

The Challenge of Mobile Searching

Børge Svingen
bsvingen@fast.no

Fast Search & Transfer

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Search on the mobile

Any type of search using a mobile device as a search client.

- ▶ WAP/Web
- ▶ Mobile specific content (ringtones, games etc)
- ▶ Local search, map search
- ▶ Enterprise search
- ▶ Multimedia
- ▶ Blogs
- ▶ ...

What is different about mobile search?

Challenges

- ▶ Screen size
- ▶ Navigation (no keyboard/mouse)
- ▶ Low bandwidth, huge latency
- ▶ Differing phone capabilities

What is different about mobile search?

Advantages

- ▶ Personal, know the user
- ▶ Positioning
- ▶ Easier communication, click-to-dial
- ▶ Micro-payment
- ▶ Better reach
- ▶ Always available

User interface - this is not the web

- ▶ Answers, not links
- ▶ Categorization, navigators
- ▶ Integration with phone functionality
- ▶ Adapt to user behavior

Mobile applications

- ▶ Pre-fetching, caching
- ▶ More interactive
- ▶ Visually more attractive
- ▶ Faster startup
- ▶ Direct multimedia support
- ▶ But: Must be downloaded

Extreme relevance

What the user is looking for should be on top.

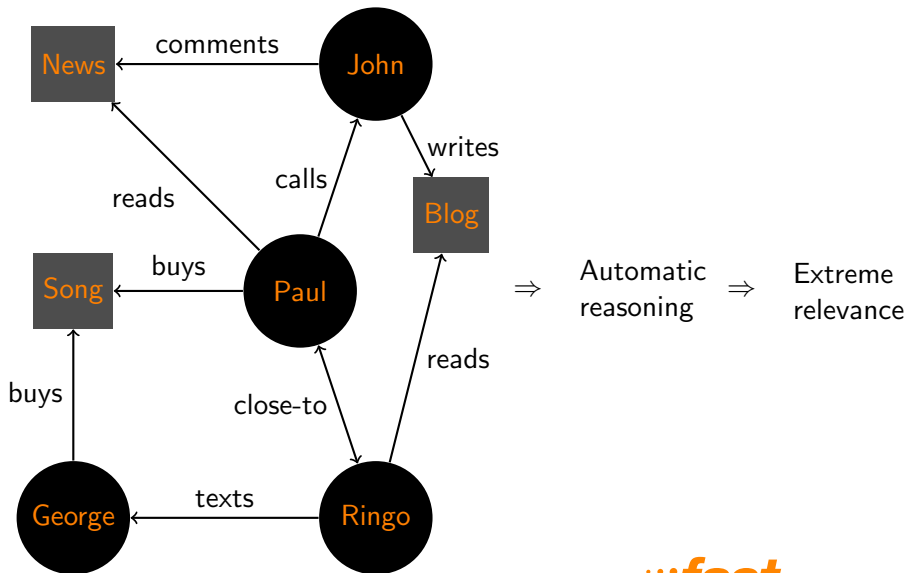


Personalized search

The search engine should use all available information about the user:

- ▶ Position
- ▶ Time of day
- ▶ User history: Searching, purchasing, browsing etc.
- ▶ Tagging
- ▶ Commenting
- ▶ Blogging
- ▶ Social interaction

Semantic network (RDF) \Rightarrow relevance



Thank you.

