

mozilla

mobile opportunity research initiative

for monday call
june 2014

Cross-Mozilla research project:

Can we make it easy for new smartphone users to make apps?

Why?

Mission

Inclusion in mobile digital life; participation in digital economy

Business

Grow supply of local apps; possibly increase data or transactions

Now until MWC 2015

1. **Study the problem space**, user motivations & constraints
2. Accelerate and test **on-device app authoring**
3. Run **pilot programs** with low-end Firefox OS hardware in-market

(with ReMo, non-profits, carrier partners)

Esp. India, Bangladesh

Teaching and skills

1. Not just software: community
2. Kicks off at MozCamp this Friday
3. Continues through Reps, Webmaker

History

Early 2013

Engagement / Frog Design prepares “**Mozillapps**” concept

Late 2013

MoCo/MoFo starts developing “**Appmaker**” as a joint labs project

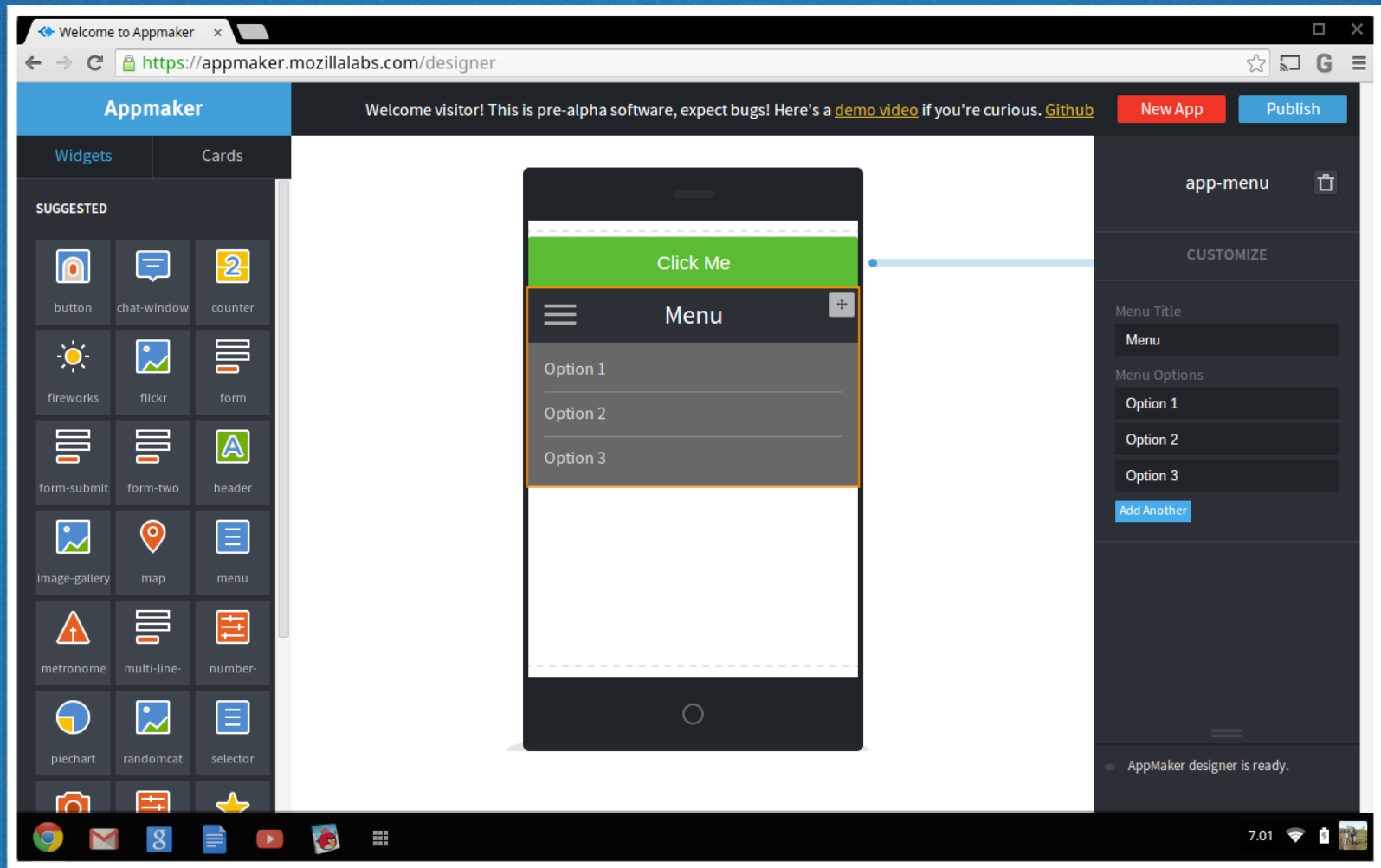
2014

Emerging market carriers need solutions to “**local apps gap**”



“Maria is a craftsperson selling her own handbags, jewelry, and other accessories. Her business is successful within her local community but she would like to reach new customers as well as deepen her relationship with existing customers...”

(photo: Frog Design / Mozilla conceptual work, January 2013)



“Appmaker empowers people of all ages and skill levels to make and publish simple mobile apps—to make life easier, grow a community, or earn a livelihood.”

(photo: Mozilla Appmaker desktop UI, January 2014)

Moving forward

Now: Kicking off with GSMA, Frog alumni, others

Next: Lining up carrier and non-profit partnerships

Then: Research, prototypes and engineering

And: Start testing in field pilots on low-cost hardware

Goals

We will have explicit Q3/4 goals for this project:

Scale Firefox OS

Enable Communities

Grow Webmaker

More details:

https://wiki.mozilla.org/Mobile_Opportunity

<https://mozilla.github.io/mobile-opportunity/>

Contact info

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