Mobile

Office of Citizen Services and Innovative Technologies

Gwynne Kostin, Director Mobile

@mobile_gov
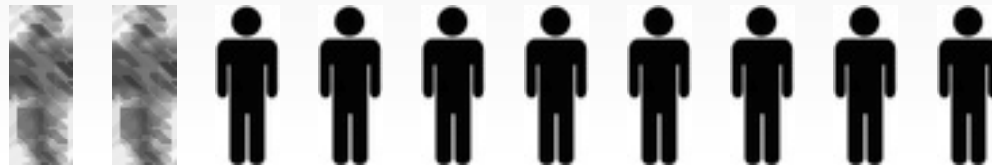
Eight in ten American adults (82%) currently own a cell phone.

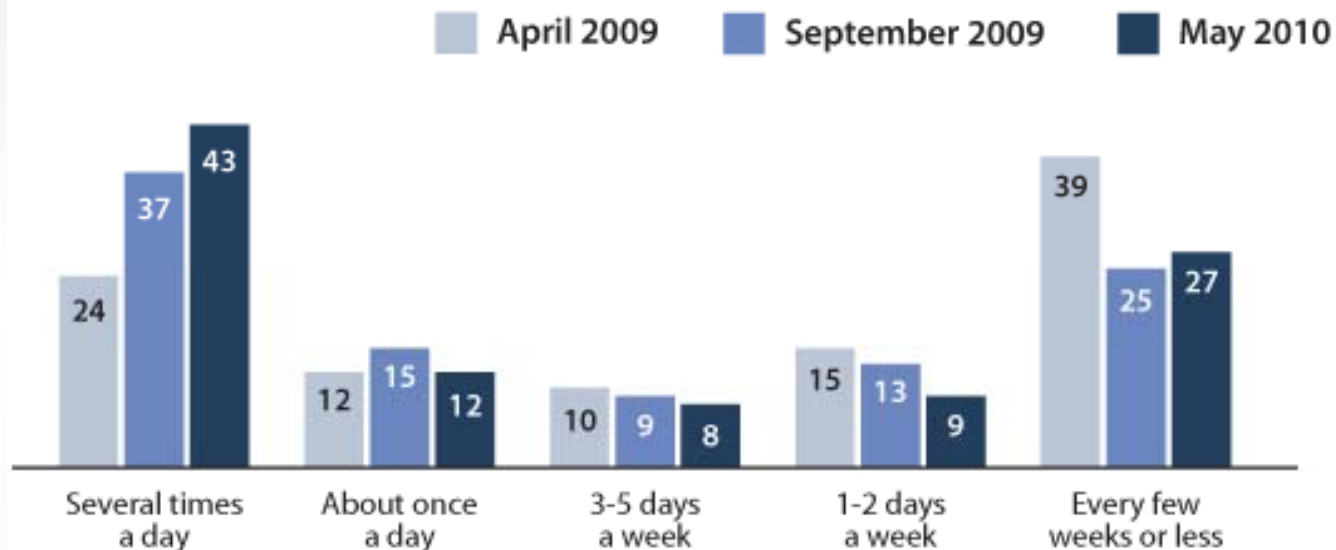58% of 12-year olds own a cell phone, up from 18% in 2004

--Pew Internet 2010

Mobile includes text (sms), mobile websites, APPS.

More than half of cell phone internet users go online daily from their mobile device

Frequency of cell phone internet use among those who go online from a cell phone (% of adult cell phone internet users)

April 2009   September 2009   May 2010

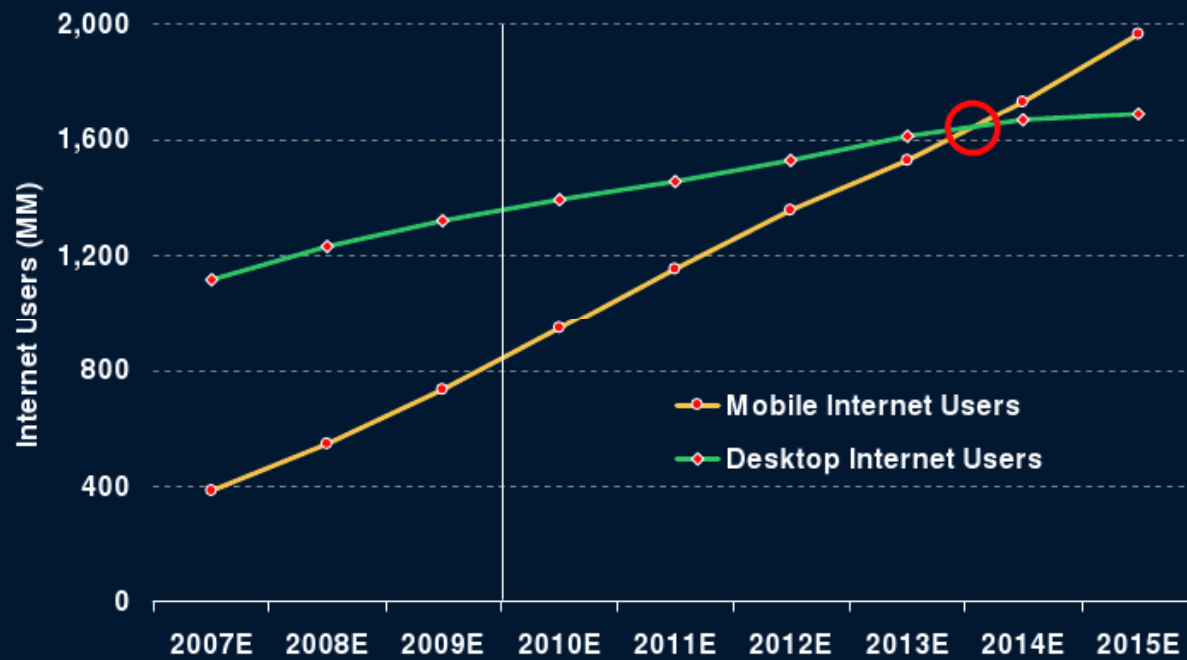|	Several times a day	About once a day	3-5 days a week	1-2 days a week	Every few weeks or less
April 2009	24	12	10	15	39
September 2009	37	15	9	13	25
May 2010	43	12	8	9	27

Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older; n=772 based on those who use a cell phone to access the internet.

Pew Internet
Pew Internet & American Life Project
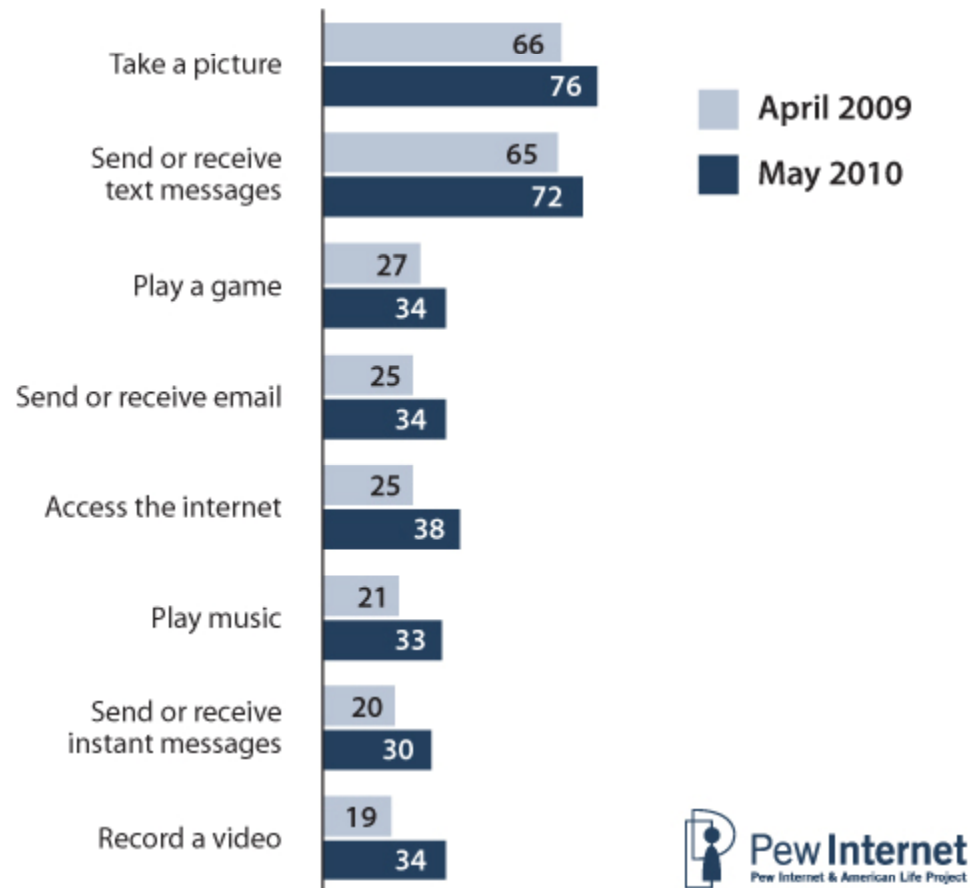
The use of non-voice data applications has grown significantly over the last year

The % of cell phone owners who use their phones to do the following

- Take a picture: April 2009 — 66, May 2010 — 76
- Send or receive text messages: April 2009 — 65, May 2010 — 72
- Play a game: April 2009 — 27, May 2010 — 34
- Send or receive email: April 2009 — 25, May 2010 — 34
- Access the internet: April 2009 — 25, May 2010 — 38
- Play music: April 2009 — 21, May 2010 — 33
- Send or receive instant messages: April 2009 — 20, May 2010 — 30
- Record a video: April 2009 — 19, May 2010 — 34

Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older; n=1,917 based on cell phone users.

Mobile Genie Out of the Bottle

- Consumers thirst will drive the future.

- Real time computing in our hands via networks that are ubiquitous, smart and fast.

- Rapid explosion of smart tablets to handle emerging unified communications and specific mission needs – voice/video/data. No clear leader regarding platform

- Explosion of apps – moving to payments and augmented reality and more TBD.

- Mobile devices will become portals to resources housed in data centers and/or offered via cloud services

- Mobile security is a key driver

- Citizens /workers are untethered -- they want their information -- **always -- always on and always available**. (B.Y.O.D.)

thinking mobile

Mobile Use Cases

- I'm working (micro-tasking)

- I'm local

- I'm bored

GSA

Making Mobile Work for Citizens

- Focus on **Mobile** content

- Optimize for micro-tasking

- Use the phone to be local

- Make complex things simple

- Do one thing and do it well

- Design for the thumb

- Clarity over density

GSA

Home | FAQs | Site Index | E-mail Us

1 (800) FED-INFO | 1 (800) 333-4636

Get E-mail Updates | E-mail Me When This Page Is Updated | Contact

USA.gov
Government Made Easy

SEARCH APPS

Mobile Apps (Accessible Format)

LEARN MORE ABOUT APPS

All Apps

Sort: Featured | Alphabetical | All Apps

< Previous   Pages: **1** 2 3 4 5 6 7 8 9 10 11 12   Next >

IRS2go
Check your tax refund status, sign up for tips and much more.
Learn More »

USAJOBS
Information and services on USAJOBS from U.S. Office of Personnel Management.
Learn More »

Product Recalls
Stay informed, stay safe, check for product recalls.
Learn More »

My TSA
Travel wisely with this mobile app from the TSA.
Learn More »

Connect with Government   f **Facebook**   t **Twitter**   **RSS Feeds**   **Mobile**   **YouTube**   **Our Blog**   + **Share**

Home | About Us | Contact | Apps Policy | Privacy | Suggest-A-Link | Link to Us

USA.gov is the U.S. government's official web portal.

Clear a citizen-
centric path to
mobile government.

Clearing the Path

Policy

Partnerships

Practice

Promotion

Product

GSA

think mobile.

GSA

Mobile Gov Resources

www.howto.gov/mobile
our fabulous blog: blog.citizen.apps.gov/howtomobile
twitter @mobile_gov

gwynne.kostin@gsa.gov

Challenges to Mobile

- Budget
- Technical Expertise
- Strategy
- Privacy/Identity Management
- Security
- Compliance
- Market
- Platform
- Data/Infrastructure Standards
- Intergovernmental sharing