

What is Mobile Web 2.0?

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What is Web 2.0?

1. The Web As Platform
2. Harnessing Collective Intelligence
3. Data is the Next Intel Inside
4. End of the Software Release Cycle
5. Lightweight Programming Models
6. Software Above the Level of a Single Device
7. Rich User Experiences

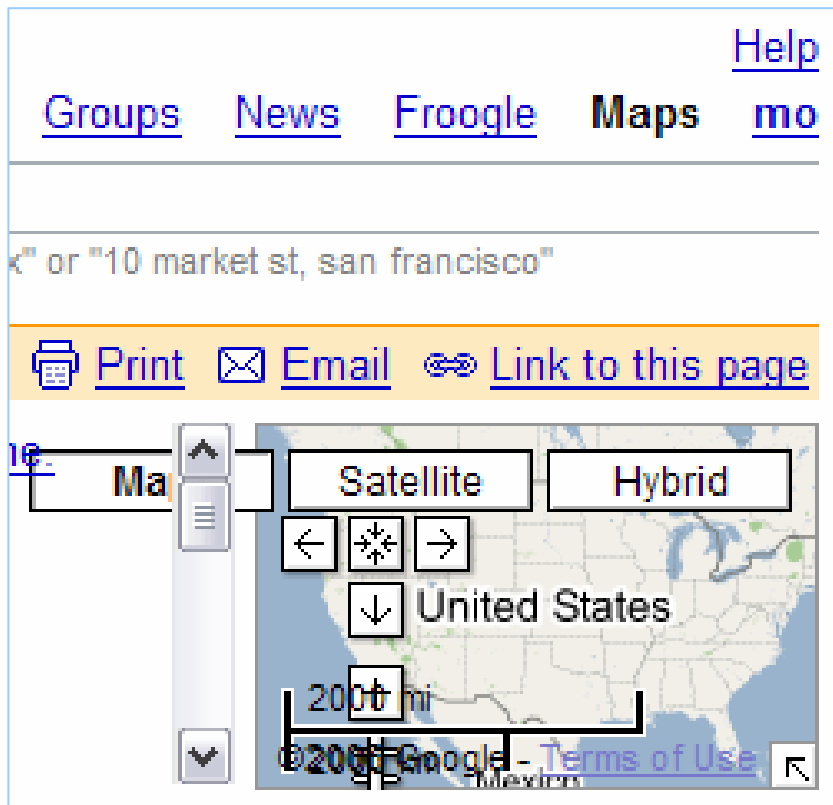
Tim O'Reilly, "What Is Web 2.0" Sept. 30th 2005

What is Mobile Web 2.0?

1. The Ubiquitous Web As Platform
2. Harnessing Collective Intelligence w/ Mobile Context
3. Mobile Data is the Next Intel Inside
4. End of the Mobile Software Release Cycle
5. Lightweight Programming Models (e.g. Widgets)
6. Above the Level of a Single Mobile Software Platform
7. Rich, Mobile Friendly User Experiences
8. Common OSS Browser Core for the Mobile Industry

Rich, but Mobile Friendly User Experiences?

Example: maps.google.com



Can click-hold-drag to move map, but not really usable

Map is too small, controls not accessible. Should fill screen