3GPP/PCG#6 Meeting
Sophia Antipolis,
10 April 2001

3GPP/PCG#6(01)22
30 March 2001
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Source: GSA

Title: **GSA Survey of Mobile Portal WAP Services**

Agenda item: **11**

Document for:

Decision	
Discussion	
Information	**X**

GSA Survey of Mobile Portal WAP Services

Information to 3GPP PCG #6
April 10, 2001

www.gsacom.com

GSA focus on services

? Technology defined; 3GPP standard now available

? GSA focuses on services and applications; helps prepare mobile businesses

? New Ventures Program supports start-up companies to support development of 3G services

? Mobile Portal survey - launched Q1 2001

Reasons for the Mobile Portals Survey

? Show services and applications which are available

? Provide more information to the industry
   ? give examples
   ? provide assessments, regular updates and trends analysis
   ? puts more facts on the table
   ? help prepare for the changing value chain

? Focus on where improvements needed

? Adds value
   ? ensures industry is better informed

Introduction

? Summarises current status

? Published quarterly - from Q1 2001

? Covers operators and independent portal services providers

? Focus on European players initially

? Sponsored by GSA; recognising importance of portals in value chain

? Undertaken by specialists Satama Interactive

? Available for free download - www.gsacom.com

Six main categories

? Communications and community; e.g. email, calendar, chat

? Information; e.g. news, weather, directories

? Lifestyle; e.g. events listings, restaurants, movies, games

? Transaction; e.g. banking, stock trading, purchasing, auctions

? Travel; e.g. hotel listings, flights, timetables, tourist guides

? Other; e.g. personalisation, location services, device dependance, advertising, openness of the portal, billing info, target group
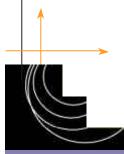
Evaluated portals

? 69 mobile portals representing 17 countries

? Focus on European players initially

? Primarily portals owned by mobile network operators

? A selection of independent portals is included

? Some belong to both categories - independently branded and
   independently functioning portals that are (partly) owned by an operator

Results

? Summary tables of all surveyed portals

? Analysis of individual development for each category

? Main features currently available in each category

Q1 2001 Key findings - 1

Must have services offered by most portals:
- ? information
- ? communication
- ? general entertainment
- ? information search/directories

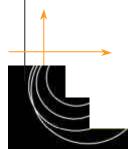   **Nice to have** services offered by over half of portals:
- ? personalisation of web and WAP menu
- ? lifestyle features e.g. games (but not multiplayer)
- ? restaurant and events listings
- ? travel-related features e.g commuting timetables,
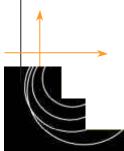- ? direction/traffic assistance

Q1 2001 Key findings - 2

Half of portals surveyed:

? Offered PIM tools

? Supported purchases and balance checking

Q1 2001 Key findings - 3

Less than half of portals surveyed offered:

? Transactions (access to own account)

? Community features (chat, clubs, forums)

? Location-based services

Q1 2001 Key findings - 4

25% or less of portals offer betting, stock trading, and auctions

Rarities:
- ? Device differentiation (PDA/phone)
- ? PDA-related information e.g. for set up
- ? Games for multiplayers

Often provided:
- ? Easy 1-2-3 to start wapping
- ? Free instructions/settings via SMS
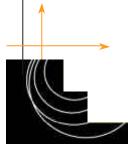
Improvement opportunities

<u>As many contacts to mobile portals are still made via the web</u>

General information about WAP services and categories, and synergy between the web and WAP channels could be improved
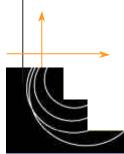
<u>Need to build in the added value of context</u>
for revenue generating opportunities

Billing and access

? Time-based billing is the most used model

? Some using flat rates, especially with the introduction of GPRS

? Trend towards openness, but many portals closed to non-subscribers
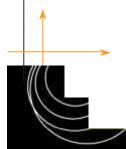
Targeting the mobile consumer

Some are clearly youth or business focused

Must haves <u>without targeting</u> leads to focus on quantity not quality

Key elements for future developments:
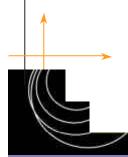? content
? user-friendliness
? marketing and branding

Special Focus supplement

Usability Review of Mobile Portals

March 2001

Study areas - inspection of:

? immediate clearness of basic goals and service offerings

? site navigation

? usability of selected interactive services

? consistency in the integration of web and WAP

? device compatibility

Usability Review - Key Findings

? Channel synergy needs immediate attention
   (missing information about added value, access, settings, personalisation)

? Page-level design is OK
   (support "scroll & select" interaction style, remember to separate content & functionality)

? Larger structures need improvement
   (look at navigation, search, section titles, consistent labels)

? Device compatibility is satisfactory
   (most WAP sites are optimized for Nokia browser, no show-stoppers for Openwave)

Usability Review - Improvement opportunities

? Find prominent place for WAP site on web, with substantive information

? Ensure smooth registration process and easy access to WAP site

? Include user friendly tool for management of personal links

? Create consistent navigation structure for all services

? Setting up services; knowing who can use them

? Improve implementation of the personalisation logic

? User-test WAP site structure & dialogue design

Concluding remarks

? Difference between existing mobile portals' services becomes less and less clear: *"What can you offer me that they do not have?"*

? New mobile portals will get a difficult start on rather mature markets

? Many mobile portals focus on quantity instead of selected quality *"Why do I need links to 10 similar services, offer me only the best"*

? Usability - several positives found, but more attention needed

? Use provided list of criteria to check usability of your portal

Downloads and feedback

Free downloads from GSA web site home page www.gsacom.com

? **Q1 2001 Survey of Mobile Portal Services**
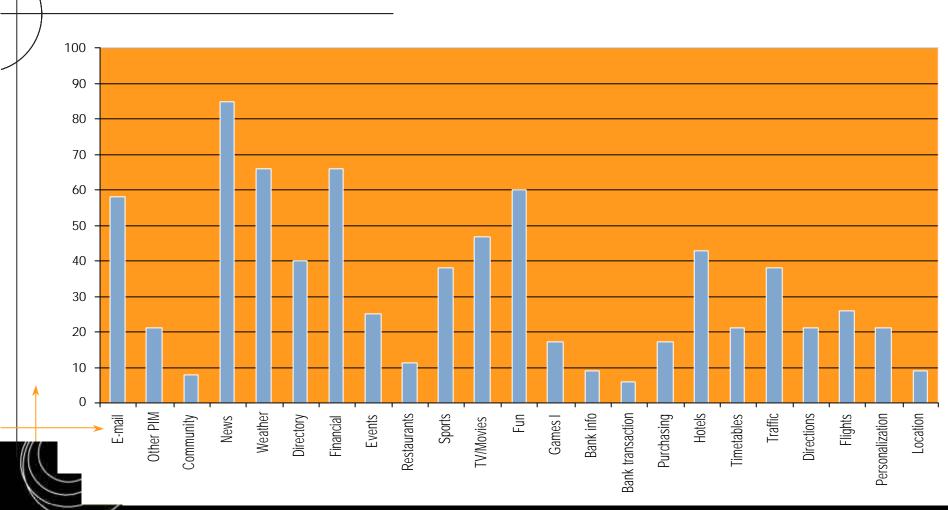? **March 2001 Usability Review of Mobile Portals**

Feedback to info@gsacom.com

GSA
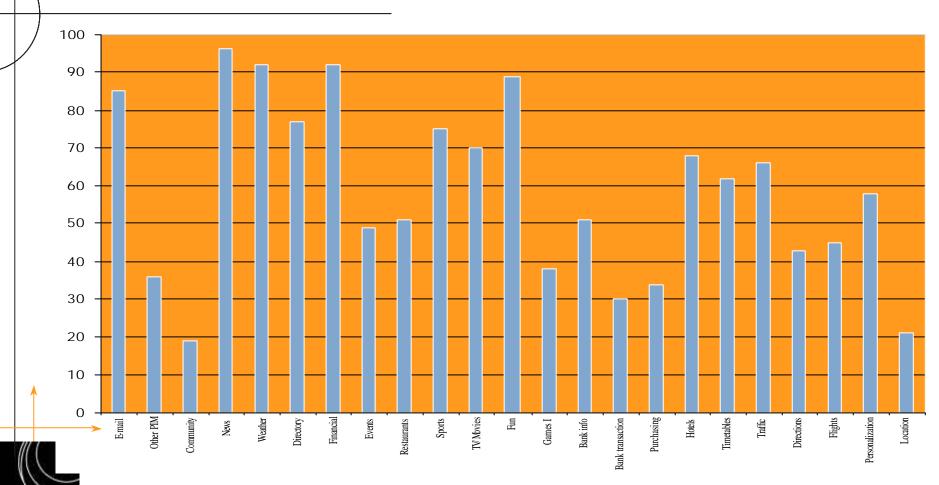Tel: +44 1279 439 667
www.gsacom.com
wap.gsacom.com

Appendix: Summary of Mobile Portals H1 2000

Appendix: Summary of Mobile Portals H2 2000

Appendix: Summary of Mobile Portals Q1 2001