

Spotlight Mobile, Inc.



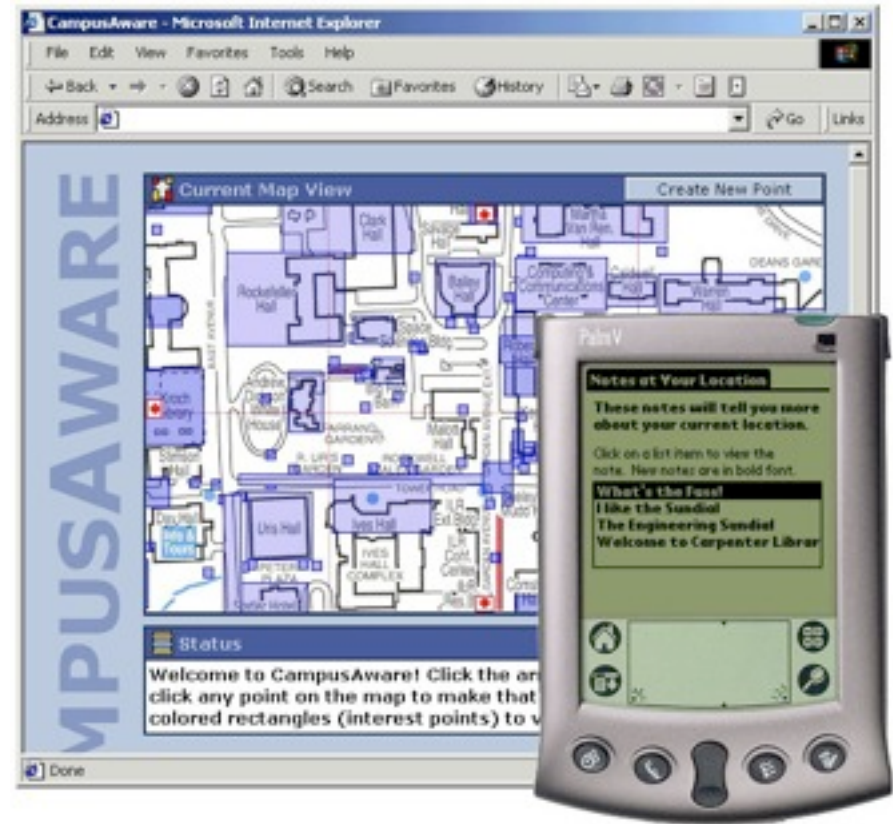
Kiyo Kubo
Cofounder and President

April 21, 2010

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



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



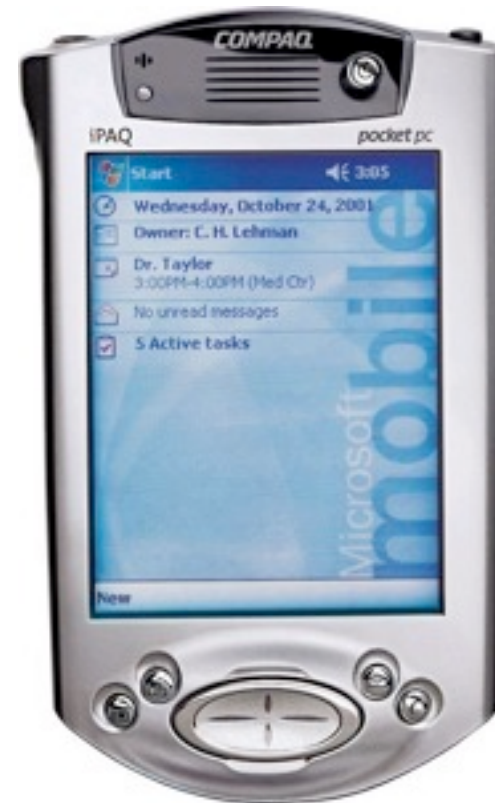
- Days of old...



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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Now

- Device availability
 - 85 million highly capable devices
- Device Standards
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 - NOT!



Now

- Device availability
 - 85 million highly capable devices
- Device Standards
 - 1 Device, 1 screen size, 1 feature set, etc...
- Ease of deployment
 - NOT!

Now



- Device availability
 - 85 million highly capable devices
- Device Standards
 - 1 Device, 1 screen size, 1 feature set, etc...
- 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

Current Environment



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- As an independent, you have to market!
- Apple MAY help, but don't count on it... if they do...
 - 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

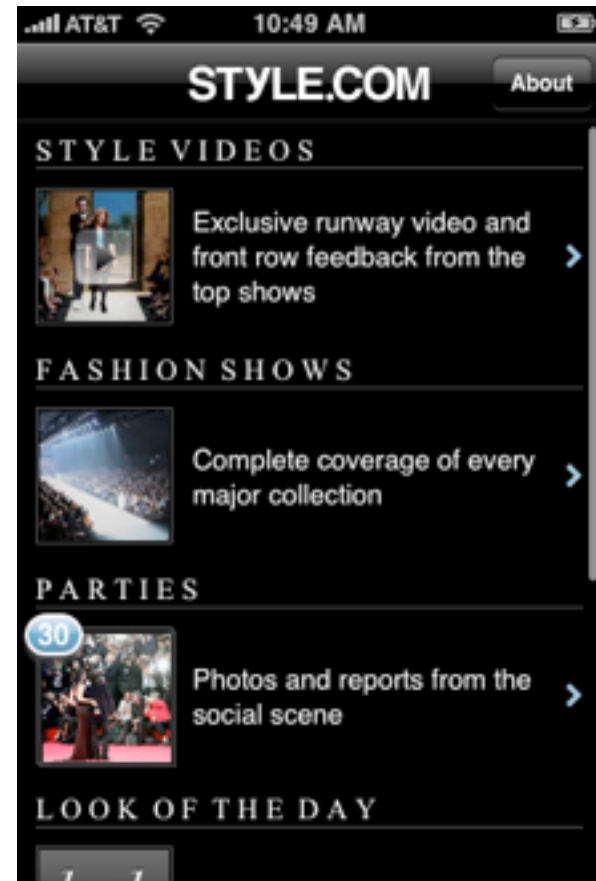


- Vogue
 - Graphic Design
 - UX Design
 - Standards
 - Slideshow, flip to reveal details
 - Select states
 - Badges
 - Technical Design
 - State Saving
 - Network activity

Vogue - Graphics



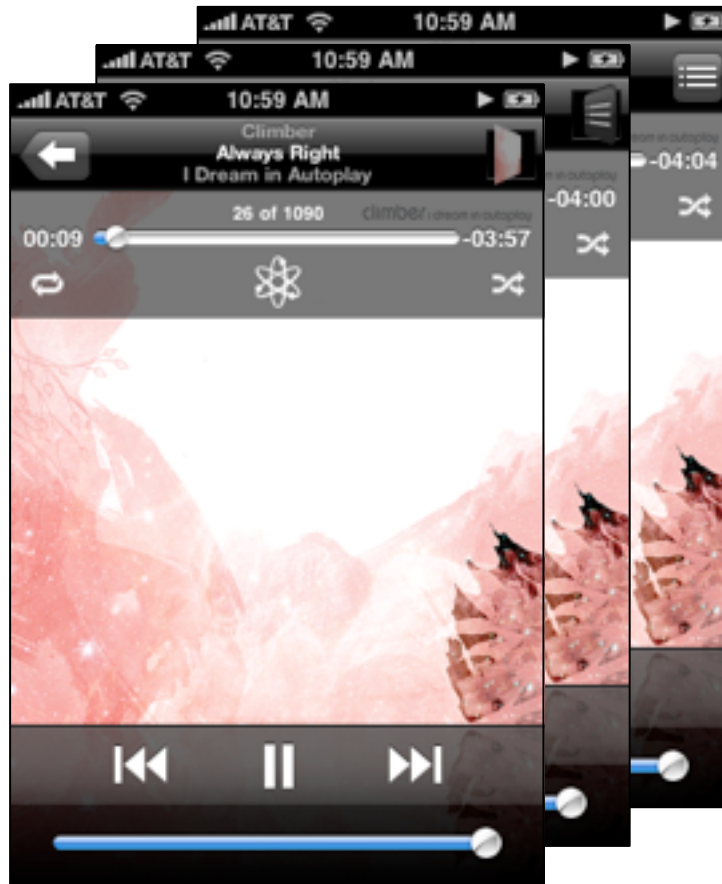
- Clean lines, no gratuitous drop shadows
- Matches design/brand of Apple and Vogue.



Vogue - UX



- Standards (Animation, iPod)



Vogue - UX



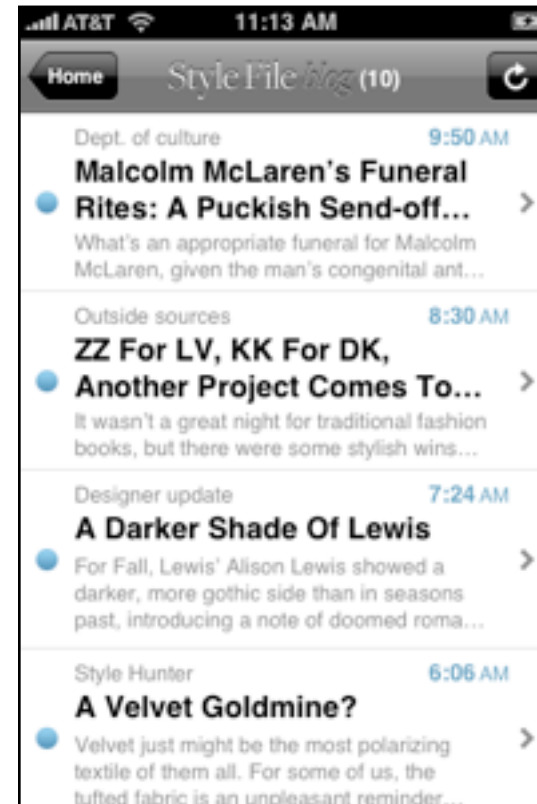
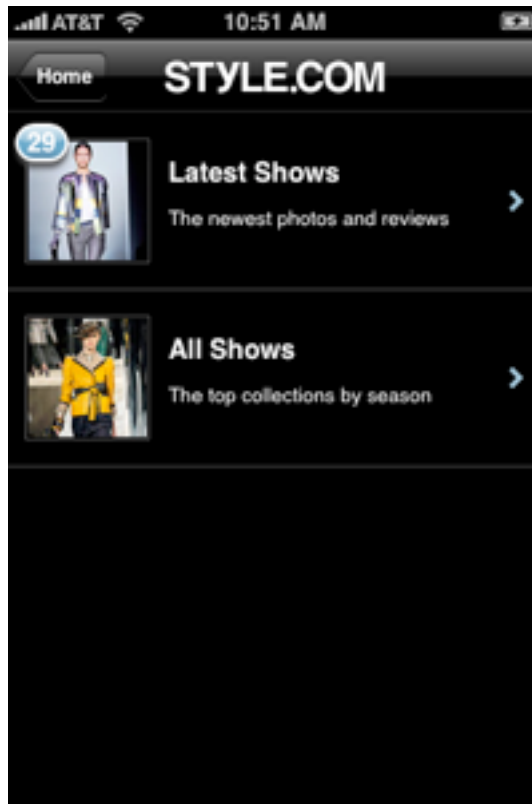
- Standards (physical objects, photos)



Vogue - UX



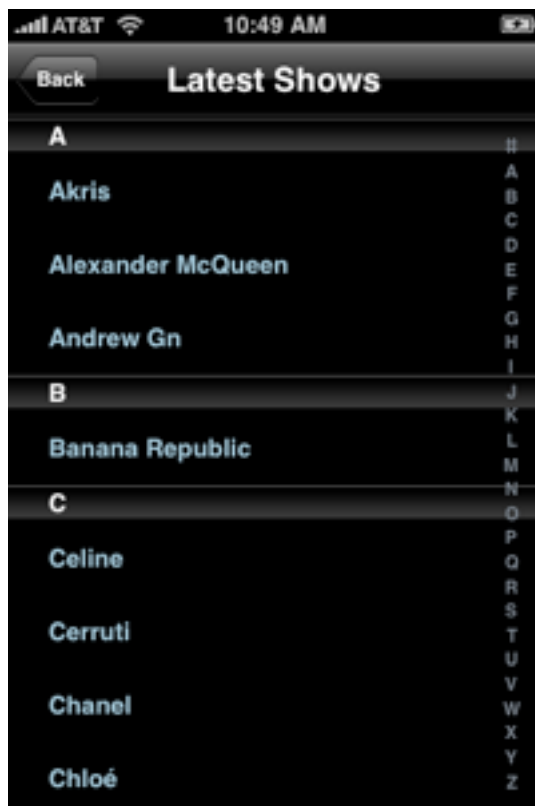
- Standards (Badges, Mail, Select States)



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!

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