Spotlight Mobile

- Began at the Human Computer Interaction Lab, Cornell University in 1998
- Company formally established in 2002
- Over 50 clients
- Solutions for Windows Mobile, Palm, Android, iPhone
- Millions of users
- Consulting
- Product development
Partial Client List

- Accenture
- Smithsonian Institution
- American Museum of Natural History
- GQ
- United States Botanic Garden
- Intel
- Vogue
- Barnes & Noble
- National Park Service
- MTV Networks

www.spotlightmobile.com

Sunday, April 25, 2010
Building for Mobile

• A Brief Industry History
• Current Industry Landscape
• Design Considerations
• Examples
Then

• Founded to do high end delivery on mobile devices
• To let users feed back into the system
• To form networks and track each other
• To do all the stuff you should be able to do when you have… basically a computer in your hands
• To do all the stuff we see in movies
Then

• Days of old…
Then

• Days of old…
Then

• Days of old…
Then

• Device availability
  – Devices exist, capable devices, though?
• Device Standards
  – NONE!
• Ease of deployment
  – NOT!
What do you do?

- Enterprise Deployment
- Lowest-common-denominator problem
Moving ahead...
Moving ahead…

• Smartphones
  – Palm Trio
  – Blackberry
  – iPhone
  – Android
Moving ahead...

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  - 1 Device, 1 screen size, 1 feature set, etc…

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• Ease of deployment AND GET PAID!
  - 1 App store right to device
    Quickly copied, but still much easier to deploy…
Current Environment

• All industries, all companies are interested
• Very VERY little in house expertise (though this is not always clear to them)
  – Not just programming languages but also paradigms
• Caution
  – NO desire for this to turn out like the web.
Current Environment

• On iPhone, 150k+ apps
• On Android, 42k+ apps
• As an independent, you have to market!
• Apple MAY help, but don’t count on it... if they do...
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  – HRB 40x uptick
  – Small Company Y 100x uptick
Designing for Mobile

- VERY different than designing for Web
- Slow processor
- Unreliable Internet
- Limited screen real estate
- Use case
- Interaction type (touch, keyboard, nubbin)
- Standards are important...
Good Design

• Vogue
  – Graphic Design
  – UX Design
    • Standards
      – Slideshow, flip to reveal details
      – Select states
      – Badges

  – Technical Design
    • State Saving
    • Network activity
Vogue - Graphics

• Clean lines, no gratuitous drop shadows

• Matches design/brand of Apple and Vogue.
Vogue - UX

- Standards (Animation, iPod)
Vogue - UX

• Standards (physical objects, photos)
Vogue - UX

• Standards (Badges, Mail, Select States)
Vogue - Technical

• State Saving, Network Activity
Bad Design (and we we care)

• Southwest App
  – Graph Design
    • Hmm
  – UX Design
    • Doesn’t match how users work
  – Technical Implementation
    • Missing
Design

• Important!
• App icon - Important
• Think about your users
  – What they are doing
  – Where they are!