

Bibliography Summary

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Summary 1

AI personalized user experiences by enabling mobile users to completely renovated the value of benchmark of existing user [Tam]. For example, the famous retail brands such as Tommy Hilfiger, Nike and Starbucks, they offer the best user experiences by collecting and analysing user data based on customers' location and purchases history. On top of that, AI technology also is built into smart phone features which become more personalized. For example, Smart Camera App which detect the subjects such as faces, firework and adjust automatically to best image for user.[Tam].

Summary 2

Agile development refer to the ability to create and respond to change. In software development point of view, it is the term for a set of frameworks and practices based on the principles and values.[**AgileArticleleg**]. Moreover, Agile development also refer to many development processes which aligned with the idea of Agile Manifesto. The reason why software development teams need Agile is that Agile encourages ideas of team, promotes improvements among teams and empowers the team members. [ASA20].

References

- [ASA20] Samar Al-Saqqa, Samer Sawalha, and Hiba AbdelNabi. "Agile Software Development: Methodologies and Trends." In: *International Journal of Interactive Mobile Technologies* 14.11 (2020).
- [Tam] Vaibhavi Tamizhkumaran. *Contributions Of AI to Mobile Application Development*. URL: <https://www.indiumsoftware.com/blog/artificial-intelligence-in-mobile-app-development/>. (accessed: 02.09.2022).