MOBILE ECOSYSTEM
CHALLENGES AND OPPORTUNITIES

Indian Institute of Technology Kanpur
Commonwealth of Learning Vancouver
• Challenges
  – Connectivity
  – Power
  – Cost
  – Device Capability
  – Commodity Hardware

• Opportunities
  – Necessity for some sectors
  – Reachability
  – Usability
  – Cost
  – Ubiquitous
  – Multipurpose device
Challenges

• Connectivity
  – Weak signals
  – Intermittent
  – Poor data connectivity
  – Content Caching is imperative
Challenges

• Power
  – Requirements are not very high for the consumer
  – Solar, hand cranked
Challenges

• Cost
  – Very dominant factor
  – Smart phones are difficult to afford
  – But prices coming down rapidly
  – We have to design solutions with a range of phones in mind
Challenges

• Device Capability
  – Dictated by the Cost
  – Might lead to inadvertent ‘social engineering’
  – For example: Indian language display in SMS
Challenges

• Serviceability
  – Can the phone be repaired locally
  – Battery replaced?
  – Cost of spare parts
Challenges

• Recycle!
  – Electronic Waste is a major problem
  – Have to pay attention immediately
  – Contamination of aquifers
Opportunities

Corporates are on the Internet,
People on the Mobile-Net

• Affordability
• Reachability
• Ubiquity
• Usability/Accessibility
• Multipurpose device
• Necessity for some sectors
Homework

Discuss and expand this list.
THANK YOU