Mobile Internet

(Present and Trend of Mobile Internet
/**Who are USERs of Mobile Internet**)

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Who are USERs of Mobile Internet

- There is the biggest "**cellphone-only**" Mobile Internet user group in China
  - 400million in 670 mobile (MIIT, 2009)

[are you one of them?]
[could you pretend to be one of them?]
[could you know what they want?]

Find them !

Who are USERs of Mobile Internet

- **Theory of "XIAOBAI"**
  - LAZY, CLUMSY, STINGY users

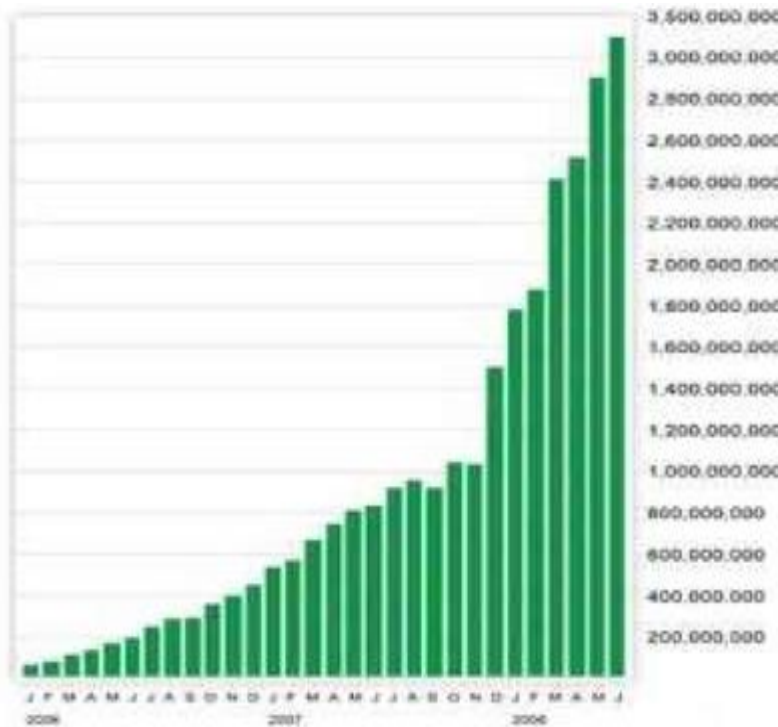Free Anti-Virus Software

100/100

3Q

My USERS

Pregnant Mode

Who are USERs of Mobile Internet

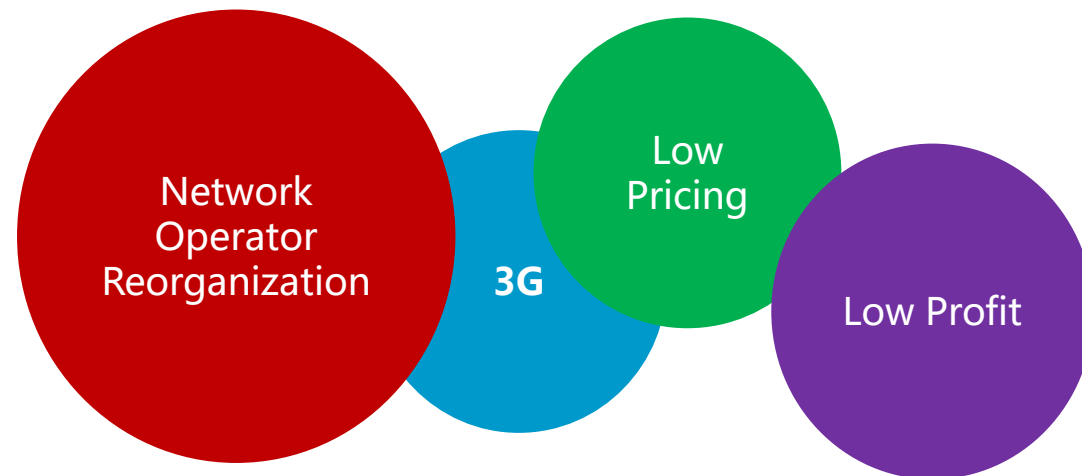- There is the **biggest** Mobile Internet user group in China

Internet Users using cellphones grow fast before 2012

Growth rate of Mobile Internet Users keeps falling since 2013

- Population Dividend
  - History
    - The end of Population Dividend of Telecom. Network

- Population Dividend
  - Present
    - The end of Population Dividend of Mobile Internet

[from quantity to quality]

How to earn more money from the certain amount of users ?

Who are USERs of Mobile Internet

- "Are you OK?"
  - To connect users
  - To connect users persistently

User Connector

E - Commerce

App Store & Theme Store

MI 1 / MI 2

"Born for the fever"

北京邮电大学

BEIJING UNIVERSITY OF POSTS AND TELECOMMUNICATIONS

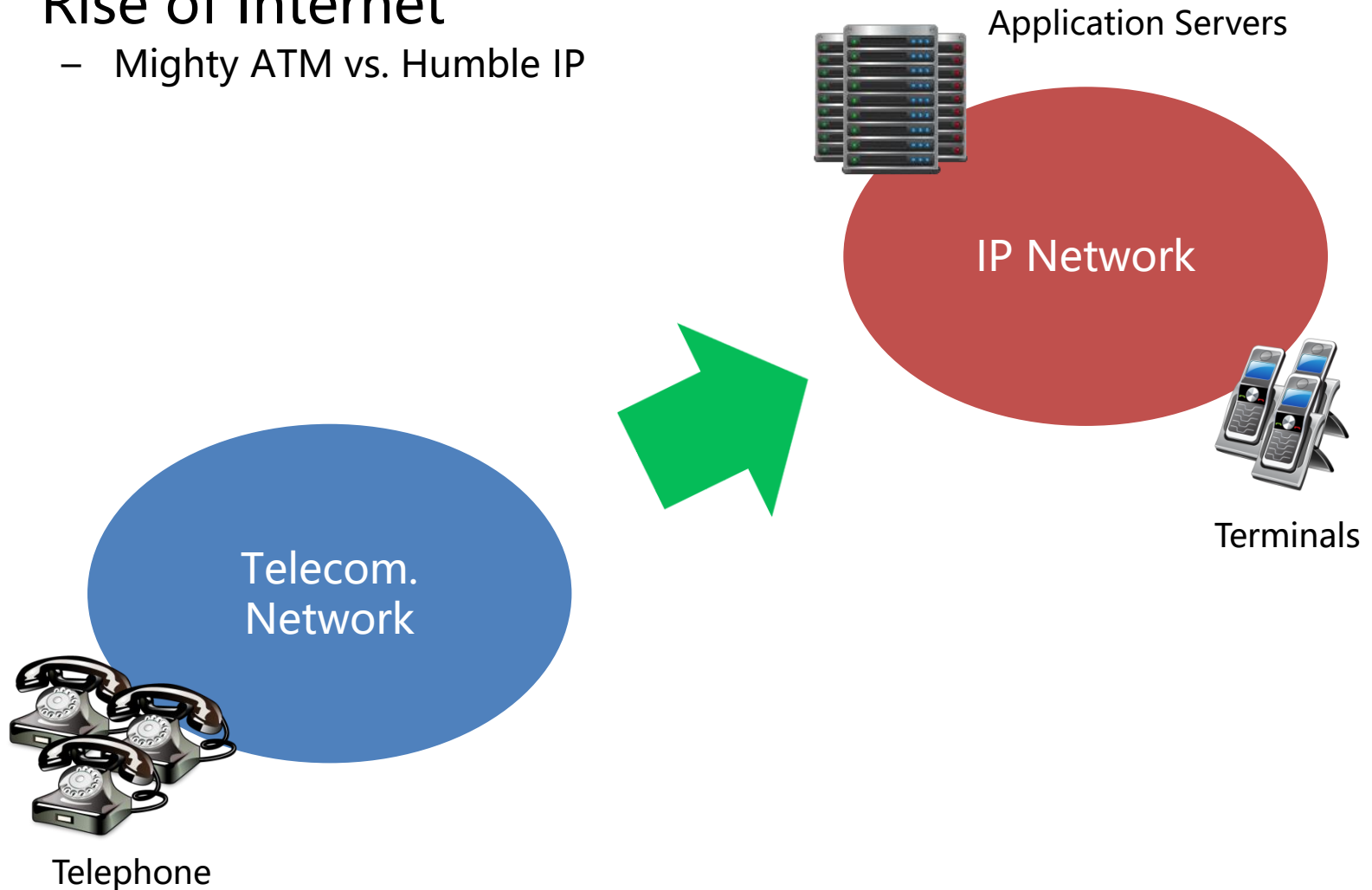STATE KEY LABORATORY OF NETWORKING AND SWITCHING TECHNOLOGY

Mobile Internet

(Present and Trend of Mobile Internet
/**Faster, Faster and Faster**)

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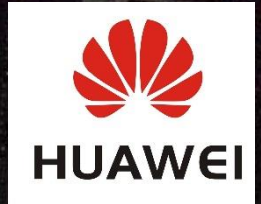State Key Lab. Of
Networking and Switching Technology

- ## Rise of Internet
  - Mighty ATM vs. Humble IP

Application Servers

IP Network

Telecom. Network

Terminals

Telephone

- ## Rise of Hua Wei
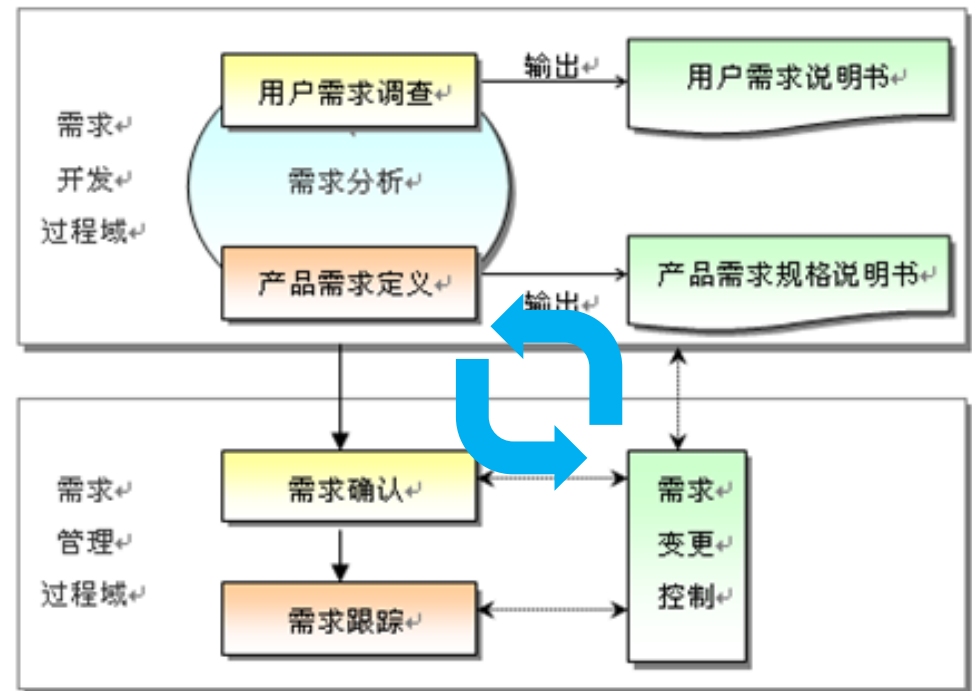 - Big Foreign Companies vs.
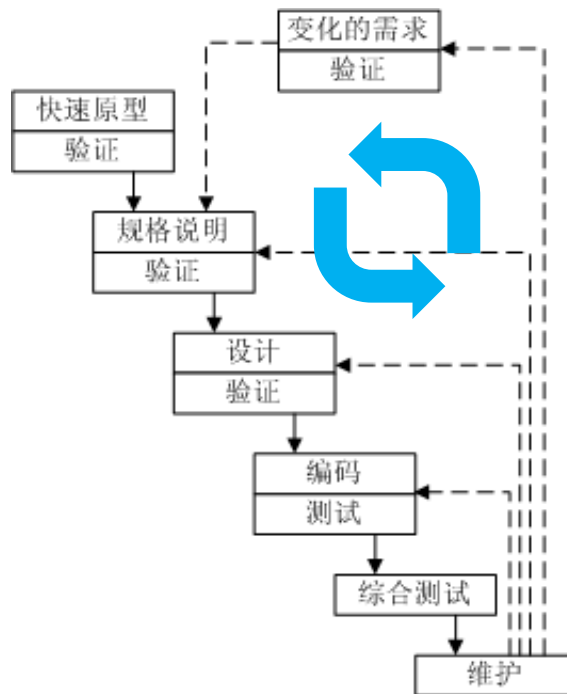   Early Hua Wei

- Rise of Uber

- **Awkward of Requirement Engineering**
  - He wants an hammer, not because he needs an hammer, because he needs a nail on the wall
  - He wants a nail on the wall, not because he needs a nail on the wall, because he needs a place to hang his cloth

He wants a place to hang his cloth, not because he need a place to hang his cloth, because the temperature in the room is too high compared with outside!

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12

Faster, Faster and Faster

- "Iteration" is the only way to find out the TRUE requirements
- To reduce the cost of iteration is the core of requirement engineering

Faster, Faster and Faster

- Evolution of Wechat

Faster, Faster and Faster

- ## Fast, Really?
  - On Time Feedback is important

  - Waiting is despairing