

Key Focus Areas for the W3C Mobile Web for Social Development Group

Objectives

The MW4D Group does not seek to promote connectivity for connectivity's sake, but as a means to deploy development-oriented services aimed at empowering underserved communities at the BOP

The MW4D group will draw up of a technical guide to enable organisations to deploy and provide these services, and a roadmap identifying challenges to be overcome to lower the barrier to providing these services

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, although we should remain open to new emerging technologies

DEFINING OUR DEVICE(S)

Although users will increasingly gain access to higher-end devices such as low-cost laptops, mobile phones remain the device most widely available to users in underserved communities today and over the lifetime of the Group (one year)

CONNECTIVITY

Although an increasing range of connectivity options exist (GSM/ CDMA to high-speed 3G/4G and wi-max networks), connectivity will be based on low-capacity options such as GSM since these are most relevant over the lifetime of the Group

USERS

For the purposes of the Group, our “users” are organisations working with the end-users on the ground, i.e. initially NGOs, but also government, and finally private sector. It is beyond the scope of the Group to seek to directly help people at BOP

DELIVERABLES

The Group has **two** target audiences. Firstly, NGOs looking to deploy mobile technologies & solutions in their work, and secondly foundations, academics and other organisations who would benefit from our Mobile Web “road map”

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.