

ANNEX E: INNOVATIVE MOBILE SERVICES

1. INTRODUCTION

- 1.1. The mobile channel creates new opportunities for businesses to reach out to their customers more effectively through targeted marketing, and delivers new experiences to their consumers through innovative mobile services.
- 1.2. For example, the mobile channel can help businesses improve their understanding of customers' preferences and thus able to provide more personalised content and services to their customers. The customers in turn receive content and services that are tailored to their personal interest and preference.

2. OBJECTIVE

- 2.1 The objective of this part of the CFC is to encourage the development and deployment of innovative mobile services that seek to:
 - 2.1.1 Create new opportunities for businesses, for example those in the retail and F&B sectors; and
 - 2.1.2 Deliver compelling new experiences to consumers.

3. SCOPE

- 3.1 Participants are invited to submit Proposals to develop and deploy **innovative** mobile services that creatively leverage the mobile channel to market, engage and deliver services.
- 3.2 Proposals shall describe how the innovative mobile service(s) will drive compelling usage by the consumers and new end user behaviour (e.g. leveraging the mobile phone's camera and screen as an augmented reality interface), which can lead to significant adoption of the new innovative mobile services.

4. REQUIREMENTS

4.1 Technical and Functional Requirements

- 4.1.1 The proposed innovative mobile services shall combine at least 3 different mobile service features and/or phone features in a seamless manner, to bring new capabilities and experiences to the end users. Some examples of such features that can be combined to deliver innovative mobile services are:

No.	Description	Example(s) of Individual Mobile Service Features
Mobile Phone Feature Examples		
1	Alternative user input	Voice-based input, gesture-based input
2	Leveraging mobile phones' sensors	Camera, accelerometer, A/GPS

No.	Description	Example(s) of Individual Mobile Service Features
3	Leveraging mobile phones' connectivity to other devices	NFC interactive posters
Mobile Service Feature Examples		
4	Location-based / Location-aware	"What's around me"
5	Personalised content & service delivery	Food recommendations based on preferences Multilingual content
6	Professional / Social networking	Friend-finder services
7	Push based functionalities taking into consideration user privacy	Overdue bill alerts
8	Service improvement through users' contributions	F&B user ratings based services
9	Time sensitiveness/dependence	Time-limited coupons (e.g. 50% off in the next 1 hour)
10	Transactional	Taxi booking
11	Real-time functionalities	On-the-fly voice-based language translation
12	Spatial related functionalities	2D/3D map based display of shop locations

Figure E-1: Examples of Features for Innovative M-Services

4.1.2 Some examples of innovative mobile services combining different mobile phone features / mobile service features are:

No.	Description of Example	Mobile Service Features and/or Phone Features Combined
1	Alert a personalised list of friends and family members of a possible fall, detected by the mobile phone (through the phone's accelerometer sensor).	<ul style="list-style-type: none"> • Leveraging mobile phone's sensors (accelerometer) • Personalised content & service delivery • Push based functionalities (alerts) • Time sensitiveness
2	Get the best deals from different shops nearby shown on a mobile map, based on my preferences, the credit cards that I own and others' reviews. Then share this tip with friends!	<ul style="list-style-type: none"> • Location-based / Location-aware • Personalised content & service delivery • Social networking • Service improvement through users' contributions • Spatial related functionalities
3	Personalised stock alerts based on the latest price, and giving me the ability to buy/sell the stocks on-the-go e.g. just by saying "Sell 2 lots of XYZ" to the phone.	<ul style="list-style-type: none"> • Alternative user input • Personalised content & service delivery • Time sensitiveness • Transactional
4	Tap my NFC phone on the reader and the pharmacist knows what are my drug allergies, translate on-the-fly what she says (e.g. English to Chinese) through my phone.	<ul style="list-style-type: none"> • Leveraging mobile phones' connectivity to other devices • Real-time functionalities • Personalised content & service delivery

Figure E-2: Examples of M-services Combining Different Phone Features / Mobile Service Features

4.1.3 In cases where suitable third-party functionalities are available via APIs, such as those provided by the Mobile Enablers, the

Participants are strongly encouraged to leverage on such APIs instead of developing duplicated functionalities from scratch. Similarly, where feasible, the Participants are also encouraged to provide APIs to allow third-party access to their services' functionalities.

4.1.4 For re-usable, common functionalities that satisfy the requirements of a Mobile Enabler, the Participants are encouraged to propose them via separate proposals for Mobile Enabler with Transaction Services as specified in Annex D.

4.1.5 The proposed mobile services shall be available on at least 3 of the following popular mobile platforms:

- a. Blackberry (Research in Motion);
- b. Google Android / Linux;
- c. iPhone (Apple);
- d. Java Platform, Micro Edition (Java ME);
- e. Symbian; and
- f. Windows Mobile.

4.1.6 For proposed mobile services provisioned as mobile websites, they shall be correctly rendered by mobile browsers available for the different mobile platforms such as those listed in Section 4.1.5.

4.1.7 Proposals will be evaluated based on the innovativeness of the proposed mobile services. The ability to seamlessly combine different mobile features and/or phone features in a seamless manner, such as those outlined in this document, to deliver increased value to the end user, will be a key consideration for innovativeness.

4.1.8 The proposed mobile services shall be accessible by all users via mobile Internet. For example, users may access the mobile services by connecting to the mobile Internet via WIFI on supported phones, or through mobile data services provided by the mobile telecommunication operators.

4.2 Deployment Reach & Schedule

4.2.1 The proposed mobile service shall be commercially available within 9 months from the date of award.

4.2.2 Proposals will be evaluated based on the number of regular users and the feasibility of the proposed plans to reach the projected user numbers. A regular user is one who will use the m-service, on average, four times or more per month.

4.2.3 The Proposals shall provide details on user adoption based on the following milestone dates. The Proposals shall also include details on business model and business plan to achieve the projected user adoption and long-term sustainability. The projected regular user base of each proposed innovative mobile service should minimally reach 24,000 by March 2012.

Performance	Sep 2010	Mar 2011	Mar 2012
No. of unique regular users			

Figure E-3: Projection of user adoption

4.2.4 Notwithstanding the above user targets, Proposals that demonstrate significant business impact and/or export potential will also be considered.

4.2.5 Favourable consideration will be given to proposals with sound and sustainable business models and strategies.