Bridging the Digital Divide

High-Tech Solutions for Low-Tech Access
Who’s This Guy?

• Senior Web Engineer at 10up
• WordPress Core Contributor
• Early adopter
Why Low-Tech?

Photo by Solengy
http://eam.me/p-
Some Stats

• CNN: Africa a “mobile-only” continent¹
• 85% have mobiles²
• Only ~19% are smartphones

¹ http://www.cnn.com/2012/10/04/tech/mobile/africa-mobile-opinion/index.html
² http://www.mikekujawski.ca/2012/05/30/finally-some-2012-statistics-for-the-african-mobile-phone-market/
Internationally

Global smartphone penetration at 27%
Mobile Handset Manufacturers vs. Platform Market Share (H1 2011)

Infographic by VisionMobile
http://www.visionmobile.com/

Infographic by Our Mobile Planet
http://eam.me/q0
Tools of Today

- Responsive Design
- Mobile Themes
- Native Apps
Content Creation Suffers

• WordPress’ admin is huge
• Mobile apps require a smartphone
• Other solutions are disappearing
Room for Low-Tech

• How big is your site’s footprint?
• Is it readable as text only?
• Can you navigate without a mouse?
Potential New Tools

• Content-centric markup
• Text-only mode
• SMS integration
Mobile != Mobile