Technology

What's programming?

Benjamin Weiss

http://gplus.to/keyboardsurfer
Twitter: @keyboardsurfer

Mobile Software Developer

Organizer: **"Android in Berlin" UG**

Co-Organizer:
- **Global Android Dev Camp**
- **GTUG Community Weekend**
- **Google I/O Extended Berlin 2012**

Benjamin Weiss

Tim Messerschmidt

http://gplus.to/seraandroid
Twitter: @seraandroid

Developer Evangelist at PayPal
Before:
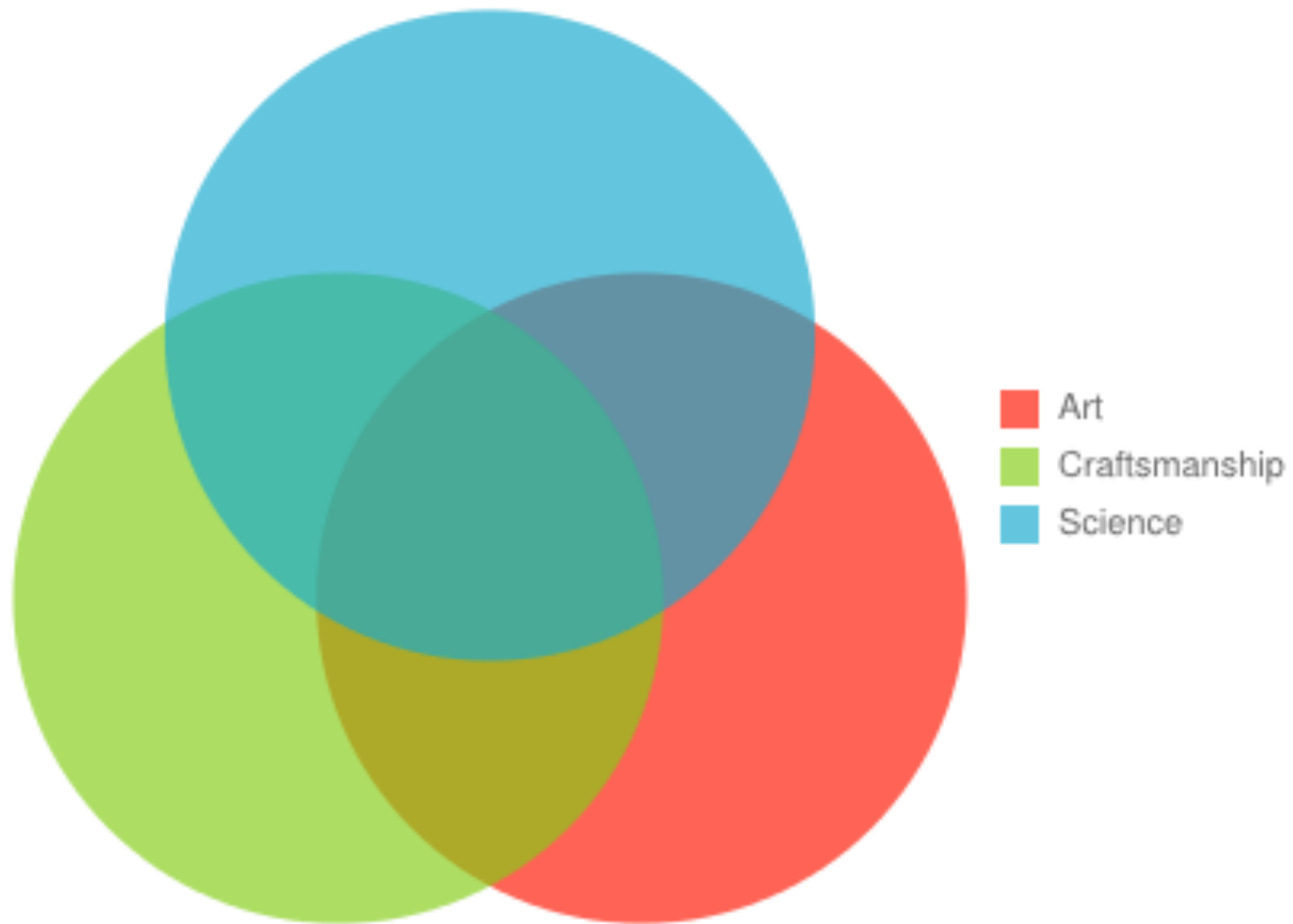- **Technical Project Manager at Neofonie Mobile**
- **Developer Advocate at Samsung**

Organized:
- **Samsung Technology User Groups**
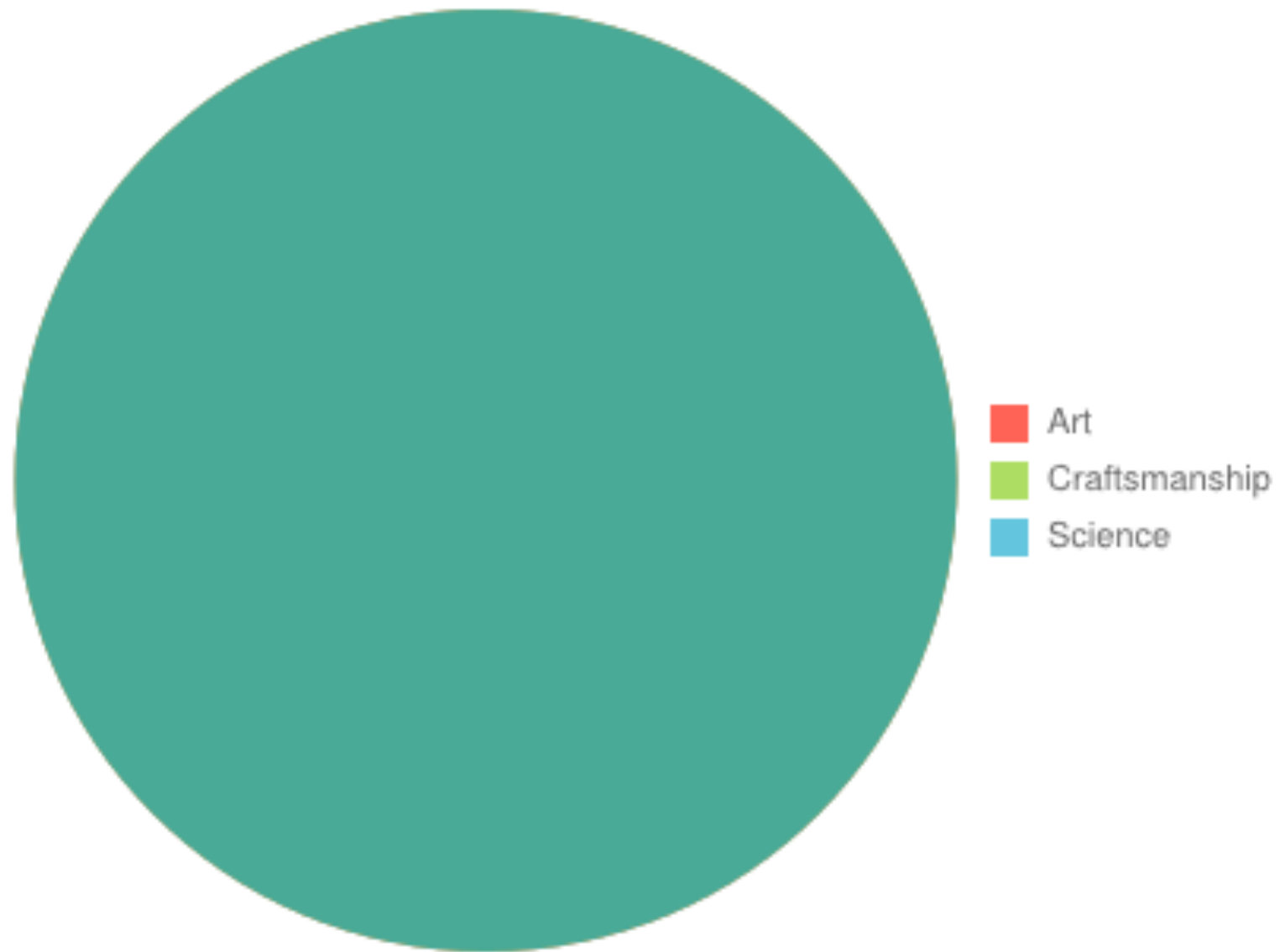- **Paderborner Gadget Abend**

Tim Messerschmidt

Agenda

1) Intro

2) Who's doing it?

3) Development methods

4) Central aspects

5) Key Questions

6) Station organization

Intro

Intro

Art
Craftsmanship
Science

Intro

Art
Craftsmanship
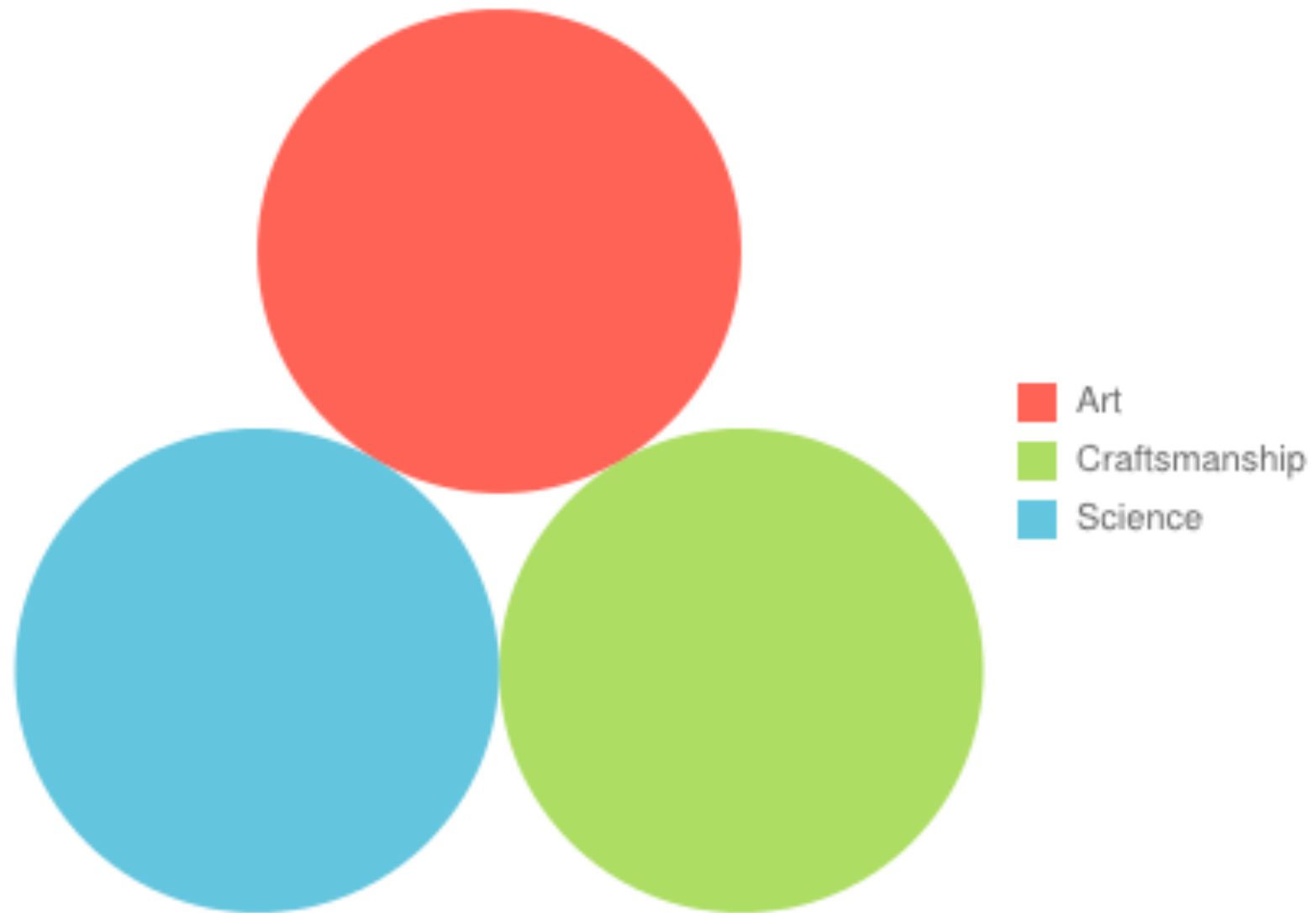Science

What we do

- **We run Facebook**
- **We secure your Online Banking**
- **We let you watch Youtube**
- **We tell you what's the weather like**
- **We create your games**
- **We tell you which way to go**
- **We keep your internet running**

Who we are

- **Developers**
- **Security experts**
- **Codec specialists**
- **API engineers**
- **Game developers**
- **Routing experts**
- **System administrators**
- **Product managers**

Programming languages

- **System.out.println("Hello world");**
- **document.write("Hello world");**
- **printf("Hello world");**
- **NSLog(@"Hello world");**
- **print *, "Hello world"**
- **echo "Hello world"**
- **<?= "Hello world" ?>**
- **SELECT "Hello world" AS message**

Methods

Depending on the project's size

Small projects:
- great with low / no overhead

Bigger projects:
- require proper planning and organization,
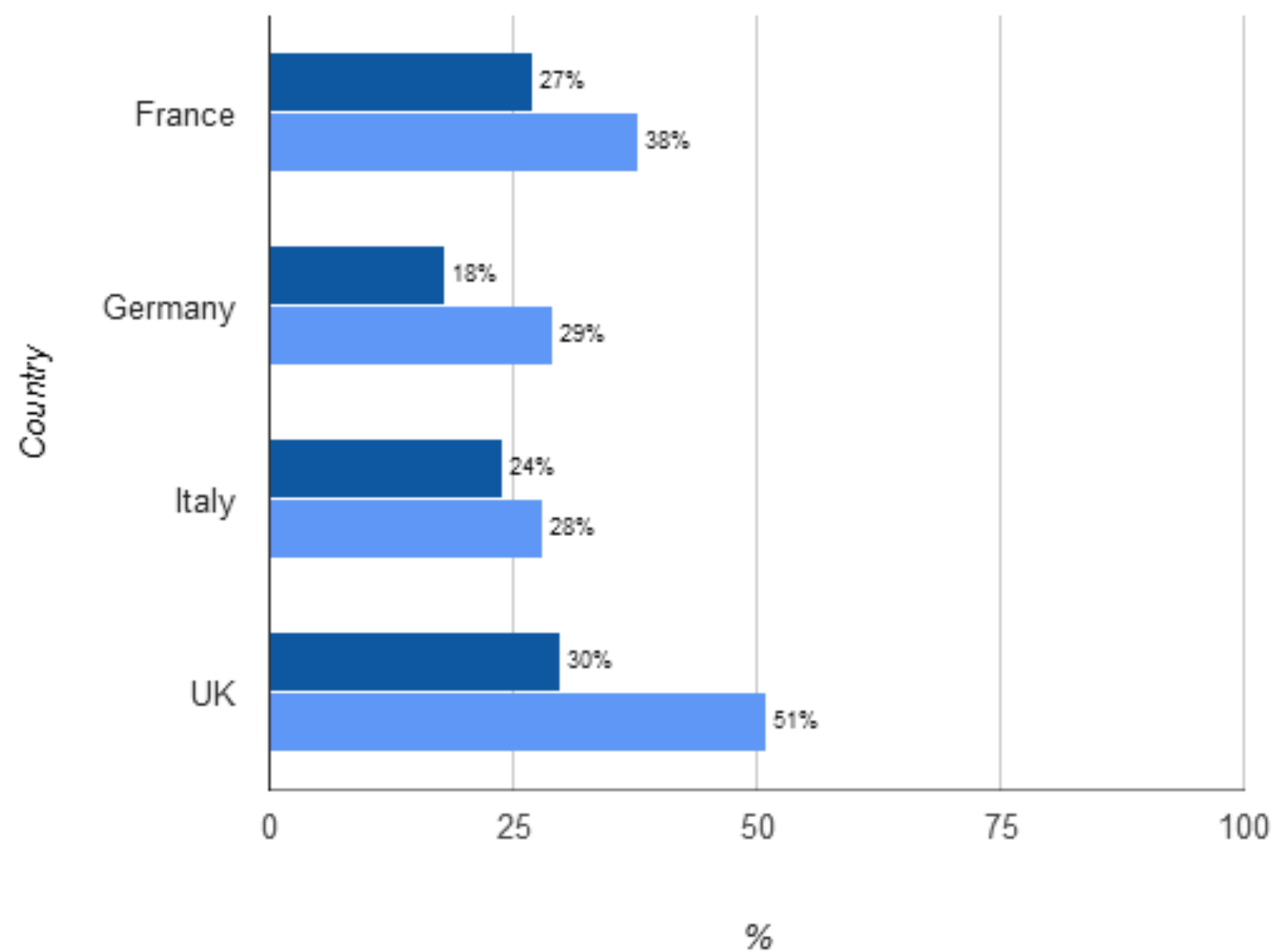- more people involved

Development helpers

- **UML**
- **Flowcharts**
- **Class diagrams**
- **API descriptions**
- **Mockups**
  - Click dummies
- **IDEs**

Management methods

- **Agile**
  - Scrum
  - Kanban

- **Classical**
  - Waterfall
  - V-Modell
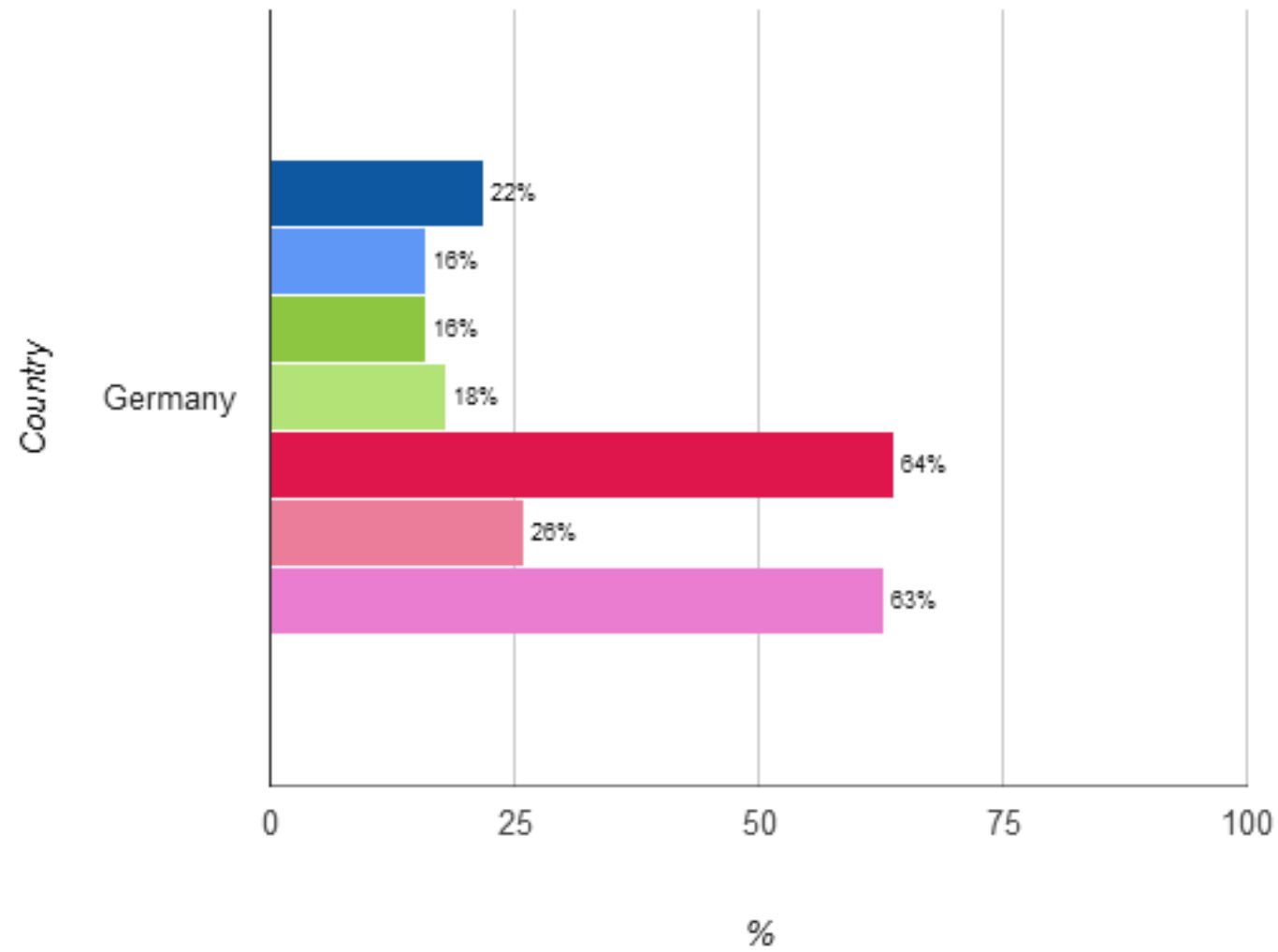
Why Mobile?

Smartphone Penetration

Country	2011	2012
France	27%	38%
Germany	18%	29%
Italy	24%	28%
UK	30%	51%

%

Base: Total population

■ 2011   ■ 2012

Importance in comparison to other media/devices

Germany

22%	Rather give up TV
16%	Rather give up computer
16%	More entertaining than TV
18%	Prefer for reading news
64%	Don't leave home without it
26%	Use computer to follow up information
63%	Expect websites to be as easy to use as on computer

Country

%

- Rather give up TV
- Rather give up computer
- More entertaining than TV
- Prefer for reading news
- Don't leave home without it
- Use computer to follow up information
- Expect websites to be as easy to use as on computer

Station organization

Tips:
  Respect the paradigms of your platform
  Don't repeat yourself
  Eat your own dog food!
  Fail early, fail often
  Release early, release often

Links:
  For Java-Anfänger: http://openbook.galileocomputing.de/javainsel/
  For PHP-Anfänger: http://tut.php-quake.net/de/
  General Questions: http://stackoverflow.com
  Android Guidelines: http://d.android.com/design
  iOS:
  http://developer.apple.com/library/ios/#documentation/userexperience/conceptual/mobil
  Introduction/Introduction.html

Steps:
  Search for apps that already do the stuff you want to do
  Download competitors apps and try them
  Check what you can do better
  Write it down
  Give it to your programmers

Key Questions

- **Technical**
  - **What's technically feasible?**
  - **Which specialities does my platform offer?**
  - **What's the best strategy for implementation order?**
- **Economical**
  - **How does the market look like?**
    - **Competitors**
  - **Can we monetize it?**

Let's go!