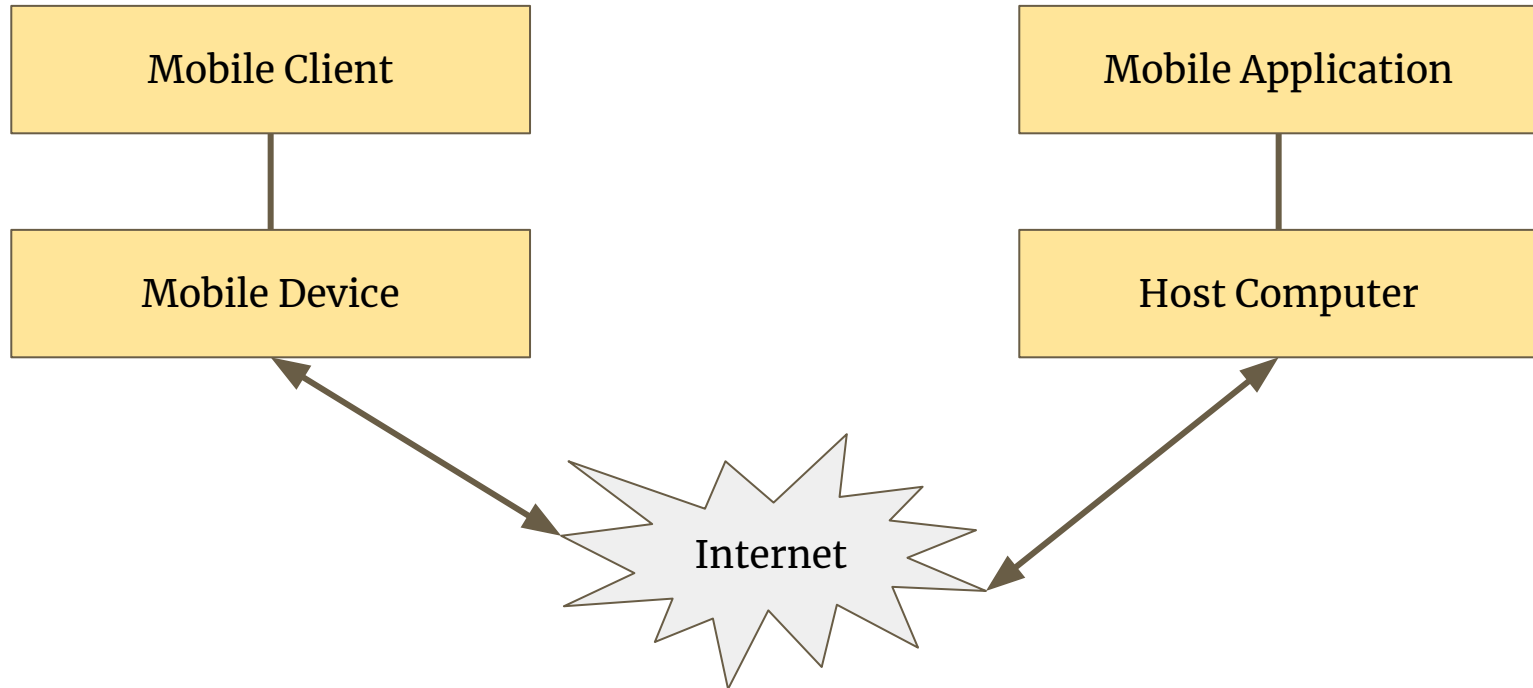

Structure of Mobile Commerce

— RAJASEKARAN AP/IT —

Structure of Mobile Commerce

- ❖ Normally mobile applications consists of,
 - Server-side program.
 - Client-side program.
- ❖ Client-side programs gives the nice user interface to the user.
- ❖ Server-side programs gives,
 - Accessing the database.
 - Computations.
- ❖ Server-side programs resides on remote host computers.

Architecture of Mobile Commerce Application



Structure of Mobile Commerce

❖ Mobile Devices

- It provides the user interface to user and moves the data from device to internet and vice versa.
- Feature required
 - Good internet connectivity,
 - Ability to display rich content like images.
 - Equipped with good quality of camera with autofocus.
 - Screen should display the bar codes properly.
 - Ability to read RFID tags.
 - SMS, MMS capability to send and receive.
 - Ability to communicate between mobile devices and supporting networks.
 - Ability to scan the bar codes.
 - Ability to interact with the Point-of-Sale (PoS) terminals.

Structure of Mobile Commerce

❖ Mobile middleware

- It is used to map the internet content to mobile phones.
- It mostly handles the encryption and decryption in communication.
- It provides the secure transactions.

❖ Network

- It gives the access to the mobile through the wireless medium.
- Clients are connected through wireless networks.
- Host is connected to wired networks.
- Both have the access to basic security functionalities.

❖ Host Computers

- It is servers that execute the server-side mobile applications.
- It consists of,
 - Web servers, Database servers, Applications programs and support softwares

Advantages of M-Commerce

- ❖ For business organization, the benefits of using M-Commerce include,
 - Customer convenience
 - cost savings
 - new business opportunities.
- ❖ From the customer's perspective,
 - M-Commerce provides the flexibility of anytime, anywhere shopping using lightweight devices.
 - The customer can save substantial time compared to visiting several stores for identifying the right product at the lowest price.
- ❖ Mobile devices can be highly personalized, thereby providing an additional level of convenience to the customers.
 - Repeated orders can be placed at the touch of a button.

Disadvantages of M-Commerce

- ❖ Mobile devices do not generally offer graphics or processing power of a PC. The users therefore constrained to use small screen and keyboard and low resolution pictures and videos.
- ❖ The small screens of mobile devices limit the complexity of applications. For example, the menu choice, and text typing capability are severely constrained.
- ❖ The underlying network imposes several types of restrictions. For example, the available bandwidth is severely restricted, and international reach is prohibitively expensive. Therefore, ubiquity of M-Commerce is hard to achieve in practice.