Apps built to delight

Bevezetés a mobil alkalmazáskészítés világába
About Halcyon

2005

2012
The Future Is Mobile

The mobile revolution

• We're in the right place at the right time.
• Presentation: how to build great apps, to be part of this revolution.
The Future Is Mobile

Beyond the Web 2.0 Era

• Web
• Web 2.0
  - social networks
  - User Generated Content
• Mobile - everyone will have a smartphone in his/her pocket.
The Future Is Mobile

• 25 Billion: Number of apps downloaded from Apple App Store as of March, 2012.
• 550,000: Number of apps offered through the Apple App Store for iPhone, iPad and iPod Touch.
• 792 apps downloaded/second.
• 1627 facebook status updates/second from mobile.

• The future is mobile - how can we be part of it?
The Future Is Mobile

• We can be a part of it by creating World-Class mobile apps.
• This presentation is an overview about "how to create great mobile apps".
• Boti will guide you through this.
Build Delightful Apps

• Mobile = iOS + Android
• Main goal: **build delightful iOS and Android apps.**
• How?
Build Delightful Apps

1. Prepare & Plan - Think before you code
2. Implement - Coding
3. Finalize - Testing & Distribution
Prepare & Plan

• Choose a platform (iOS, Android or both)
• Get started with the platform introduction documents:
• HIG documents:
Prepare & Plan

- Think before you code.
- Story-based, user-centric specification.
- UI and usability is crucial.
Implement

Prerequisites

- iOS = Mac only.
- SDK + IDE.
  - iOS: Xcode (SDK included) from the Mac App Store.
- SCM: git
  - Mac clients: SourceTree, SmartGit.
  - Windows client: SmartGit.
Implement

Quality Code

• Generic software craftsmanship (Pragmatic Programmers book http://pragprog.com)
Implement

App structure

• MVC
Testing during implementation

- Don't rely only on the simulators.
- Manual test during implementation:
  - Multiple OS versions/platforms.
  - Network availability.
- Automatic testing.
Finalize

Final testing

- Internal testing.

- Beta testing:
  - UTest: [http://www.utest.com](http://www.utest.com)
  - UserTesting: [http://www.usertesting.com](http://www.usertesting.com)
  - Friends
Finalize

Distribution

• App Store submission steps:
  - Register
  - Check HIG & review guidelines
  - Submit app
Finalize

Listen to the user

- Crash reporting: Crittercism  http://www.crittercism.com
- Analytics: Flurry  http://www.flurry.com
- App store feedback.
Enjoy app success!
Resources

- **Technical:** [http://www.stackoverflow.com](http://www.stackoverflow.com)
- **Ask Us:** dev@halcyonmobile.com
We're in the middle of the mobile revolution. Now is the time to be a mobile programmer. To build a successful app go through the development steps of Planning, Coding and Testing your application. 
or join our team at Halcyon and let's make some great mobile apps together. More info about jobs and internship at:

- www.mobilprogramozo.ro
- www.halcyon.ro
The End

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