one code base many targets

alan klement fatc 2011

community

comfort

customization

the scrum product owner might be a role,
but it should not be a job title.

mobile web is growing, but still not majority

native apps, desktop web, mobile web

desktop web native apps mobile web

desktop web

fast, mouse, keyboard, big screen, fast

slower v desktop, faster v mobile web

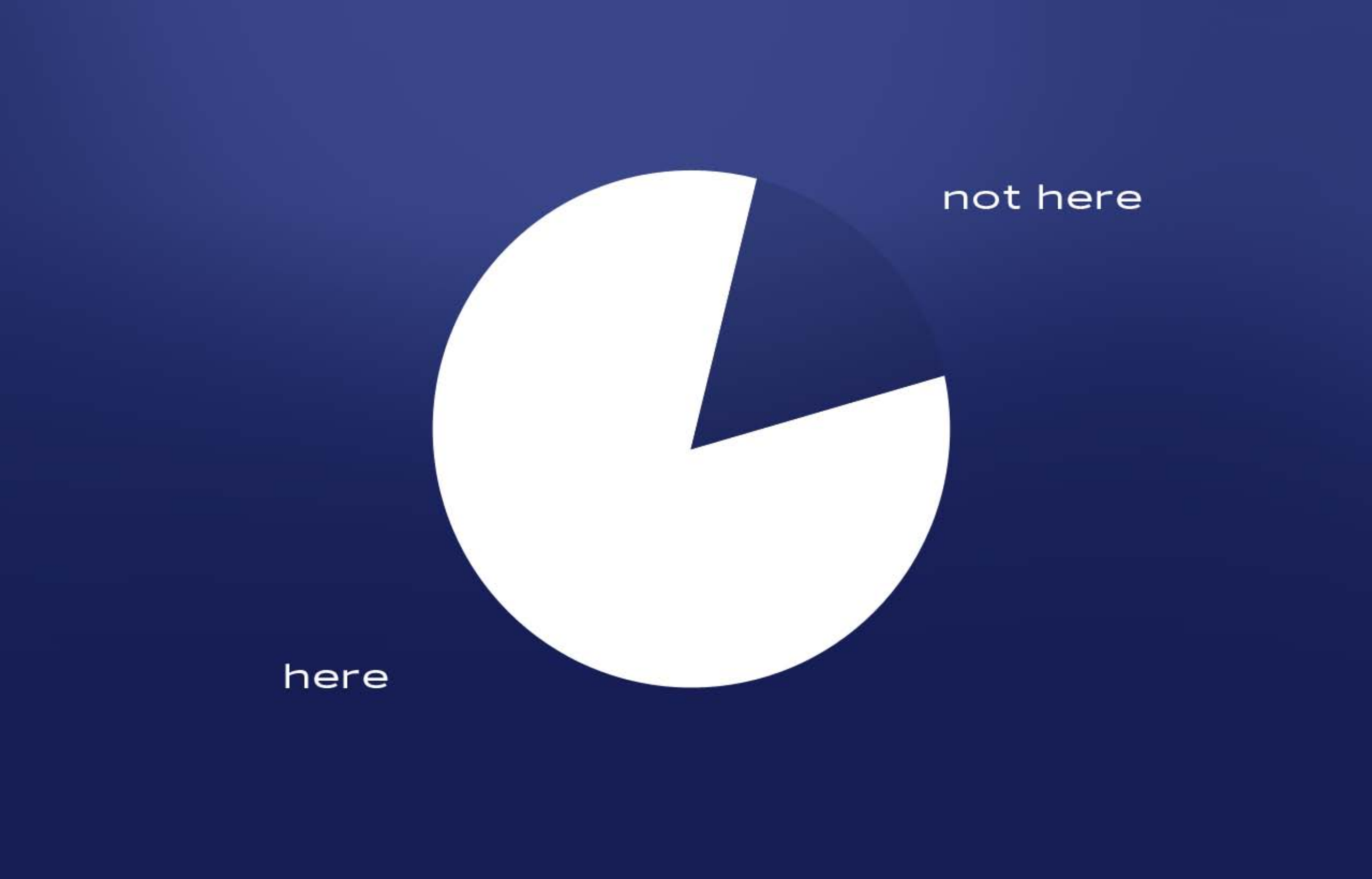
device capabilites

mobile web

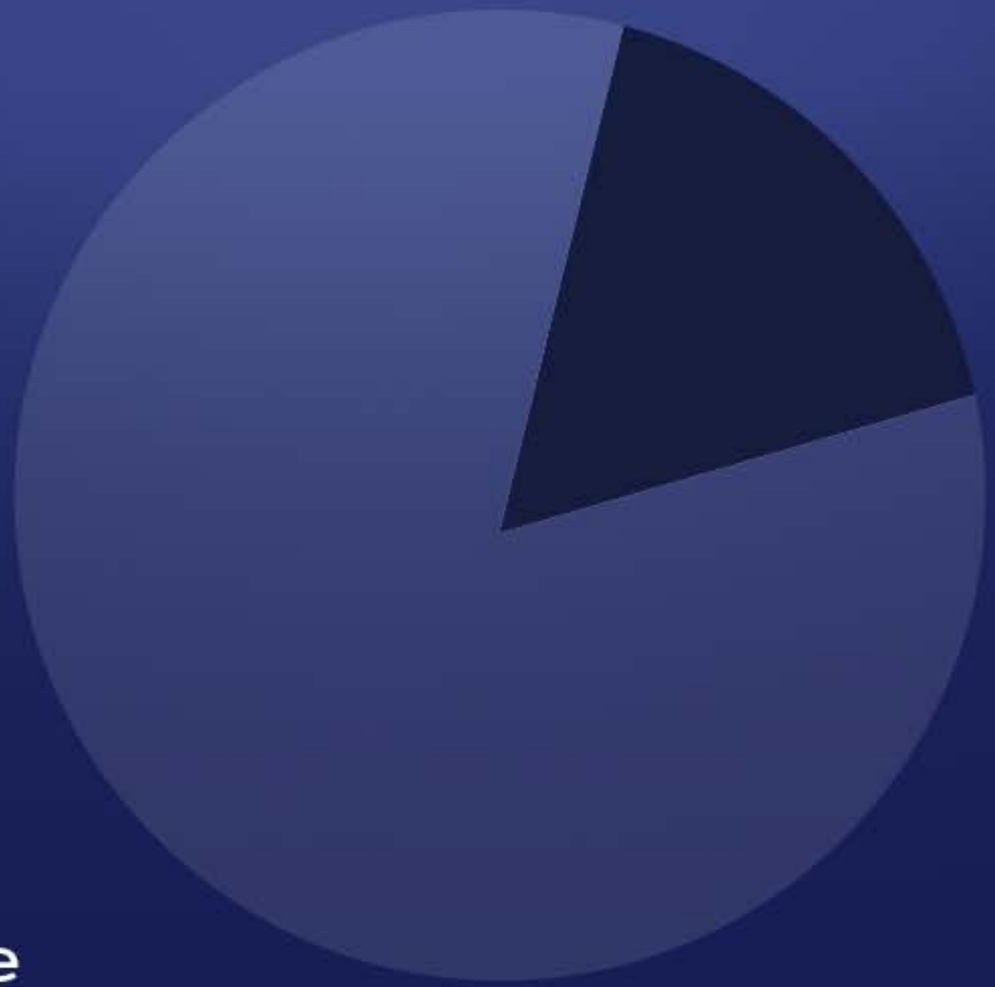
slow, limited gesture support, slow

different ways of accessing your content

different ways of accessing your content
^
and experiencing

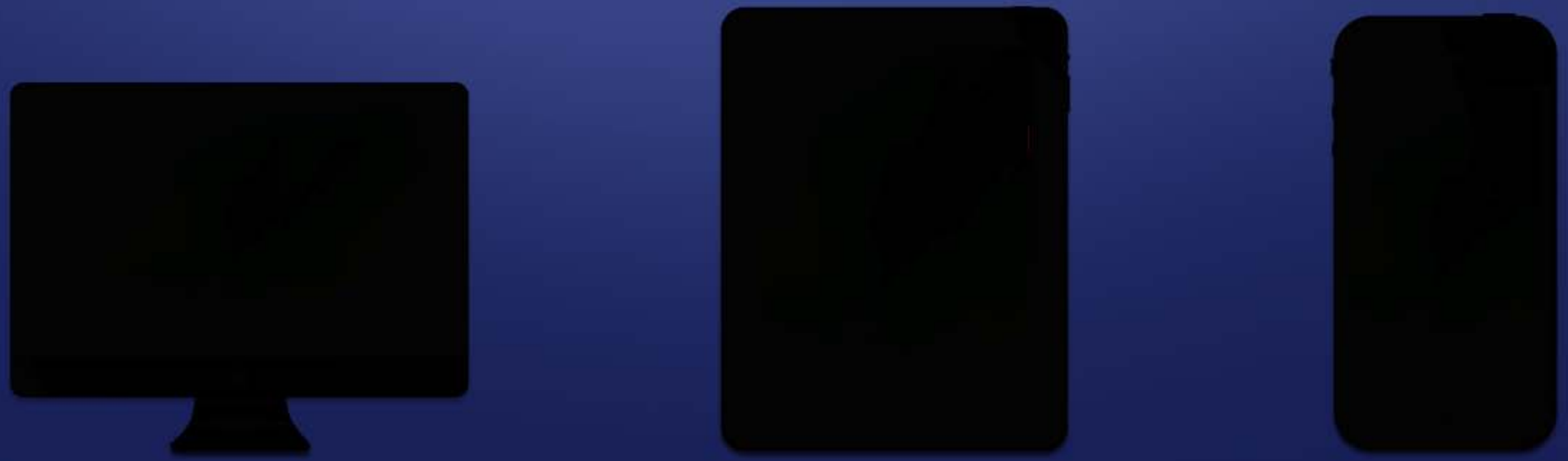

not here
here

here



not here

your content everywhere



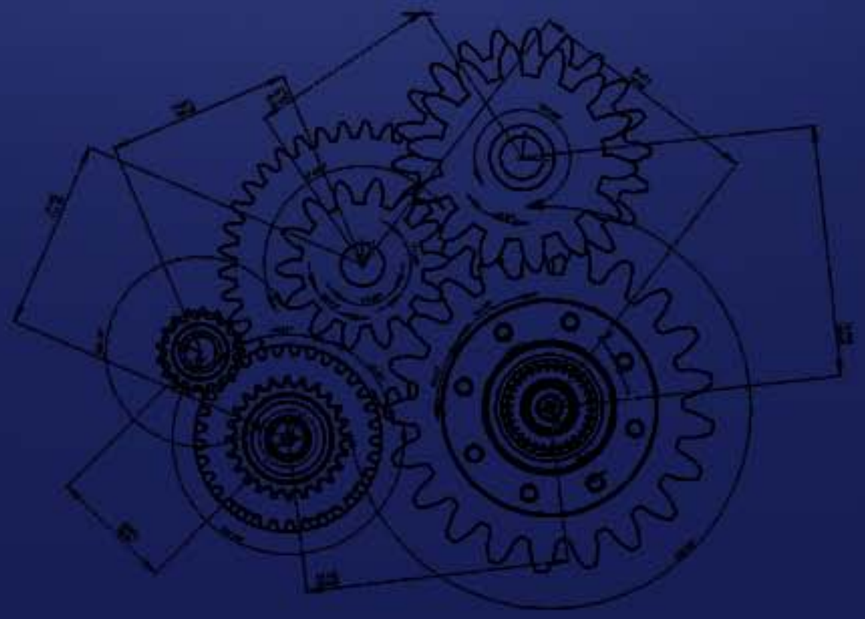
use differences to your advantage

one code base, many targets

structure

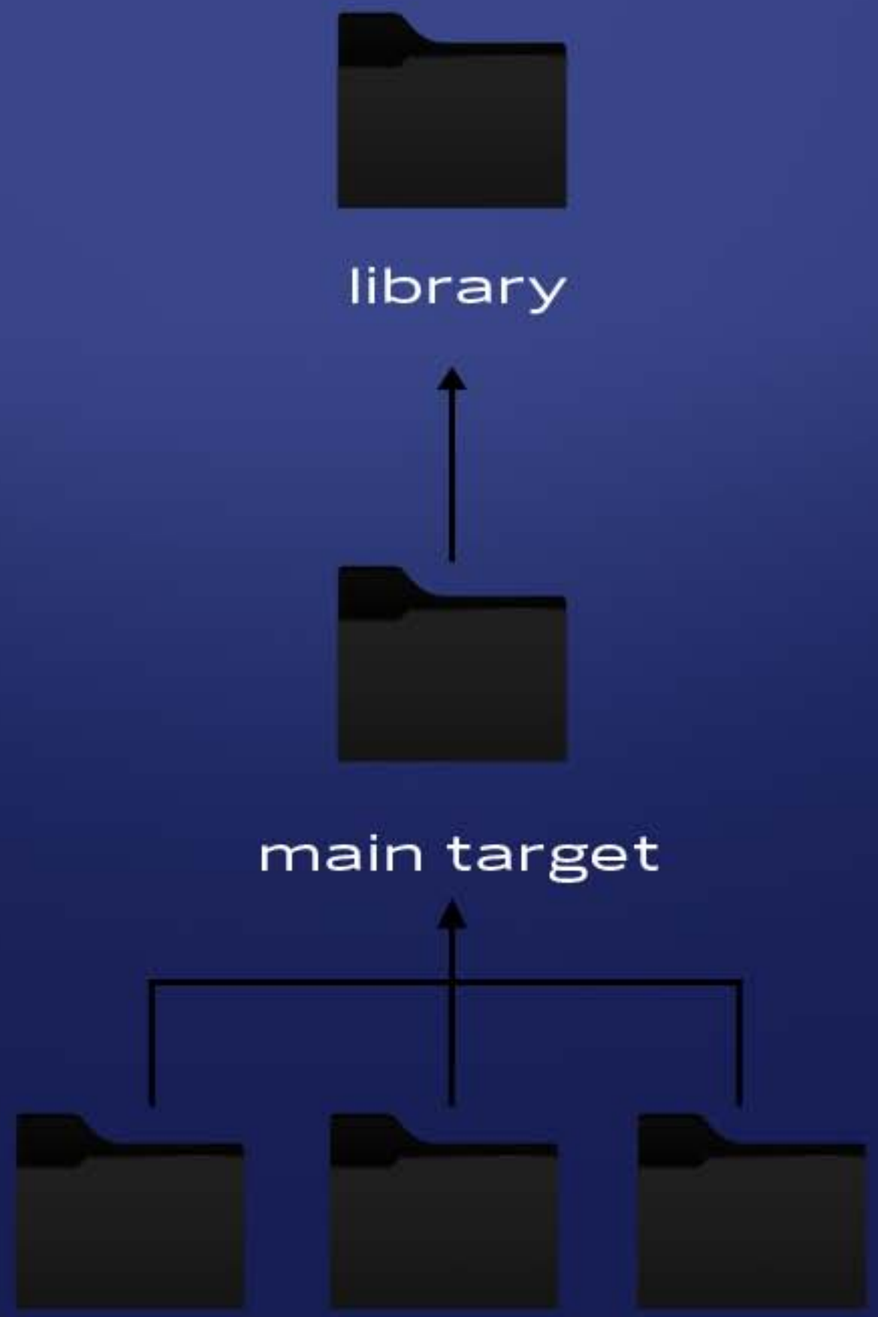
optimize

deploy



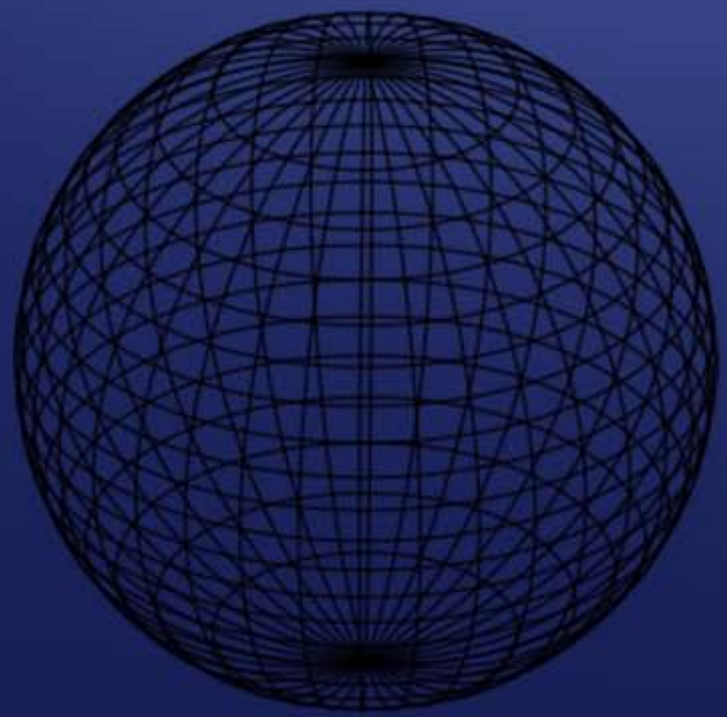
inherit and override differences

main difference: ui controls


library
main target
alternate targets

90/10 law (pareto principle)

main difference: graphics



0100101100111101101000011101000101001101100101

demo

web - mobile web - device

structure

project references / libs folder

abstracting differences

deploy

launcher chain