

W3C Mobile Web Initiative

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A Use Case (A Mobile Web User)

- I'm flying to Tokyo
- As I arrive at the airport, I glance at my mobile phone and see a note that my flight has been cancelled, inviting me to re-book
- I choose to rebook, I am presented with a set of options, I choose one, and I'm given a confirmation message
- I breeze past a queue of other travelers waiting to rebook with an agent on my way to duty-free
- Achievable with today's technology
 - Combination of location; context; identity; simplicity of experience
- Result: I feel looked after, I avoid a potentially frustrating experience

The Reality: The Anti-Use Case

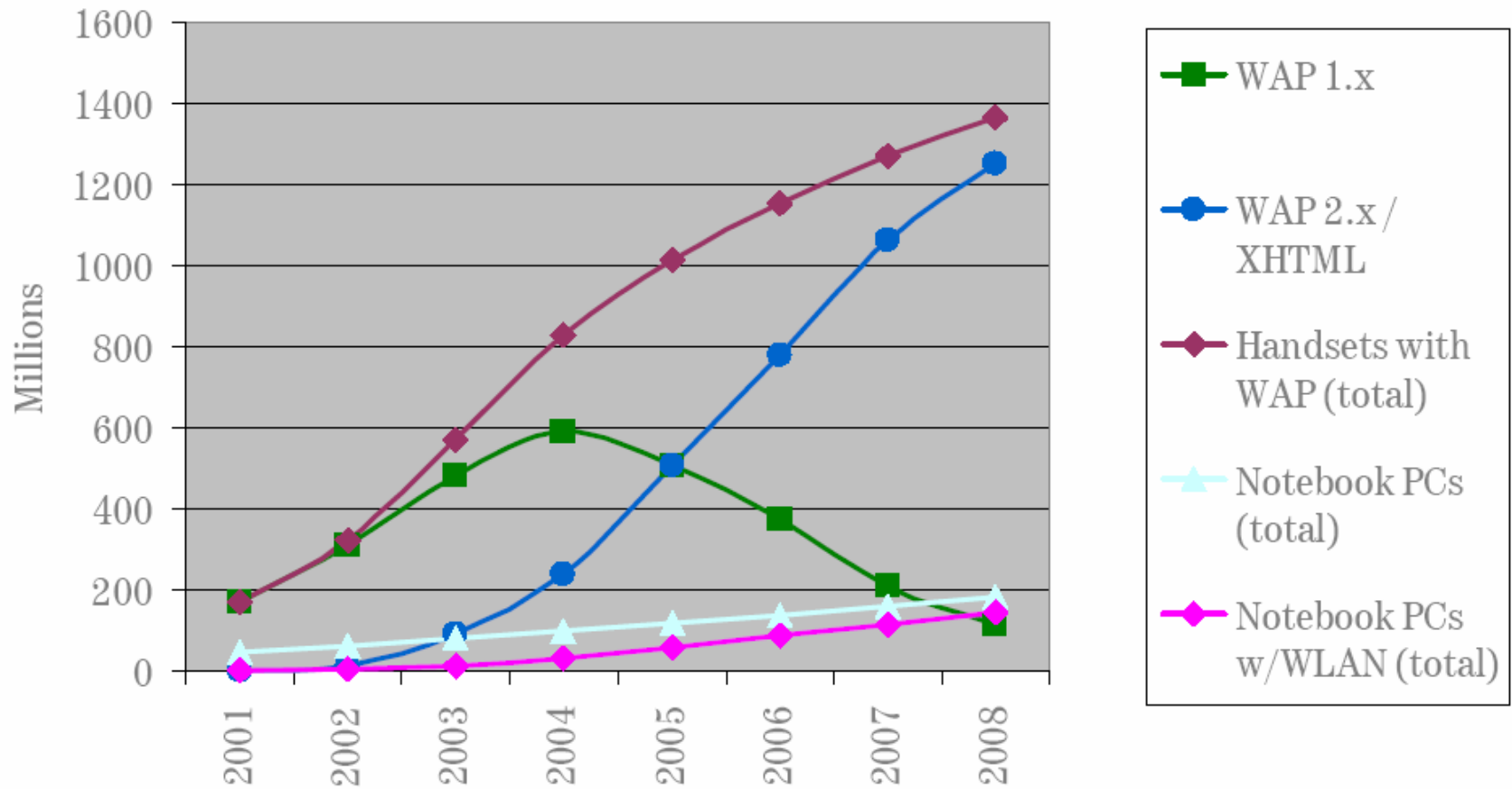
- I get to the airport, find that my flight has been cancelled by looking at an information screen
- I get out my mobile device, launch the browser, go to the obscure menu option that lets me type in a URL, type in wap.<namewithheld>.com, and am told “This service no longer exists. Go to www.<namewithheld>.com”
- I type in www.<namewithheld>.com and get a very confusing page downloaded with hundreds of links that I need to scroll through one at a time
- When I finally get to a login form and an am able to type in my frequent flyer number (after fishing out my card) and password I get the message “Sorry, this service requires cookies.”
- Meanwhile, a queue has formed at the customer service desk
- I curse at my phone and never attempt to use the browser again (or throw my phone out the window)
- We are making our users *angry* and *discouraging use* of our services.

Not The Web, only smaller

- Mobile devices need to work seamlessly
 - More task-oriented
 - More personal
 - More immediate
 - More like an “appliance”
- Mobile use cases are different because of interaction differences
 - One-handed operation
 - Small screen
- Mobile users are different than fixed internet users
 - Actually on the go, vs. wireless
 - Information needs are more exact
 - (But yet, user interface is more laborious)
- Interaction guidelines based on real human factors are needed

Projection

Installed Base of Mobile and Nomadic use Devices



W3C Mobile Web Initiative

- Summer 2004: Initial meetings and discussions
 - Broad agreement on wanting to tackle these issues.
- November 2004: Barcelona Workshop
 - Impressive participation: Volantis, FUNDACION ONCE, Argogroup, Oracle, Ericsson, MuLiMob, Day Software, CSP – ICT Innovation, Obigo, MobileAware, Yahoo!, France Telecom Research and Development, Orange, Nokia, Culture Online, 3, Hewlett-Packard, IONA Technologies, Openwave Systems Inc., ACCESS Co., Ltd., Opera, W3C/Canon, Sony Ericsson, BT, University of Southampton, Adamind Inc., NTT DoCoMo, Totalbrand, PalmSource, T-Mobile, Vodafone, mTLD consortium, Internet Content Filtering Group, IIT - NCSR “Demokritos”, Adobe, ZoomOn, Research In Motion, Expway, Sun, ETRI (Electronics and Telecommunications Research Institute), Nordea, Streamezzo, i2CAT
- December 2004-March 2005: Output of Barcelona informs development of Activity Proposal.
- April 2005: Activity proposed to W3C Advisory Committee

Mobile Web Initiative

- Full Sponsors



- Affiliate Sponsors



- May 2005: MWI *Launched!*
- June 2005: First face-2-face meetings Device Descriptions and Best Practices working group meetings
- Separately funded activity, within the W3C
- Based on the WAI model
- Not chartered to develop new standards, but rather to drive usage of existing standards through promotion, development of best practices and usage patterns

MWI Steering Committee

- Made up of MWI sponsors and MWI working group chairs and an invited representative from Open Mobile Alliance (OMA)
- Set priorities
- Review output
- Manage liaisons (e.g. with OMA)

Device Descriptions Working Group

- Current state of affairs is bad for industry
 - No authoritative source for information
 - UAProf standard is not sufficient
 - Proprietary and open source device information databases / vocabularies proliferate
 - Everybody does it differently, based on a different idea of device classes and capabilities
 - Fragmented experience for users
 - Fragmented experience for content developers
- What can we do in the DD Working Group?
 - Survey of existing technologies: how do the currently available blocks fit together?
 - Look at this problem from the content/application provider point-of-view
 - Conceptual architecture and requirements for device description database

Best Practices Working Group

- Provide some joined-up thinking on how to develop content for mobile devices
- Protocol usage; device content adaptation; user experience factors
- Device class vocabulary
 - e.g. Phone with keypad, phone with touch-screen, PDA, etc...
- Standard experience metaphors for device classes
 - e.g. Analogs to the user experience metaphors were all now used to on the Web
- Metrics for user experience / human factors issues
 - e.g. Number of links on a page
- Some of these measures will be qualitative
- Device content adaptation guidelines
- Tools Support
 - Preview on a desktop/laptop Web Browser
 - Preview on Windows Mobile, on Opera embedded, etc...
 - Preview the adapted user experience
- Interaction guidelines and metrics
- Develop ontologies for adaptation

MobileOK “Trustmark”

- Machine readable and human readable versions
- Signifies adherence to the best practices
- Possibly multi-level (as with the WAI WCAG mark: A, AA, AAA)
- Targeted at content providers, authoring tools, search engines
- Outreach
- Certification tools
- Training
- Next steps: building on this to certify tools, browsers, equipment, etc...

How Mobile Operators Can Help

- Spectrum of services, leveraging different service enablers



- Identity: Liberty Alliance
- Payments: SIMPay
- Location: OMA
- Adaptation as a service: W3C DI Working Group
- Service enablers exposed as Web Services for content/application providers

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Thank you!

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