The future of the mobile web

Peter-Paul Koch
http://quirksmode.org
http://twitter.com/ppk
GoTo, 25 May 2012

2012

$25

2012

$100

2012

2014

$30

2014

$30

- Apps!

2014

$30

- Apps!

- keep track of historical prices

2014

$30

- Apps!

- keep track of historical prices

- or of multiple ships

- or warnings

Fisherman

Fisherman

Fisherman's cousin
(also a fisherman)

Fisherman

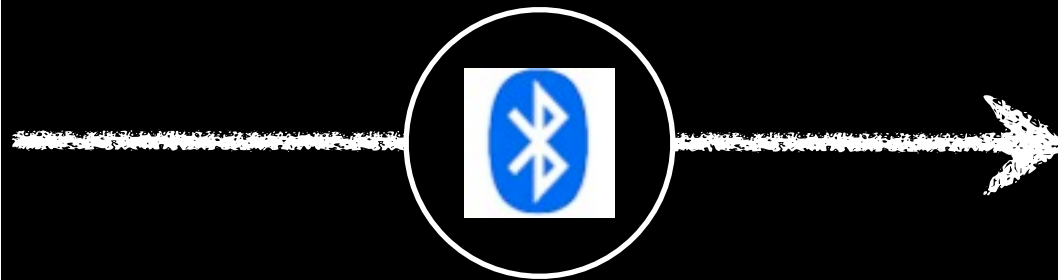Fisherman's cousin
(also a fisherman)

Fisherman

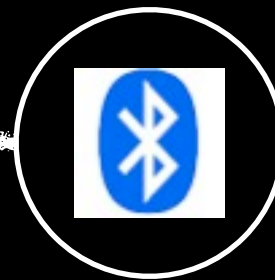Fisherman's cousin
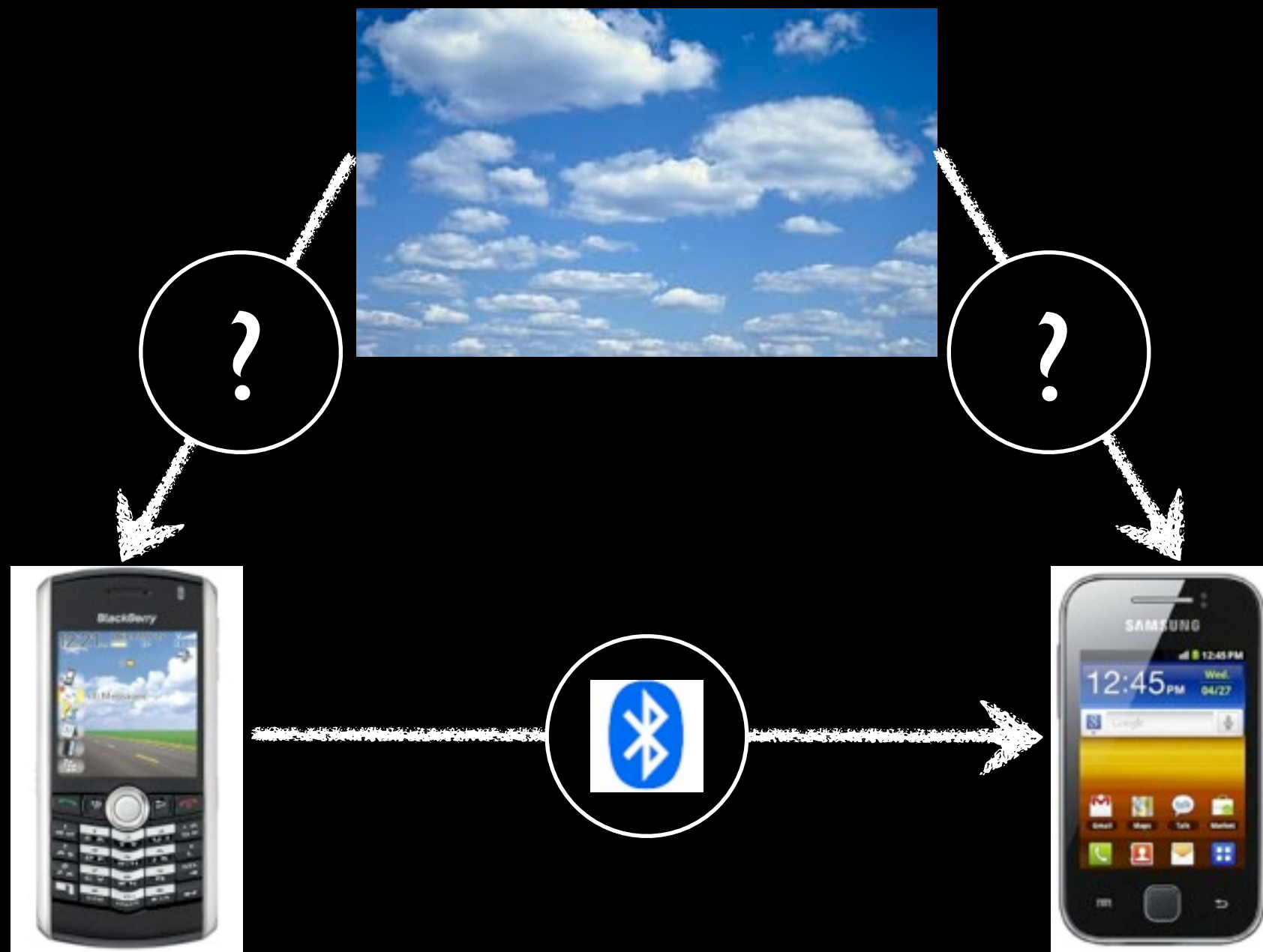(also a fisherman)

?

How to transfer the app?

Fisherman

Fisherman's cousin
(also a fisherman)

How to transfer the app?
Bluetooth
(Or NFC, or any other
peer-to-peer tech)

So that takes care of the app.
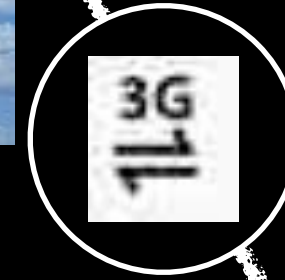But how will the app get data?

Wifi?

Wifi?
Not available.
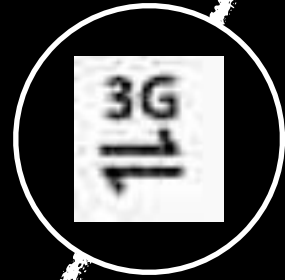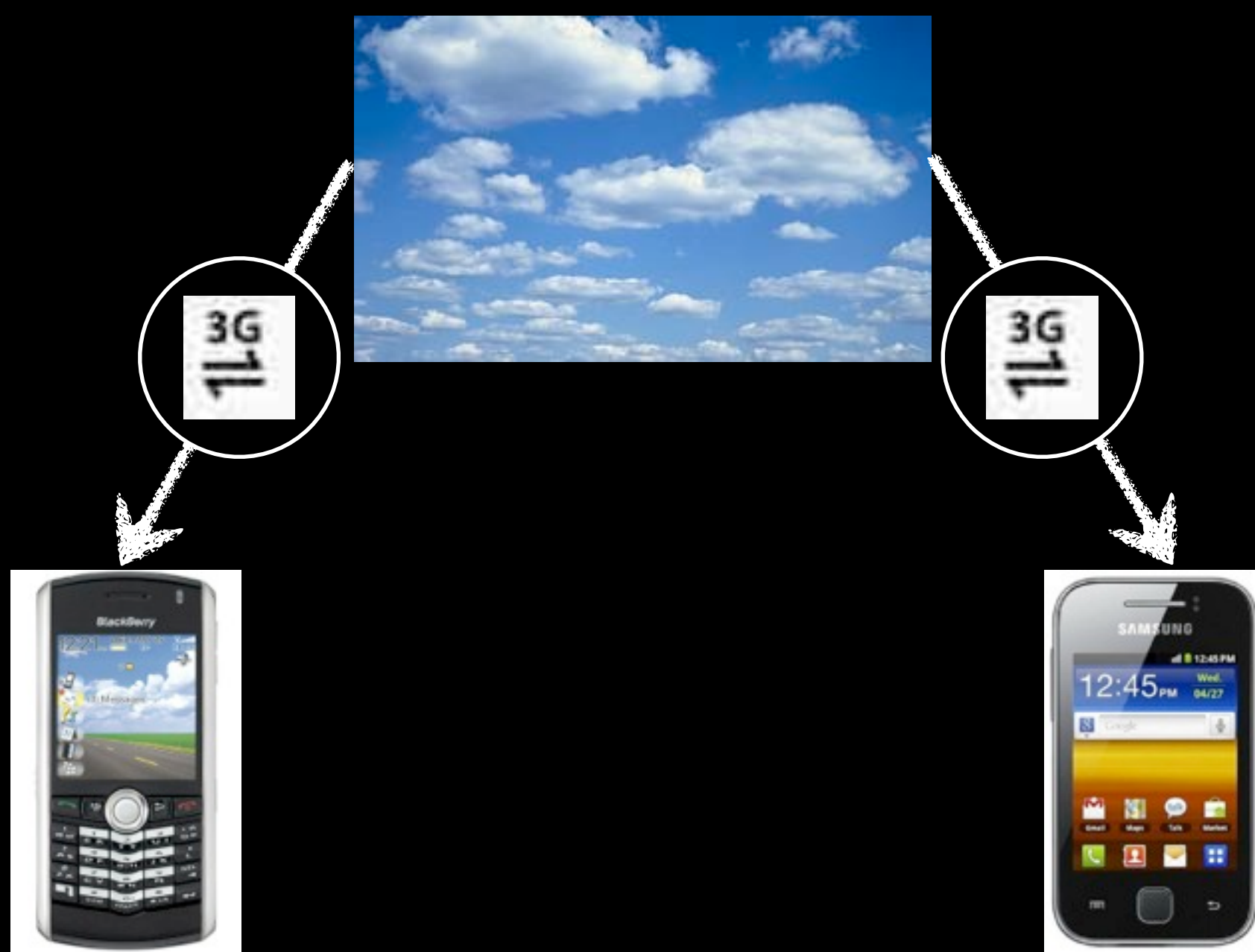
Data plan?
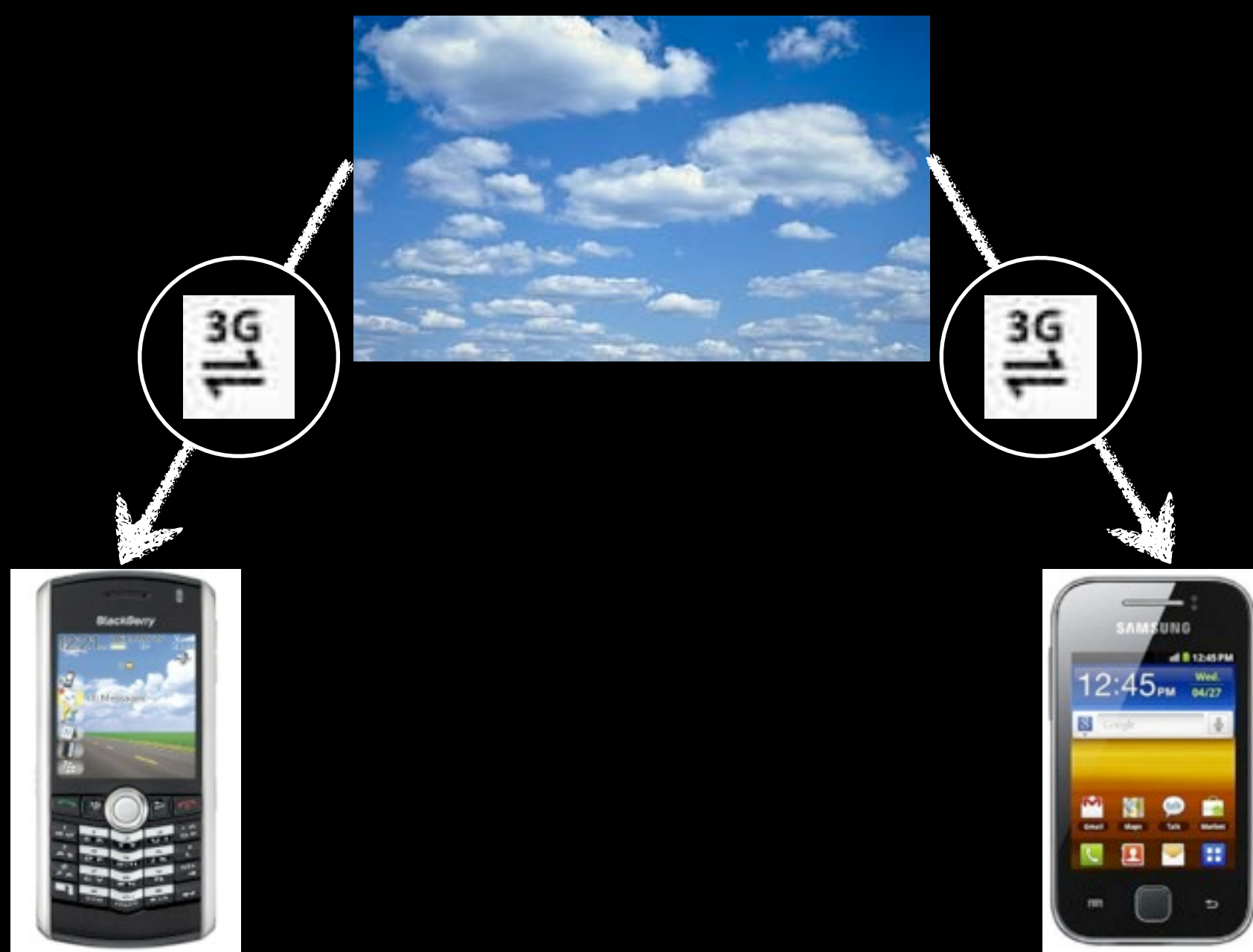
Data plan?
Too expensive (though prices are falling).

SMS?

SMS?
Sounds about right.

JSON over SMS

JSON over SMS

- SMS is ubiquitous (100% of phones)

JSON over SMS

- SMS is ubiquitous (100% of phones)

- SMS allows data push (polling server too expensive)

JSON over SMS

- SMS is ubiquitous (100% of phones)

- SMS allows data push (polling server too expensive)

- Premium SMS gives easy monetisation

JSON over SMS

- SMS is ubiquitous (100% of phones)

- SMS allows data push (polling server too expensive)

- Premium SMS gives easy monetisation

- SMSs are human-readable

JSON over SMS

JSON over SMS

```json
"date": "150225",
"towns": {
  "town1": {
    "prices": {
      "catfish": 0.88,
      "dogfish": 1.34,
      "shellfish": 0.79
    }
  },
  "town2": {
    "prices":{
      "catfish": 0.97,
      "dogfish": 1.13,
      "shellfish": 0.48
    }
  }
}
```

JSON over SMS

JSON over SMS

- But: cost

JSON over SMS

- But: cost

- Maybe operators will see the errors of their ways (fat chance)

JSON over SMS

- But: cost

- Maybe operators will see the errors of their ways (fat chance)

- Maybe another IM solution will take hold (BlackBerry Ping stands a decent chance here)

JSON over SMS

- But: cost

- Maybe operators will see the errors of their ways (fat chance)

- Maybe another IM solution will take hold (BlackBerry Ping stands a decent chance here)

- Anything will work, as long as it's push and you can charge for it

But ...

But ...

Did you notice what we did here?

But ...

Did you notice what we did here?

If people get apps for free, but pay for the data

But ...

Did you notice what we did here?

If people get apps for free, but pay for the data

the whole monetisation of apps is going to change considerably

Pay for data, not for app

No app store needed

Why an app store?

Why an app store?

- Distribution

Why an app store?

- Distribution

- Discoverability

Why an app store?

- Distribution

- Discoverability

- Ease of payments

Why an app store?

- Distribution

- Discoverability

- Ease of payments

  But...

Why an app store?

- Distribution

- Discoverability

- Ease of payments

  But...

- Cost of ownership

Why an app store?

- Distribution

- Discoverability

- Ease of payments

  But...

- Cost of ownership

- The fact that it works for Apple doesn't prove anything for anyone else

App stores: distribution

App stores: distribution

- Distributing an app in the store is easy

App stores: distribution

- Distributing an app in the store is easy

- Distributing an app on the web is much easier

App stores: distribution

- Distributing an app in the store is easy

- Distributing an app on the web is much easier

- Besides, on the web there are no boring rules for submitting updating your app. You just do it.

App stores: discovery

App stores: discovery

- Your app is discoverable in the app store

App stores: discovery

- Your app is discoverable in the app store

- ... until the app store contains hundreds of thousands of apps

App stores: discovery

- Your app is discoverable in the app store

- ... until the app store contains hundreds of thousands of apps

- How are people going to find you in this sea of stuff?

App stores: discovery

- Your app is discoverable in the app store

- ... until the app store contains hundreds of thousands of apps

- How are people going to find you in this sea of stuff?

- Through the Top Downloads page, but that'll cost a lot of money

App stores: money

App stores: money

- Charging for your app is pretty easy in an app store

App stores: money

- Charging for your app is pretty easy in an app store

- but the owner is going to take his share

App stores: money

- Charging for your app is pretty easy in an app store

- but the owner is going to take his share

- and it only works for clients who have credit cards

App stores: money

- Charging for your app is pretty easy in an app store

- but the owner is going to take his share

- and it only works for clients who have credit cards

- Solution: operator billing (the going is slow, but we're getting somewhere)

App stores: cost

App stores: cost

- Payment system

App stores: cost

- Payment system

- Sysadmins

App stores: cost

- Payment system

- Sysadmins

- Content checkers

App stores: cost

- Payment system

- Sysadmins

- Content checkers

- Writers (documentation and best practices)

App stores: cost

- Payment system

- Sysadmins

- Content checkers

- Writers (documentation and best practices)

- Hosting

App stores: cost

- Payment system

- Sysadmins

- Content checkers

- Writers (documentation and best practices)

- Hosting

  This costs a lot of money.

App stores: cost

- Payment system

- Sysadmins

- Content checkers

- Writers (documentation and best practices)

- Hosting

This costs a lot of money.
I wonder how many app stores make a profit.

App stores: Apple

App stores: Apple

- Works for Apple

App stores: Apple

- Works for Apple

- Apple has leverage with developers and consumers

App stores: Apple

- Works for Apple

- Apple has leverage with developers and consumers

- Google has leverage with developers

App stores: Apple

- Works for Apple

- Apple has leverage with developers and consumers

- Google has leverage with developers

- BlackBerry, Nokia, Samsung, and others have leverage with consumers

App stores: Apple

- Works for Apple

- Apple has leverage with developers and consumers

- Google has leverage with developers

- BlackBerry, Nokia, Samsung, and others have leverage with consumers

- But no other vendor has both

App stores: future

App stores: future

- Apple's App Store will continue to exist

App stores: future

- Apple's App Store will continue to exist

- A few other platform-specific ones may, too

App stores: future

- Apple's App Store will continue to exist

- A few other platform-specific ones may, too

- Specialised app stores have a reason for existing

App stores: future

- Apple's App Store will continue to exist

- A few other platform-specific ones may, too

- Specialised app stores have a reason for existing

- But other than that ...

Thank you

I'll put these slides online

Questions?

Peter-Paul Koch
http://quirksmode.org
http://twitter.com/ppk
GoTo, 25 May 2012