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The evolution of a mobile client

Final paper proposal

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Context

Following the internet continuous growth, users now want to consume and provide data anywhere and anytime. Clearly the most comfortable way to do that is through a mobile client.

Also, service providers companies are facing hard competition since the 2008 economic crisis, so they need to always offer something different that will capture consumers attention at low cost. Taking advantage of the users willing to provide data anytime, all those companies need to collect those information so they can think about strategies that would fit their customers.

Most companies are well-intentioned about providing a mobile client to customers so they can consume their service in an easier way. The major problem relies on those companies developing just a mobile application without thinking about its potential growth. So it is very common users feel that the same service is better provided in a desktop browser than in a mobile application. The same thing happens when comparing to TV, tablet or smart watch applications, all those applications feel different and one is better than the other.

When the company starts to treat the mobile client as just a part of a whole service, the users start to feel that they are consuming the same service with the same quality, only in different devices. Good examples are Netflix, Spotify and Facebook, that let users consume their service equally regardless of the device and they are totally integrated.

This work identifies the major difficulties on developing a mobile client and takes studies on how a mobile client should ideally be developed. The whole process will include user experience and user interface guidelines, software engineering design standards, software security and others non-functional software requirements that measure the quality of the product, and so on.

It is expected that this work will serve as a guide helping the development of future mobile clients so software engineers, project managers and software developers won't repeat the same mistakes and always deliver the best service and experience for end-users.