Mobile Value Services: Mobile Technology Applications and Value-Adding Products and Services

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The future of mobile telephony is expected to rely on mobile services and the use of mobile services will be an integral part of the revenues to be generated by third generation mobile telephony. The adoption of new mobile services contradicts this proposition as it has been much slower than expected. Basic services such as search for information, ring tones, and icons and logos are still the most popular services. Based on our empirical evidence from surveys conducted in Finland 2001-2005 (1300 consumers, random sample, each year), we can state that ownership of technologically advanced mobile phones encourages users to try out new services, but the adoption rate of them is nowhere close to SMS, which still reaches a much wider audience.

Mobile value services are mobile services which are designed as functional adaptations to the user context in such a way that they make user actions and activities more effective and/or more productive and/or working with less cost and/or possible to carry out with less use of resources and/or able to simplify user routines in such a way that all the previous effects will be realized. Mobile value services cannot be built in any simple way with the network solutions used for mobile services today. The following example illustrates what we mean with mobile value services.

Mr K. from Turku arrives to Tampere. He wants to take a taxi to his hotel, but the taxi stop is empty and he doesn’t know the local taxi number. He chooses a service – CALL TAXI - from his mobile phone.

There is a context aware taxi service, which understands that a taxi is needed and that Mr K is in Tampere, thus connecting to the local system.

Mr. K. gets confirmation, which also informs him that the service fee of 1 euro will not be charged, but will be paid by Aamulehti (a local newspaper). Aamulehti also suggests that he should take a look at their Today in Tampere mobile services, which Mr K. does while he boards the taxi.

Surprisingly enough, this service cannot be built in any simple way with the network solutions used for mobile services today. Even more surprisingly it does not easily transfer from one city to another, which is a standard assumption for this kind of service.

The mobile value services designs (methods and models) aim at services which will change the limits of the possible in the structure of everyday life, which will contribute to making them everyday routines for the general population, i.e. services which will be used continually and as part of regular activities. This is of course the dream hunted for in the numerous “killer applications” which have been introduced as the savers of the mobile technology in seminars, white papers, market scenarios, etc. The mobile value service designs will contribute to the simple and low-cost creation of new types of services and applications.

While there are commonalities with other network based services the mobile service needs are - by nature – as illustrated above often context and situation specific. The local nature differentiates mobile services. They are often adapted to some particular, geographically limited regions and usage contexts.

Critical points for developing a good mobile service include ease of use, service discovery, and access to services over networks and channels, personalisation and context awareness in services, interoperability of services, etc. From a user perspective appropriate and transparent pricing methods are important as are adequate means for security and privacy.

The issues at the core of the mobile value services’ minitrack are to develop value-added content, business models and technologies, which can create key mobile features and serve as drivers for a (hopefully) growing market demand. The papers accepted to the mini-track are:

1. A Multi-stakeholder Multi-criteria Assessment Framework of Mobile Payments: An Illustration with the Swiss Public Transportation Industry by Jan Ondrus and Yves Pigneur
2. The Impact of Use Situation and Mobility on the Acceptance of Mobile Ticketing Services by Niina Mallat, Matti Rossi, Virpi Kristiina Tuunanen and Anssi Öönni
3. Employee Technology Readiness and Adoption of Wireless Technology and Services by Ai-Mei Chang and P.K. Kannan
4. Dynamic Business Model Framework for Value Webs by Harry Bouwman and Ian MacInnes