Best Practices in Smartphone Business Apps

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Background

- iPhone has changed the game
  - All users now want to run real apps on their smartphones
- It's a huge win for businesses
  - Workers are productive everywhere, anytime
  - Smartphones are cheaper than laptops
  - They have senses (sight, hearing, touch) that laptops never had
- But
  - Its difficult to write apps for all smartphones that your people have (without a smartphone app framework)
  - Good smartphone apps are different than good web apps or good desktop apps

What's Different v. Consumer iPhone Apps?

- get users information quickly
- make the information always available
- usually tie into some larger backend system

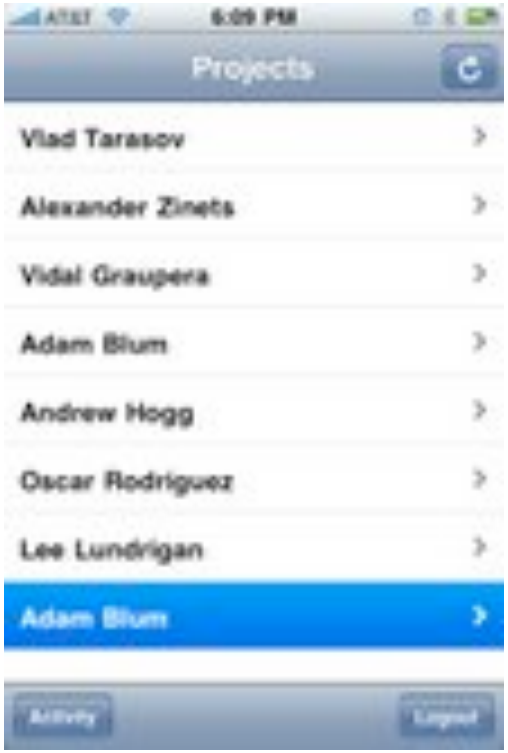
What's Different v. Web Apps

- focus on single tasks
- less data types
- leverage the device

Context Sensitivity

- take users right to the data
  - common metaphor: list of records at top level
  - or a map with objects
  - using location, time, user info to select
- but no top level lists to select the right object type/function
- settings as an option on the tab bar

iPivotal


AT&T
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Projects
Vlad Tarasov
Alexander Zinets
Vidal Graupera
Adam Blum
Andrew Hogg
Oscar Rodriguez
Lee Lundrigan
Adam Blum
Activity
Logout


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there are no iterations
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Add Story


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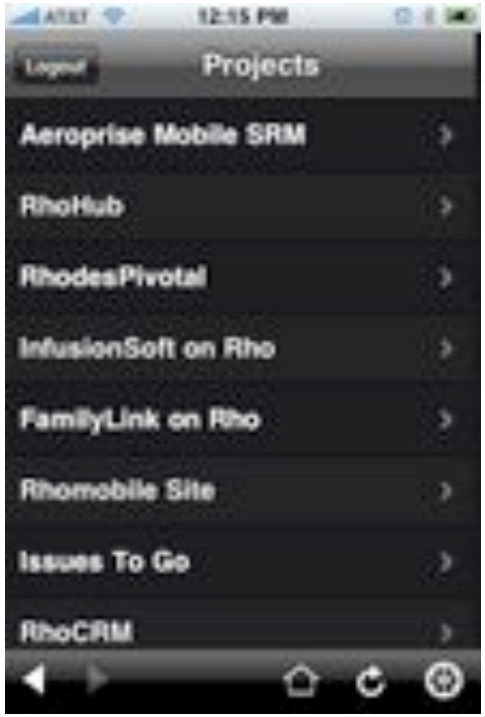
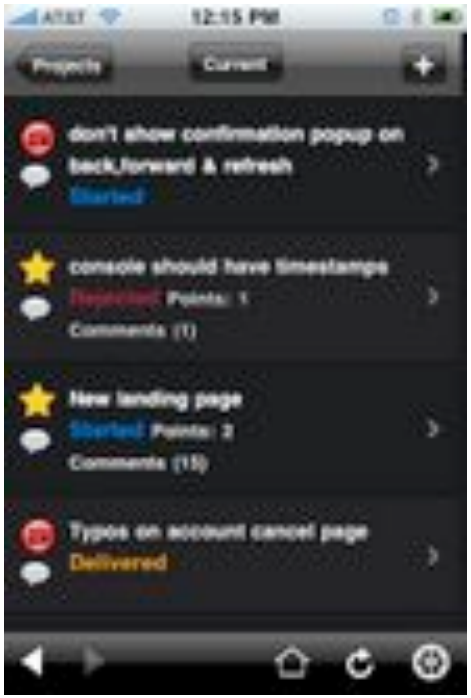




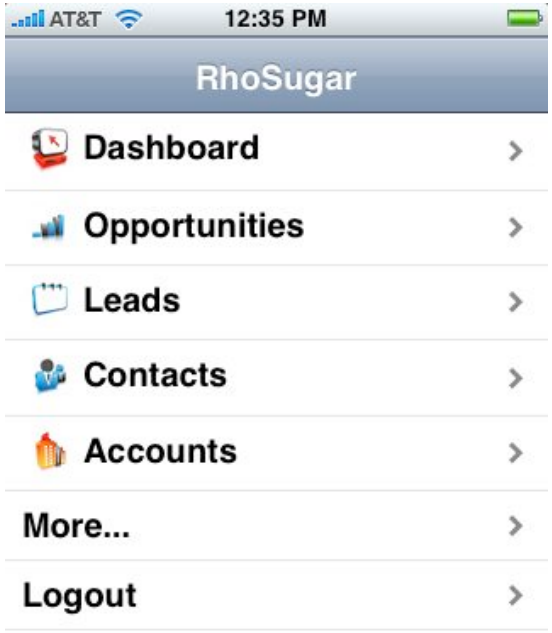
Limit Objects/Functions

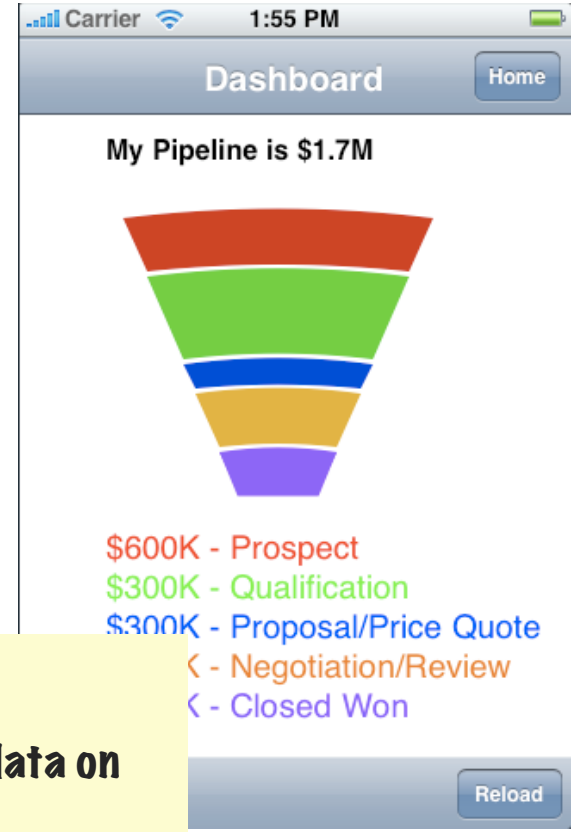
- ideally one main object types
- no more than two or three “dependent objects”
- limit features/functions/actions on objects

What Not To Do: KinitoPro

all of this just to get to your accounts? why not just use reasonable defaults?

What To Do: Open Health





(written with Rhodes)

take people to their objects right away. summarize data on the device with dashboards

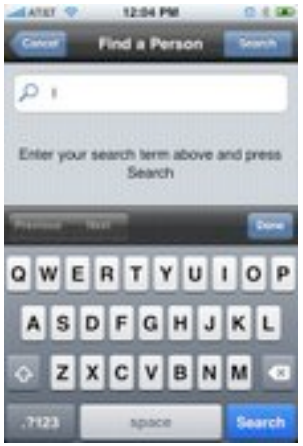
Local Data

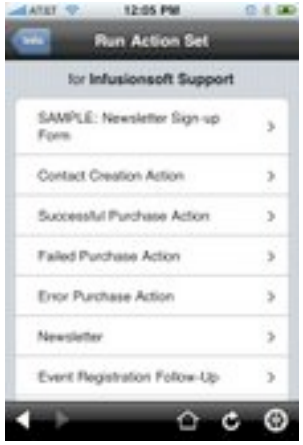
- make it possible to use the app without connectivity
- insure that user's work on transactions (Create/Update/Delete) is never lost
- automatically cache (through database or otherwise) frequently used data

IFusion

no local data (sync so you can access contacts when offline)? no save to local PIM contacts?

InfusionSoft



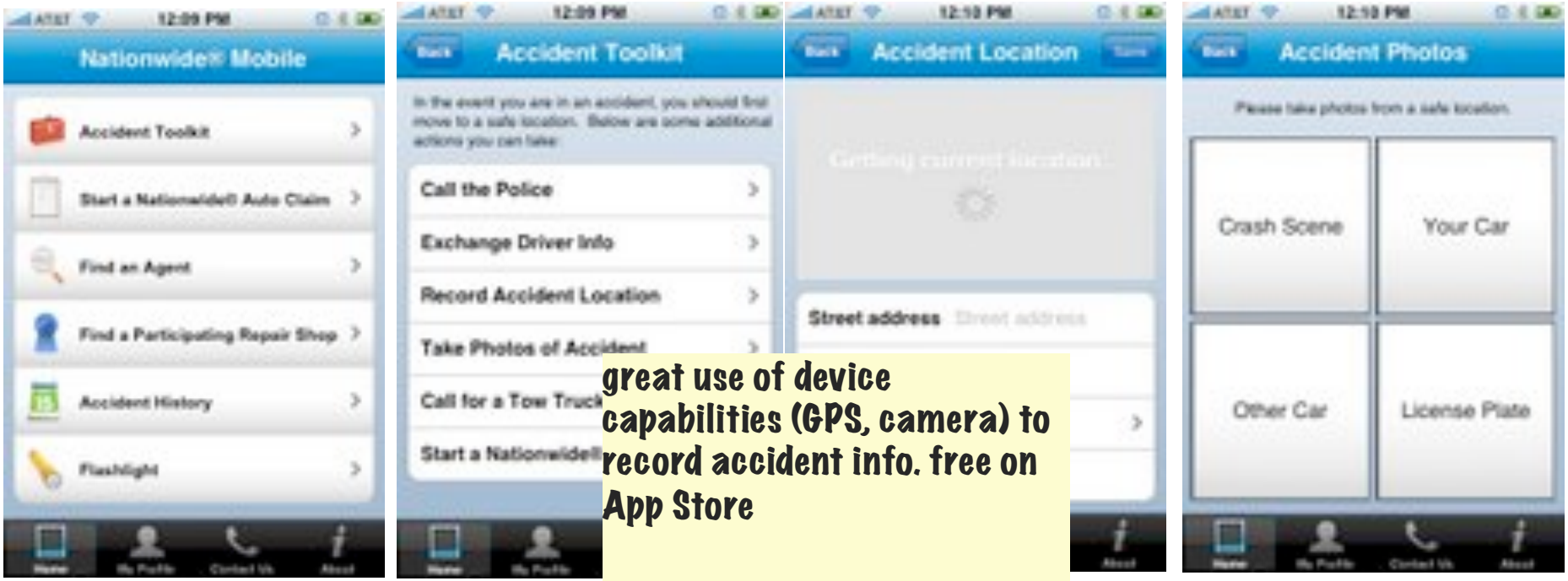


written with Rhodes. data is synced and available offline. robust set of capabilities on each contact (tags, followup sequence, history, action set). save to PIM (address book)

Device Capabilities

- smartphones have senses: sight, hearing, touch
- don’t do myopic web ports
- you can probably use:
  - GPS
  - mapping
  - PIM contacts
  - camera

What To Do:
Nationwide Claims App



great use of device capabilities (GPS, camera) to record accident info. free on App Store

Rapid Iterations

- deliver small identifiable features frequently
- use a toolset that enables rapid iteration
  - Objective C might not be the best one for that

Rhodes Architecture