

ITW202: Mobile Application

Unit I: Overview of Mobile App Development

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Why Mobile Apps?

Mobile, Mobile, Mobile! Mobile technology is certainly receiving a lot of attention in the IT world as well as the general business world right now. It seems everyone is executing a mobile strategy, designing a mobile app, or worrying about managing mobile devices. **But why all the buzz? What makes mobile so special that it garners this much attention?**


Why Mobile Apps?

Mobile Application Development

- 1 Transformative Devices
- 2 Reaching customers
- 3 Changing business process
- 4 Making money



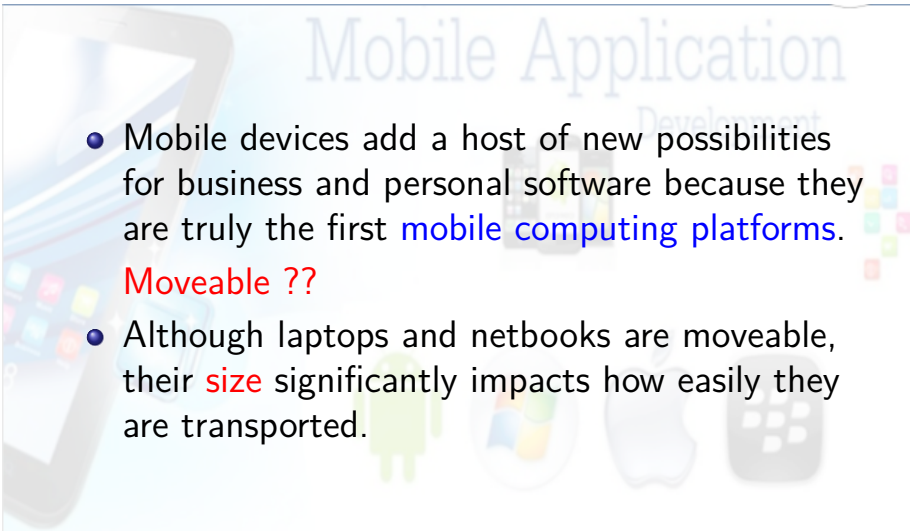
1. Transformative Devices

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Moveable ??

- Although laptops and netbooks are moveable, their **size** significantly impacts how easily they are transported.

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- Capability to communicate with other computing devices through a variety of mechanisms.

Example: A laptop can communicate using Wi-Fi and Bluetooth.

HOW ABOUT MOBILE???

Answer: Communication capabilities like cellular signals and using Near Field Communication(NFC).

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FUN FACT

Wifi range is measured in yards whereas cellular's range is measured in miles.

The range of communication using Bluetooth is measured in feet, whereas the range of NFC is measured in inches.

1. Transformative Devices

Mobile Application Development

In addition to these capabilities not present in other computing platforms, mobile devices have most of the same features, such as being able to display and manipulate data.

Example: **Camera**: Usefulness in laptop is limited.

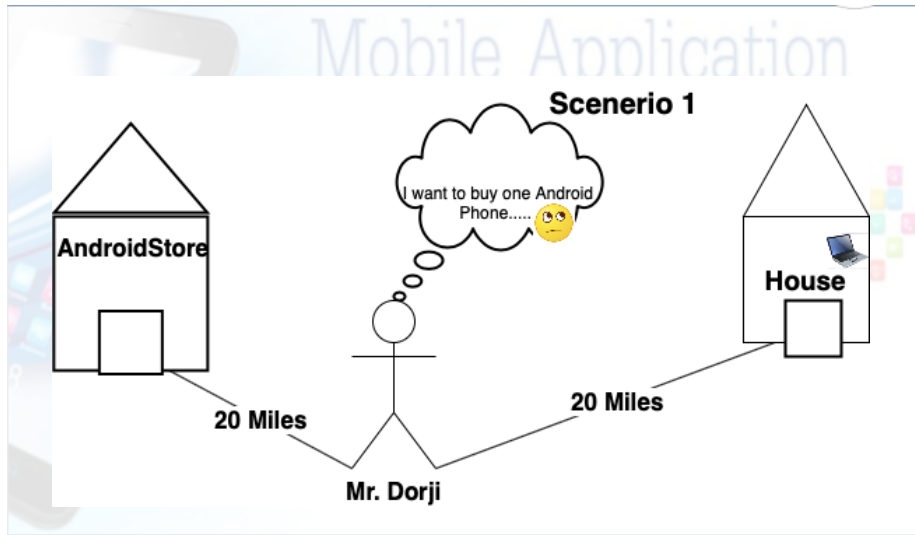
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Mobile Application Development

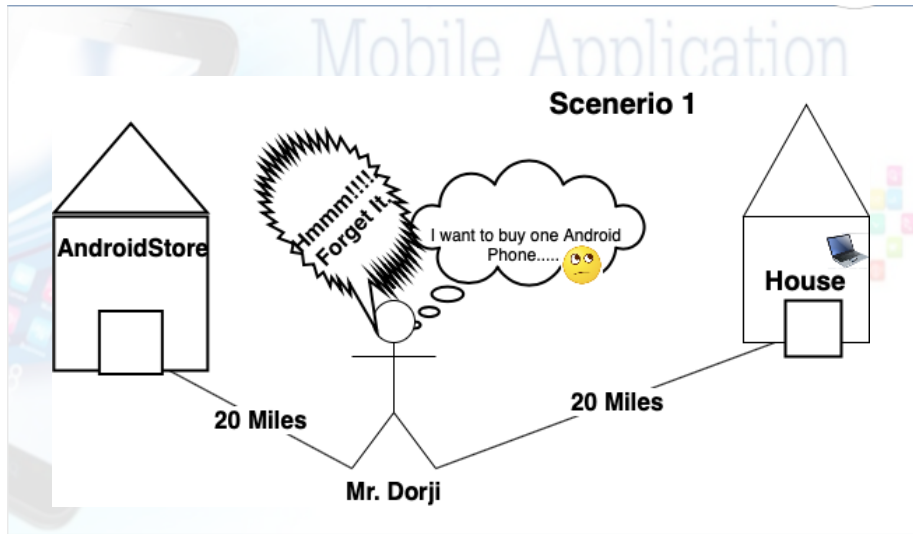
The smartphone and tablet are the most dramatic change in technological capability since the introduction of the PC.



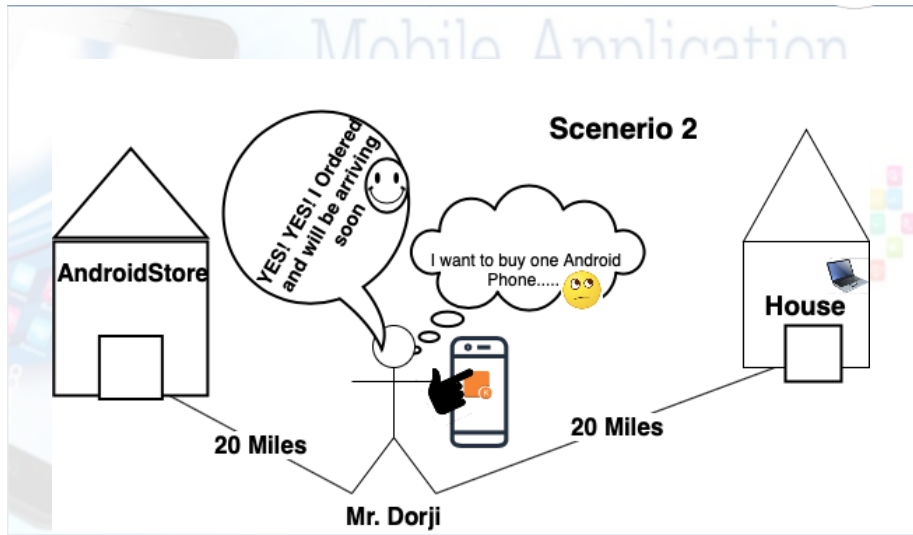
2. Reaching Customers



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2. Reaching Customers

- Smartphone users almost always have their device within reach.

Example: Organizations want to be ready when a potential customer is interested in a product or service. If customers have to wait until they get home to their computers, or worse yet, go to an actual store to get information about or purchase their product, it may be too late.

2. Reaching Customers

Mobile Application Development

In many cases a website designed to be mobile friendly may be enough to hold or attract the customer. However, to truly tie your organization to the customer, an app is required.



2. Reaching Customers

Mobile Application Development

Having the app always available on the device may lead to your organization being one of the first choices when the consumer is in the buying mood.



2. Reaching Customers

Heard of Banker's Hours



BANK



2. Reaching Customers

- Payment industry.

For instance: mBOB, mPay, etc provides customer for sending the money easily to other individuals.

Mobile Application
Development



3. Changing Business Process

- Business Processes are designed within the parameters of the available technology. When technology drastically changes, new forms are enabled.

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3. Changing Business Process

BOSSY APP

As the farmer attends his cows, with Bossy he has at his fingertips a complete display of the actions that need to be taken on different animals in his herd. This automates the process of tracking the animals on paper or on a desktop computer with written notes used while attending the herd.

3. Changing Business Process

SCHEDULE

| | | |
|-----|---|-----|
| 1 | 2 | 3 |
| 4 | 5 | 6 |
| 7 | 8 | 9 |
| Tag | 0 | Pen |

MILK DATA

| | | | |
|---|--------------------------------|--|---|
| <input checked="" type="checkbox"/> Bulls | <input type="checkbox"/> Bred | <input checked="" type="checkbox"/> Vet | <input checked="" type="checkbox"/> Lactation |
| <input checked="" type="checkbox"/> Steers | <input type="checkbox"/> Preg | <input checked="" type="checkbox"/> Medical | <input checked="" type="checkbox"/> Breeding |
| <input checked="" type="checkbox"/> Calves | <input type="checkbox"/> Dry | <input checked="" type="checkbox"/> Feed | <input checked="" type="checkbox"/> HoofTrim |
| <input checked="" type="checkbox"/> Heifers | <input type="checkbox"/> Fresh | <input checked="" type="checkbox"/> Location | <input checked="" type="checkbox"/> Misc |
| <input checked="" type="checkbox"/> Cows | <input type="checkbox"/> Open | <input type="button" value="Chk All"/> | <input type="button" value="Chk None"/> |

REMINDERS

Lactation

Mastitis

PREFERENCES

12/05/12

280

09/11/13

Today

Date

Offset

GoTo

Sort: Score ASC

B Found

Cow Tag: 1

Type: Feed - Scheduled

Event: Supplement 5

Desc:

Notes:

HELP

BOSSY

Pics

Sort

Clr

Search

Redraw

Nov 28

Nov 29

Nov 30

Dec 01

Dec 02

Dec 03

Dec 04

Dec 05

Dec 06

Dec 07

Dec 08

Dec 09

Dec 10

Dec 11

Dec 12

Dec 13

Dec 14

Dec 15

Dec 16

Dec 17

Dec 18

+

Tag: 1 Fran 1

Pen: 6 Red Barn

Milkers

Status: Cow

Birth: 10/12/10

Sex/Age F / 2.2yr

Sire: 23

Dam: 45

Breed: Red Holstein

HoofTrim:

2/\$2319

Stage: Fresh

LastFrsh: 11/10/12

Exp Heat: 01/12/13

Act Heat:

Bred:

Dry Date:

ExpFresh:

☐ Cow Tag: 23

☐ Pen 4 Bomber

☐ Cow Tag: 19

☐ Pen 5 Fiona

☒ Cow Tag: 1

☐ Pen 6 Fran

☐ Heifer Tag: 46

☐ Pen 0 Billy

☐ Discard Tag: 12

☐ Pen 8 Sara

☐ Cow Tag: 2

☐ Pen 3 Carol

☐ Bull Tag: 234

☐ Pen 9 Sam

☐ Cow Tag: 45

☐ Pen 7 Dee

03/13/13 Location Scheduled Move to pen 3

12/12/12 Feed Scheduled Supplement 5

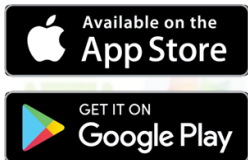
12/07/12 Feed Scheduled Supplement 5

11/10/12 Lactation Complete Calf Born Calf Id=4

4. Making Money

- Potential to start businesses and make money.

The Google Play Store and the Apple App Store provide the app developer access to the market of app purchasers.



4. Making Money

Mobile Application Development

The developer does not have to worry about product distribution, returns, or payment collection. The store does all this and conveniently deposits the proceeds into the developer's bank account.

4. Making Money



4. Making Money

Mobile Application Development

- 1 Apps can be sold for a one-time fee.
The more apps the developers sell, the more money they make.



4. Making Money

Mobile Application

Ad supported apps make money by including an advertisement on a small portion of the screen.

Example: Anytime a user clicks an ad, the developer makes money. Both Google and Apple provide developers access to the code to display ads and a service to provide the ads and track the clicks.

4. Making Money

Mobile Application Development

- 2 Developer gets paid if an ad is clicked

Example: Apple's ad service also pays per view of the ad, but the amount is significantly less than a click.



4. Making Money

- 3 A third approach to making money is to provide for in-app purchases. With this model, the user gets the app for free but needs to make a purchase to get additional features.

Example: A developer might provide a game for free but require a purchase for more advanced levels of the game.

4. Making Money

Mobile Application Development

4 Subscription based.

The app provides functionality that requires access to the developer's data or other services. To use the service, users buy a monthly or annual subscription.

Mobile Application

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The only challenge for a developer is ???



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Is it doable ???



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Mobile Application Development

Fortunately, the capabilities of the mobile computing platform enable the implementation of apps that can do things in a variety of domains that could never be done before.





IT'S GOING TO
BE HARD, BUT
HARD DOES NOT
MEAN IMPOSSIBLE.

Mobile Application Development

THANK YOU

