1. Mobile Ecosystem consists of different operators, network & devices. How the knowledge of this will help in improving mobile based application design.

Ans

→ Mobile Ecosystem is a group of devices, platforms software, companies and the united set of services offered by a mobile device company.

→ It also includes the device hardware, OS, app store & user account.

→ A mobile device is a general term for any type of handheld computer.

→ These devices are designed to be extremely portable & they can often fit in your hand.

→ A mobile application platform is a group of software tools used for designing, creating & maintaining mobile applications.

→ It provides mobile application tools for development

→ It supports mobile application development using various tools for different programming languages.

→ It also offers an application programming interface (API) to allow interactivity between software packages.

→ It can be used to share or transfer data from one device to another.

→ The base layer in the mobile ecosystem is the operator.

→ It can be referred to as Mobile Network Operators, mobile service provider, wireless or simply carriers, mobile phone operators or cellular companies.

→ A mobile network is a communication network

where the last link is wireless.
The Operators sell devices at a severely
discounted price often 1/3 or less of the
actual cost of device.
This enables the operators to lock the
devices to their networks.

2. Mobiles are considered 7th Mass media. How is it catering remaining 6 mass media.

Ans.

→ Mobile is the 7th mass media is as much superior to the internet, as TV is to radio.

→ It is first personal mass media.

→ It is permanently carried.

→ It is always on

→ It has built in payment mechanism.

→ It is available at the point of creative inspiration.

→ It has the most accurate audience measurement.

→ It captures the social context of media consumption.

→ It is also referred as the fourth screen.

→ It is a diverse array of media technologies that reach a large audience via mass communication.

→ It is The technologies through which this communication takes place includes a variety of outlets.

→ It is growing & heavily capturing business revenue & content from its earlier mass media.

→ The consumption of news, music, watching TV radio, movies are all possible on a mobile device.

→ It is also referred as 2nd interactive media media.

4. How the usability will improve using status, information & warning message words, images & ic

Ans.

i> Status message
→ It is used to provide information relating to the progress of a lengthy operation
→ It provides the progress of a function using an indicator & a short message describing the type of operation being performed.

ii> Information message.
→ It provides information about the state of system when it is not immediately obvious to use
→ It is used to provide feedback when normal feedback is delayed.

iii> Warning message
→ It calls for action for a particular situation or state of activity being processed.
→ It also drives the user's immediate attention for an undesired situation.

iv> Words.
→ Minimal use of words should be done that calls the attention of blabs.
→ We should avoid usage of words in general and use to web.

v> Images.
→ Standard images can be used but image internationalization should be possible.
→ Distinguishing of navigational images from decorative images is required.
→ We should minimize no. of presented images & size of image & animation used in images

vi> Icons.

→ They are images used to reflect the idea about object icons are used.

→ They are often used to represent objects & actions with which users can interact or manipulate.

→ They may separate on a desktop or in a window or be clubbed together in a toolbar.