BEST PRACTICES – MOBILE APP DEVELOPMENT

Parminder Saini, Founder & President, ABS LLC

Introduction

Parminder Saini is a highly qualified leader, visionary strategist and goal oriented executive with demonstrated 18 years of experience in successfully achieving revenue, profit, and business growth objectives within startups, turnaround and rapid change environments. During this time, he has worked as founder and president of ABS (a global IT consulting company), CTO for multiple startups, AVP Delivery and consultant with enterprise software consultancies.

With his extensive business background in international, multi-cultural environments, all of these work experiences are augmented with a BS degree in Computer Science, Master's Degree in Computer Applications and a Marketing degree.

ABS
PARTNER·PEOPLE·PERFORMANCE

## Take a "User First" Approach

Many developers make the mistake of thinking about the back-end database or functionality of an application first.

This can result in an end product that's difficult to use.

To ensure a user-friendly application, start by developing the user experience and interface design. Tackle functionality second.

Build mockups, designs and samples
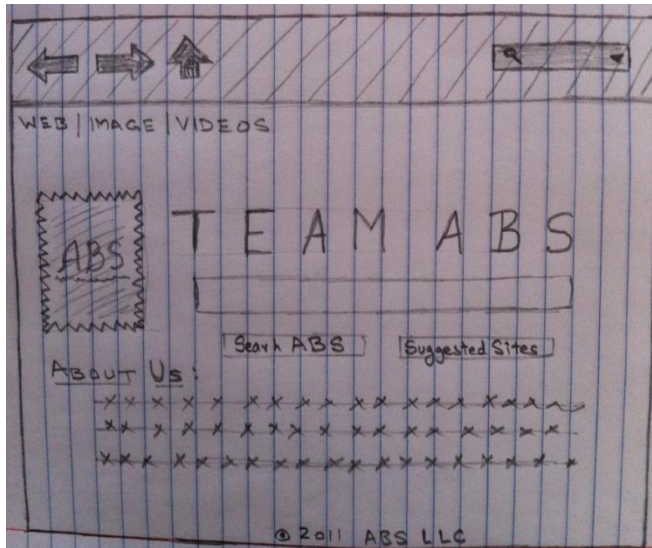
Nothing saps the spirit more than creating mockups and designs without making progress toward a completed product.

Different products require different levels of designing, blueprints and planning

Start building in a format and medium as close to the finished product as possible, and iterate, iterate, iterate.

Design with familiar multi-touch controls
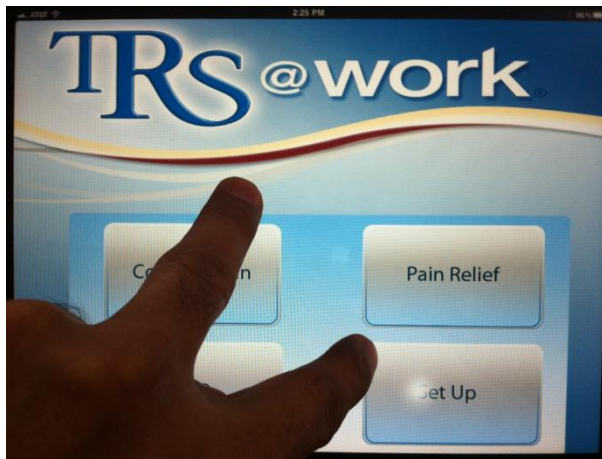
When developing for iPad or iPhone, there is no need to re-invent the wheel.

In the last few years, millions of iPhone/iPad users have already become comfortable with a familiar set of gestures (tap, pinch, drag), navigation commands and user interfaces.

The iPad does open up new possibilities in user experience and interface design, but may marketers will see better results when re-creating the iPhone's familiar, user-friendly experience.

Build for Scalability

It's better to build a simple, scalable application with core features than to front-load the application with too many features.

After you go to market with a basic application, you can always add additional features.

It's also easy to upgrade users to a newer version of the application either through the marketplace, or via micro-transactions, which can occur inside an iPad application.

ABS
PARTNER·PEOPLE·PERFORMANCE

Be realistic about limitations

The iPad and iPhone 4 do have much faster processors, but they still don't compare to the speed and capability of a PC.

Be sure to design for the device and don't try to push out more than it can handle.

For example, a 3D Animation showing a tour through the human body might look great on a desktop during development, but mobile processors might not be able to handle overly ambitious graphics.

ABS
PARTNER·PEOPLE·PERFORMANCE

Use agile development

Minimize *TOTAL* time through the loop
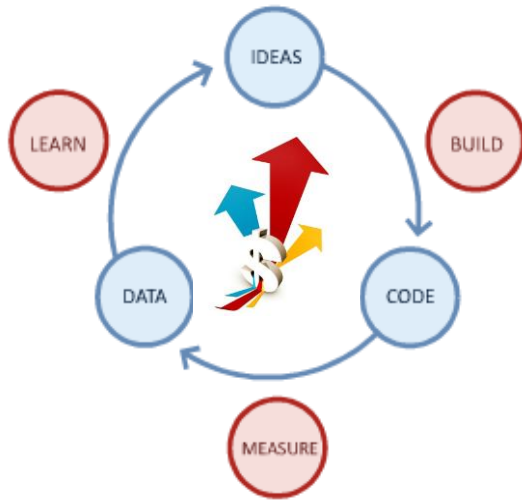
An agile software development process helps developers to best meet client expectations.

This is because agile development schedules are more predictable and teams can test in parallel to developing the application.

With agile development, it's also possible to add new features and adopt clients' changing ideas late in the development stages without severely impacting the overall schedule.

ABS
PARTNER·PEOPLE·PERFORMANCE

LEARNING FROM EXPERIENCE

Over-promise, Over-sell, Under-deliver.

"**Instead:** Over-promise, Over-sell, Over-deliver."

UNDER-PROMISE, OVER-DELIVER.

thingsweforget.blogspot.com

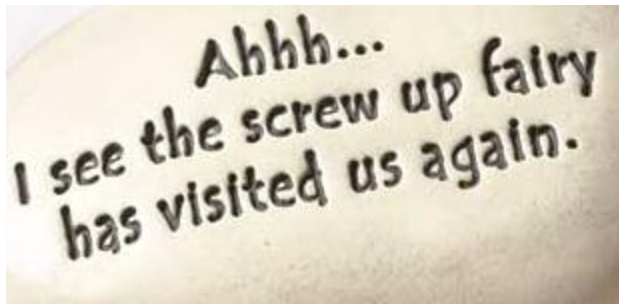The vast majority of projects fail because the problems they aim to solve, exist for a reason.

Aim high and deliver high.

Note: "over-delivering" does not equal "doing more". When in doubt, do less.

Focus on the getting the minimum done exceptionally well.

ABS
PARTNER·PEOPLE·PERFORMANCE

Be stubborn in the face of failure.

"**Instead:** Be determined in the face of disbelief."

Ahhh...
I see the screw up fairy
has visited us again.

The doubters are inevitable and the odds are stacked against entrepreneurs and startups.

Believe in yourself, and your solution.

Flexibility is a virtue, not a weakness; error is inevitable, thus accept being wrong and make more mistakes to learn better and faster.

ABS
Partner·People·Performance

FINAL THOUGHT --- JUST BE AWESOME ....

RELEVANT   AWESOME   UNIQUE
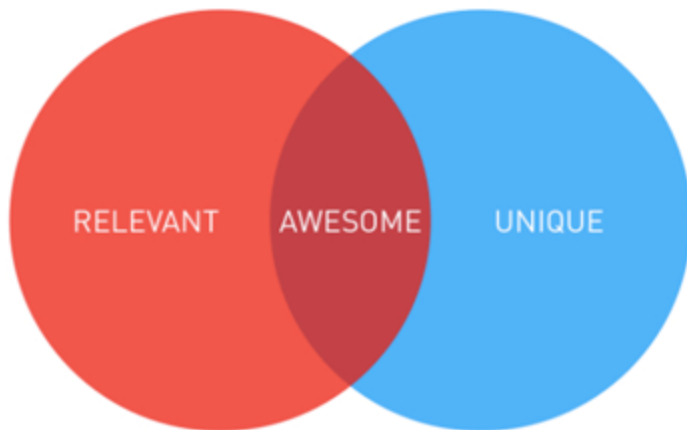
Be extremely good at what you do.

**"When in doubt, BE AWESOME
It's no guarantee, but it's your best bet."**

ABS
Partner·People·Performance