

# Rules of Mobile App Design

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Simplicity  
Quality  
Security  
Update  
Pick an OS  
Money & Time

# Rules For Professional App Development

Neither Cheap Nor Easy

**Why Build an App?**

To do something awesome

To do something fun

To help people

To improve or support a brand

To make something unique

Make it useful to someone

**Simplicity**

Limited Resources

# Screen Real Estate

Power

Memory

Attention

One

Top Apps Do One Thing





**NJ TRANSIT**

The Way To Go.





# Core Functionality



- Serial Ports
- Dial Up
- Firewire
- Floppy Drives
- CD Drives
- Packaged Software
- Flash

Speaking of Apple...

**Quality**

A Bazillion Apps\*

\*Approximation

Big Brand?

Androidify



Top Apps Stay Top Apps

Blizzard Entertainment



**Security**

# Three Golden Rules of Computer Security

Do not own a computer

Do not power it on

Do not use one

Survivability, not surrender

Windows Into Our Lives

# Resting & Transfer Vulnerabilities

Responsibility

# Permissions











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Facebook Update (manual)

Facebook



-  **Your personal information**  
read contact data, write contact data
-  **Services that cost you money**  
send SMS messages
-  **Your location**  
fine (GPS) location
-  **Your messages**  
edit SMS or MMS, read SMS or MMS,  
receive SMS
-  **Network communication**  
Allows the application to accept cloud to  
device messages from application's  
service, full Internet access
-  **Your accounts**  
act as an account authenticator, manage  
the accounts list
-  **Phone calls**  
read phone state and identity
-  **System tools**  
prevent phone from sleeping, write sync  
settings

 **Show all**

OK

Cancel

# Take Only What You Need To Survive



**Update**

Regular Upkeep

# Squash Bugs

# New OS Versions

# New Devices

# New Screen Sizes

Iterate

New Content

New Functionality

Stay Focused

Speaking of Focus...

**Pick an OS**

Audience

Convenience

Desire

One

Get it Working

# Browser Apps

Cross-Platform

Ready Made Solutions

Build it Yourself

# Money & Time

Neither Cheap Nor Easy

Servers

# Thought & Planning

Designers & Developers

Want it Fast & Cheap

# Master

## Mobile Interface Design

### Photoshop

### C#

**Wrap-Up**

# **Simplicity**

Be the best at one thing

# Quality

Do it right

# Security

Be mindful of risk

# Update

Don't orphan your app

# Pick One OS

Don't kill yourself or  
your budget

# Money & Time

It's going to take a lot of both

**Thank you**

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