

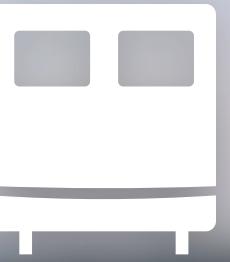
# DESIGNING CAPITaine TRAIN MOBILE EXPERIENCE

BY: CAPITAINE TRAIN MOBILE EXPERIENCE



@cyrilmottier

capitaine train



[capitainetrain.com](http://capitainetrain.com) • @capitainetrain



cyrilmottier — bash — 87x24

```
cyrilmottier@MBP-Retina-Cyril ~ $ curl -I https://www.capitainetrain.com
HTTP/1.1 200 OK
Server: nginx/1.6.2
Date: Fri, 12 Jun 2015 09:24:02 GMT
Content-Type: text/html; charset=utf-8
Connection: keep-alive
X-Frame-Options: SAMEORIGIN
X-XSS-Protection: 1; mode=block
X-Content-Type-Options: nosniff
ETag: W/"0b0a5fce654799c43b5d277faf356c32"
Cache-Control: max-age=0, private, must-revalidate
Set-Cookie: _ct_session=MXplWEQyY2ds0GZ0b1FKZVJCY0p0bWVoeGtoUXgzVFZoWHY2ZEtHdDFtNjdIbXA
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c9250053a104; path=/; expires=Thu, 12 Jun 2025 09:24:02 -0000; HttpOnly
X-Request-Id: 1b15c0dd-387c-44f8-8741-51875b7bc3a7
X-Runtime: 0.019376
Strict-Transport-Security: max-age=16070400
X-Recruitment: Cool jobs available @ https://www.capitainetrain.com/en/jobs/
```

```
cyrilmottier@MBP-Retina-Cyril ~ $
```

# INTRODUCTION



March 2014

October 2013

October 2012

May 2010

**Android app**

**iOS app**

**Public website**

**Beta website**

**Mobile has a lot of constraints**  
application designers need to deal with



Network

# Mobile has a lot of constraints application designers need to deal with



Network



Battery

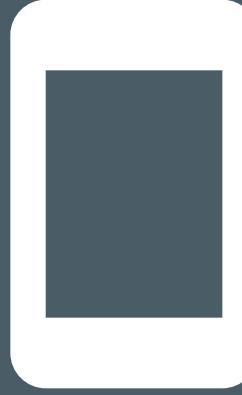
# Mobile has a lot of constraints application designers need to deal with



Network



Battery



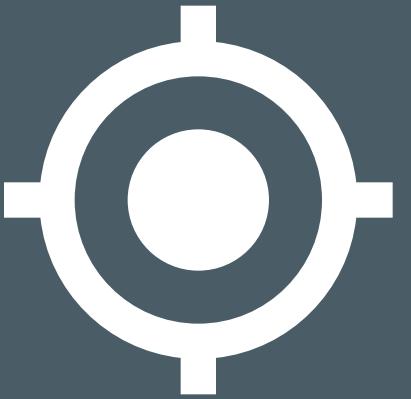
Screen

**But also some advantages  
to enhance context awareness in apps**

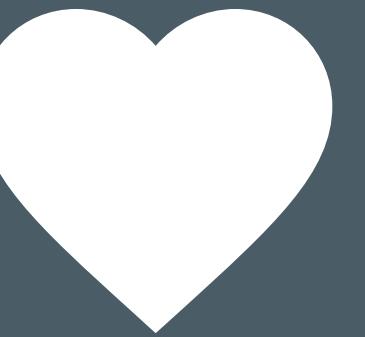


Location

**But also some advantages  
to enhance context awareness in apps**

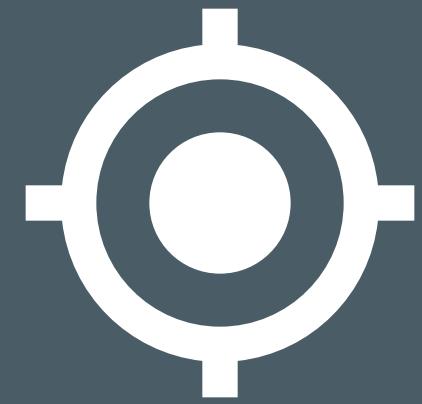


Location

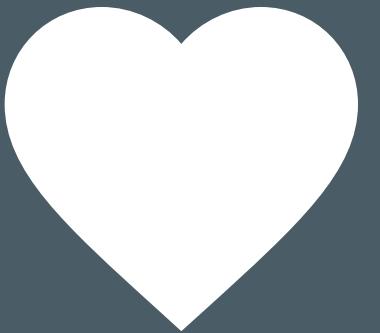


Sensors

# But also some advantages to enhance context awareness in apps



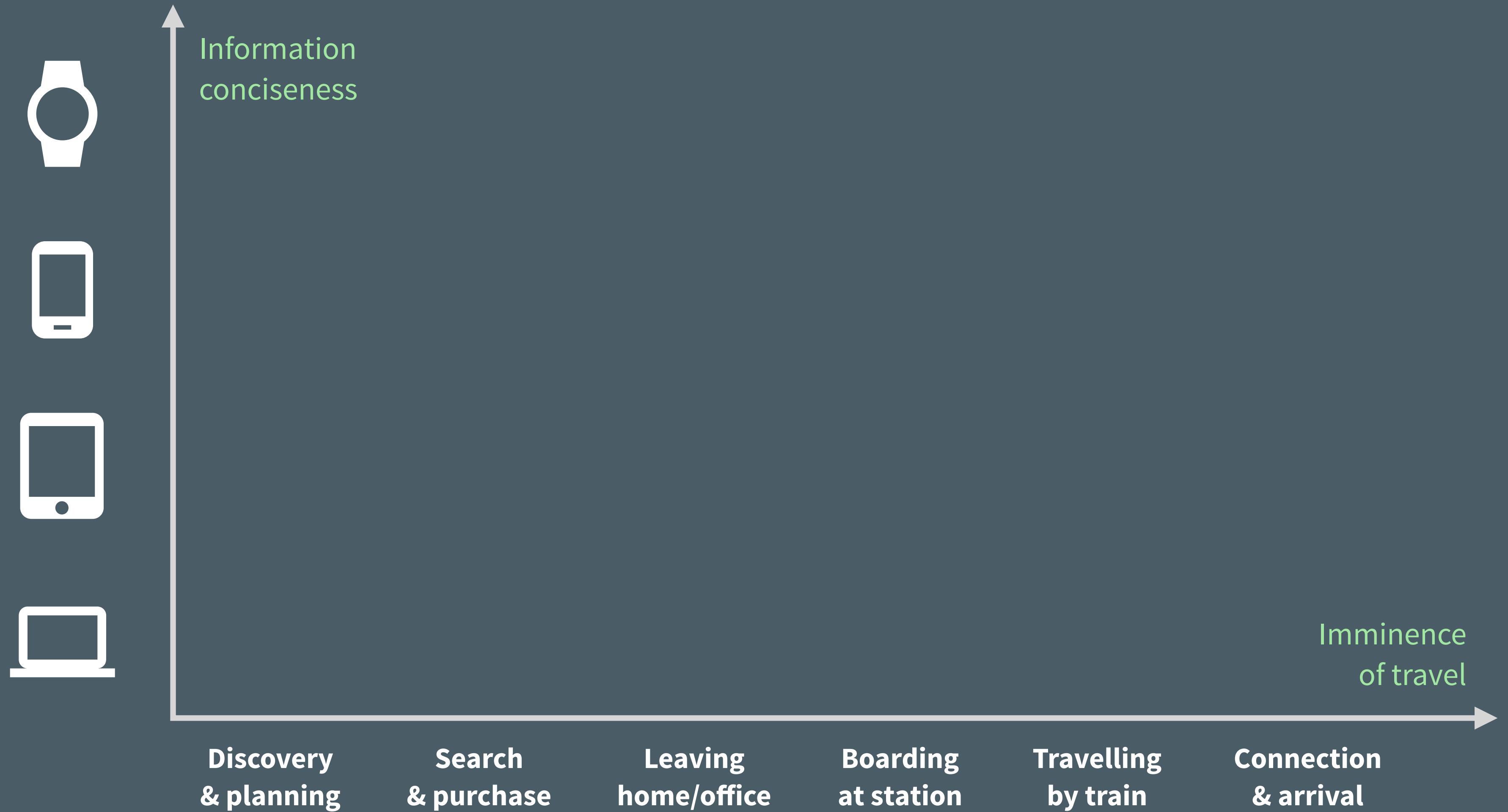
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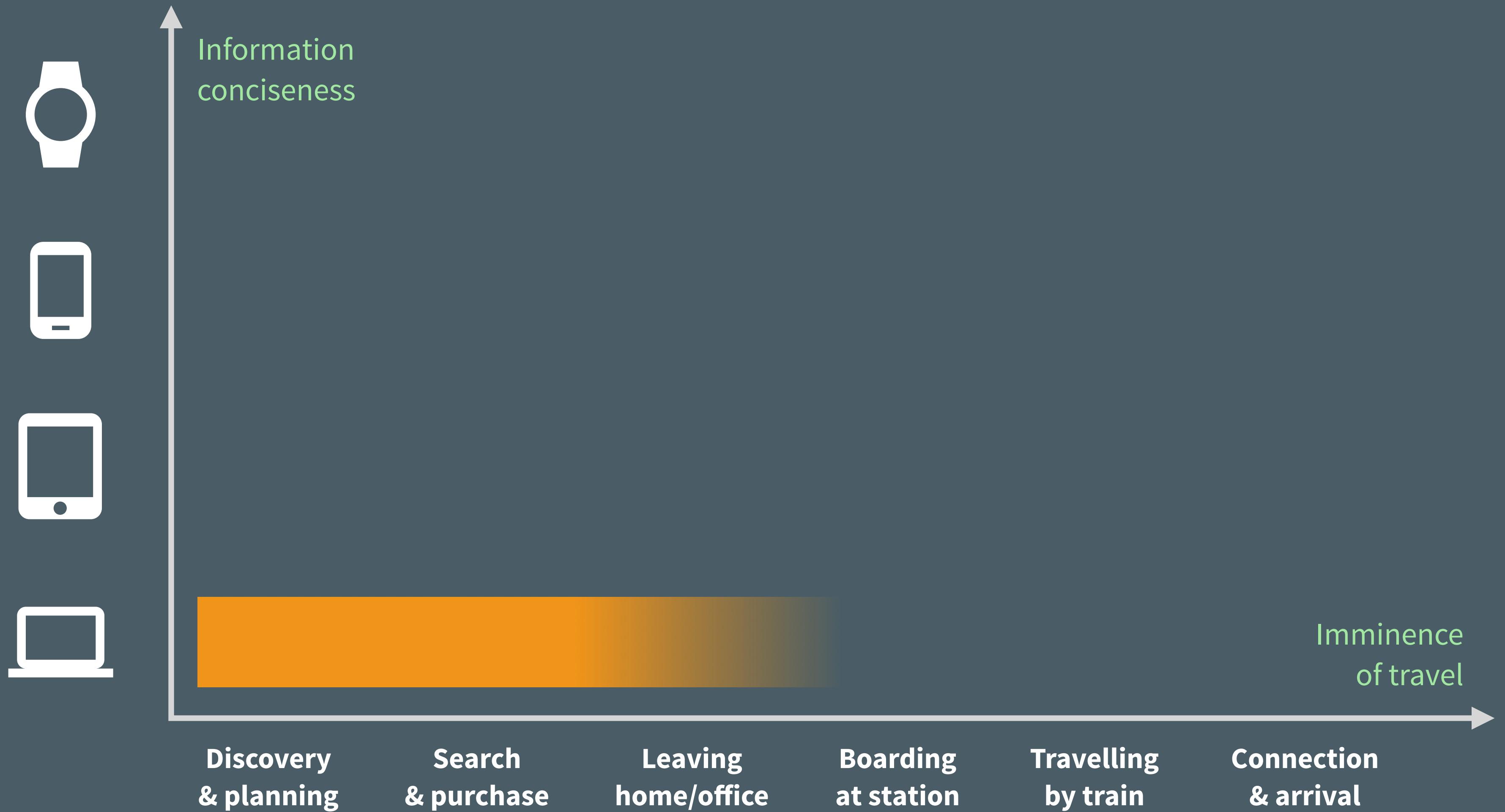


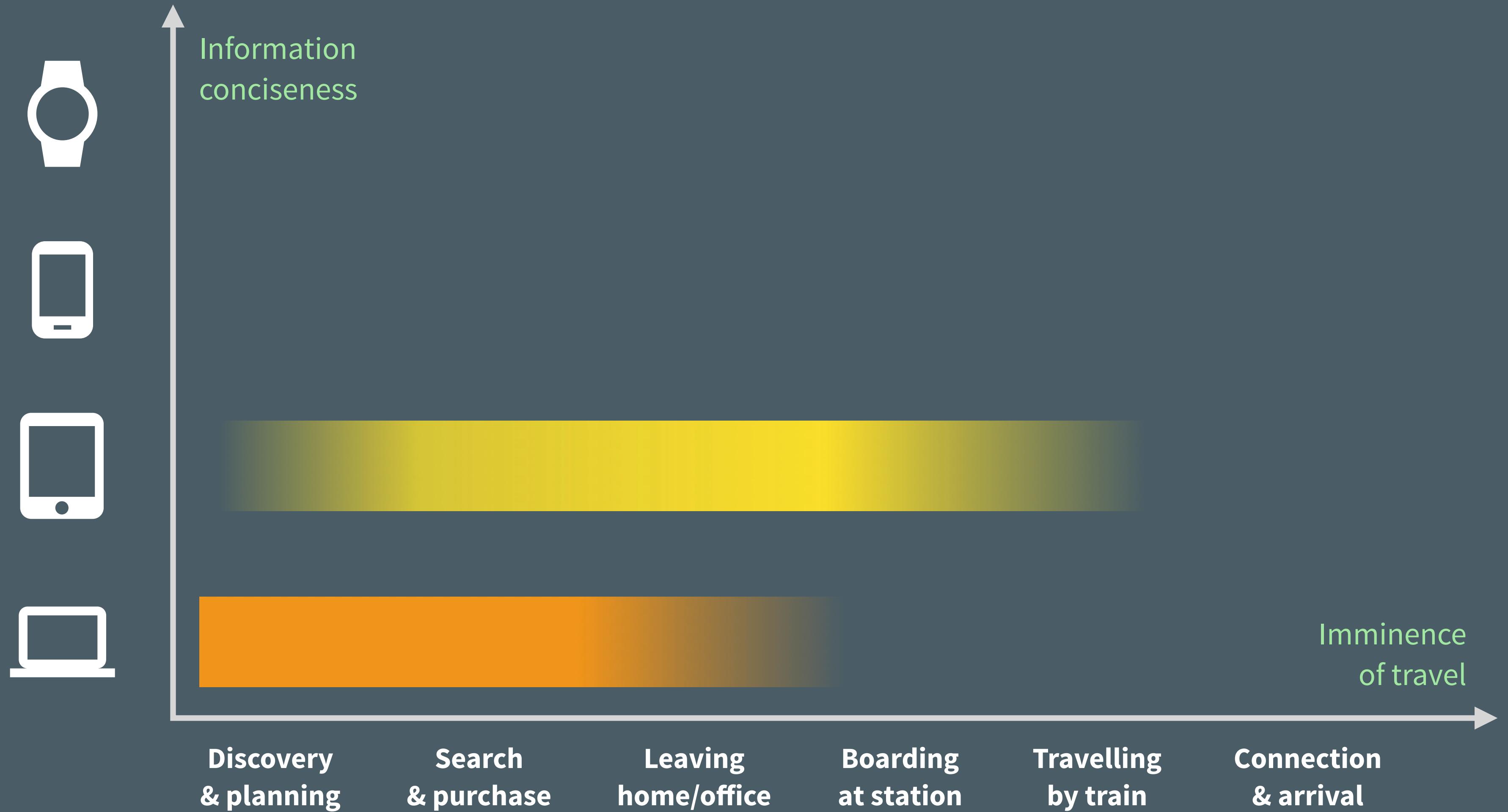
Sensors

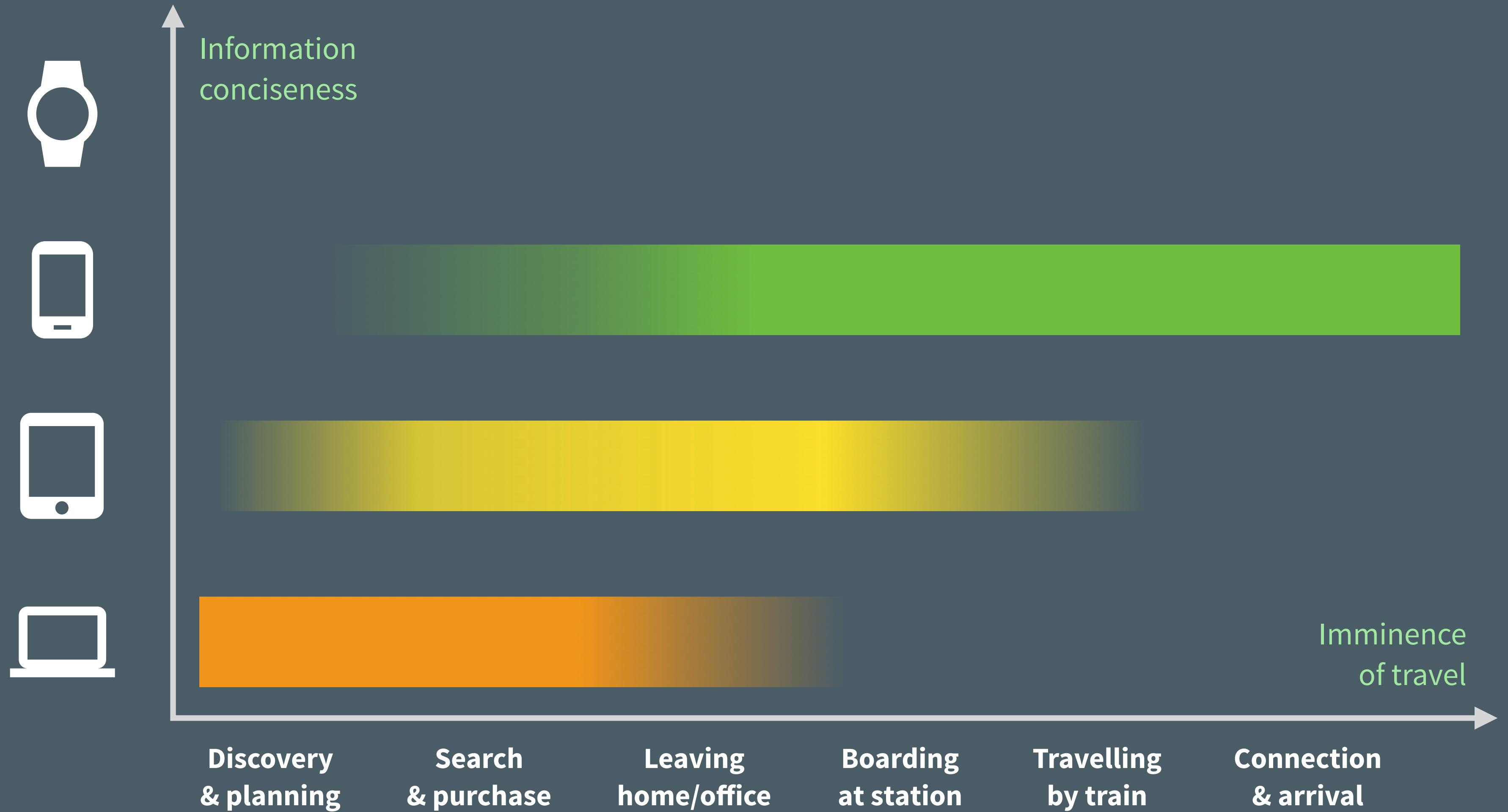


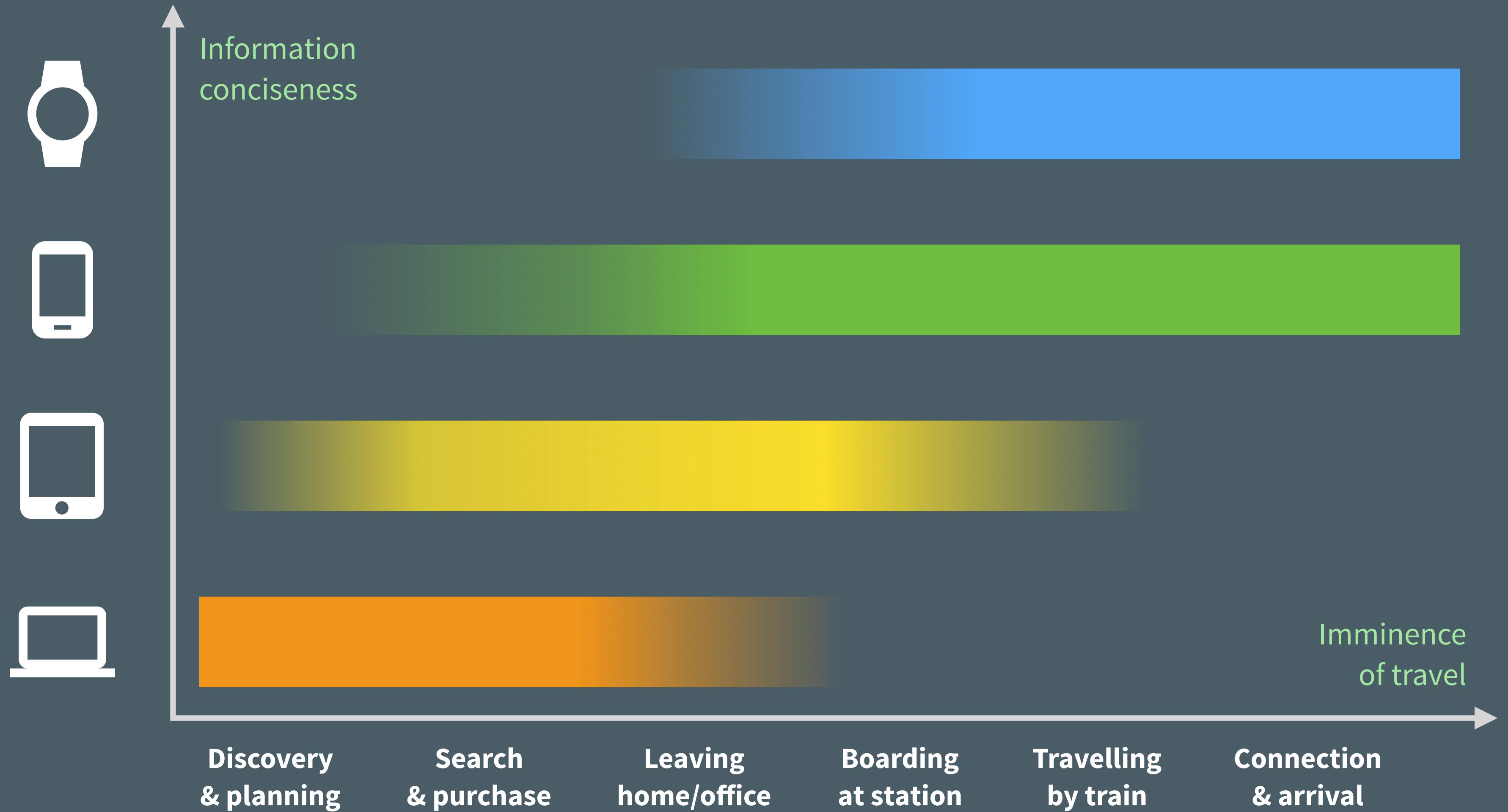
Contacts

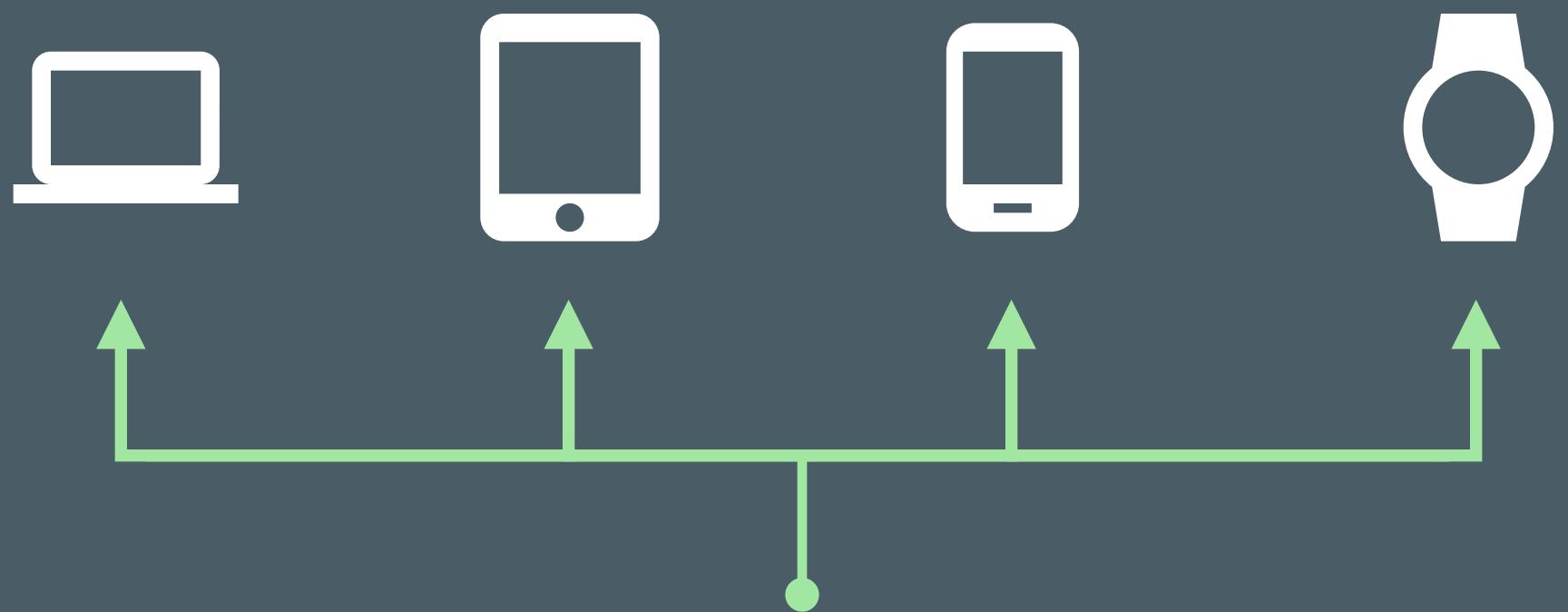












**One account, all devices**  
You are always at home

# FROM WEB TO MOBILE

# **What are users expecting from the app?**

# What are users expecting from the app?

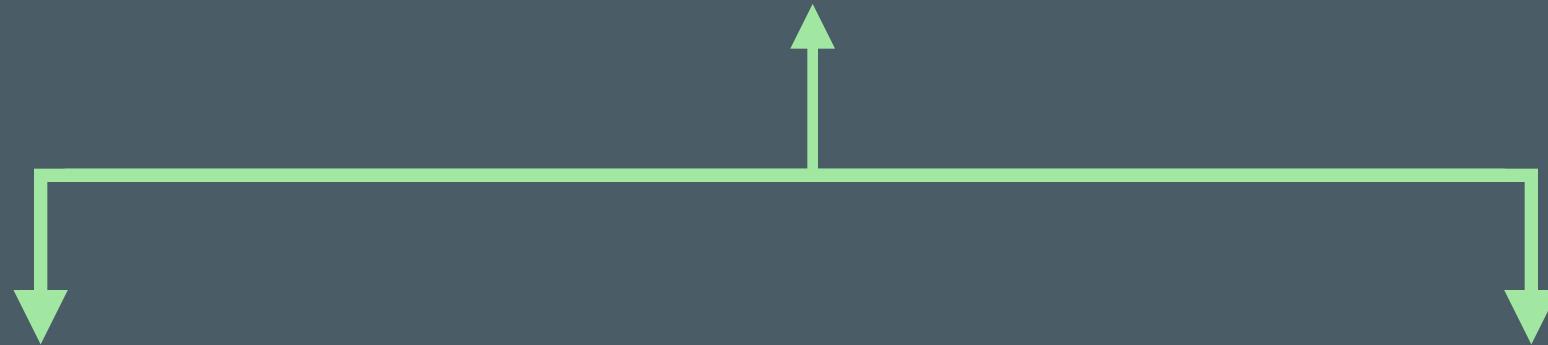
Search | Cart | Tickets

# What are users expecting from the app?

Search | Cart | Tickets

... for SNCF only at first

Cloud



Web

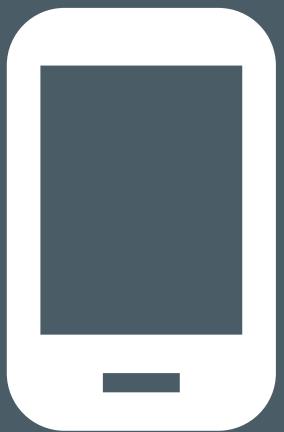


Mobile

Cloud



Web



Mobile



SEARCH

CART

TICKETS

HELP

AMBASSADOR



CYRIL ▾

Where can we take you?

➡ Paris

➡ Nantes

📅 Depart

🕒 Return

👤 Cyril

Add SNCF advantage code

SEARCH

Select a departure station

📍 Paris

📍 Paris-Gare-de-Lyon

📍 Aéroport-Paris-Roissy-Charles-de-Gaulle CDG (Airport)

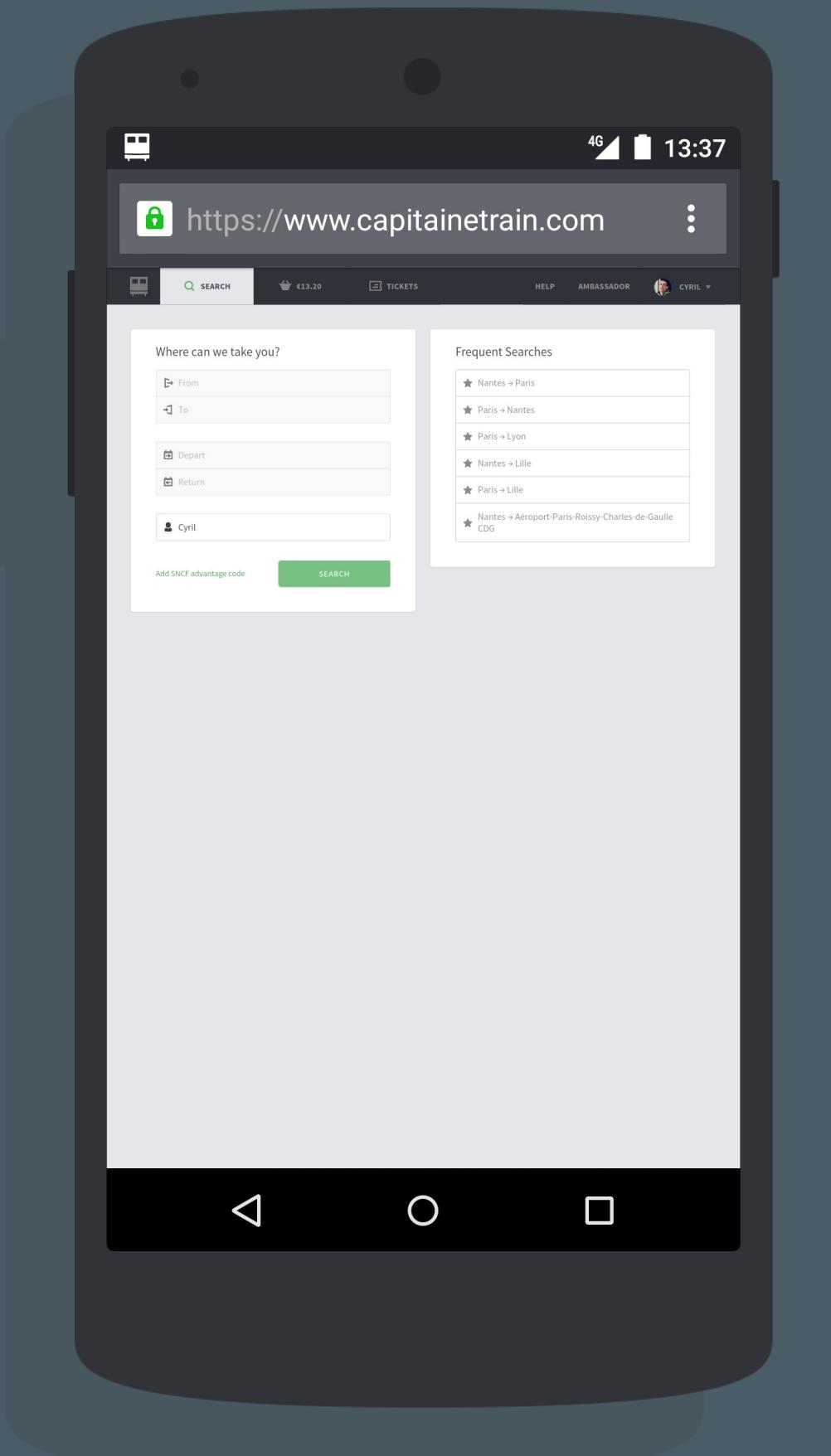
📍 Paris-Gare-Montparnasse

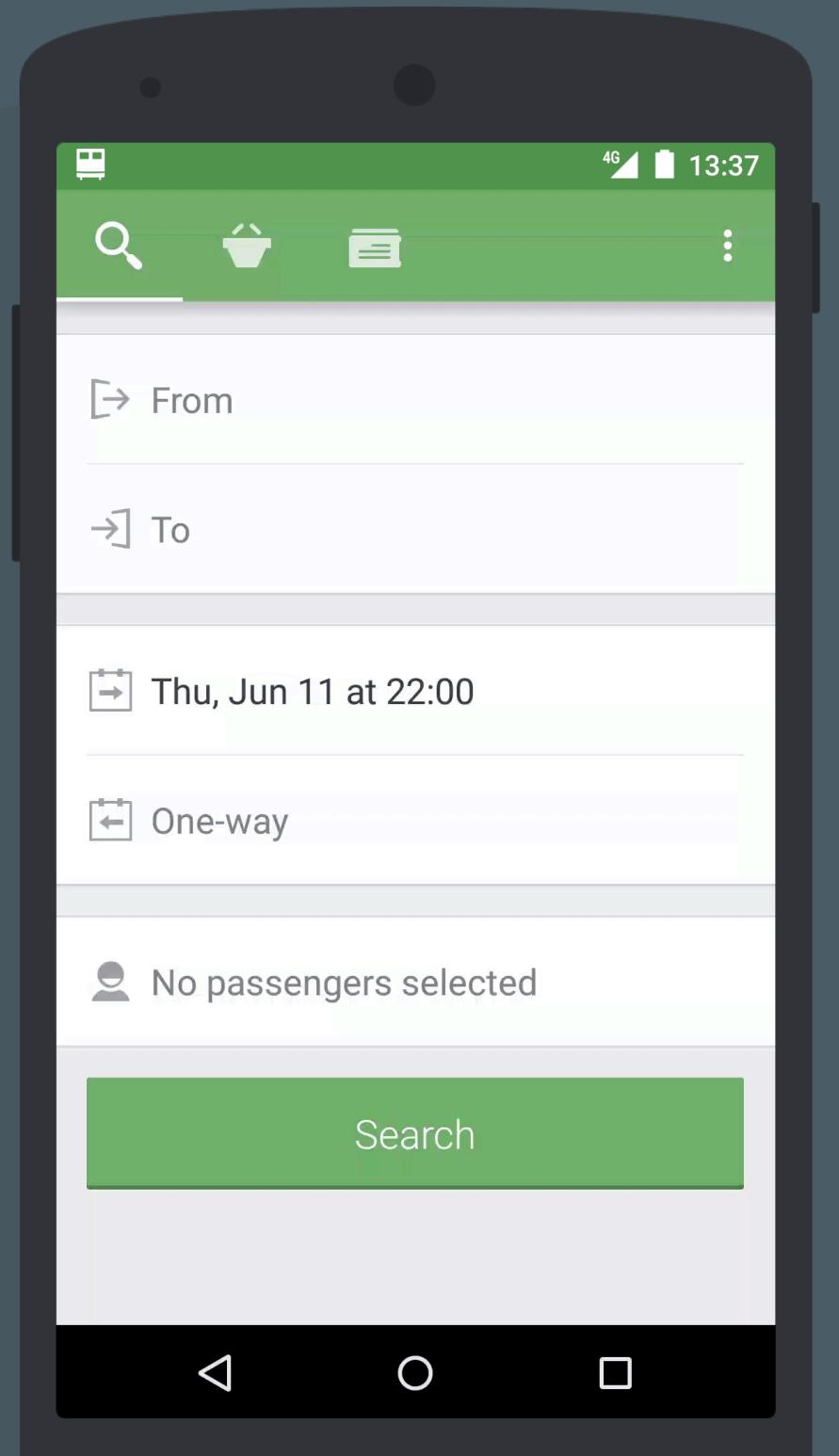
📍 Marne-la-Vallée—Chessy (Disneyland Paris)

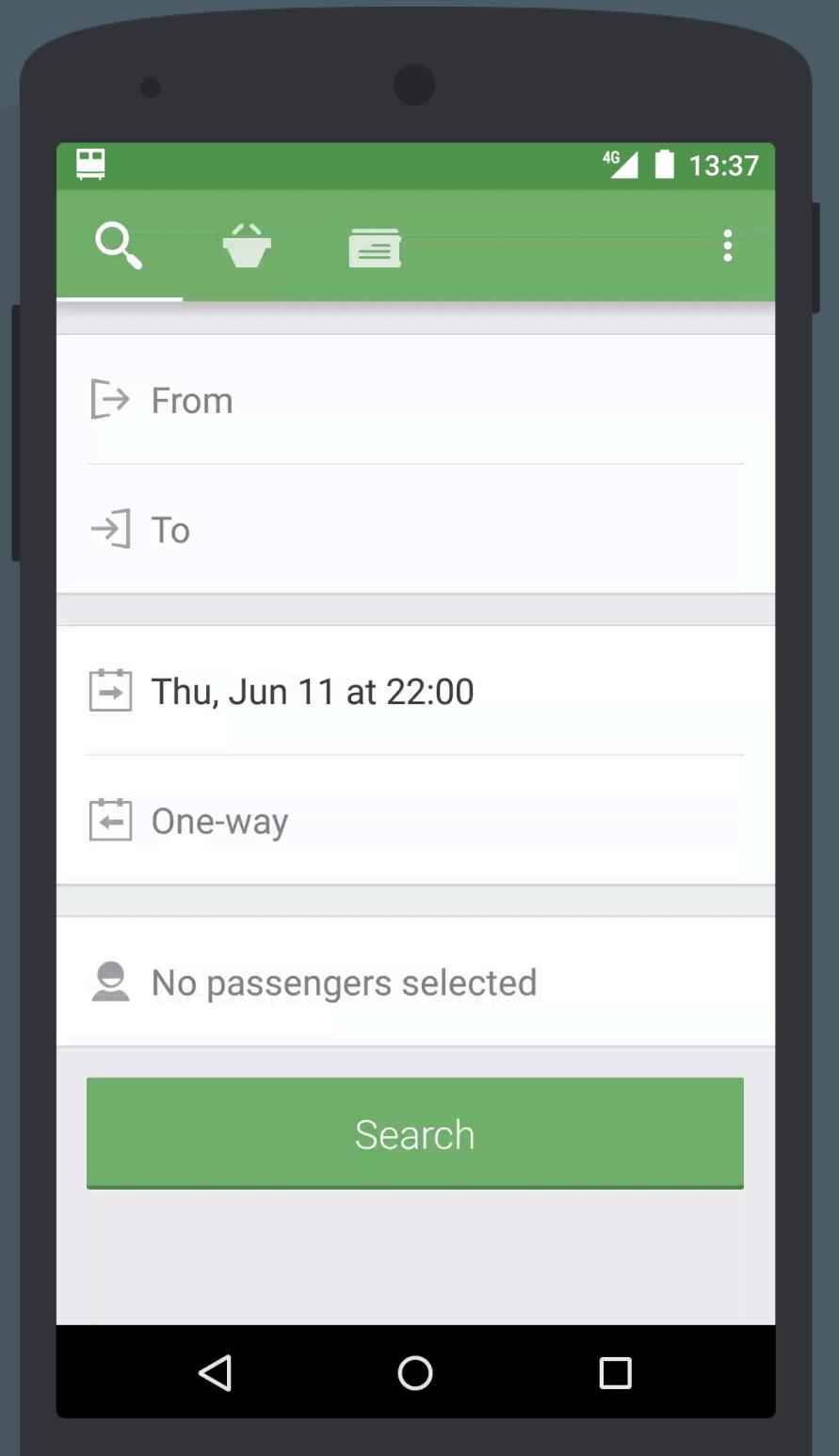
📍 Paris-Gare-du-Nord

📍 Paris-Gare-de-l'Est

📍 Paris-Gare-St-Lazare

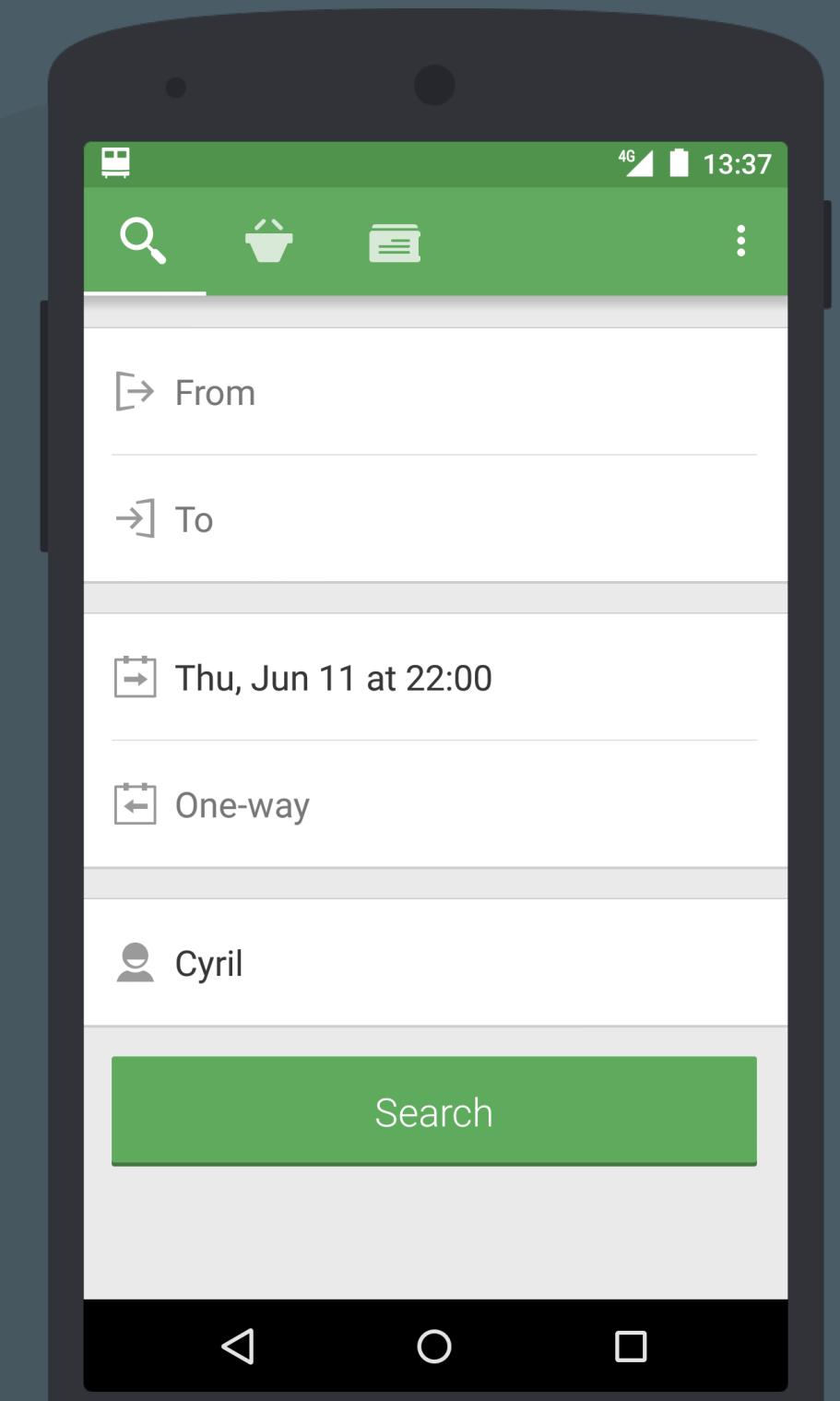




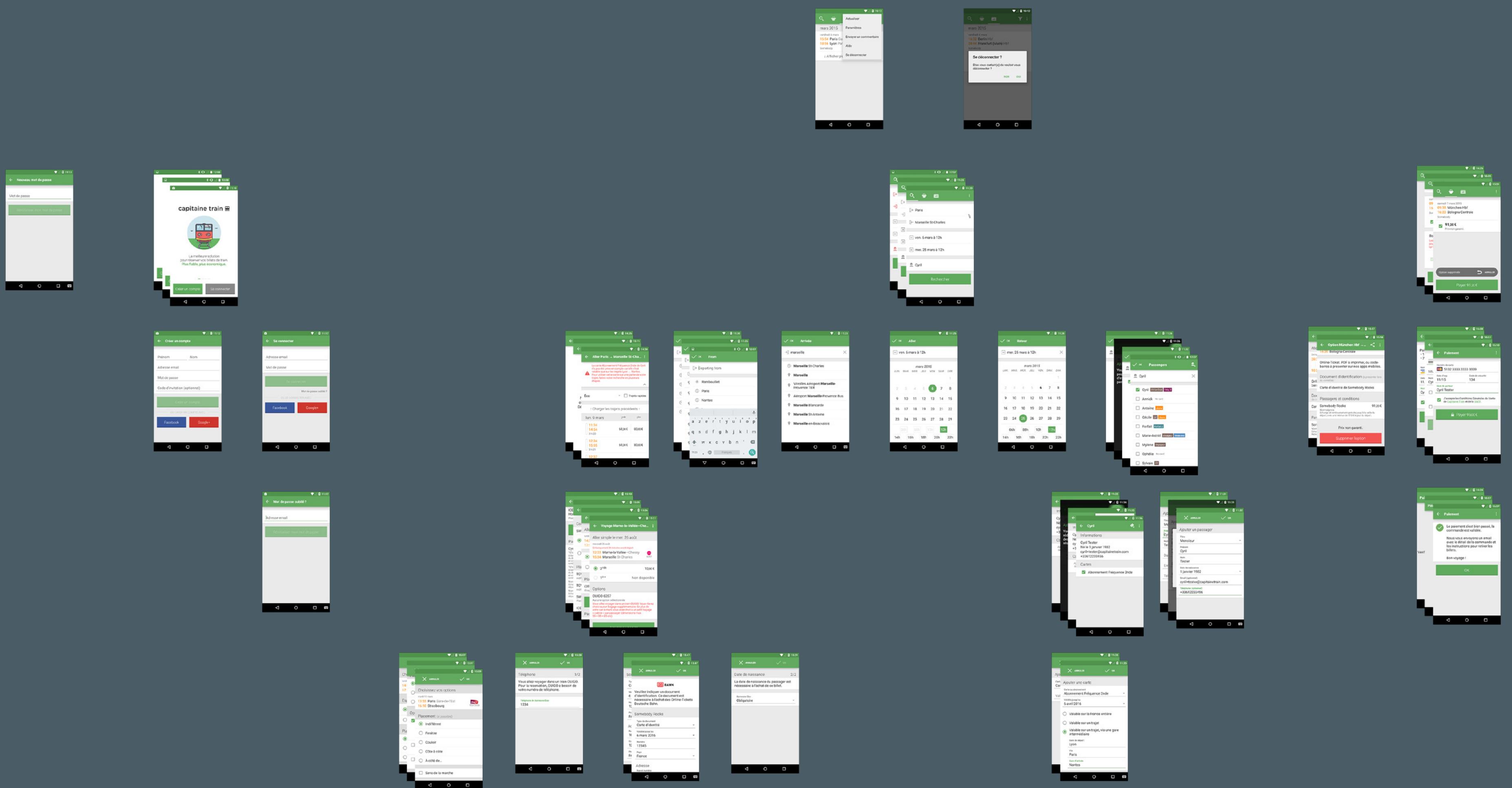


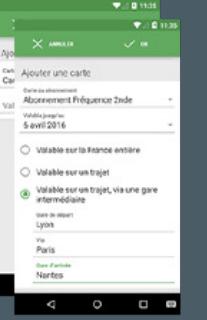
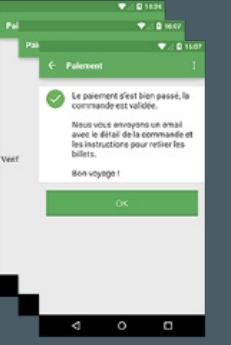
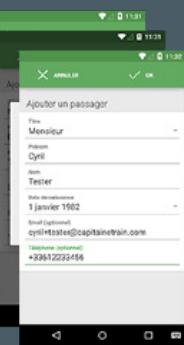
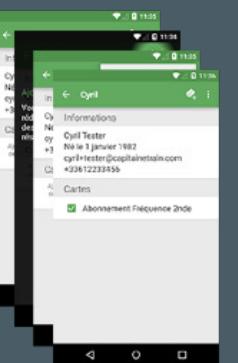
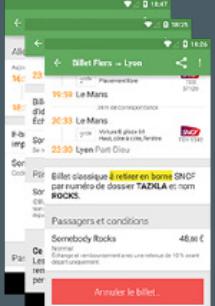
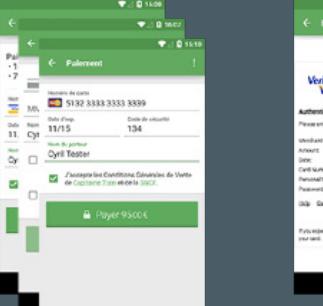
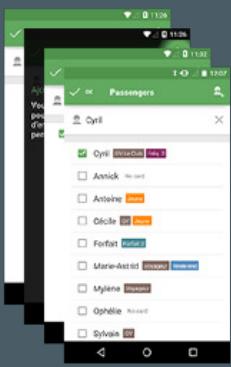
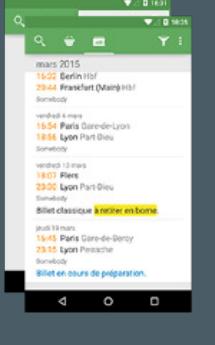
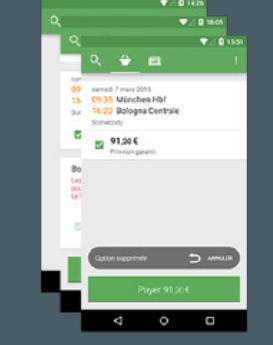
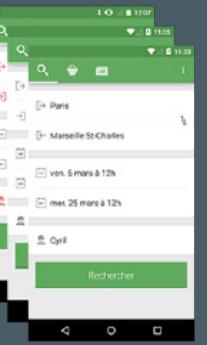
# Design in platform dependent

- Use large touch area
- Split screens
- Make navigation simple
- Focus on content



**KEEP IT SIMPLE, STUPID**





DON'T BE NARCISSISTIC  
SELF-LOVING  
SELF-ADMIRING  
SELF-CENTERED

# You brand lies in:



Visual identity



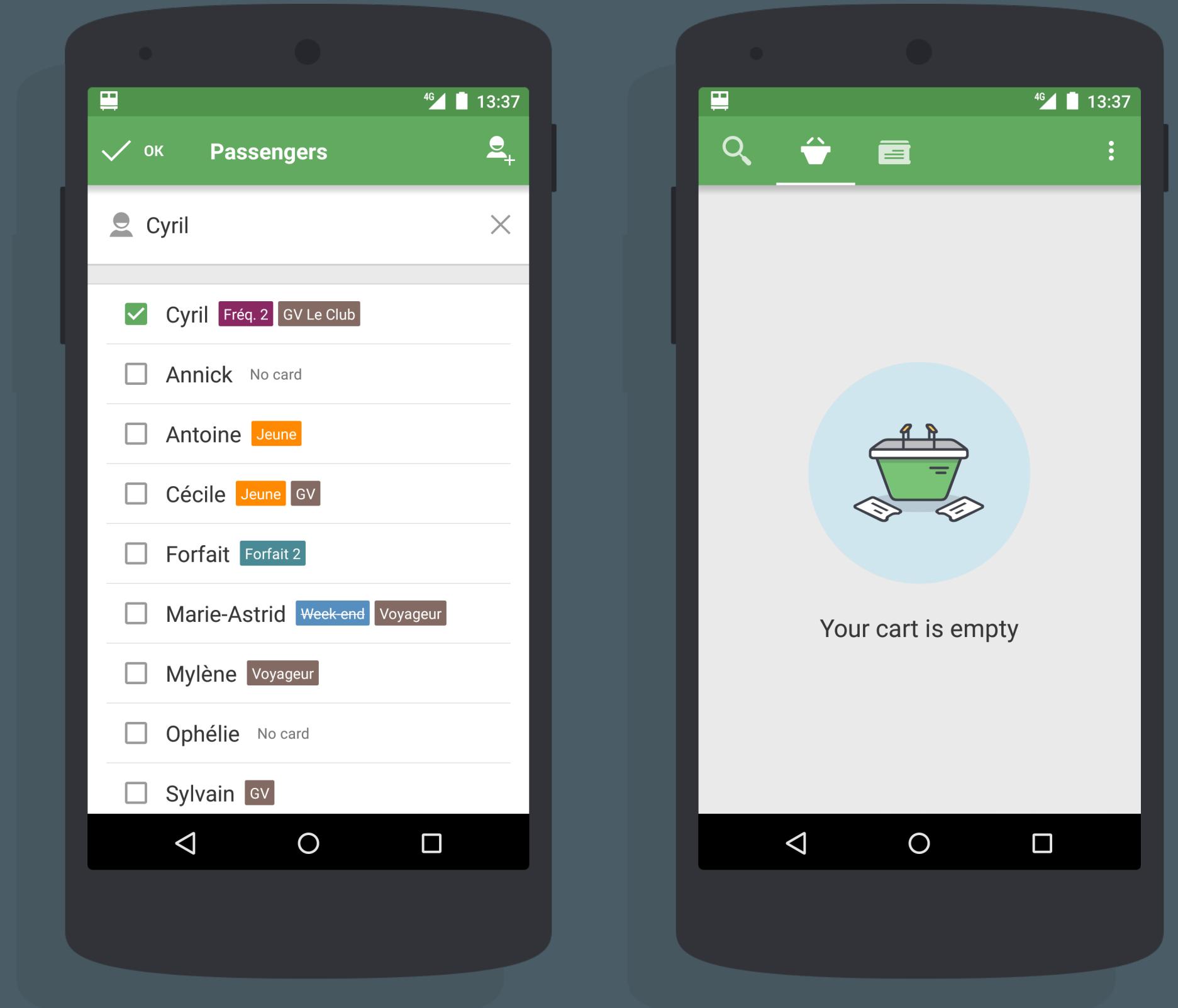
Writing style



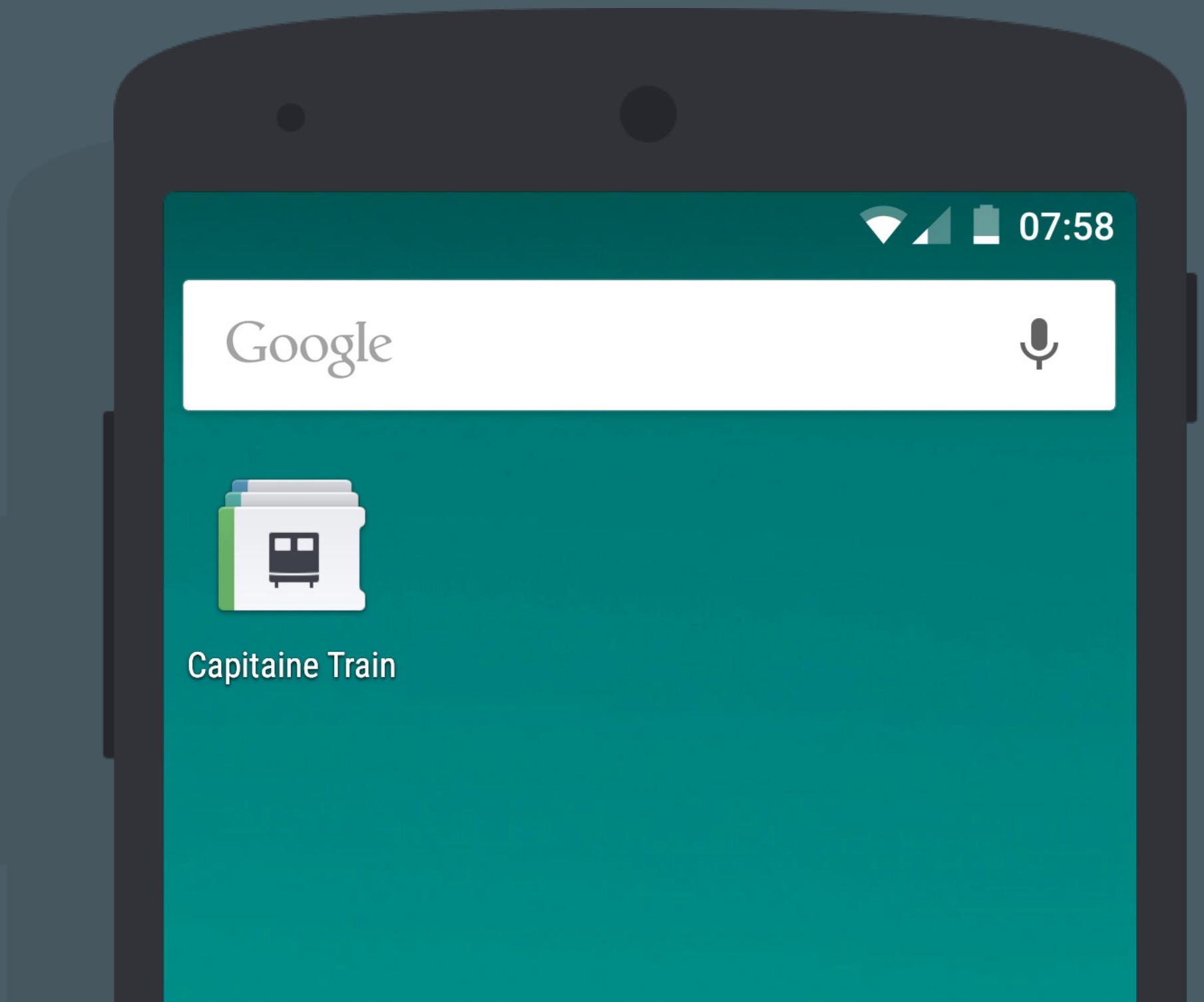
Empty states



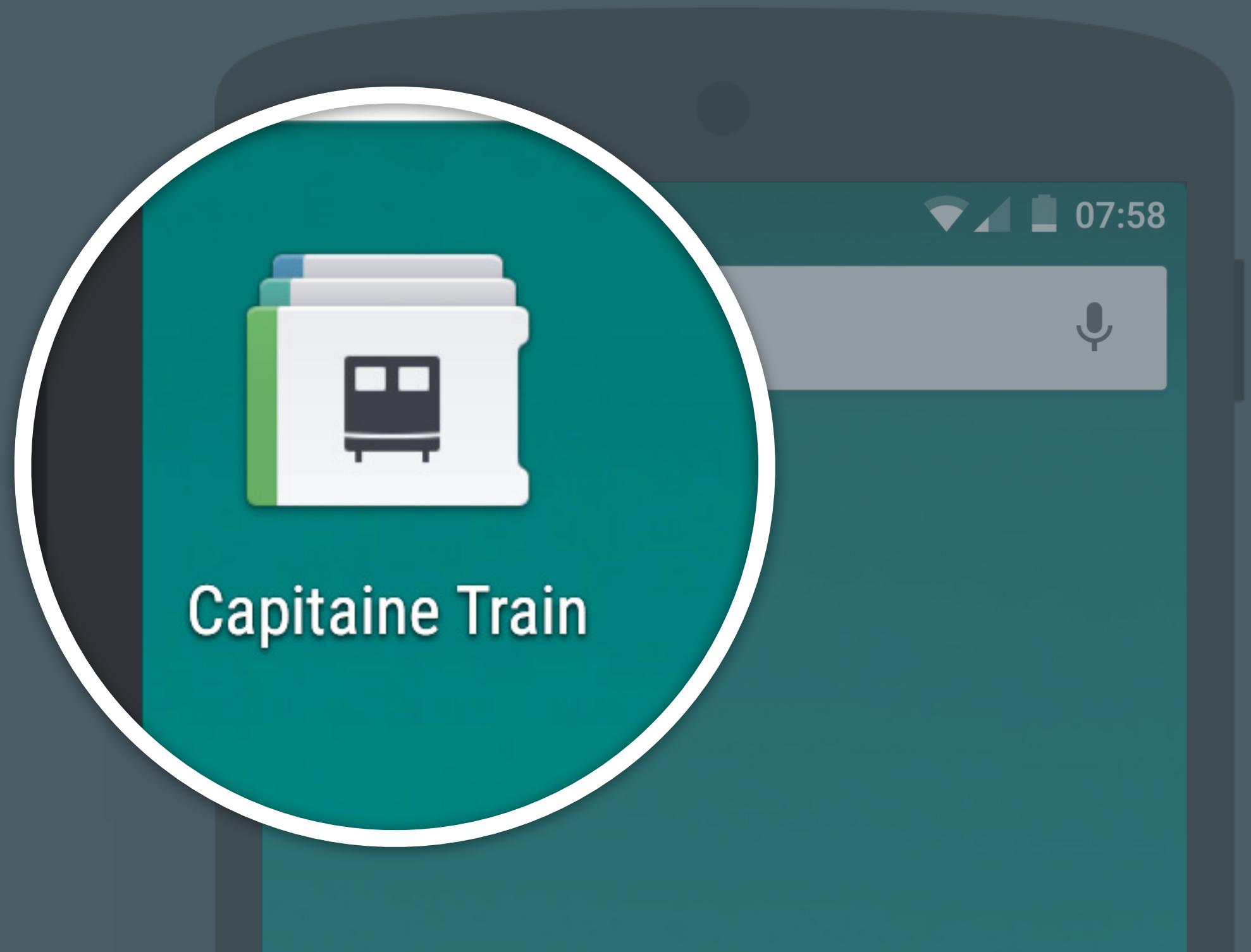
Tour



# ...and the application icon



...and the application icon



**USER EXPERIENCE  
MAKES THE DESIGN**

# LEVERAGE PLATFORMS

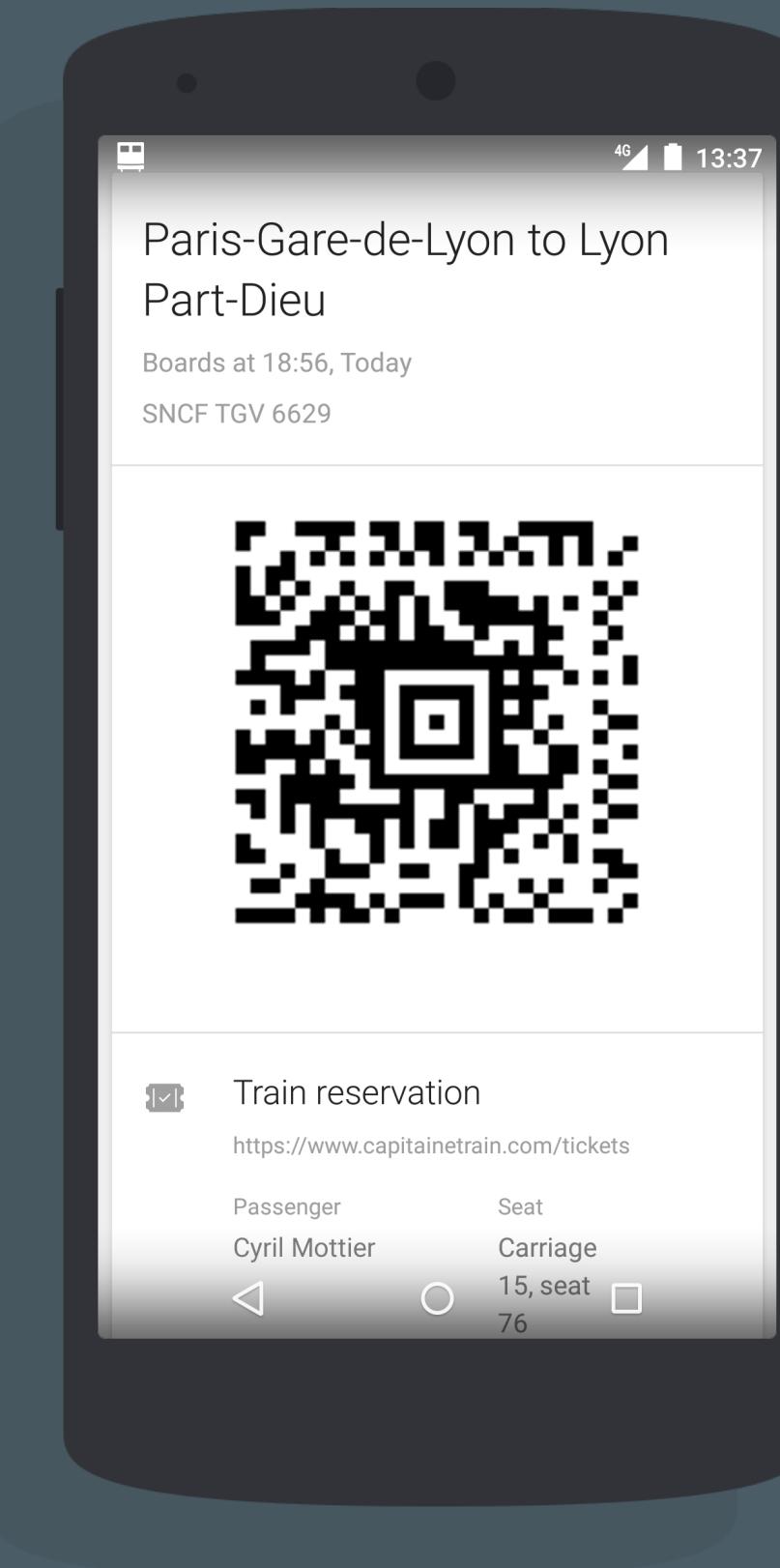
# Go beyond the app

Get to know the platform and how interact with it

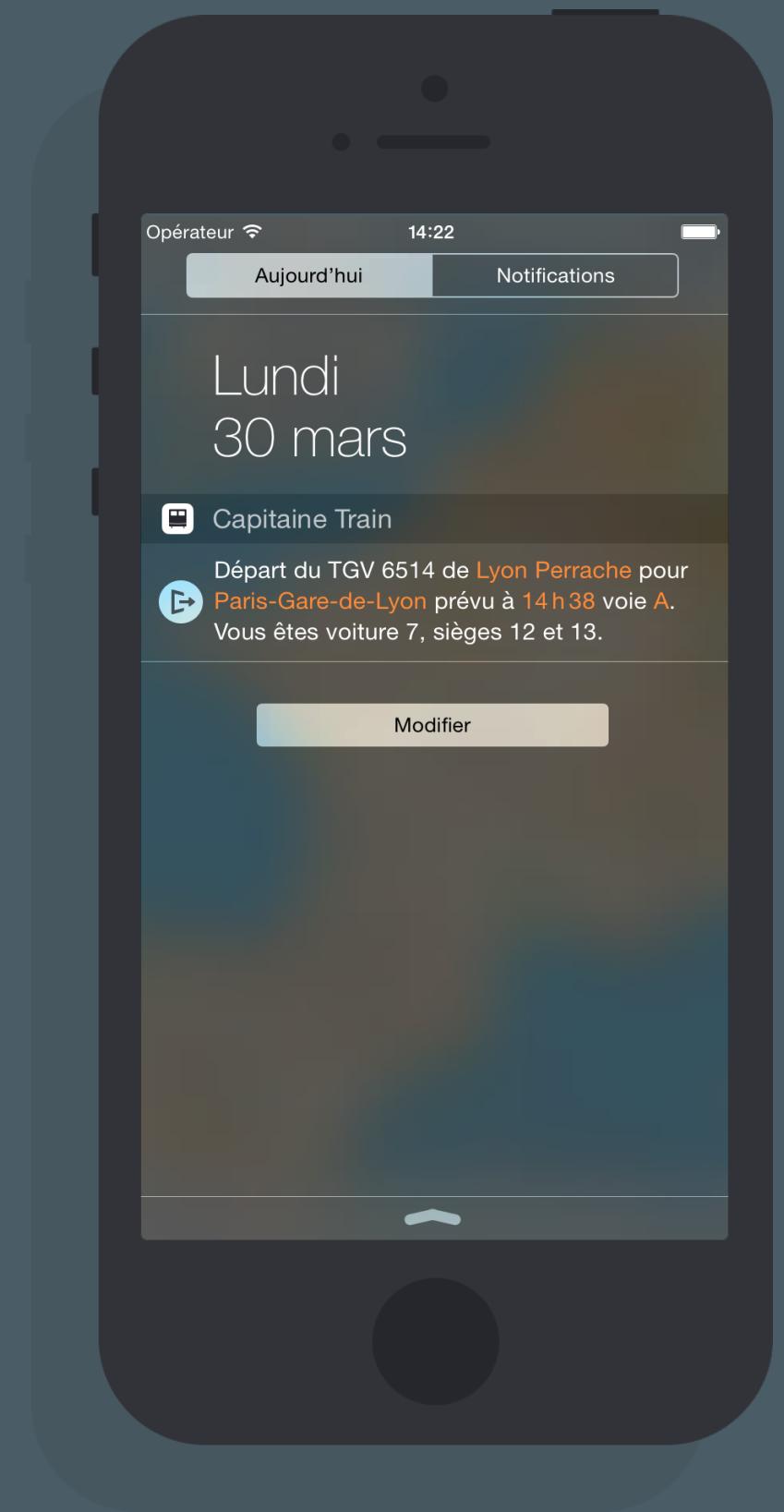
# iOS



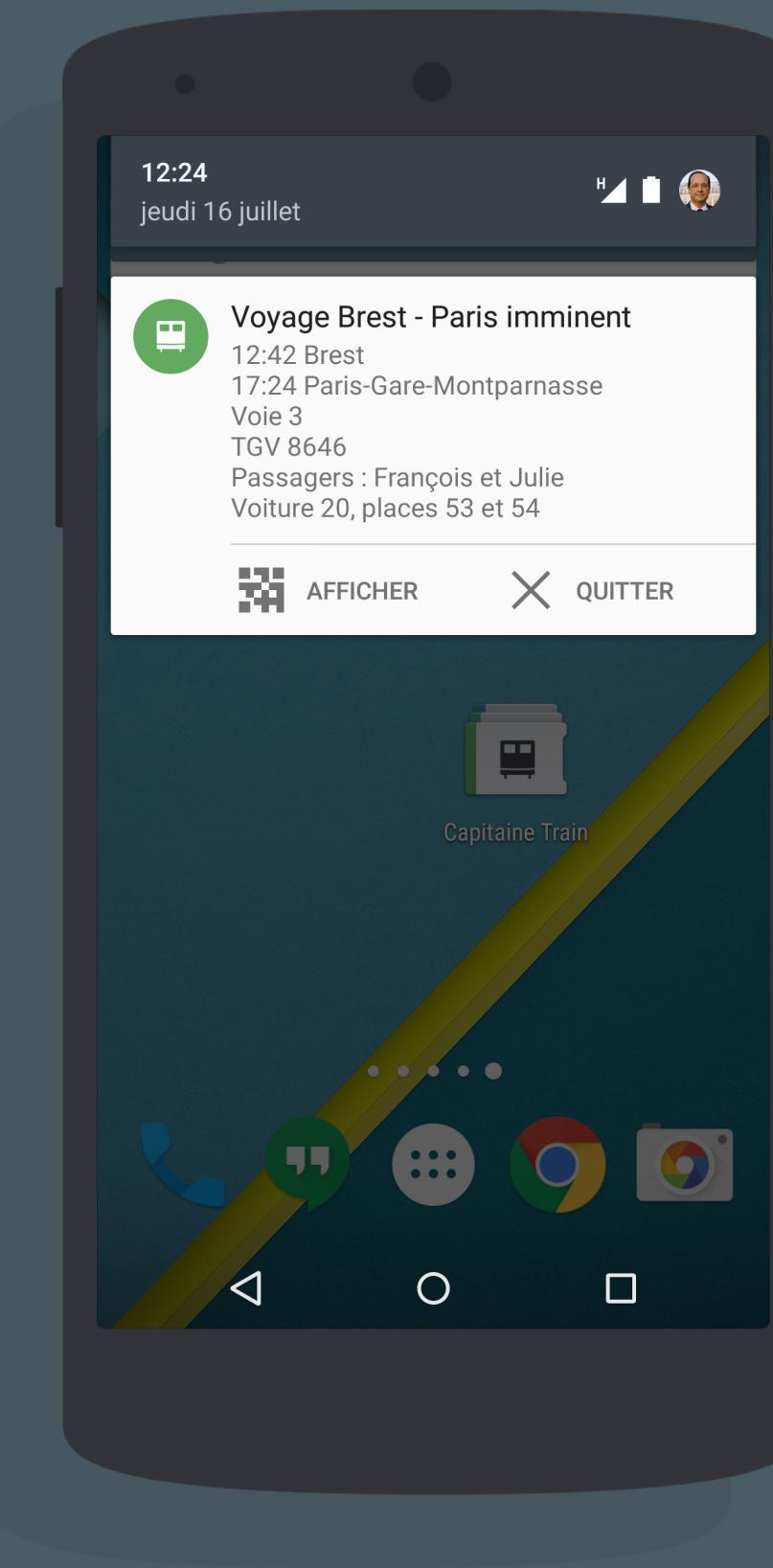
# Android



# iOS



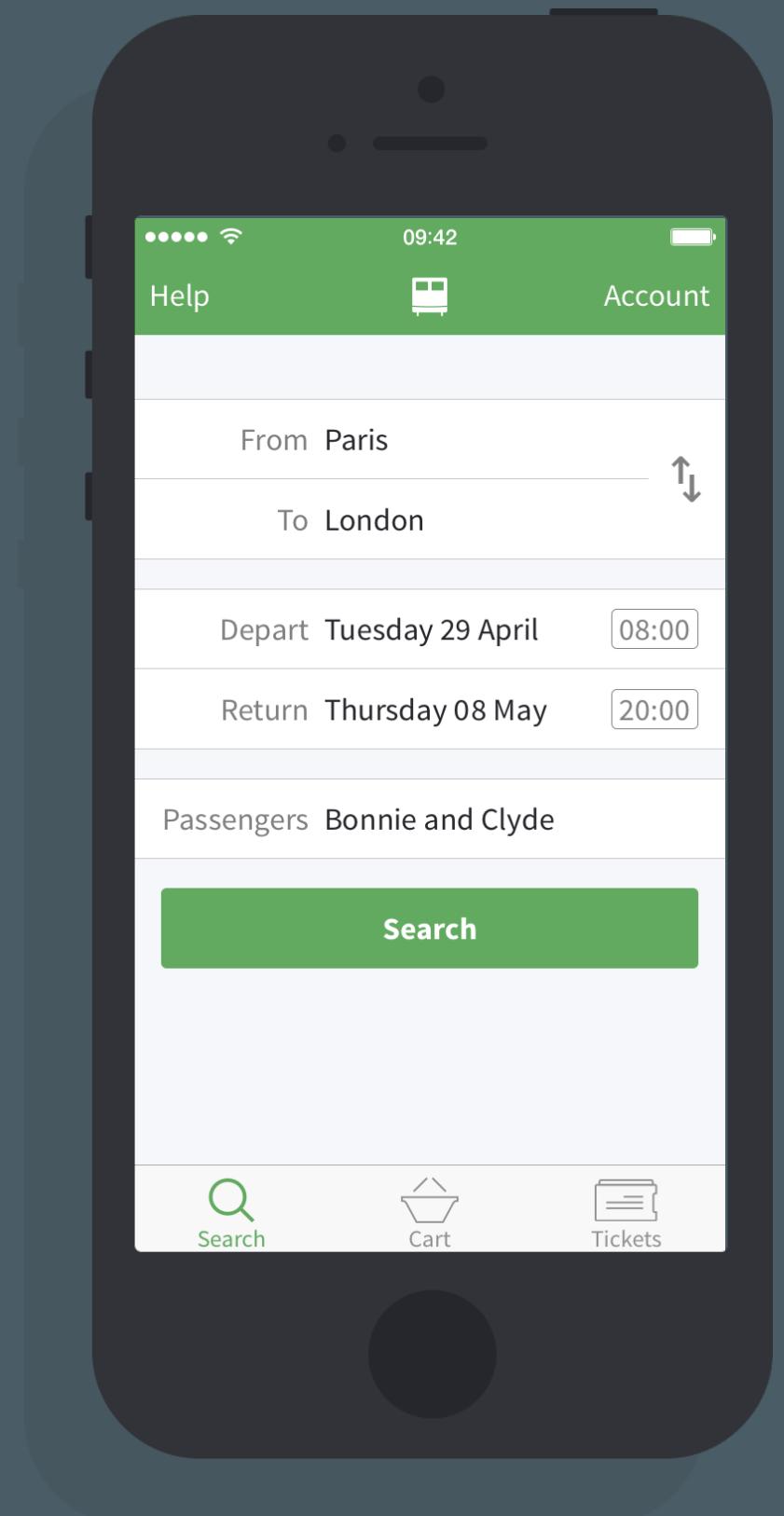
# Android



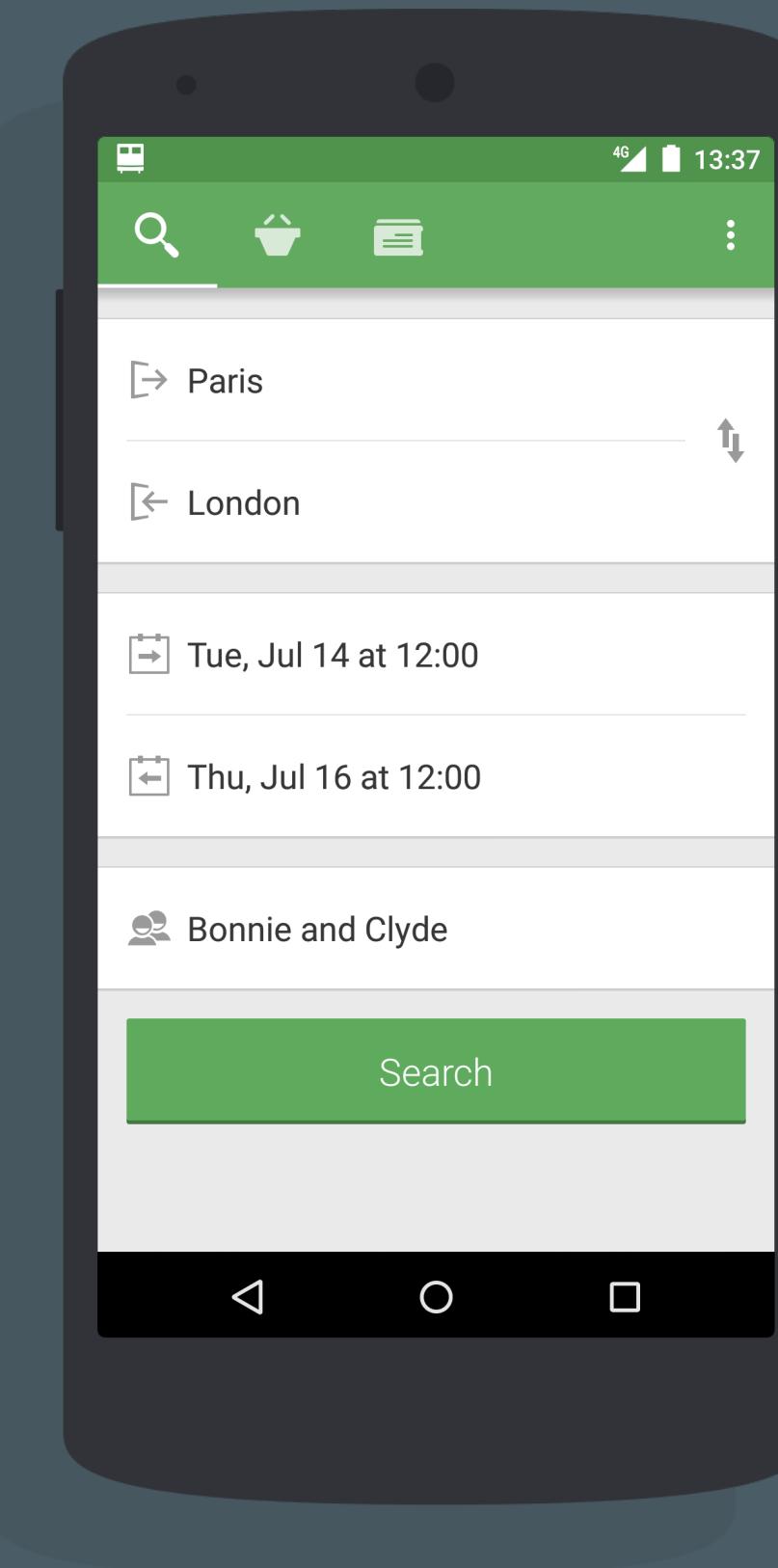
# Embrace the platform design language

Guidelines are a first step, a kickstart

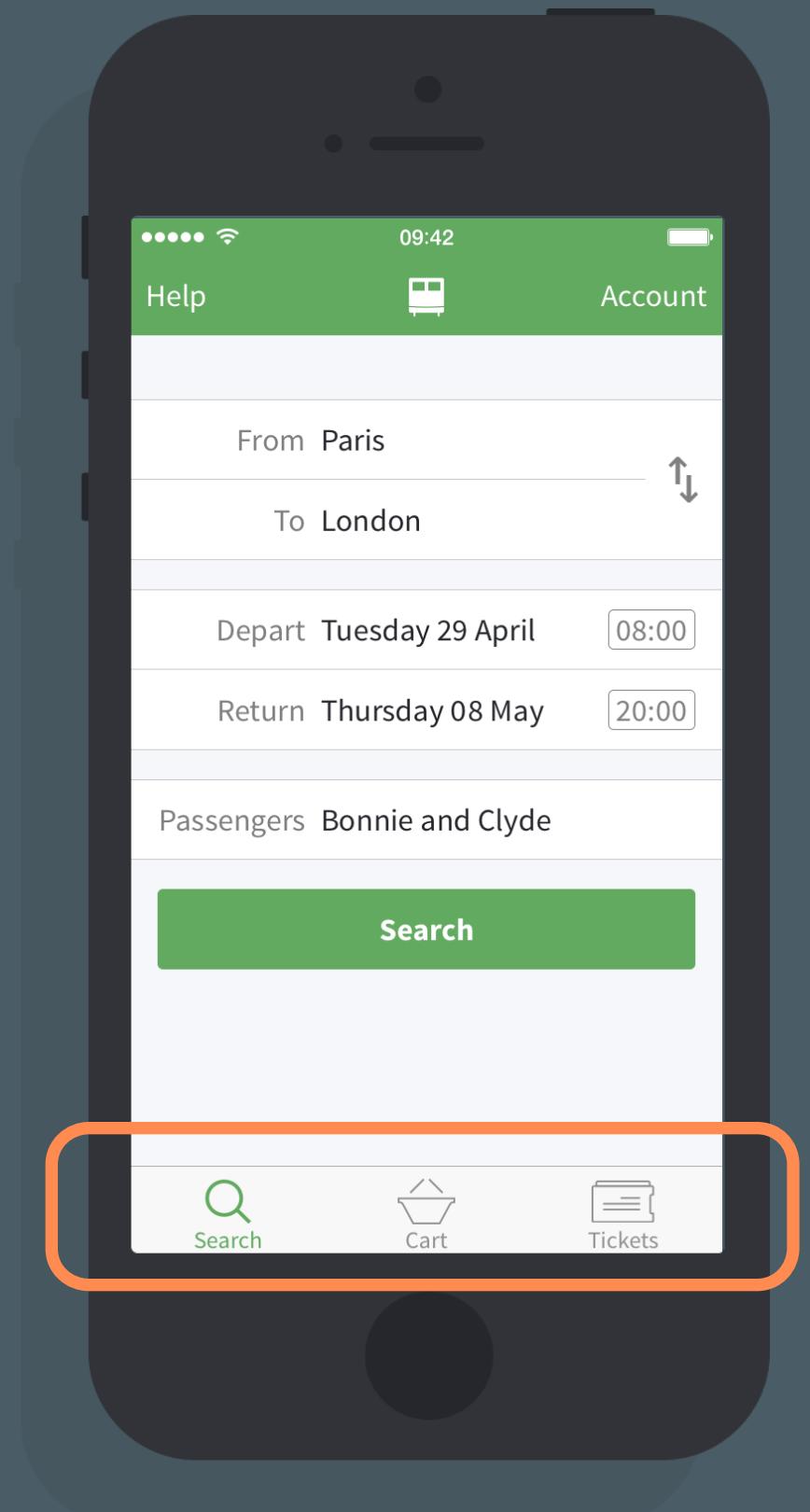
# iOS



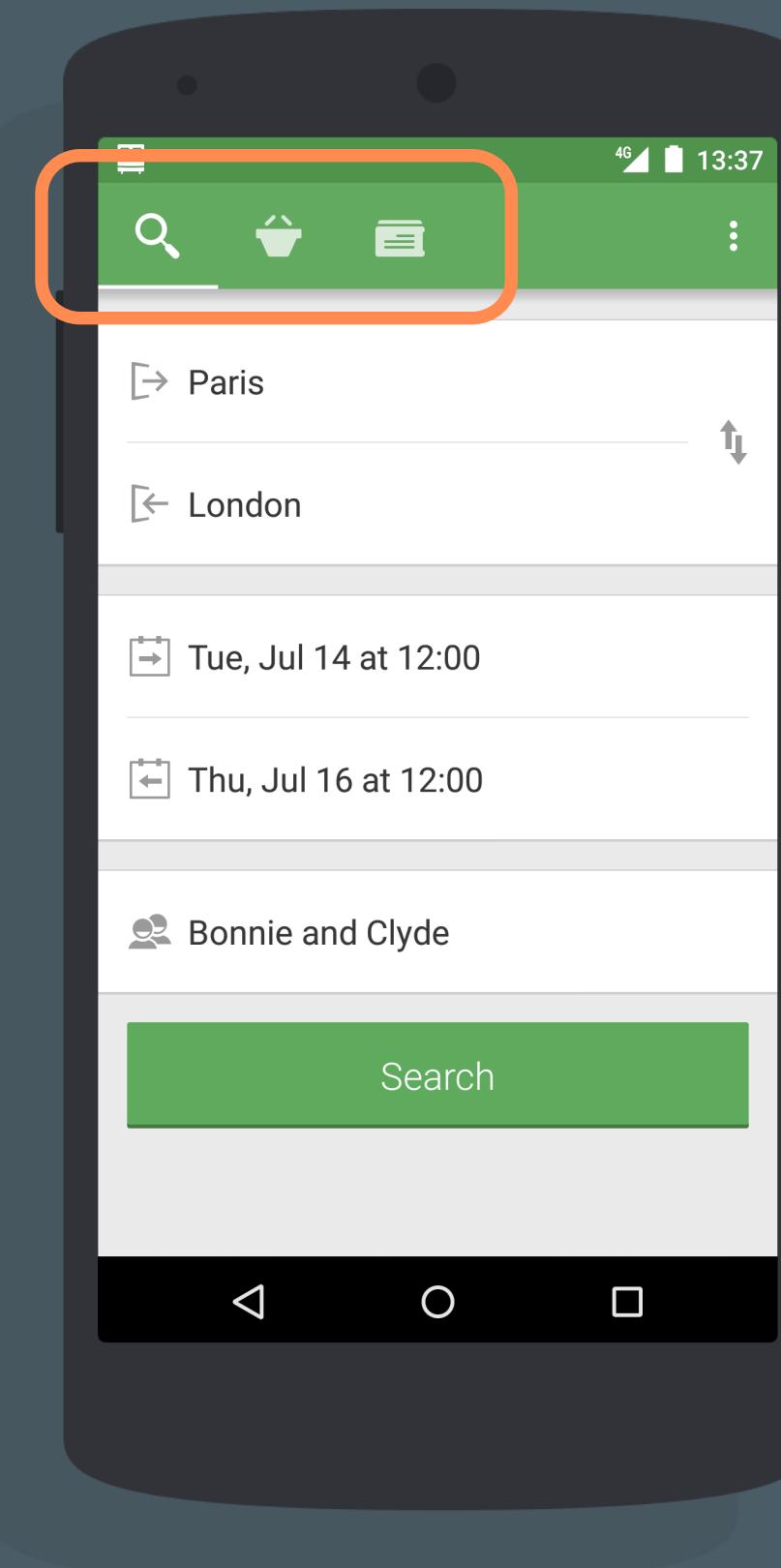
# Android



# iOS



# Android



iOS



Android



# Design is a balance

Getting the best out of a set of constraints



# Design is never done...

Now



Future ?



# APP RELEASES

# Dog-fooding



# Beta testing

# The “release trains” model



Train v1



Train v2



# The “release trains” model



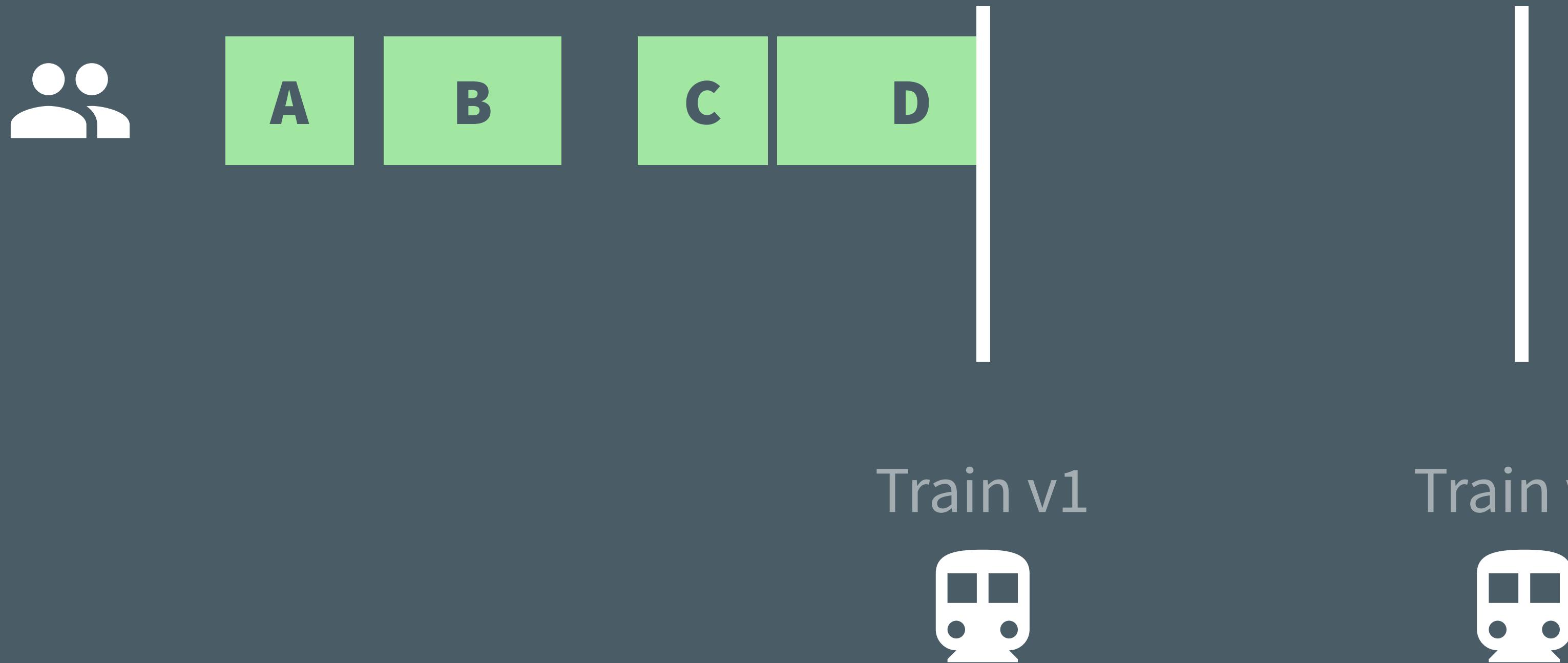
Train v1



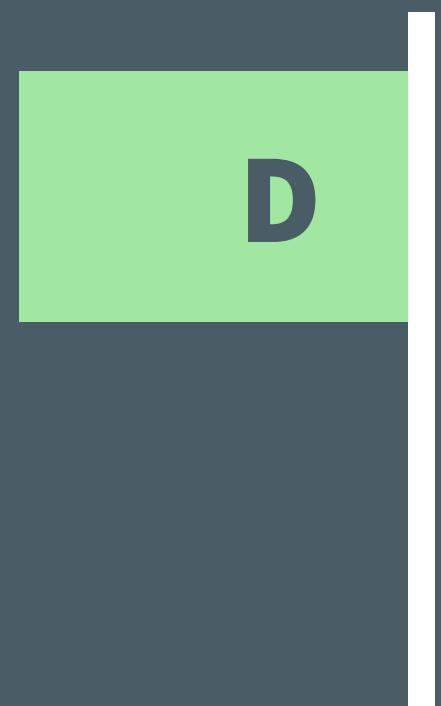
Train v2



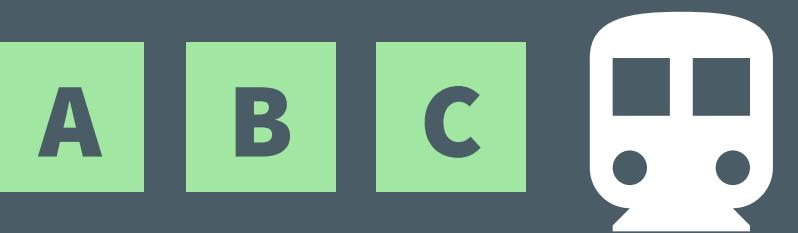
# The “release trains” model



# The “release trains” model



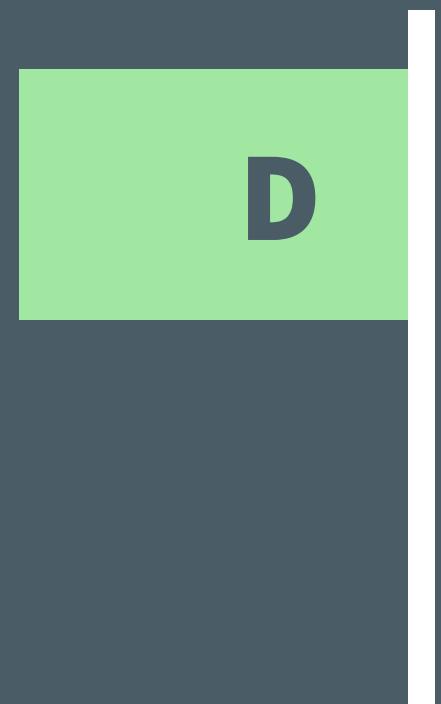
Train v1



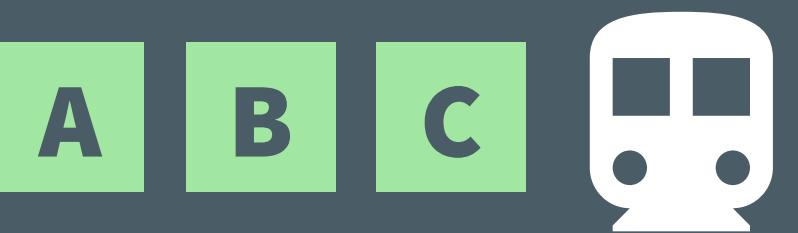
Train v2



# The “release trains” model



Train v1



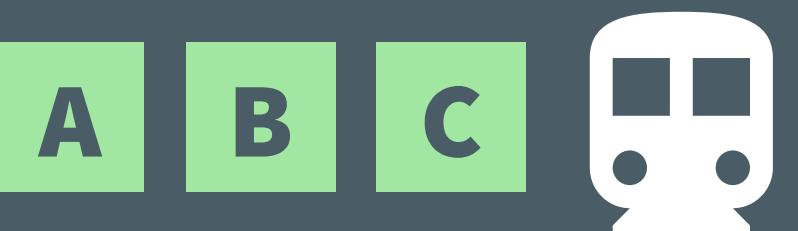
Train v2



# The “release trains” model



Train v1



Train v2



# The “release trains” model



Train v1



Train v2



# The “release trains” model



# Features toggles

 Product

 Backend

 Marketing

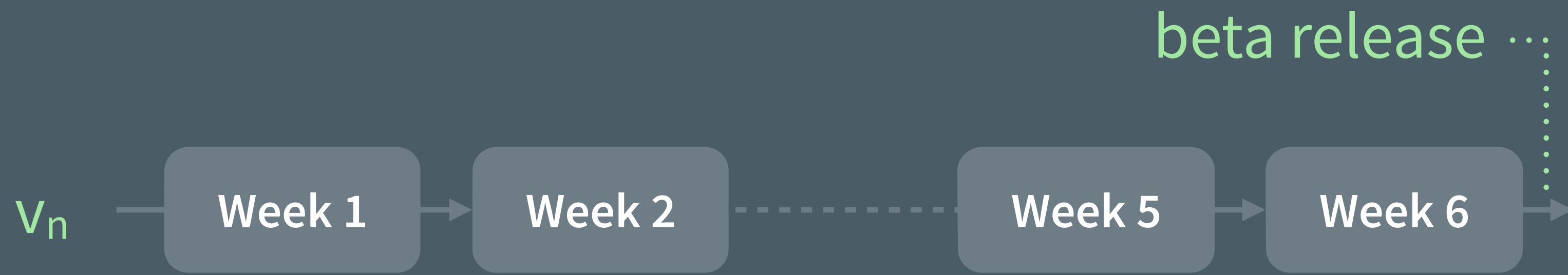
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V<sub>n</sub>

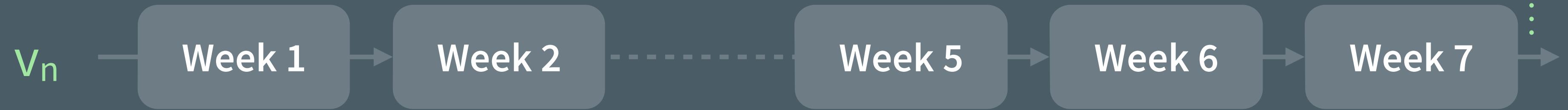
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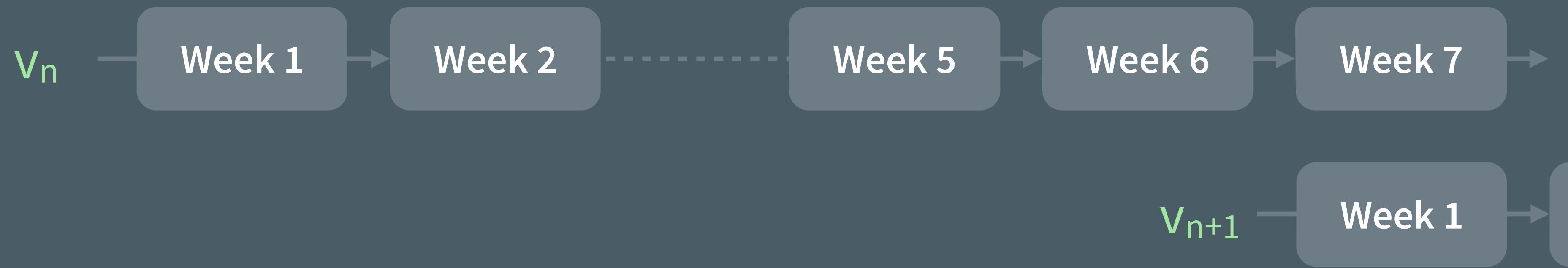
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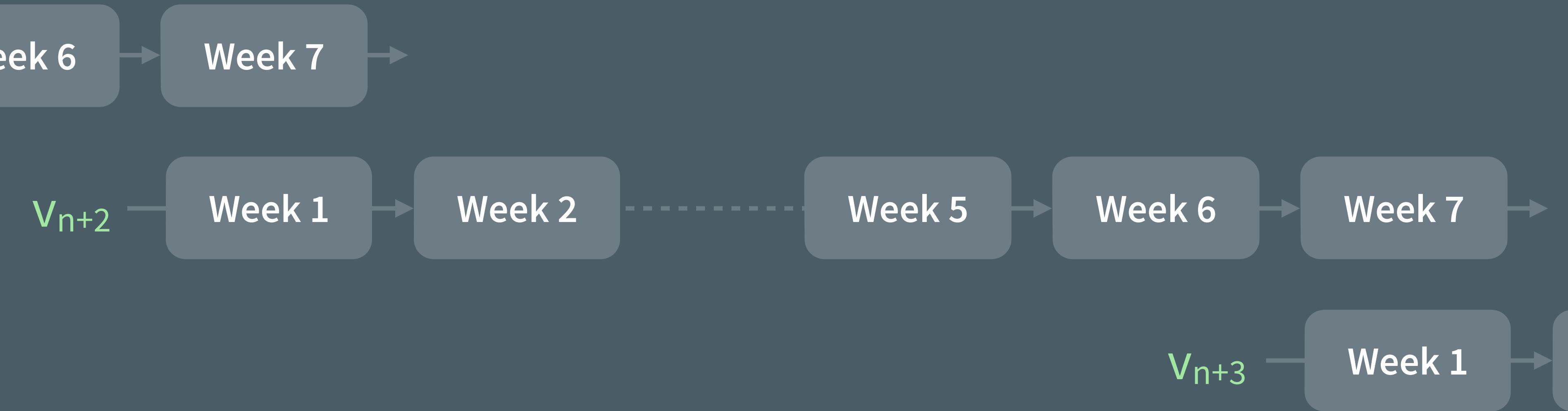


public release ....









**PROCESSES ARE ONLY  
VALID IN THEIR CONTEXT**

# THANK YOU!

@cyrilmottier

cyrilmottier.com