Abstract

CONTEXT: Mobile commerce (M-Commerce) is a new commerce pattern in which the purchasing and vending of goods and services is completed through mobile apparatus. Or M-commerce is a business concept, which covering any practice of business transaction or information exchange using wireless and mobile technologies. WAP application is used In order to get access to the information and services in the context of mobile commerce. OBJECTIVE: The first objective of our study is to review the literature thoroughly in order to identify the various issues related to mobile commerce and WAP applications. The second objective of our study is to propose a suitable solution for the identified issues. METHOD: we have used ordinary literature review as a research methodology for the identification of various issues concern to mobile commerce and WAP applications. EXPECTED OUTCOME: The
study has explored various issues related to mobile commerce and WAP applications. During the review we have identified various issues. Some of the issues are security issues, business models issues, heterogeneity issues, usability and small screen issues. Our study mainly concentrates on small screen and usability issue. A propose solution for the small screen and usability is presented. This paper addresses the small screen and usability issues of mobile commerce application. The paper proposes a new approach for designing and developing m-Commerce applications keeping in view the various screen size of different mobile devices. This technique is based on customers’ mobile screen size. In order to visualize the idea University of Malakand WAP portal has been shown on various mobile models using WinWap emulator.

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Index Terms

Computer Science Wireless

Keywords

Mobile Commerce M-Commerce WAP application M-Commerce issues and solutions