

Multilayer-design approach for mobile application

Abstract

Technology of wireless and mobile networks made electronic commerce to the new application which is mobile commerce. Mobile commerce is rapidly becoming the new standard for buying goods and services [1, 4]. Due to this, increase the opportunity of an enterprise and company offers mobile services that easily access by user at anytime and anywhere. Some of the mobile services nowadays are mobile commerce, mobile banking, mobile messaging, mobile gaming, mobile entertainment and mobile ticketing. Before the existence of mobile commerce, electronic commerce uses a network computer to connect to the network. This situation made the people on the move limit the usage. Due to this situation, the smaller device such as laptop, PDA and others handheld made commerce easy to conduct by using mobile device. Then, a replacement of wire to wireless made it even better for the mobile user. The value-added of mobile commerce that agreeable for mobile user are such as mobility, broad reach, ubiquity, convenience, instant connectivity and personalization. In this chapter, the topics cover on the mobile application and its user interface. Besides, it focused on the guideline of user interface since it's important to determine how easy user interacts with the application and to fulfill user satisfaction while use the application.