

Introduction

WE'LL COVER THE FOLLOWING



- The Arrival Of Handheld Devices
- The Transition From Desktop To Mobile

The Arrival Of Handheld Devices

This shouldn't come as a surprise to you, if I say that, today mobile devices have the maximum market penetration, globally. Approx. 60 to 70% of the users in this day and age are accessing online services through their mobile devices as opposed to accessing them via their laptops or desktops.

And this technology shift is for the obvious reasons: *accessibility* & the *ease of use* of mobile devices. We can carry our mobile phones anywhere with us, be it when hanging out with our friends or when at our office cubicles. Also, we don't have to be tech-savvy to know how to operate a handheld device. My mother, who has never operated a computer, runs google searches through voice commands on her android device, without requiring any sort of assistance. This is how simple and intuitive the user interface of handheld devices is.

Engineers have done an impeccable job in making the user interfaces as intuitive as possible making the onboarding of the new users smooth. The mass adoption of handheld devices has totally changed the technology landscape. It has provided a way for non-tech-savvy users to enter into the online universe. It's a totally different ball game. Businesses are going from *web-first* to *mobile-first*. There was a time when just nerds used to play computer games, today everyone is playing *Candy Crush*, *PubG*, *Fortnite* on their mobile devices.

The Transition From Desktop To Mobile

I've always been an avid gamer, love to play games on all the platforms, be it web, console or the desktop. Back in the day, this is around 2010, I got introduced to casual gaming via Facebook social games like *Farmville* & many more. These games have a freemium business model, these are free to play with in-game purchases & were popularized by companies like *Zynga* in conjunction with social networks like *Facebook*. *Farmville* is one popular product of *Zynga*, that had a major contribution in putting the company on *NASDAQ*.

I got pretty hooked; these casual games became my thing. I often switched between my work tab & the game tab throughout the day on my laptop. This kind of kept me going for a longer period of time without getting bored or burnt out.

Online multiplayer social gaming was a new thing then & it became a major source of earning for Facebook. Every now and then there was a new exciting game on the Facebook app store. [Just Zynga alone contributed to 15 - 20% of Facebook's total earning.](#)

Gradually over time, smartphones started getting popular. They had a significant improvement in hardware. They were loaded with more features, cool cameras, better memory and whatnot. As their popularity rose, & they became a household thing, this changed the whole online gaming landscape. Almost all of the games transitioned to mobile devices, as the gaming companies observed *better user retention* and *engagement rate* via the mobile versions of their games. There were more *MAU* (Monthly Active Users) & *DAU* (Daily Active Users) after the gaming studios introduced mobile clients for their games.

As the mobile engagement was increasing the web engagement was decreasing. Many businesses decided to focus just on the mobile. *Clash Of Clans* is a good example of this.

Today, there are hardly any games, besides the instant messenger games, you can find on Facebook. Several have gone *mobile-only*. The Facebook game store feels like a deserted place & the social network is focusing more on ads, business pages & Facebook groups to make profits. And this technology shift is

not just for the gaming segment, this is happening for arguably every business niche.

Mobile devices today bring-in the majority of the traffic for businesses. There are *mobile-only* businesses with billions of users like *Instagram*, *TikTok*, *Pokemon Go* & so on. *Google Play Store* has over 2 billion monthly active users and has over 3.5 million apps, 82 billion app downloads as of today.

In case you are wondering what do these terms like *mobile-only*, *mobile-first*, *mobile-friendly* really mean? How important are they in the application development universe? We'll find out, in the next lesson.