Mobile Internet

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ABSTRACT

In this article we investigate Mobile Internet with the help of a user perspective and discuss the problems of Mobile Internet today. As the Internet revolution evolves into the Mobile Internet revolution the need for usable and desirable wireless services is increasing. Designing web based services for mobile devices and mobile users is significantly different than designing web based services for desktop use. Not only are there differences in the underlying technology but also, and perhaps most important, in the way people use the services. Our main purpose in this thesis is to investigate the occurrence of Mobile Internet from a user's perspective, to present a definition of Mobile Internet and provide a deeper understanding of the phenomenon. The main objective is to present a theoretical framework regarding Mobile Internet usage and to investigate which user related factors to consider when developing services adapted for mobile use.

Keywords:

Mobile Internet, mobile use, mobility, quality of use, utility, user experience, social factors, needs and desires.

INTRODUCTION

Our article has been done in cooperation with Doberman, a consulting firm for digital media, specialized in developing web and WAP based services. When we first came in contact with Doberman we did not really know what our focus on our master thesis would be. During our first time at Doberman we though discovered that much of their work was focused on Mobile Internet services, and mostly of this work was related to the WAP-portal Vodafone live!. Since Doberman is developing web based mobile services, the company has great interest

in how Mobile Internet will evolve and be embraced by its future users. One way to get a better understanding of mobile use and how users will adopt Mobile Internet is to find out users' view of Mobile Internet services of today. Out of this came the idea of doing a study on Mobile Internet services using a user centred perspective and thereby getting users' apprehension and experience of today's Mobile Internet. For the reader to fully benefit from the content of this thesis, basic knowledge of information technology and some knowledge in the interaction design field is preferable. We believe that this thesis will be of primary interest for those dealing with development of mobile services. We also hope that this thesis contributes to the part in computer science that is named interaction design (Gulliksen & Göransson 2002, p. 42), with special interest in mobile use and mobile users.

OBJECTIVES

Our main purpose in this article is to investigate the occurrence of Mobile Internet from a user's perspective, to present a definition of Mobile Internet and provide a deeper understanding of the phenomenon. The main objective is to present a

theoretical framework regarding Mobile Internet usage and to investigate which user related factors to consider when developing services adapted for mobile use.

INTERNET PROVIDERS IN INDIA

Privately owned, nationwide

- Airmesh - 4G and Next Generation Wireless Broadband Networks (Airmesh Communications Limited | www.airmesh.com)
- Powernet - Broadband over fiber, wired and wireless
- Skynet Broadband - Internet Service Provider
- Aircel - GPRS & 3G
- Hathway - Broadband over Cable
- Idea - GPRS & 3G
- MTS India - CDMA/EV-DO
- O-Zone Networks Private Limited - Pan - India Public Wi-Fi hotspot provider
- Reliance Communications - ADSL, GPRS & 3G, Metro-Ethernet, CDMA/EV-DO, Wimax
- Reliance Industries - LTE (to be launched)
- D-Vois - Broadband over cable, Metro-Ethernet, GPON, ADSL

- Sify - Broadband over cable
- Spectranet - Broadband over cable
- Tata DoCoMo - GPRS & 3G
- Tata Indicom - ADSL, CDMA/EV-DO, Metro-Ethernet, WiMax
- Tikona Digital Networks - Wireless 4G Broadband(OFDM)
- Vodafone - GPRS & 3G
- YOU Broadband & Cable India Limited (formerly YOU Telecom) - Broadband over cable
- Zylog
- Airtel

Privately owned, regional

- Flymax Broadband Internet Services- Cuddalore Old Town,Tamil nadu. contact number-91-9486289294
- Asianet Data Line - Broadband over Cable, Kerala
- excel - Broadband over Cable, andhrapradesh
- Kappa Internet Services - Broadband over Wireless, Rajasthan
- Beam Telecom - FTTB, Hyderabad
- Fivenet - Broadband over Cable (Mumbai, currently expanding to Pune, Haryana and other regions)

- Honesty Net Solutions - Broadband over Cable, Mumbai
- IOL Netcom
- Railwire - Broadband over Cable; Whitefield, Bangalore
- Vasai Cable Pvt. Ltd. - Broadband over Cable; Vasai Taluka
- Alliance Broadband Pvt. Ltd.- Broadband Over cable,Kolkata
- Wishnet Broadband Service Ltd. - Broadband Over cable,Kolkata
- Siti Cable Pvt. Ltd. - Broadband Over cable,Kolkata
- Meghbela Broadband Pvt. Ltd. - Broadband Over cable,Kolkata
- Touch Net-High Speed Broadband'Gurgaon
- Fast Connecting India - Tripura

There are a large number of small players with very limited coverage areas. A full list of license holders can be downloaded from the Dot website.

Enterprise/Wholesale only

- GAILTEL
- Railtel
- STPI
- Powertel

DEMERITS

- **Small screen size** – This makes it difficult or impossible to see text and graphics dependent on the standard size of a desktop computer screen.

- **Lack of windows** – On a desktop computer, the ability to open more than one window at a time allows for multi-tasking and for easy reverts to a previous page. Historically on mobile web, only one page can be displayed at a time, and pages can only be viewed in the sequence they were originally accessed. However, apps exist for example Oceanus and browsers such as Opera mini for Java ME, allowing multiple windows, but sometimes a limited number, and not multiple windows in the same screen.

- **Navigation** – Most mobile devices do not use a mouse like pointer, but rather simply an up and down function for scrolling, thereby limiting the flexibility in navigation.

- **Lack of JavaScript and cookies** – Most devices do not support client-side scripting and storage of cookies (smart phones excluded), which are now widely used in most Web sites to enhance user experience, facilitating the validation of data entered by the page visitor, etc. This also results in web analytics tools being unable to uniquely identify visitors using mobile devices.

- **Types of pages accessible** – Many sites that can be accessed on a desktop cannot on a mobile device. Many devices cannot access pages with a secured connection, Flash or other similar software, PDFs, or video sites, although as of 2011, this has been changing.

- **Speed** – On most mobile devices, the speed of service is very slow, often slower than dial-up Internet access.

- **Broken pages** – On many devices, a single page as viewed on a desktop is broken into segments, which are each treated as a separate page. Paired with the slow speed, navigation between these pages is slow.

- **Compressed pages** – Many pages, in their conversion to mobile format, are squeezed into an order different from how they would customarily be viewed on a desktop computer.

- **Size of messages** – Many devices have limits on the number of

characters that can be sent in an email message.

- **Cost** – the access and bandwidth charges levied by cell phone networks can be high if there is no flat fee per month.

- **Location of mobile user**:
    - if advertisements reach phone users in private locations, users find them more distressful (Bannered & Dholakia, 2008)
    - if the user is abroad the flat fee per month usually does not apply

- **Situation in which ad reaches user** – When advertisements reach users in work-related situations, they may be considered more intrusive than in leisure situations (Banerjee & Dholakia, 2008)

MERITS

a. Stay in Touch with Others

a. Mobile Internet services enable us to stay in close contact with partners at work. While we could only check emails at office in the past, we can now send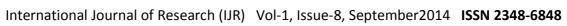 and receive emails by mobile phones anytime. If your handset supports "Push Email" function, new emails will automatically come to your handset upon their receipt through your mailbox so that you won't miss any business opportunities.

b. Moreover, we can stay connected with our friends or partners at work via instant messaging software. Communication of words, voices and images can be enabled with the activation of instant messengers on both sides. Files can also be exchanged when necessary. Such communication is very convenient.

c. Stay Informed of the Latest News

a. In the past, we could only learn the latest news from regularly scheduled programmers on TV or radio or by reading daily newspapers. Now, with mobile Internet services, we can access news websites anytime to browse real-time news and get the latest news, weather or traffic updates. For example, the website of Hong Kong Observatory provides us with

real-time weather information and weather forecast, while the website of Transport Department of Hong Kong provides us with snapshots and live webcasts of traffic conditions. Mobile Internet services allow us to stay informed of the latest financial news. In addition, due to the dynamic nature of the financial market, investors need to keep informed of the latest market news. Mobile Internet services allow investors to get instant stock quotes and real-time market analysis by financial expert's right from their laptops or mobile phones while savoring coffee in a restaurant without having their eyes glued to the screens in banks. Apart from providing instant financial information, mobile Internet services also enable investors to log on to the electronic transaction platforms of banks or brokerage houses so that investors can make timely investment decisions.

d.   Find Information at a Click to Enhance Study and Work Efficiency

a.   Most search engines have implemented mobile versions to facilitate search of information by users. The Internet provides us with rich resources, so that we can find information in various spheres of knowledge via search engines, online dictionaries or encyclopedia with a click to enhance our study and work efficiency. Mobile Internet services thus bring an abundance of resources to us.

e.   Get Entertainment Information at Your Fingertips

a.   Want to reserve the best seat in a cinema? You can just buy tickets online with a handset! When you are having dinner with friends and thinking of what to do after dinner, it occurs to you that you may watch a hit movie together with your friends but you have no idea at which cinemas tickets are available. Mobile Internet services meet such needs. You may immediately access cinema

websites with your mobile phone or via phone applications. Apart from movie synopses, show times and trailers shown on your phone, some websites or applications even allow you to buy tickets online, so you don't have to worry that you can't get the tickets as the movie may have drawn a full house when you arrive at the cinema.

b.   Equipped with a navigation application and mobile Internet services, your handset can help you find restaurants in the vicinity of where you are located.

c.   When you are wandering in a street flanked by rows of shops, wondering which shops have launched sales promotions or which restaurant serves the best food, should you return home to do online research? Of course not. You may simply activate the mobile Internet services on your handset to find the latest information about leisure, food and drinks from entertainment and food premises websites. With a handset-based navigation application, you can also find out

the locations of the shops in the vicinity instantly.

f.   Share Your Happy Moments Instantly and Further Enrich Your Social Network

a.   Taking photos and accessing the Internet with your handset, you may also upload to a social networking website and share with your friends the photos taken at a get-together anytime and anywhere.

b.   Most modern handsets are equipped with the functions of taking digital photos and shooting videos. While we are taking photos or shooting videos, we may also upload them to social networking websites or blogs via mobile Internet services to share them with our friends. We do not need to upload them to our PCs or print them out at home, saving us time and money as well as helping protect the environment. The bonds between you and your friends are also strengthened.

g. Enjoy Multi-Media Resources Online

a. Connecting a handset to the Internet allows you to watch online clips and enjoy multi-media entertainment anytime.

b. Nowadays, to watch TV programmes, people are no longer confined to the couch at home. By connecting to mobile Internet services, your laptop or handset will become a multi-media player which offers you a great variety of films and programmes from the Internet. If you don't want to miss your favourite TV programmes when hanging out, you may watch the real-time streaming TV programmes provided by mobile network operators via a handset.

h. Download Applications to Add More Functions to Your Handset

a. Certain models of smart phones allow users to upload and download various applications online for browsing financial news, playing online games, editing captured images, learning foreign languages, listening to the radio, etc. Lots of other functions can be added to a mobile phone on top of its basic functions. Most of the applications, when connected to the Internet, will be updated on a regular basis. It should be noted that some handset applications can be downloaded free of charge while some are subject to payment. Therefore, you should check carefully whether you will be charged for a particular application before downloading it from the Internet.

i. Use Wi-Fi on Public Transport

a. Passengers can find the steps for using Wi-Fi on a bus.In Hong Kong, Wi-Fi service is available on some means of public transport such as ferries and buses. Passengers can make good use of their time by exchanging emails, browsing information or enjoying entertainment on their journeys. A brief introduction about the service, for example, whether

the service is free of charge or not and how to access the Internet is displayed in conspicuous places on the public transport where Wi-Fi is available. Passengers may make enquiries with the companies concerned or browse announcements in their official websites before embarking on their journeys.

CONCLUSION

The above article give a brief information about the mobile internet. In the researcher conclusion are today in the world most of the persons are having the mobile phone and internet connection, it give a advantages and disadvantages to human beings, more are less in some of the people are using it for some unexpected bad works.

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