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m-Commerce, Info-Center & PIM Services on Mobile Phones

Abstract:

Current statistics state that there are currently 150 million mobile phone users in India and this number is expected to hit the 200 million mark by early 2008. Also, statistics show that nearly 40% of the people use cell phones which are WAP enabled and nearly 15 – 20% of the people use cell phones which have some kind of PIM(Personal Information Management) application and features such as Bluetooth, HTTP Browser and On phone memory (1 MB – 4GB). Such being the case, there is an immense potential in the Indian mobile users sector which has to be harnessed.

Almost 90% of the people who have feature rich mobile phones use their phone for mere telephonic conversation. This is because there is a lack of attractive information service systems.

What would one do if he wants a book urgently and he isn't sure if all book stores in his city have that book? The best he can currently do is to rush to the nearest browsing center and search the websites of local bookstores to see if they have a copy of the book he is looking for. Without doubt, it's a cumbersome process.

What if a person is away on holidays and he realizes one day before reaching home that he is short of groceries at home? Obviously this time the chances are that he wont have access to a browsing center.

How convenient would it be if you could control all appliances present at his place of residence through a cell phone?

Current generation mobile phones have a solution to all these problems. In case of the person in search of a book, his WAP enabled phone would let him browse the internet at a click of a button and would give him all the details he needs without requiring him to visit the nearest browsing center. And the person who forgot to buy groceries can do so at the click of a button using his cell phone where in he can place an order with the nearest store and have it delivered to his doorstep on time. Controlling appliances – Pretty cool!

All this apart, we can have applications which will provide the user information such as the nearest grocery shop or the nearest medical shop etc., applications which provide weather forecasts, traffic jam information etc. at regular intervals of time.

The possibilities are innumerable. This presentation attempts to look into a few feasible possibilities and seeks to determine how well suited it is to the Indian market.