

Lecture 1 – Mobile Mindset

Mobile application development

This means building mobile application for the device

Key Features of Mobile Applications

- Great UI (User Interface)
- Fast loading time and high performance
- Extremely helpful user support
- Adapts to a user's needs
- Compatible with a mobile platform

Reasons for Mobile App failures

- The app doesn't have a market due to poorly researched market and audience
- The app does not have adequate security
- The app does not perform quickly enough
- The app does not fully consider UX/UI
- The app's listing in the marketplace is not persuasive
- Hard to adjust web version to the smartphone screen
- Due to limited functions

Fundamentals of mobile application development

1. Choice of technology

For what factors we will build our application

- Are we focusing one or more platforms (Android, IOS, Windows)
- Which technology, tool, language

2. Clear recognition of requirements

Take requirements and analyze them.

- Connectivity of interfaces
- From one interface what we do

3. Dynamic Functionalities

Do we want to use device features (camera, GPS, audio/video)?

Those are used for attract users

4. Security and Speed Efficiency

When building an application, we have to focus on security

We have to secure about data, database etc.

5. Testing Quality and Consistency

After building the application we have to test them with user requirements

- Is in comfortable to use
- Is it user friendly

6. Introduce a Pilot Version