



Abstract

The availability of low-cost mobile phones and the already broad coverage of GSM networks in Developing Countries are a huge opportunity to provide services, based on Information and Communication Technologies (ICT), that would trigger development and improve people lives. A first step in that direction has been the apparition, last two years, of numerous success stories using mobile phones in development. However, there is still a gap between the development of few services that demonstrate the proof of concept, and the availability of thousands of services in all Developing Countries of the World

The advancement of mobile technology and the internet network and their rapid adoption has enabled instant information access without relying on desktop or notebook computers. By using this technology, can provide an unimpeded interaction for their users and promote awareness for any information updates. It is crucial to develop mobile application for each major mobile platform to reach most of the user.

Introduction

As we have witnessed a revolution in the consumer space toward mobility, most analysts have identified that mobile devices are the major gateways to Internet as compared to desktop browsers. Mobile device is replacing all traditional channels to access the information. To align with this trend, enterprises too are designing the digital applications to cater to wide array of mobile devices and platforms. Mobile application development involves the process of developing the applications for mobile devices such as Personal Digital Assistants (PDA), tablets and smart phones and other mobile devices. Native mobile apps are designed to run on a specific mobile platform, sometimes specific mobile operating system and supported hardware.

Mobile applications are part of main stream digital strategy for Business to Consumer (B2C) enterprises. Most of the enterprises are now adopting “mobile-first” strategy wherein the digital applications are designed, developed and tested for mobile devices; mobile users attain the primary focus in the digital strategy. Disruption in mobility space has major impact on the revenues for the enterprises. Mobile apps are shaping user experiences and are providing real-time information and offer more engaging experiences for the users. Mobility based digital strategy considers various things such as user experience, performance, interactivity, device form factors, device limitations, location needs and personalization.

Utility of Mobile App	Types of Apps	Principles	Mobile Users
<ul style="list-style-type: none"> • Engagement • Productivity • Revenue • Conversion • Loyalty 	<ul style="list-style-type: none"> • Hybrid • Native • Mobile Web 	<ul style="list-style-type: none"> • User experience • Security • Management • Hosting 	<ul style="list-style-type: none"> • Consumers • Business • Partners • Employees

Methodology

Key Drivers for Mobile Applications Development

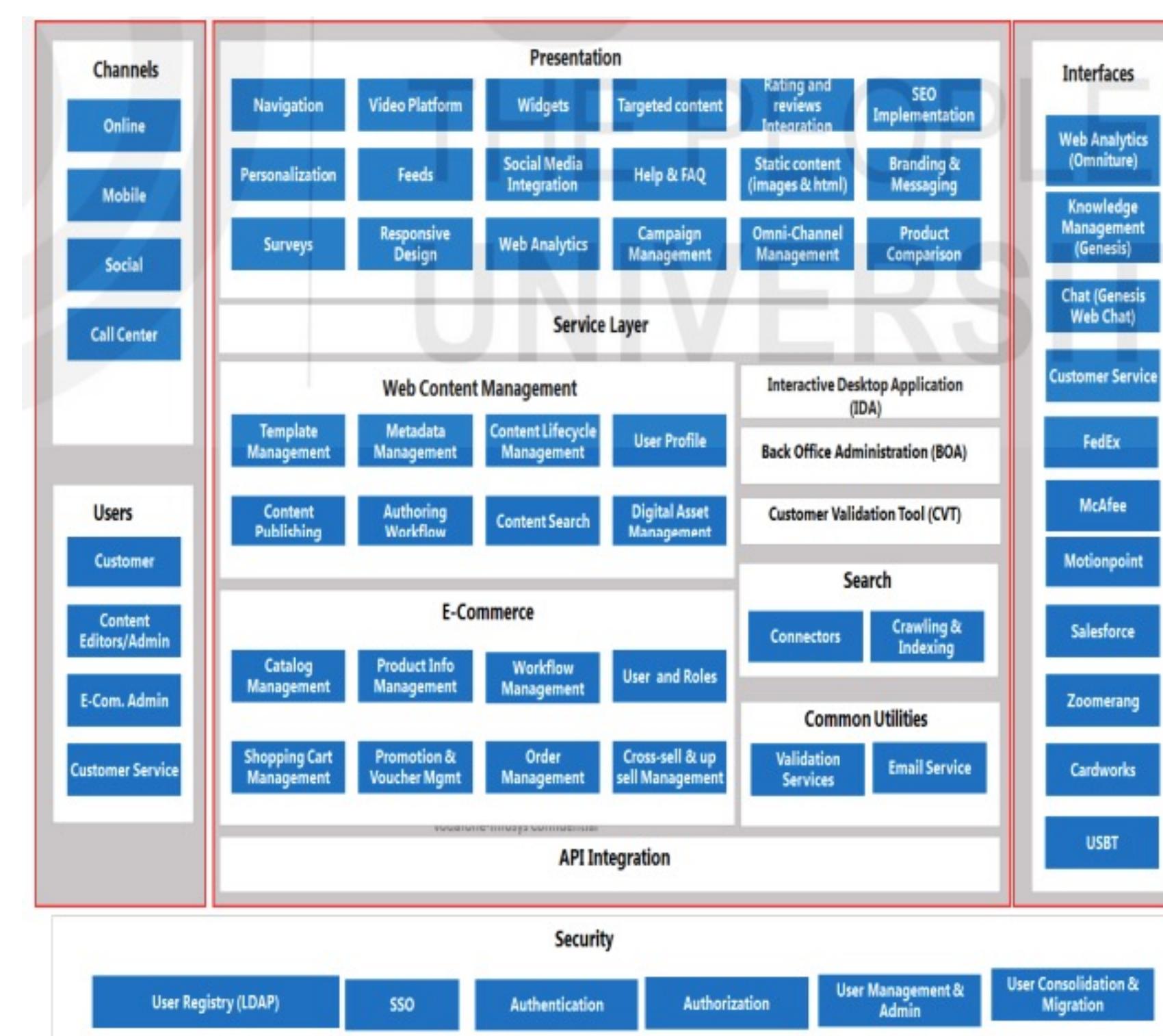
The following are the key drivers of mobile apps:

- Innovation in mobile space such as proliferation of smart phones, higher bandwidths offered by 3G (Third generation) and 4G (Fourth generation) technologies are coupled with higher capacity storage technologies with higher speed chips would keep powering mobile devices.
- Consumer behaviour: Customers are more used to mobile devices and is easy for them to access information on the move.
- Personalized content delivery: Enterprise can leverage the location and sensors to offer more contextualized, relevant and personalized content, offers and advertisements.
- Mobile ecosystem: An explosive growth in Mobile Applications stores such as Apple store, Google Play store, Windows marketplace store was coupled with availability of games, utilities and other apps.
- Social Networking: With the popularity of web 2.0 and social media technologies such as Facebook, Twitter users are increasingly using the location based features in the social media platforms.

Attributes of Mobile applications

The following are the key attributes of mobile applications:

- Ubiquity: Mobile applications are always available and connected and enable users to access information anytime anywhere
- User friendliness: Mobile applications provide responsive and interactive user interface with essential information. They utilize the 9 Introduction to Mobile Applications camera, sensors, media output, touch/multi-touch/voice interface for providing simplified actionable information.
- Location awareness: Mobile applications provide location sensitive information using Global Positioning System (GPS) and other sensors.
- Minimalistic: The content and features in mobile apps are minimal which are essential for the functionality.



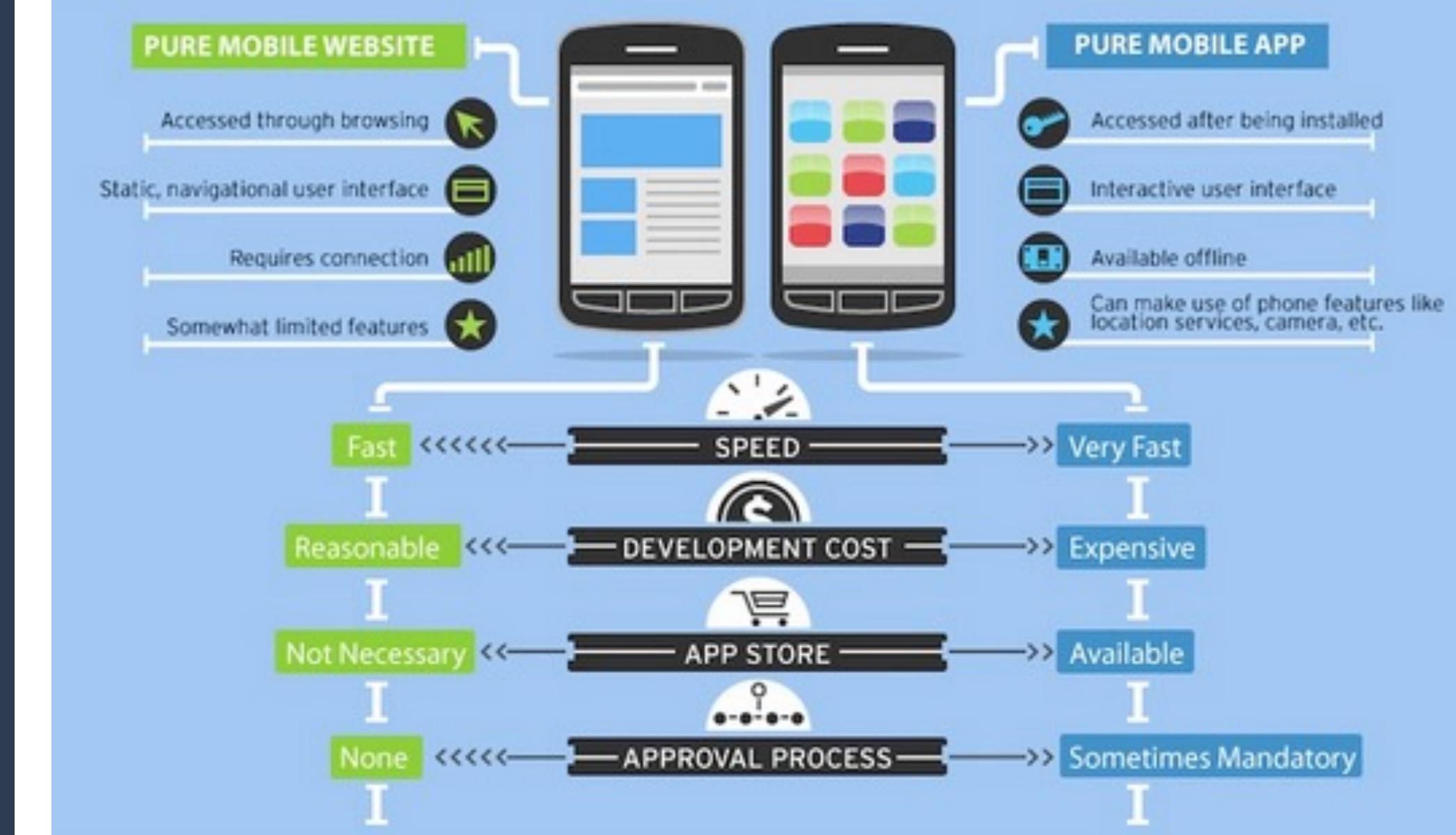
EVOLUTION OF MOBILE BASED APPLICATIONS

Conclusion

From literature review we agree almost 80% of people are online through mobile devices. Most of these people prefer mobile applications because they are easy in use and perform tasks instantly. Teenagers contribute a considerable part to mobile communication market. Mobile application has some limitation like :

- Various environment , Operating system and Hardware devices Connectivity is often slow and unreliable on mobile devices
- Small Screen Size: In order to provide portability mobile devices, contain very limited screen size.
- Different Display Resolution: The resolution of mobile devices is reduced from that of desktop computers resulting in lower quality images.
- Limited Processing Capability and Power: In order to provide portability, mobile devices often contain less processing capability and power.
- Data Entry Methods: The input methods available for mobile devices are different from those for desktop computers and require a certain level of proficiency.

Beside that security factor is most important parts on mobiles apps because our personal identity and some critical data will embed on mobile device, nowadays most of people convenience to perform transaction from mobile apps.



Acknowledgements

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