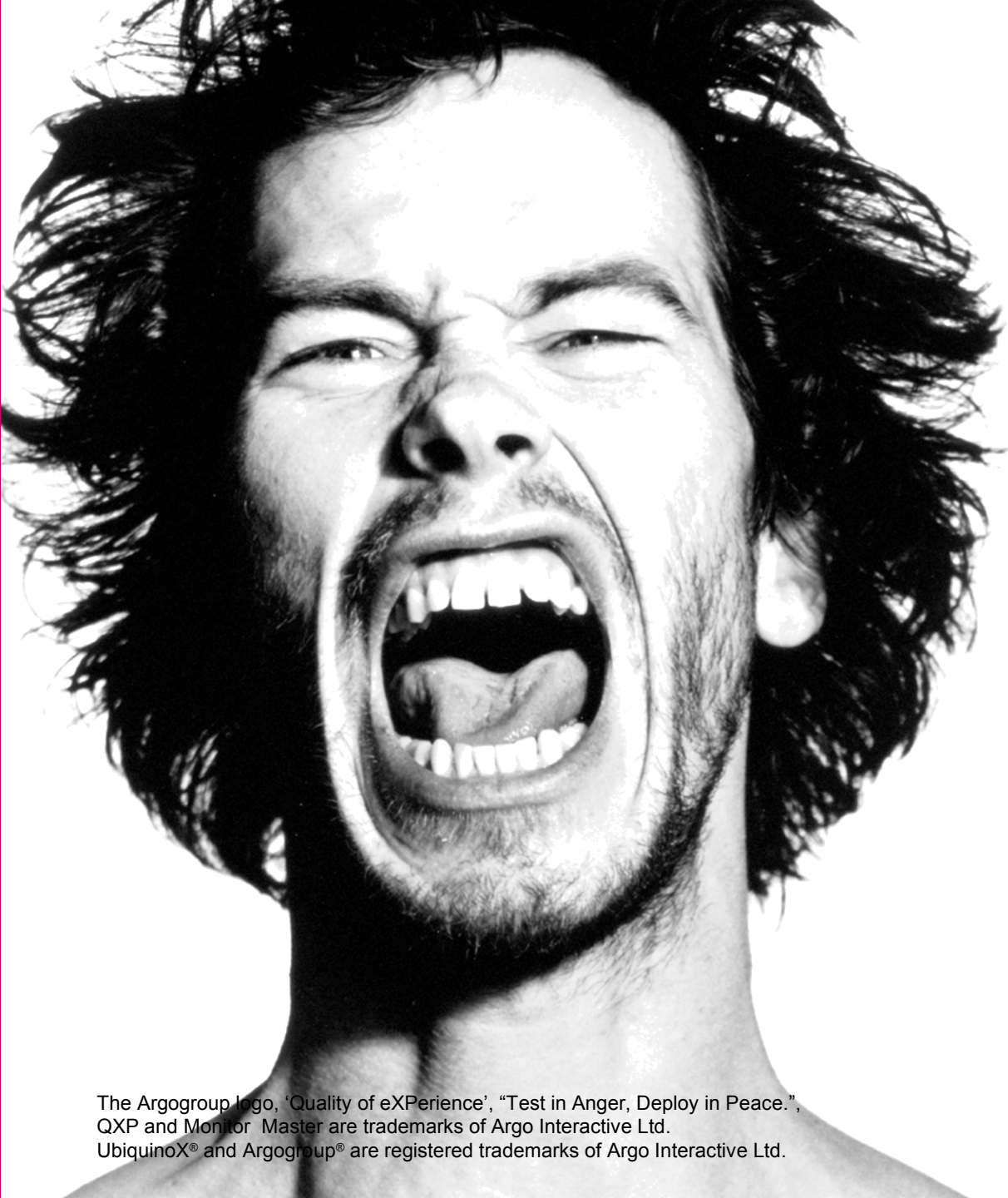
- **Manufacturers**
 - UAProf... is it working?
 - Do they always know their own devices?
 - Do other parties trust the data?
- **Content providers**
 - The right part of the value chain
 - Fragmented stakeholders
 - Less visibility of future releases and trends
- **Network operators**
 - Already aggressively defining devices
 - Have “brand incentive” for service quality
 - Need profiles for infrastructure

2. Scale the data structure

- **Too many devices in the world**
 - User customisation
 - Localisation
 - Network operator customisation & skinning
- **Confidence-based profiles**
 - Statistical assertions based on device components, region, network used
 - Develop device and profile taxonomies

3. Recognise devices

- **Multi-useragent mangling**
 - “Everyone is trying to add value”
- **Push-based services**
 - SMS, MMS, WAP-push, feeds, video-calling



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