W3C Mobile Web for Social Development Group

Core values and assumptions

TODAY'S TECHNOLOGY

Solutions and analysis need to be based on the technologies – hardware, software and connectivity - widely available to people in underserved communities today

DEFINING OUR DEVICE(S)

Mobile phones are currently the device most widely available to users in underserved communities in developing countries, which should make them our focus device

CONNECTIVITY

Since the majority of mobile devices in the target area can only access GSM mobile networks, technology solutions and analysis needs to focus around GSM network technology

TARGET AUDIENCE

With a stated target audience of "underserved communities", the focus needs to cover those who currently lack access to health, education, banking, etc.

PROVIDERS

The target audience can be reached in a number of ways. The three key providers of services are NGOs, government, and entrepreneurs/ the private sector

MOBILE WEB DEFINITION

For the purposes of the Group, the "Mobile Web" is a method of accessing web content on mobile phones via any browser, widget, voice, SMS, MMS or Java app, etc.