

Quora Goes Mobile

A Product-Centered Approach to Multi-Platform Deployment

Anne K. Halsall, product designer

QCon SF 2012

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Faye Wang added an answer. Sat

Video Games: What kind of games has Faye Wang made and played?

44 Wow! Question about me!!! I'll remember this day and celebrate annually with good food!

So what kind of games I made? I used to work for an art outsourcing company as a p... (more)

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Tudor Achim added an answer. Thu

Vim: How can I become a vim power user?

29 Every time you find yourself doing something repetitive, consciously take a step back and look up a faster way to do it. You'll improve pretty quickly this way.

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Andile Ngcizela, Lou Davis, and 10 more voted up an answer. Sat

Hurricane Sandy (October 2012): Was Uber right to raise rates during Hurricane Sandy?

97 Nate Anderson



Yes.

Many people think that Uber immorally 'price gouges' by raising rates during chaotic times. In reality, elevated prices are the natural effect of increased demand and... (more)

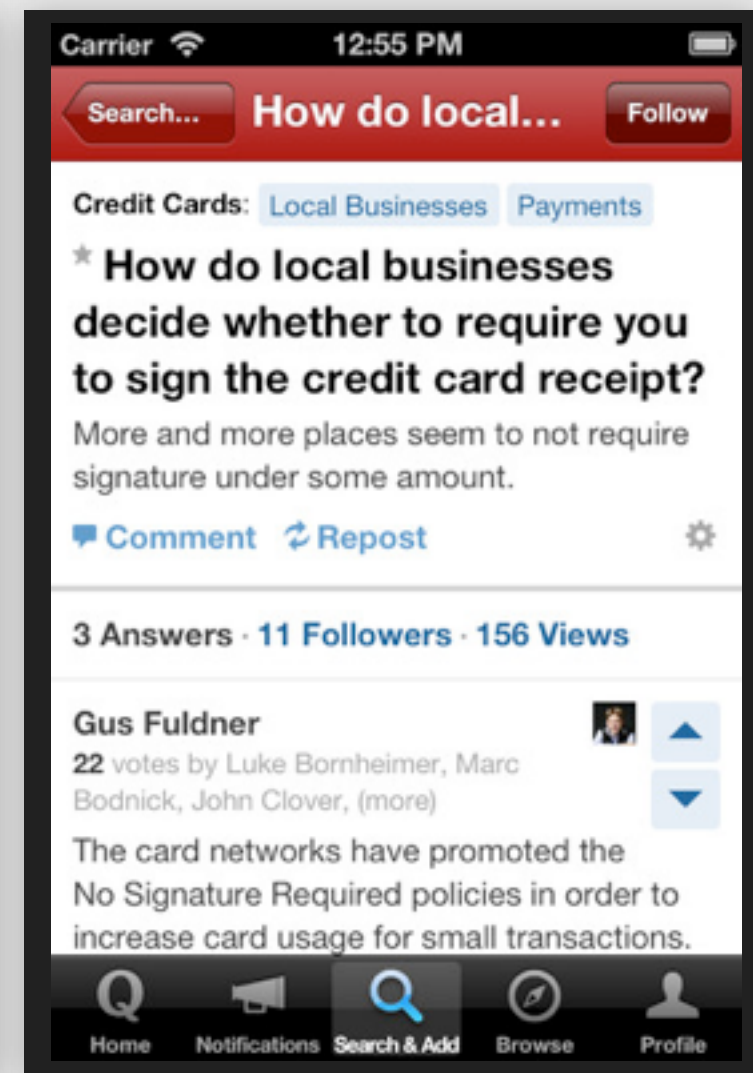
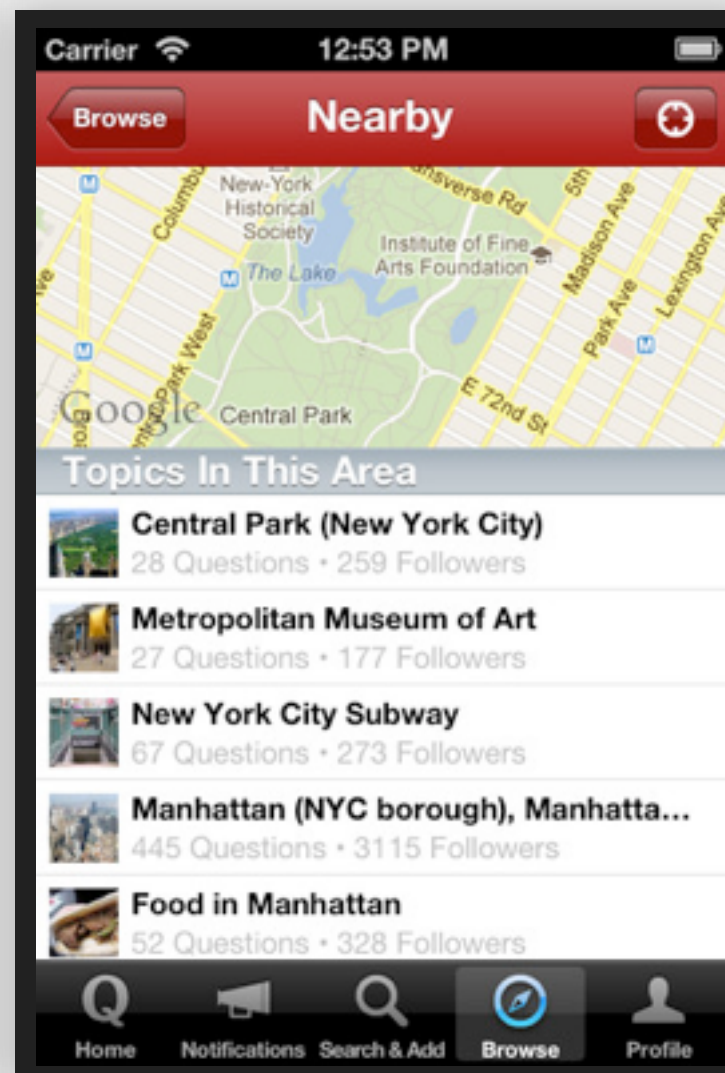
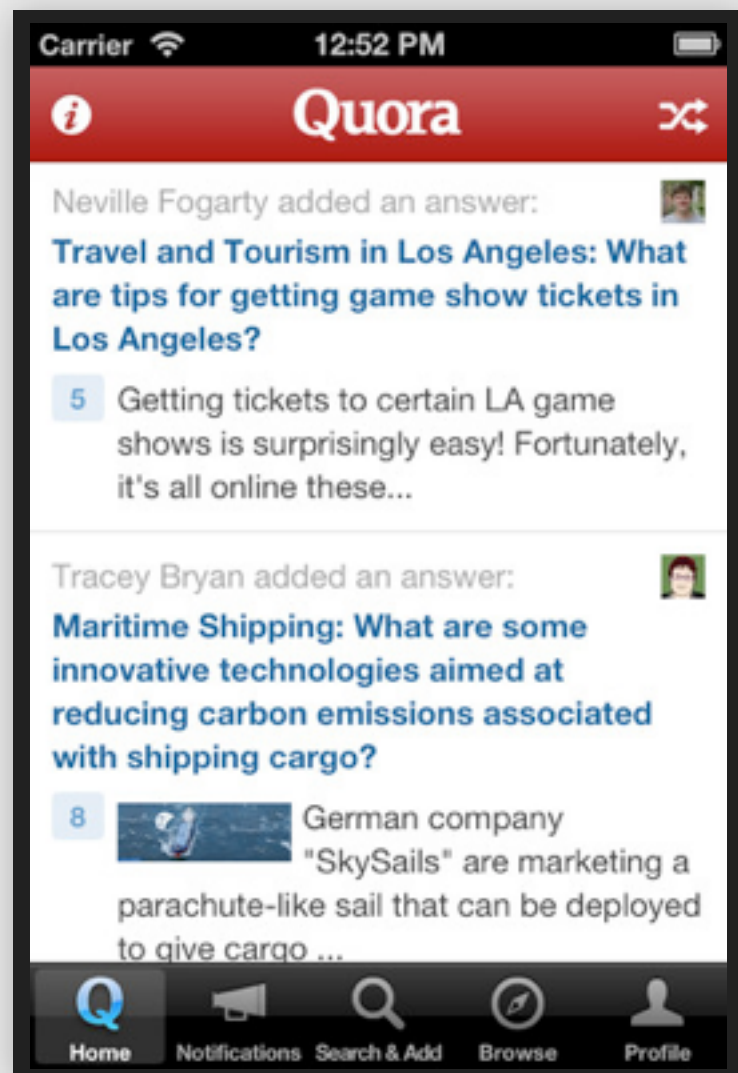
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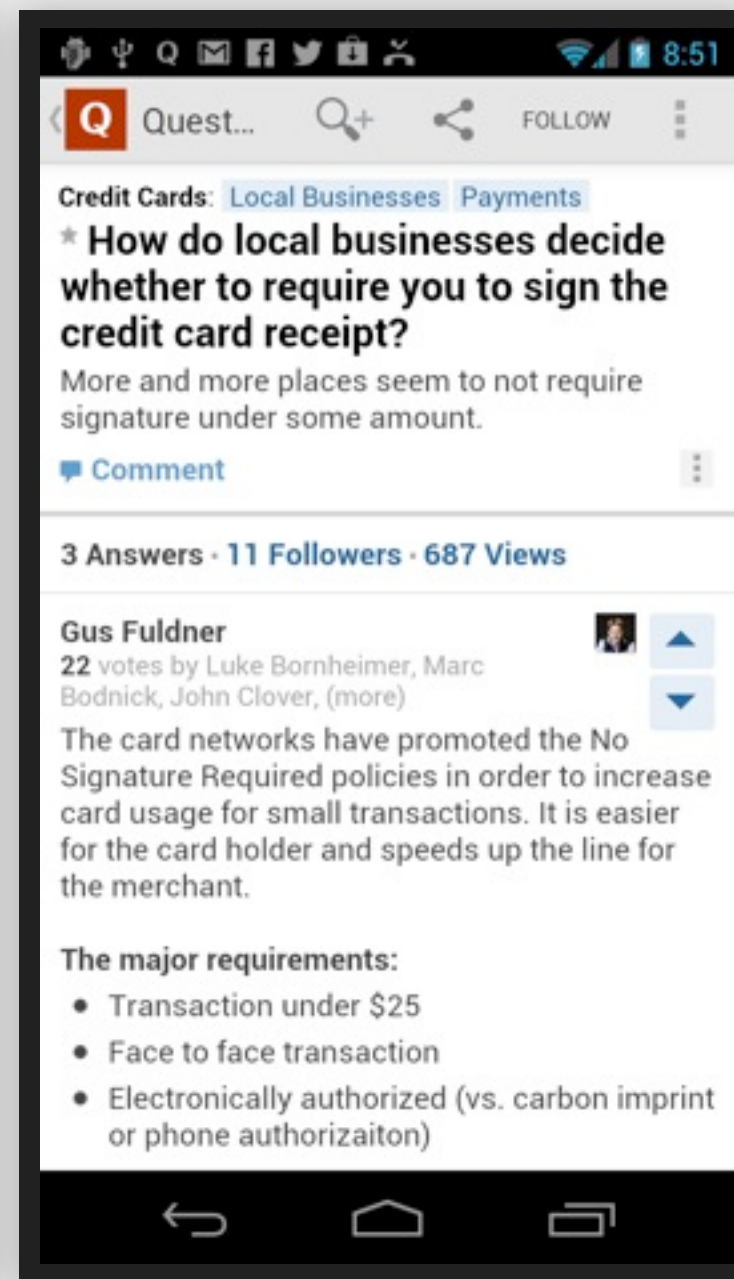
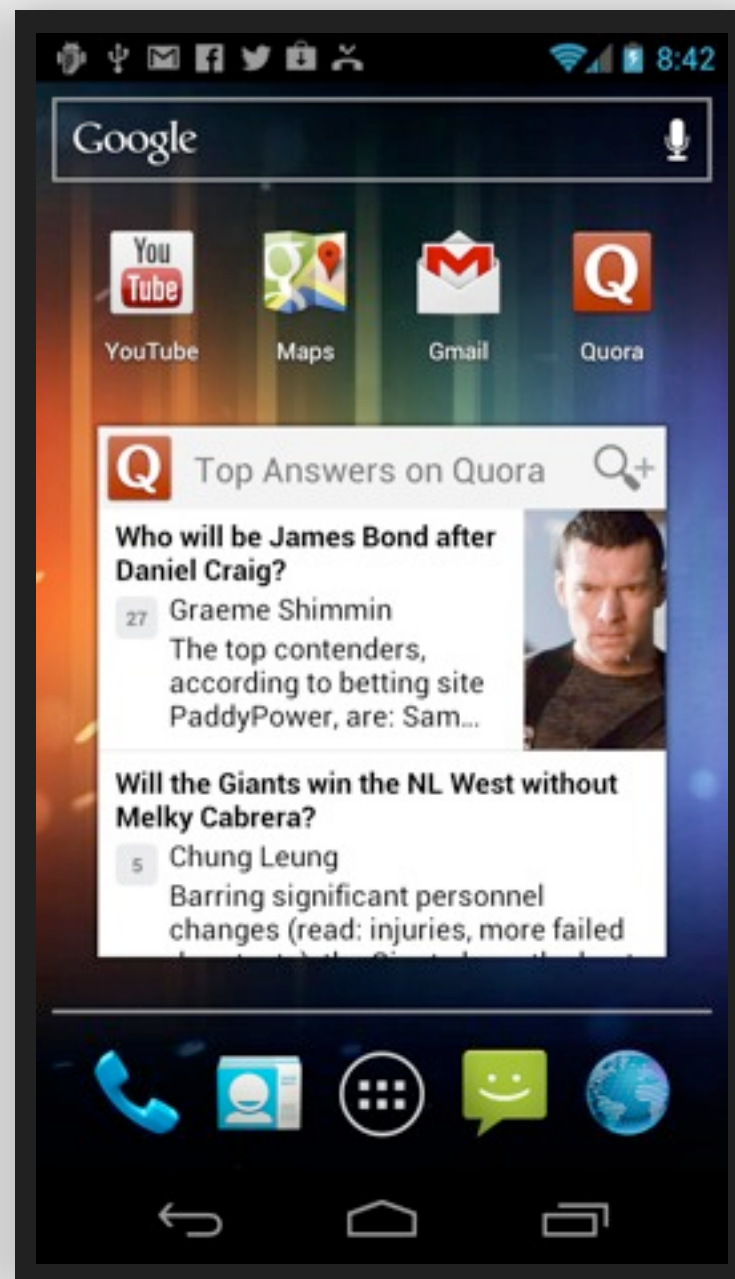
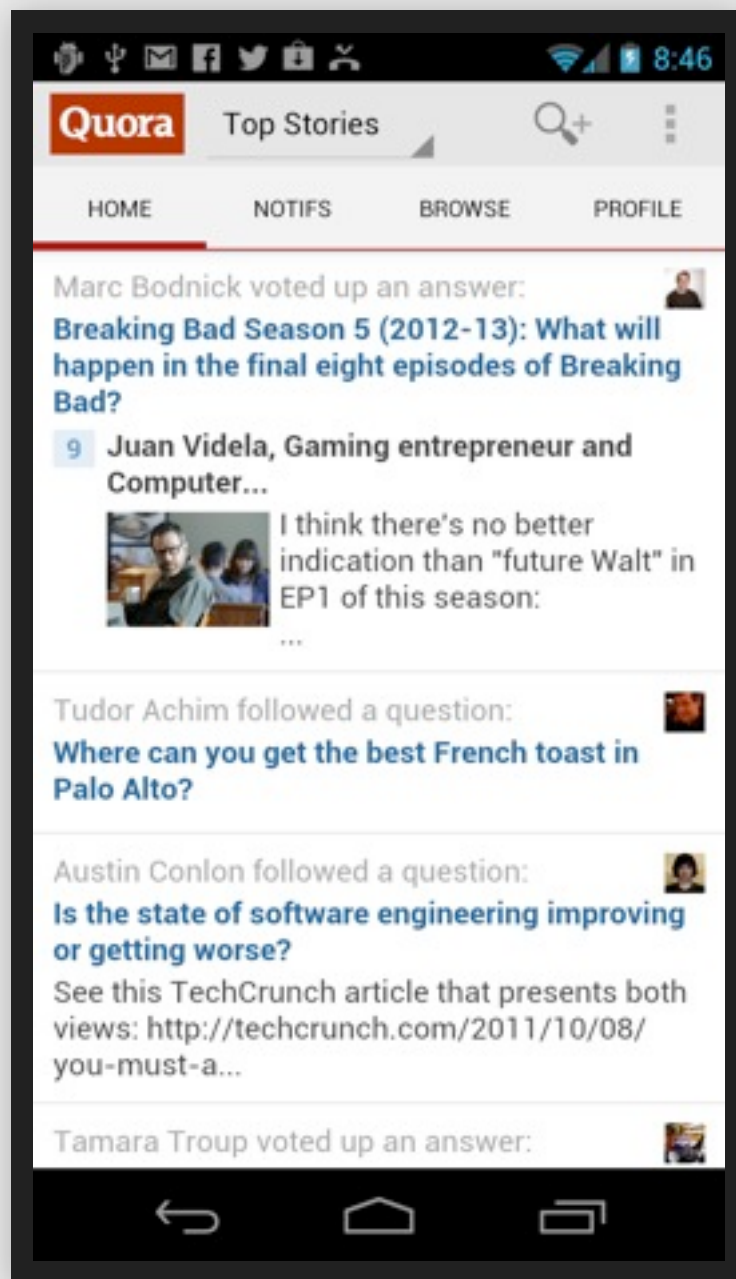
Question promoted in topic Siri (software). 37m ago

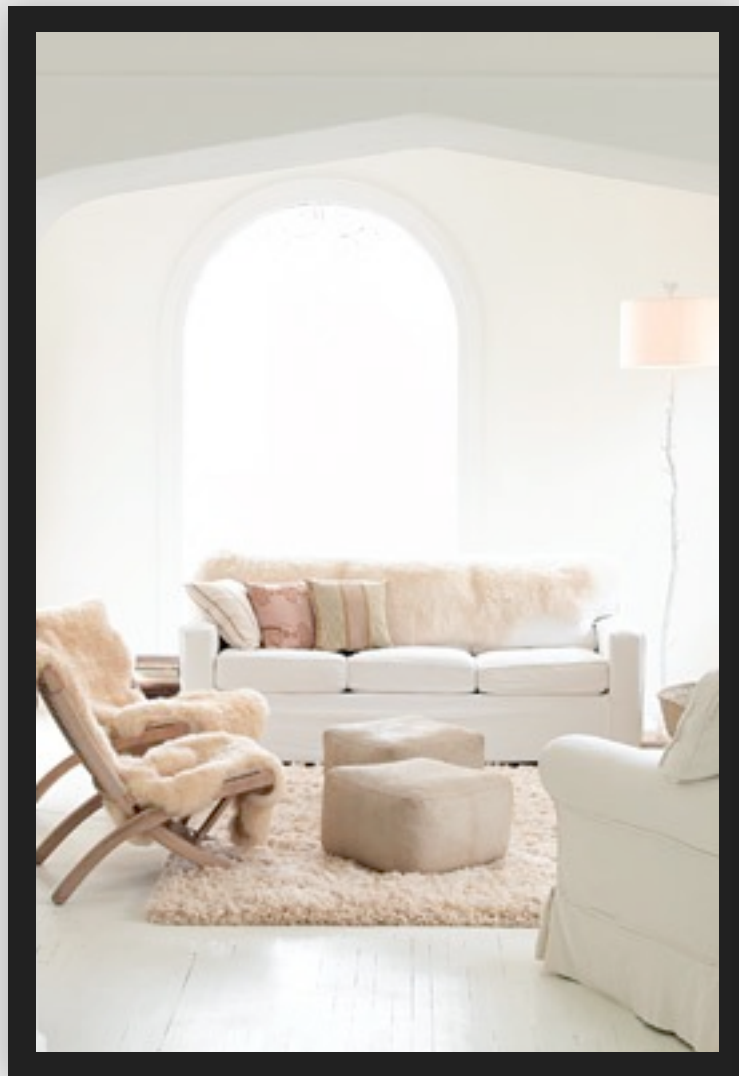
Siri (software): How many queries (roughly) does Siri get per month as of November 2012?[✓ Follow](#) · [0 Answers](#) · [Ask to Answer](#) · [Share](#)

Shreyes Seshasai added an answer. Fri

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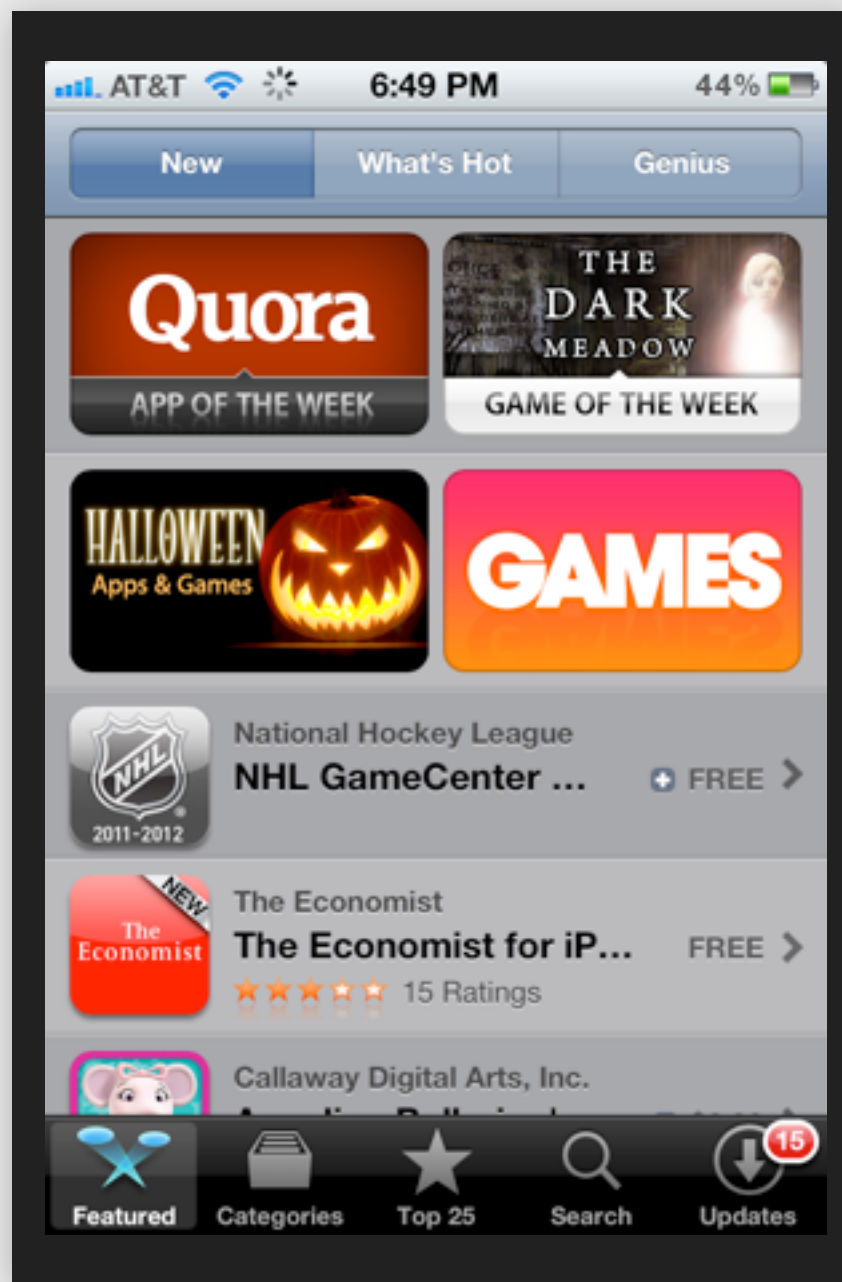
iOS



Android



Windows



First Steps



“What are we building?”

“How are we going to build it?”

“Who is going to build it?”

1/ Focus on the core of your product.

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More and more places seem to not require signature under some amount. [Edit](#)

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3 Answers

**Gus Fuldner**

24 votes by Luke Bornheimer, John Clover, Sandra Liu Huan

The card networks have promoted the No Signature Required policies in order to increase card usage for small transactions. It is easier for the card holder and speeds up the line for the merchant.

The major requirements:

- Transaction under \$25
- Face to face transaction
- Electronically authorized (vs. carbon imprint)

Excluded merchant types:

- Gas station automated fuel dispensers (use card reader)
- Money transfers
- Direct marketing
- Cash advances
- Gambling

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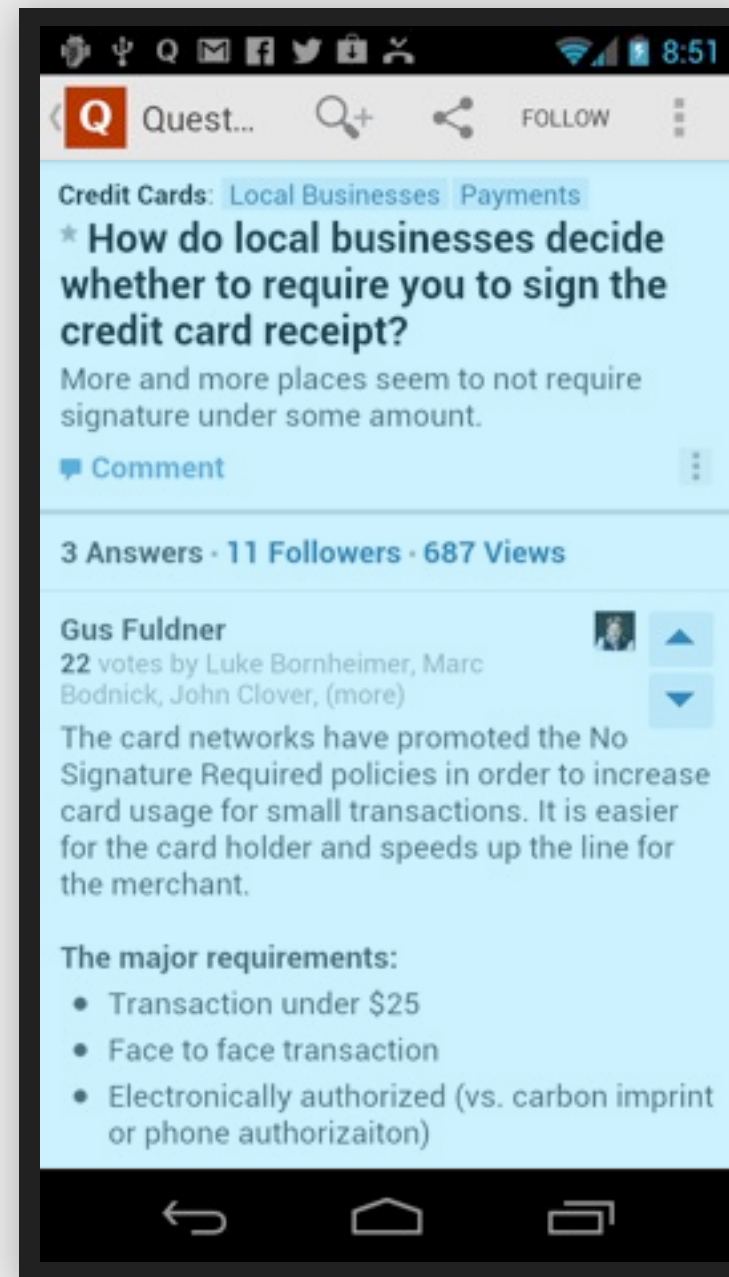
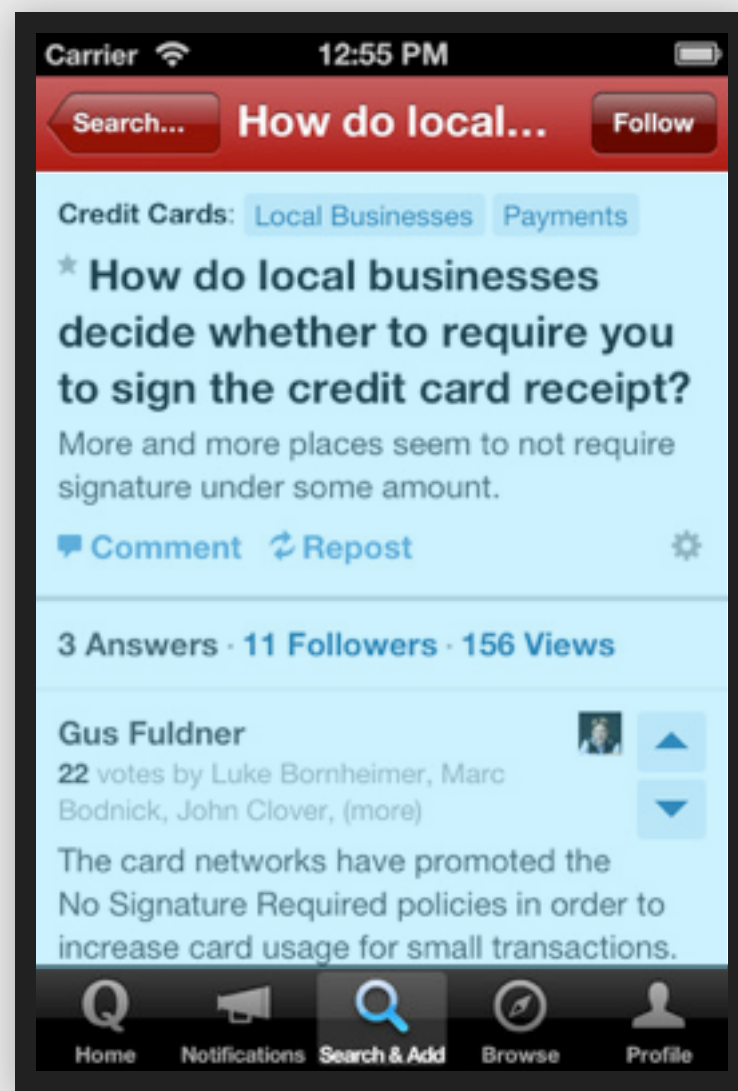
The card networks have promoted the No Signature Required policies in order to increase card usage for small transactions. It is easier for the card holder and speeds up the line for the merchant.

The major requirements:

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- Face to face transaction
- Electronically authorized (vs. carbon imprint or phone authorization)



2/ Start with requirements, not technologies.



3/ Play to the strengths of your team.

Expanding Horizons

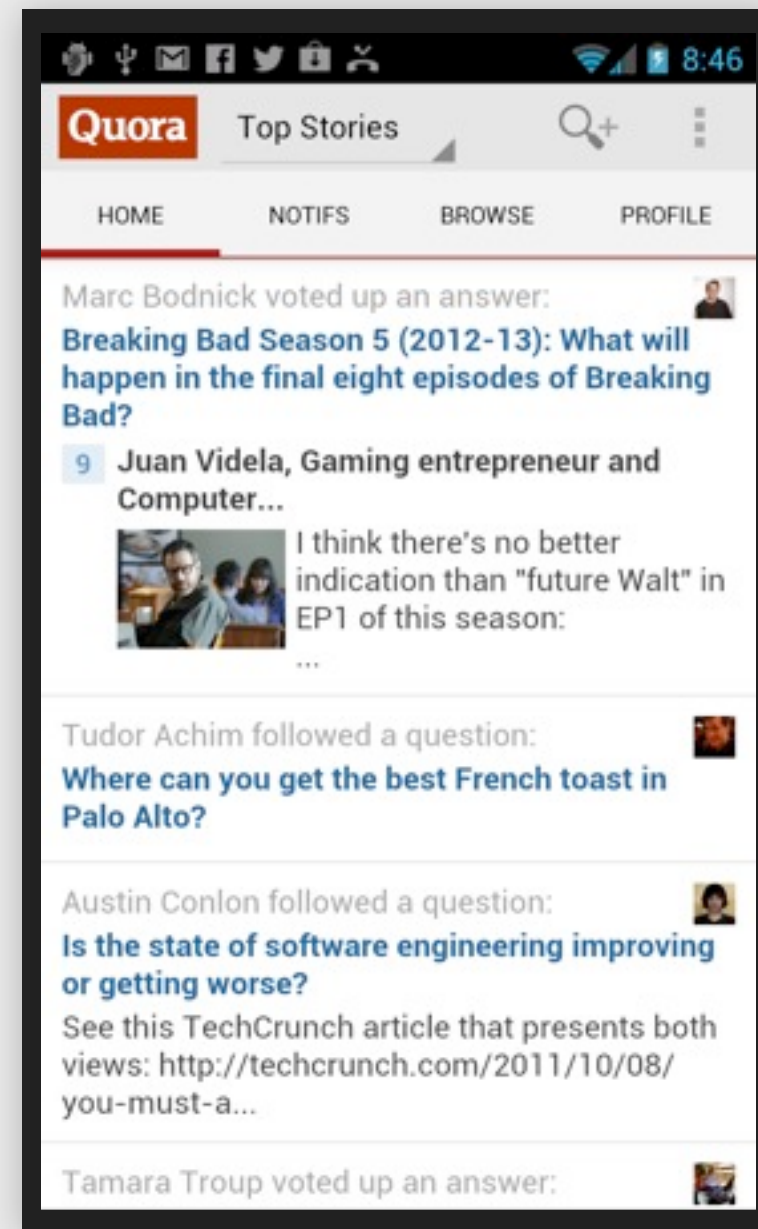
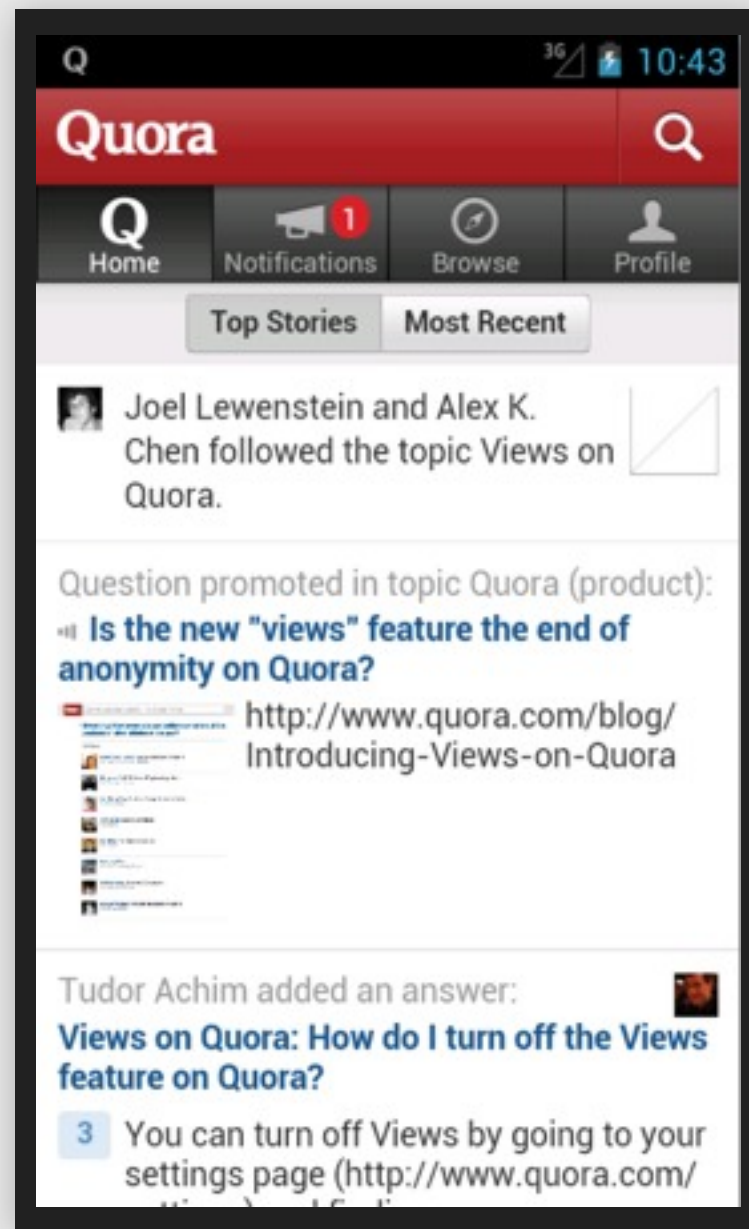


“Do we understand what Android users need?”

“What’s the best product for each platform?”

“How do we keep the products in sync?”

1/ Really understand the platform
you're building for.



2/ Tailoring the product for a new platform is worth it.

3/ “Build once, deploy anywhere” is a myth.

Above and Beyond

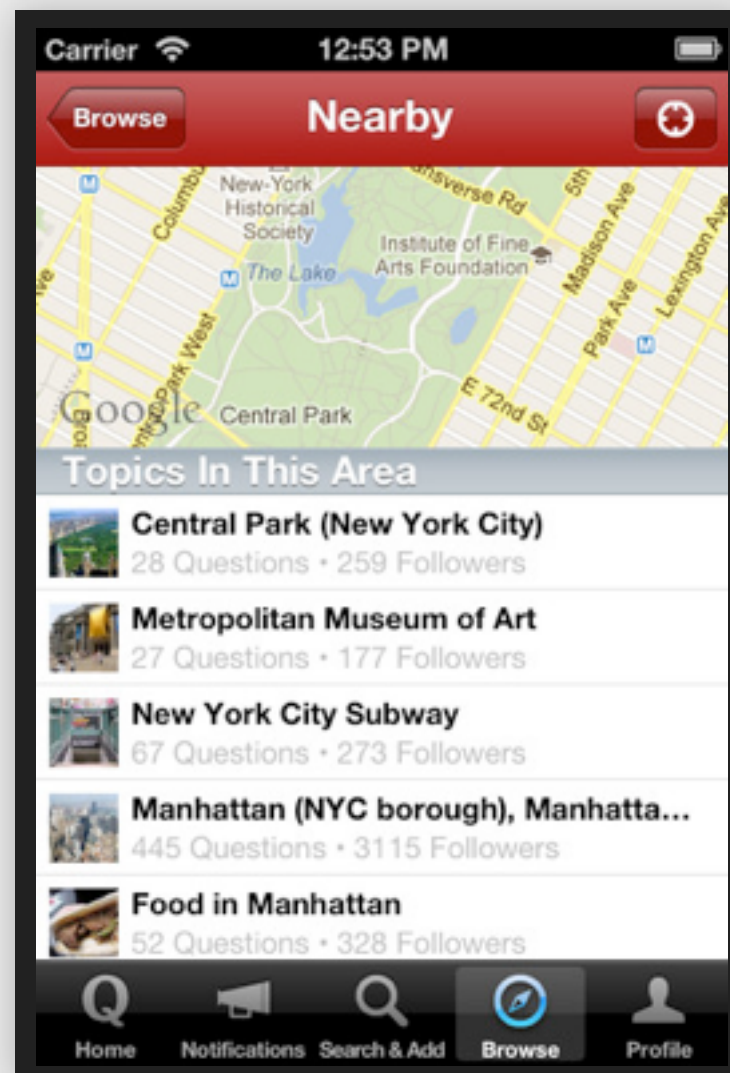


“What unique opportunities does mobile offer?”

“How can our product grow in these directions?”

“How do we get more people using mobile?”

1/ Think beyond location.



2/ Design new products for mobile first.

3/ Make sure you have the data you need to make your apps better.



Thank you.



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