Mobile, How Do I Develop Thee?

Let Me Count The Ways

This guy is a liar!

Don't believe a

word he says

Mobile Software Development Hurts !

Fanbois!

Costs

Testing

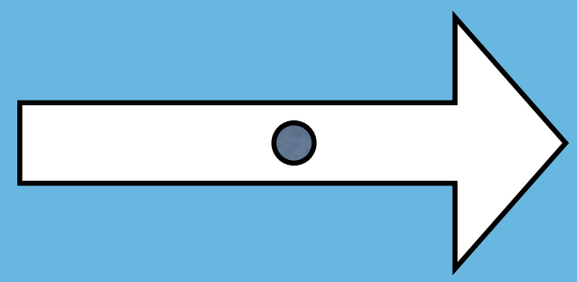
Breadth of Skills

Moving Target

The Not-Really-Real Mobile Development Wall of Pain Game

Fanbois!

Costs



Testing

Breadth of Skills

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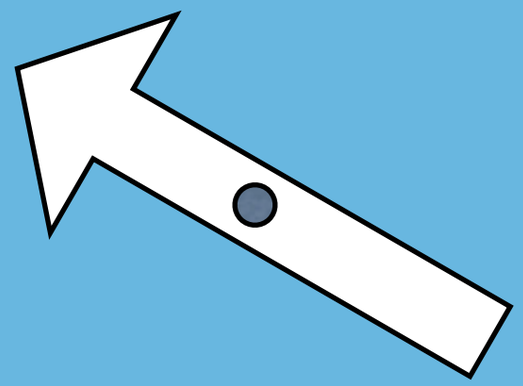
Costs

Fanbois!



Testing

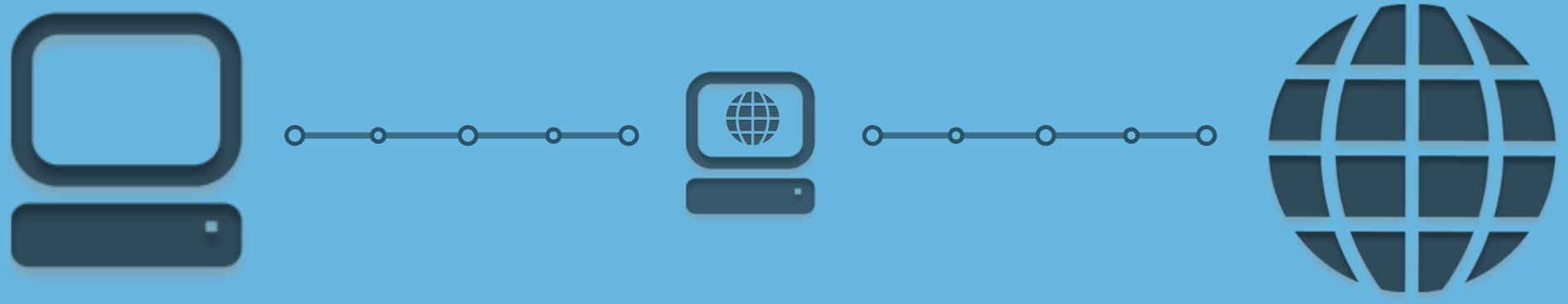
Breadth of Skills

Moving Target

Fanbois!

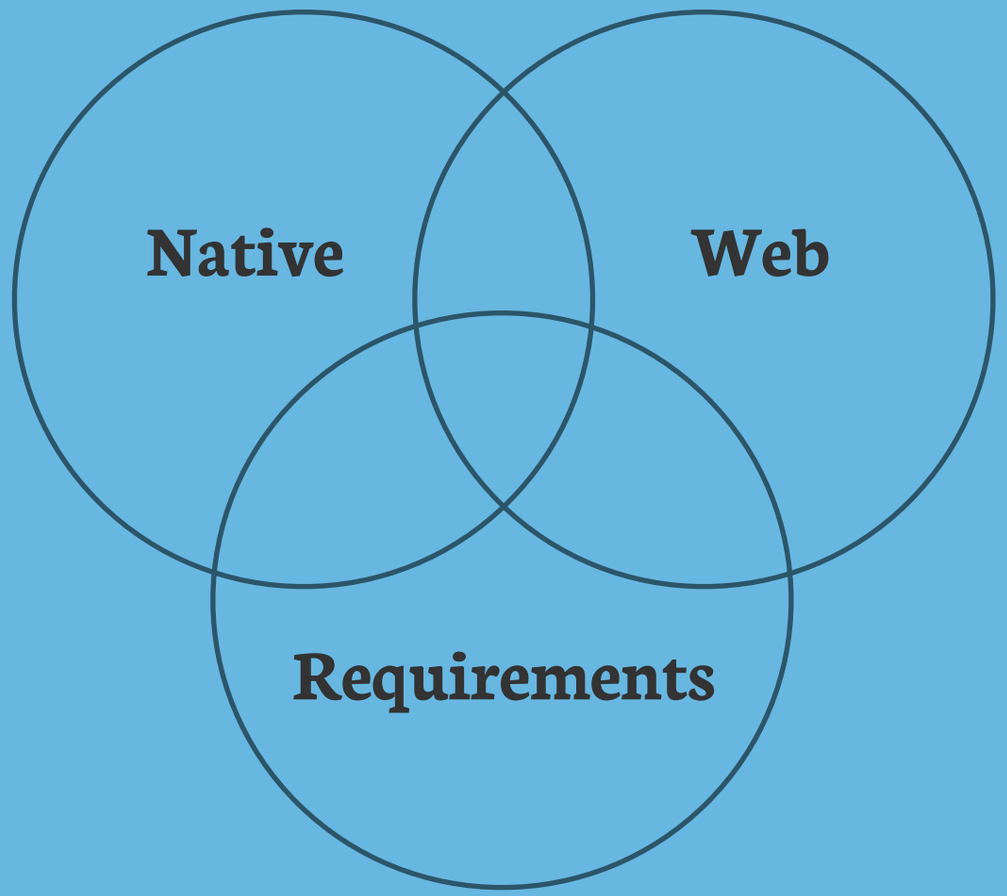
Mobile Technology Spectrum

a.k.a make love not war

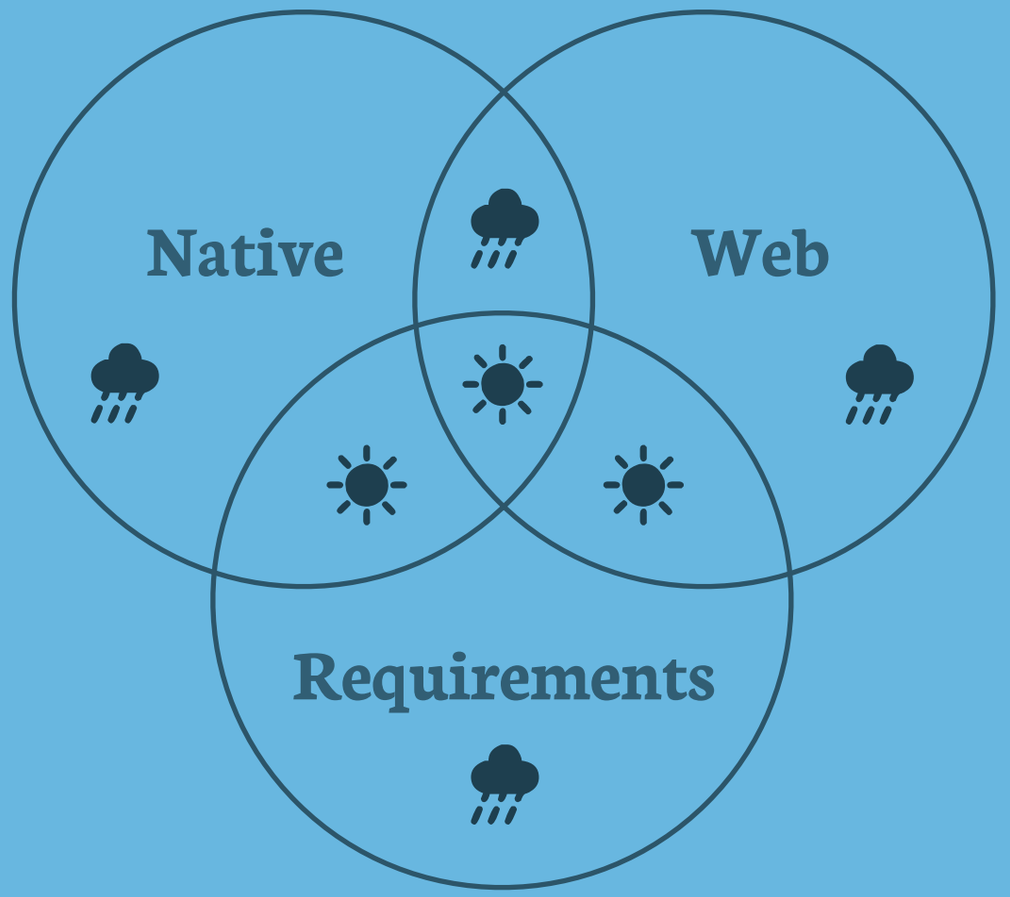


Native

Web



Technology & Needs



Doin' It Wrong!

Doin' It Right!

Fanbois, cant live with them, can’t...

Ways to Achieve Technology Harmony

WebViews & Bridges

Custom URL Schemes

HTTP Server

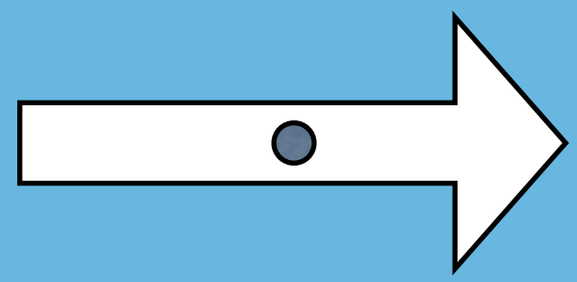
addJavascriptInterface()

ScriptNotify/InvokeScript

PhoneGap/Cordova

Costs

Fanbois!



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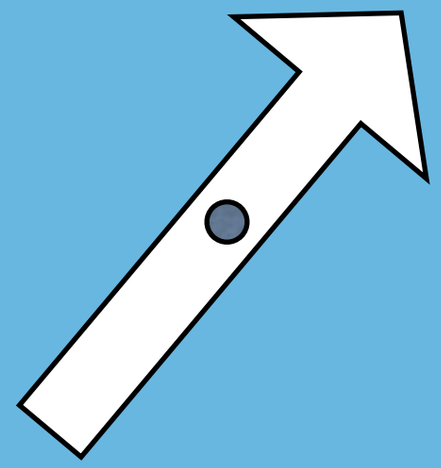


Testing

Breadth of Skills

Moving Target

Costs

iOS Developer

MacBook	$999 - $1299
iOS Developer Program	$99
iPhone/iPad/iPod	$199 - $650
	$1.3k - $2k

Android Developer

Registration Fee	$25
Android Dev Phone	$399
Other Devices	$200 - $600
	$0.7k - $1k

WP7 Developer

Registration Fee	$99
Test Device/Phone	$200 - $900
Windows 7	$100
	$0.4k - $1.1k

Cross Platform Tools

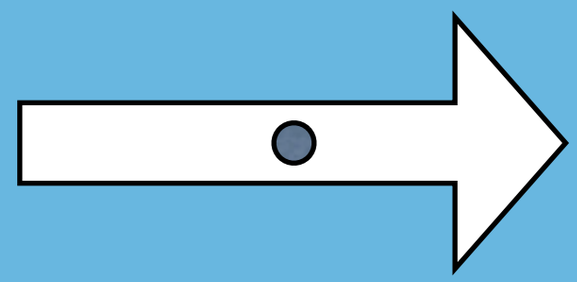
Or Build-Once-Deploy-Anywhere

will NOT save you much money!

Costs are an inevitable part of doing business

Costs

Fanbois!



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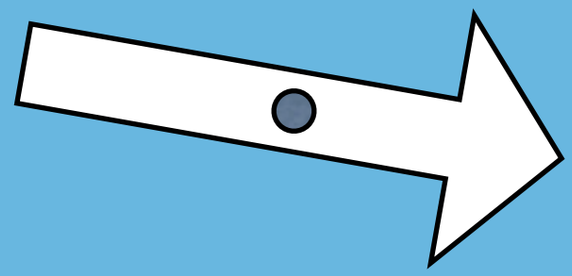


Testing

Breadth of Skills

Moving Target

Testing

Manual testing on the simulator is simply not enough!

Access to apps

on a device can be

very difficult

Web Inspector Remote

localhost:8081/client/

Remote | Elements | Console | Search Remote

Targets

- localhost [id: 1491679085] - http://localhost:8081/demo/weinre-demo.html

weinre

Clients

- localhost [id: 1491679084]

Server Properties

boundHost: localhost
boundHosts:
- localhost

deathTimeout: 15
httpPort: 8081
readTimeout: 5
reuseAddr: true
verbose: false

weinre

TestingWithFrank

Robotium etc.

WP7 Test Framework

lesspainful.com

How can you be sure you

built the right thing?

Beta Testing

TestFlight

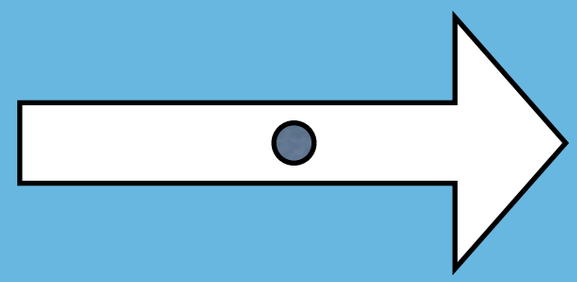
HOCKEY

Hockey App

AppHub

Fanbois!

Costs



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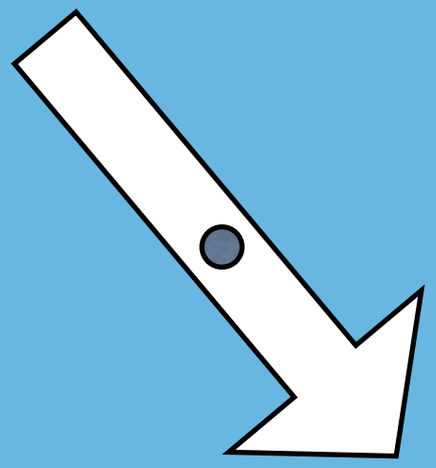


Testing

Breadth of Skills

Moving Target

Moving Target

Fragmentation

EULA Changes

Web Storage Locations

Deprecated DeviceID

App Store Submission

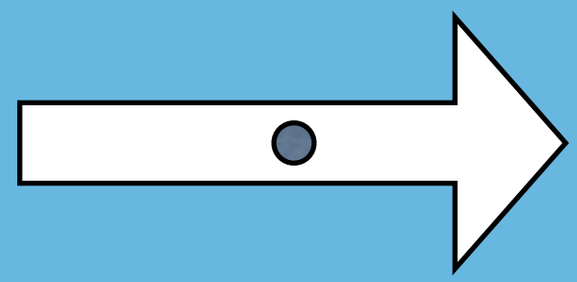
Expect change

Never trust the vendors

Don’t do anything too “weird”

Fanbois!

Costs



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Breadth of Skills

Platforms

Apple iOS

Android

Windows Phone 7

Blackberry

Symbian

Various Feature Phones

Languages

Objective-C

C#

Java ME (Various)

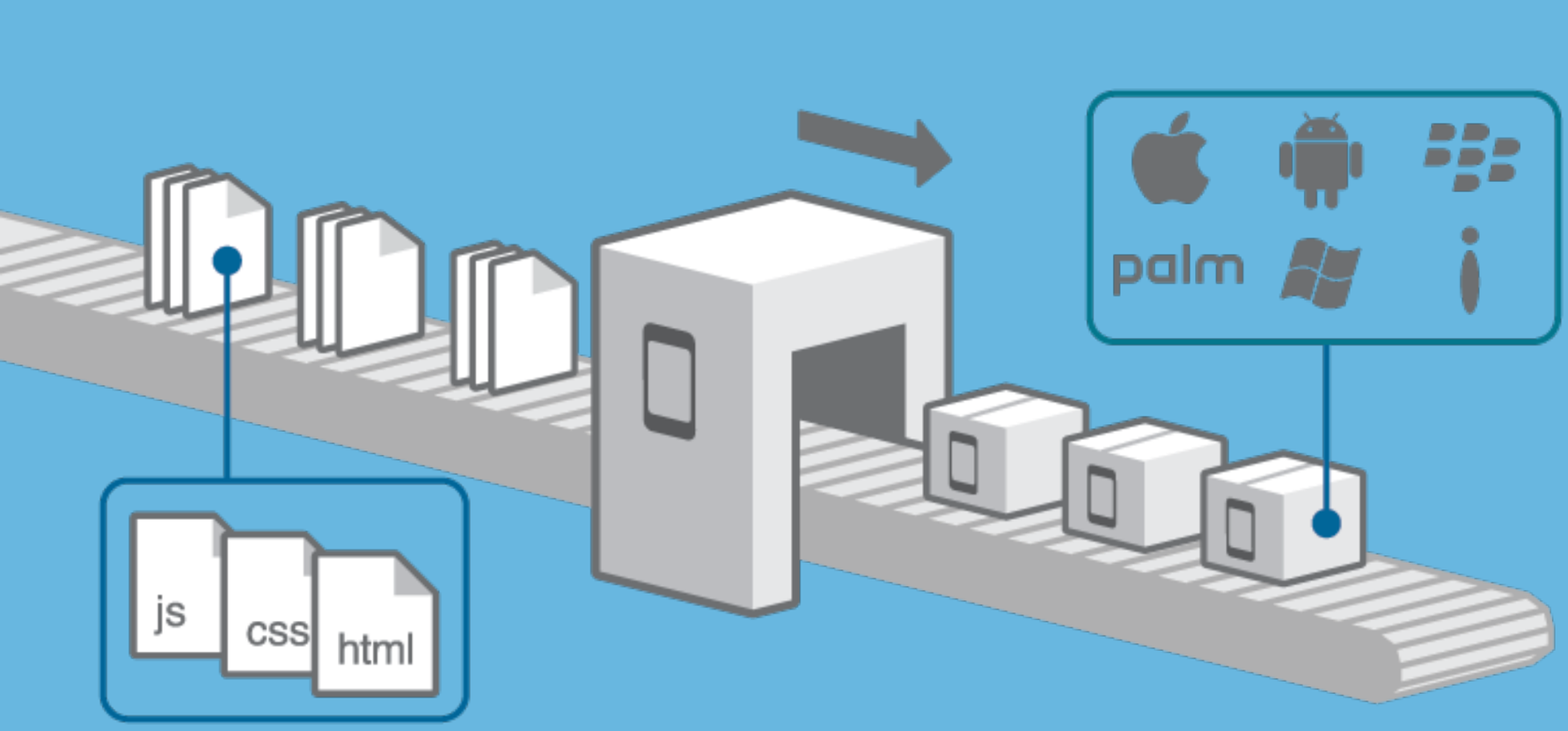
JavaScript

Cross Platform Tools

can help reduce the burden

of technology sprawl

PhoneGap Build



MonoTouch

Mono for Android

And we haven't even

mentioned the server-side!

Not every app will be

a self contained solution

Server-side Needs

Data Storage/Retrieval?

Push Notifications?

In App Purchases?

Authentication?

Analytics?

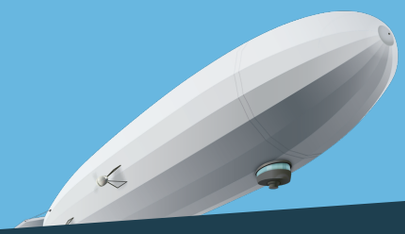
You may not need or want

to re-invent the wheel

Specific Needs

Flurry

iCloud



Urban Airship

All The Things!

parse.com

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