



Windows Phone

Tips de diseño para desarrolladores

Sorey Bibiana García Zapata

Microsoft MVP Windows Phone Development

Arquitecto de Software en Globant

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Advertencia:

Esta presentación contiene mis propias opiniones y no necesariamente reflejan las de mi empleador o empresas con las que me encuentre vinculada.



Windows Phone fijo un reto





Cambiar de mentalidad

Hoy después de evolucionar

Windows Phone

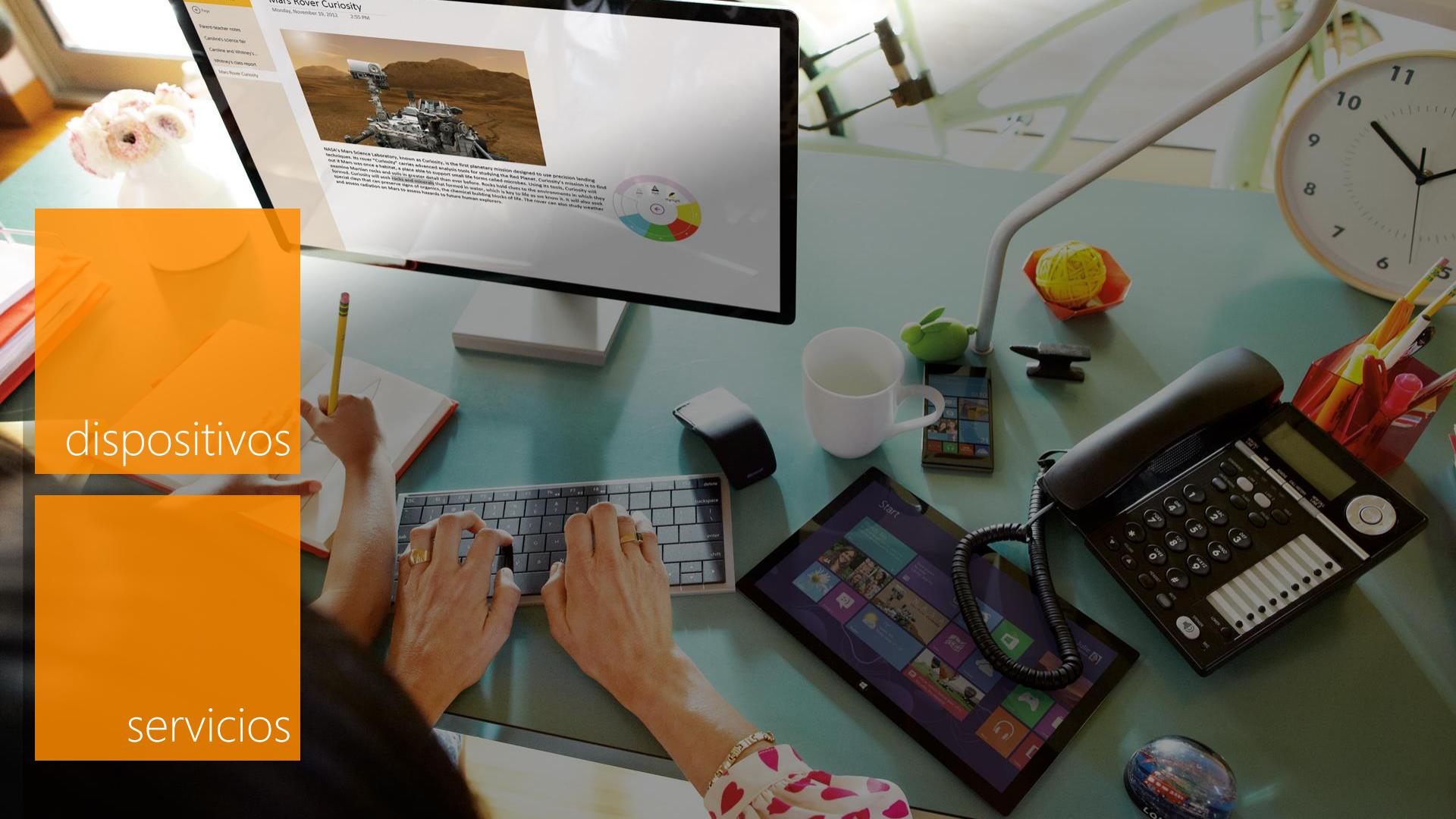




Y de hacer parte de un ecosistema

dispositivos

servicios



El nuevo reto es construir aplicaciones modernas que generen las mejores experiencias





Windows Phone

Tips básicos



12:38

DINARA REED

profile what's new



"I don't understand why people on the bus don't smile more often. Is it the weather I wonder?"
8:10 PM on Windows LIVE

mobile

206.883.9086

text message

206.883.9086

email

dinarareed@hotmail.com

12:38

12:38

12:38

12:38

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

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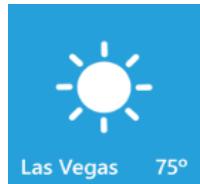
dinarareed@hotmail.com

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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13	14	15	16	17	18	19
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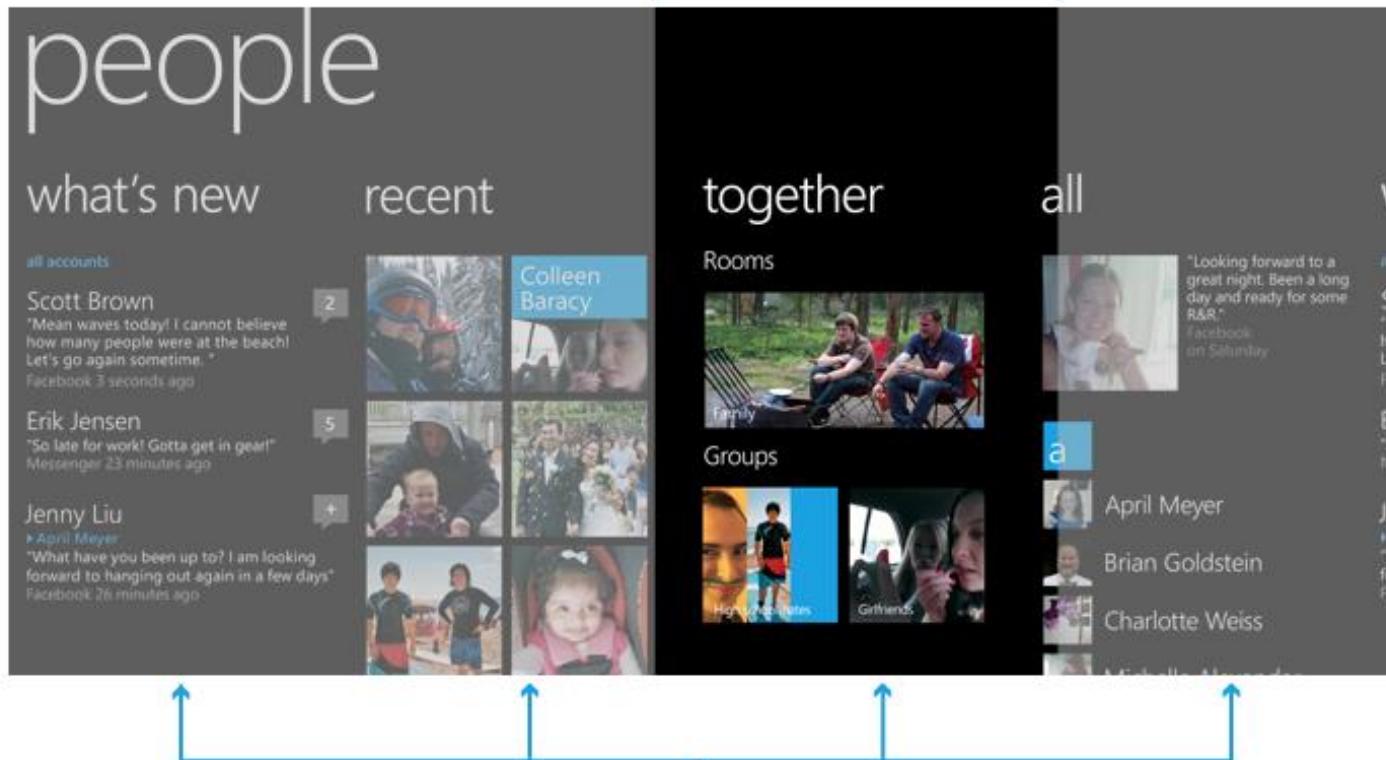
Equilibrio con el estilo propio



Adaptar las apps a la experiencia



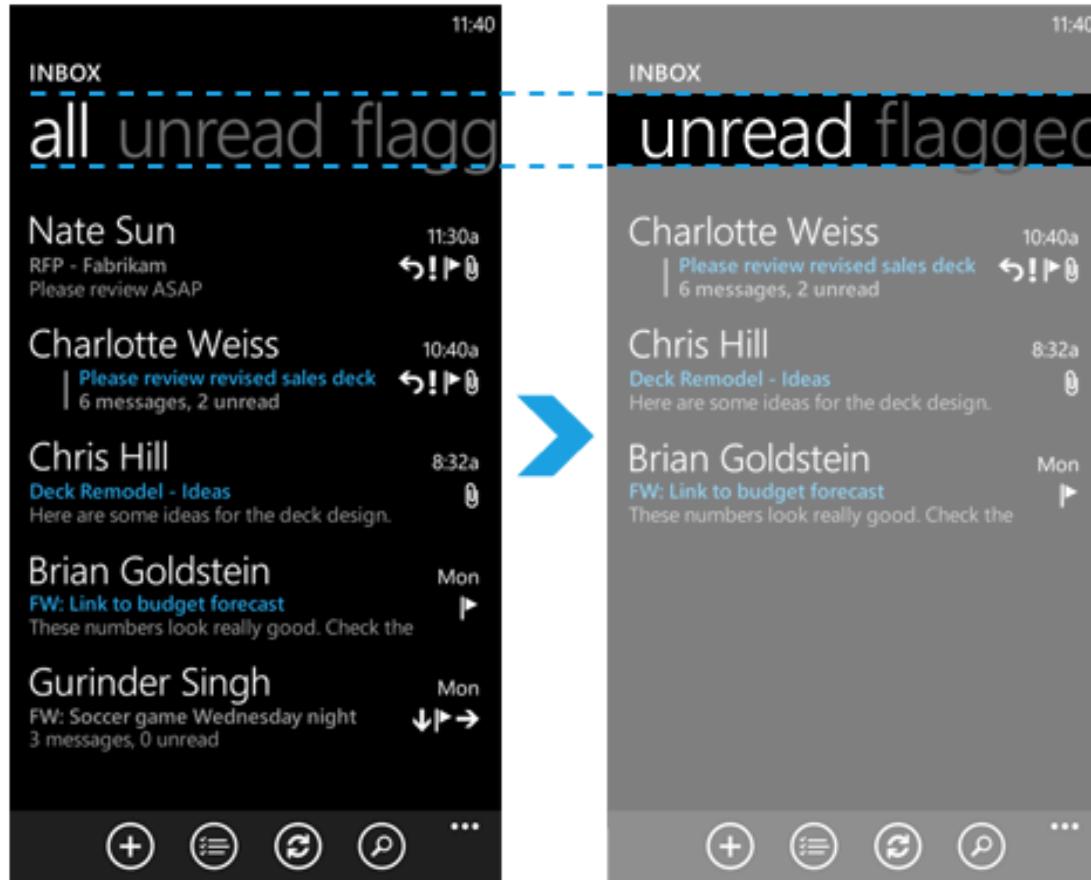
Panorama



VISIBLE SCREEN AREA

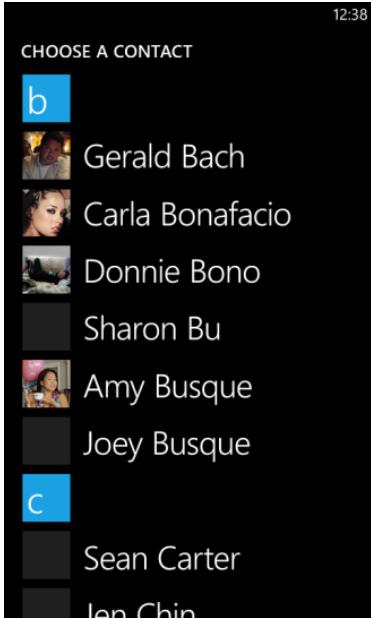
PANORAMA PANELS

Pivot

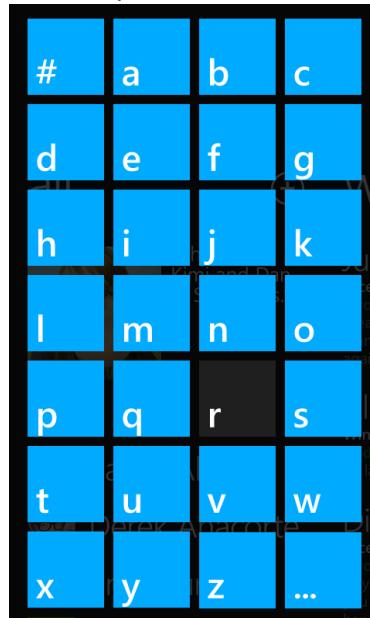


LongListSelector

Sticky Headers



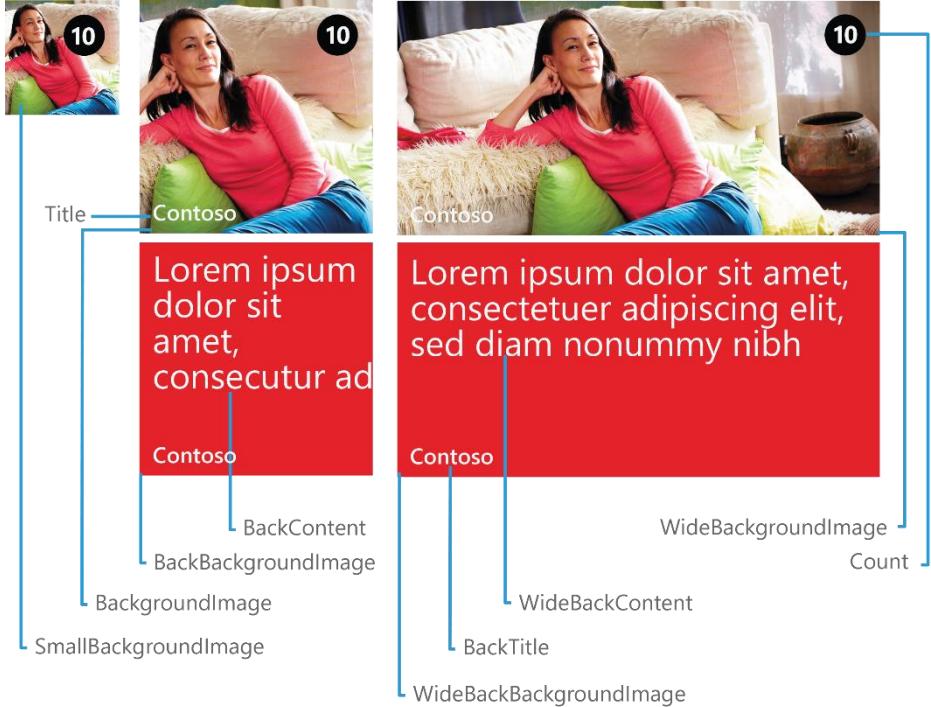
JumpList



Grid View



El poder de los live tiles





Ideas para destacarse

Has que tu aplicación brille

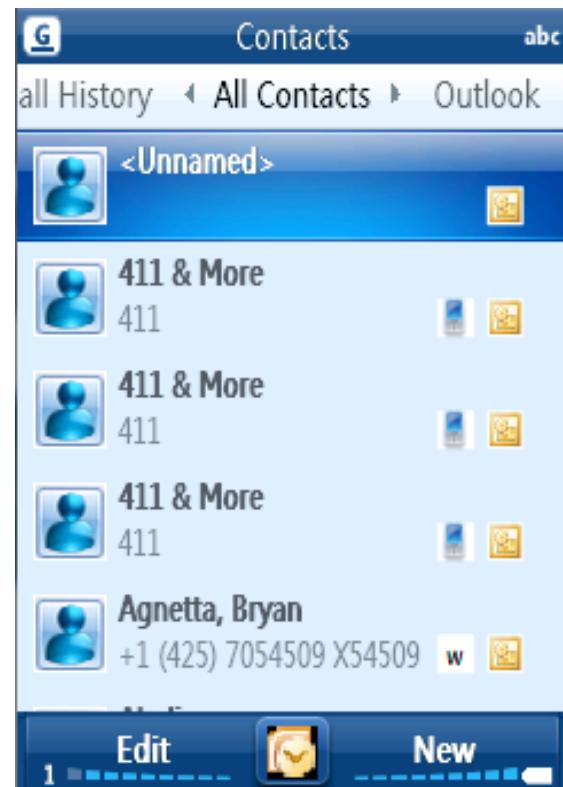
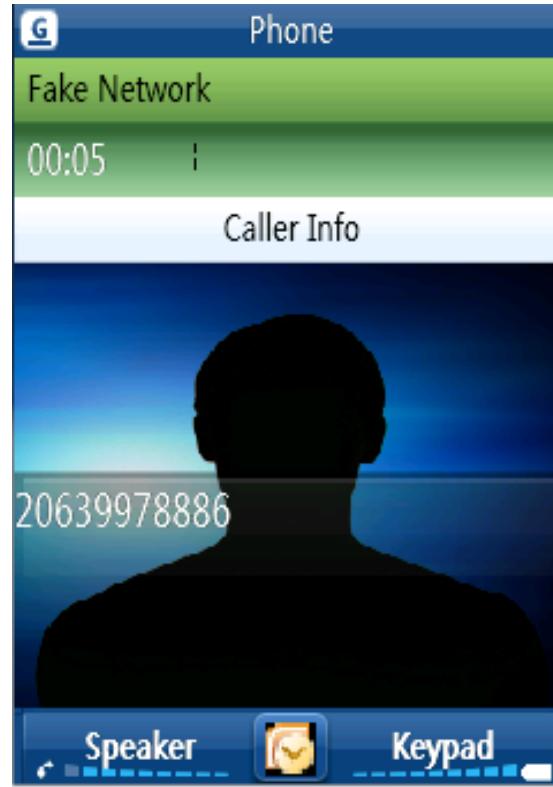
The image shows the Windows Phone Start screen with several app tiles and navigation elements:

- Hero App:** Kindle (Free, With Live Tile). Below it: "The Kindle app is optimized for the Windows Phone, giving users the ability to read Kindle books on a beautiful, easy-to-use interface."
- Quick Links:** Top Free, New + Rising, Top paid, Best rated, Collections, Picks for you.
- Smart Lists:** categories (all, entertainment, music + video, tools + productivity, lifestyle, kids + family, news + weather, travel + navigation, health + fitness).
- 8 in Spotlight:** spotlight (spotlight). Below it: Groupon (Free), Flixster (Free), Accuweather.com (102° F SAN FRANCISCO, Free), IMDb (Free), Allrecipes (Free), American Airlines (Free), eBay (Free), Last.fm (Free).
- Bottom Navigation:** ... (ellipsis), Collections, For You.

Autenticamente digital

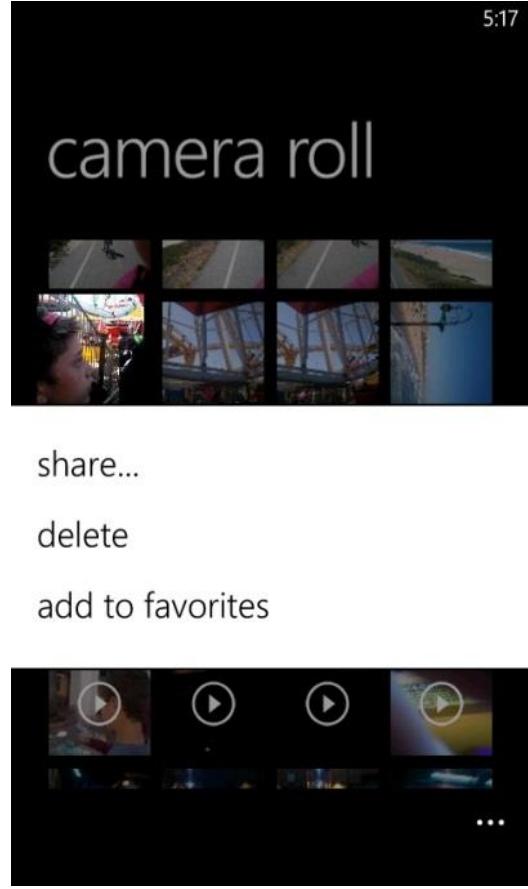
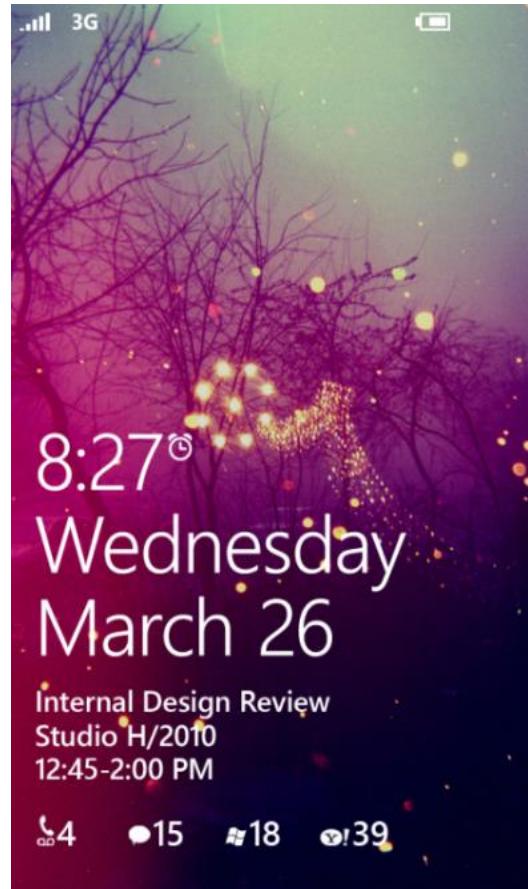


No intentes
ser quien no
eres



Crea
contenido
limpio, no
tengas miedo
a los espacios.

Más con
menos.



MY APPLICATION

pivot one pivot two

runtime one

Maecenas praesent accumsan

runtime two

Dictumst eleifend facilisi

runtime three

Habitant inceptos interdum

runtime four

Nascetur pharetra placerat

runtime five

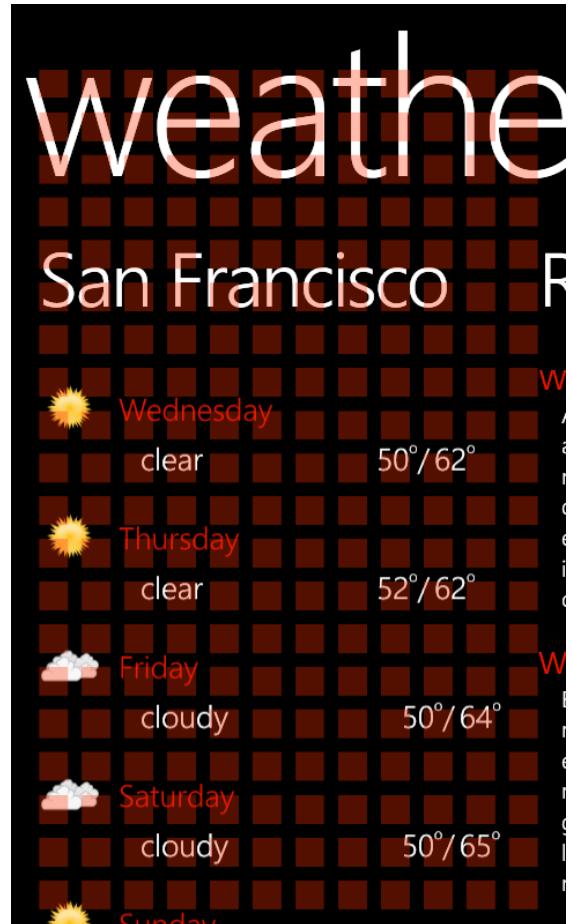
Maecenas praesent accumsan

runtime six

Dictumst eleifend facilisi

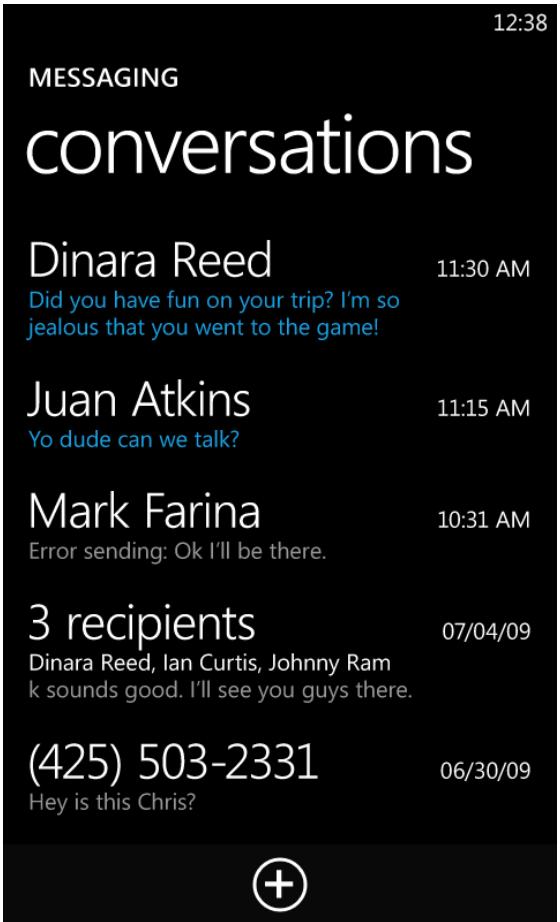
runtime seven

Habitant inceptos interdum



Preocúpate
por los
detalles

Infografía
antes que
iconografía



Usa la jerarquía en el tamaño de las fuentes

Dale personalidad a tu aplicación con la tipografía adecuada

The screenshot shows a news application interface. At the top is a large, bold, serif font header "The New York Times". Below it is a "top news" section with a red "BREAKING NEWS" badge showing "12:05 PM ET". The first article is "Landslide Kills 127 in China". Below that is another article "Iran Begins Further Uranium Processing" with a timestamp "9:23 AM ET". The third article is "In Move to Contain Crisis, Toyota Details Hybrid...". The fourth article is "Russia Warns Senate Not to Amend Arms Control Treaty". At the bottom of the screen are three circular icons: a magnifying glass, a star, and a gear.

The New York Times

top news

BREAKING NEWS 12:05 PM ET

Landslide Kills 127 in China

Iran Begins Further Uranium Processing

9:23 AM ET | Brushing aside international threats of stricter sanctions, Iran reportedly...

In Move to Contain Crisis, Toyota Details Hybrid...

24 minutes ago | The worldwide recall will affect about 437,000...

Russia Warns Senate Not to Amend Arms Control Treaty

11:24 AM ET | With Republican critics offering amendments to the treaty's language...

Reconsideration of the Arms Control Treaty by Senator Marco Rubio

Venezuela's Oil Minister: We're Not in a Recession

...



STYLE

SCENE CITY
The End of Sauvignon

BY MILES SMITH

SUSPENDISSE TEMPUS lacus at ligula ultricies dignissim. Mauris porta libero id urna vestibulum vestibulum. In placerat scelerisque lorem vel eleifend. Donec nec massa at dui pellentesque faucibus. Nullam quis purus sapien. Suspendisse potenti. In non risus ante



Windows Phone

WP MOTION DESIGNER

Your design isn't finished until
you see it in motion.

La experiencia
de Windows
Phone en si
mismo tiene
movimiento



Usa el movimiento a implementando los controles que proporcionan la experiencia, recuerda que estás en un ambiente táctil.

Integra movimiento en tu aplicación sin exagerar.





Algunos buenos diseños



8:40
Thursday
February 16

Kim Abercrombie and Holly Holt
have commented on a photo you
were tagged in

3 8

13:42

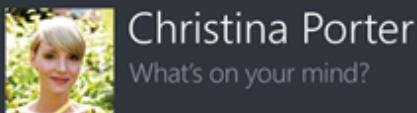
Christina Porter
a moment ago

There were some beautiful flowers in the park.
Decided to snap a few pictures =)

31

Facebook for Windows Ph

School of Fine Art



Favourites

News Feed

Messages

Friends

31 Events

Nearby

Groups

Facebook for Windows Ph

School of Fine Art

120 film

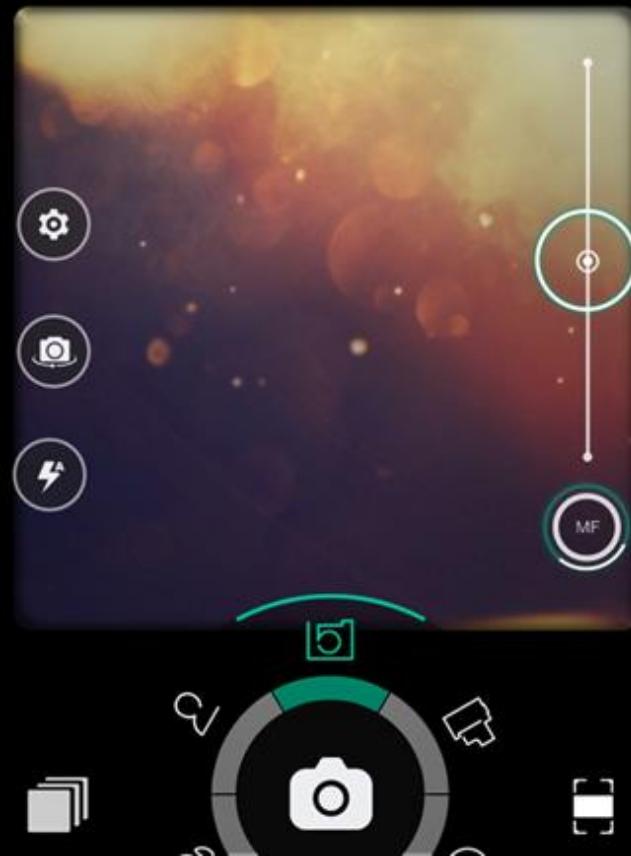


PHOTO DIARY

July,2012 22

08 Friday

PHOTO CALENDAR

16 pix March,2013

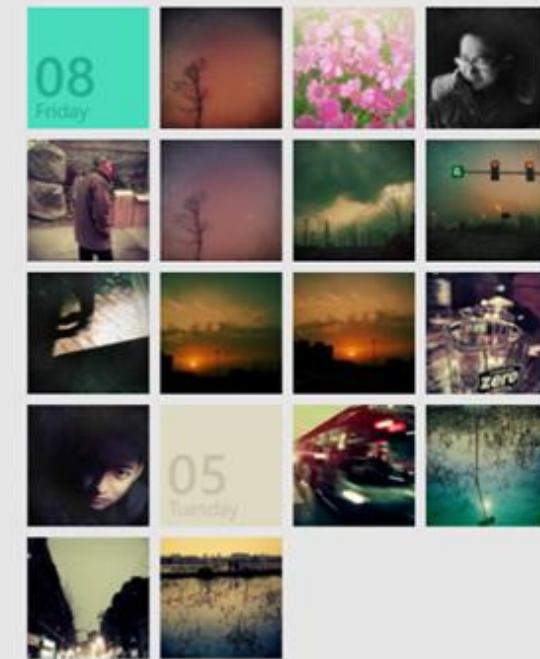
05 Tuesday

2 pix November,2012

...

PHOTO CALENDAR

16 pix
March,2013





skype

recent. 2

Pete Bergman
Check out these photos I took
10:05

Bryan Haynes
I'll send you the link, it's hilarious
10:02

Edwin Smith
Should be arriving at 2pm
29/10

Erika Sullivan
29/10

10:06

Pete Bergman

...

Call Chat Profile

Video Call Microphone

Red Call Button

PETE BERGMAN
10:06

2

call chat profile

me
Bro, where are you?
10:02

Pete Bergman
Between cities, about to board a plane,
I'll call you when I land in... hmm, can't
remember actually.
10:04

me
Have a good flight - wherever
you're going.
10:05

Type a message here

...

Call Chat Profile

Video Call Microphone

Red Call Button



Red Bull Stratos @RedBullStratos 15 Oct
"Start the cameras, and our guardian angel will take care of you." Joe Kittinger pic.twitter.com/oO3drIRy



Katie Couric @katiecouric 24 Jan
Couldn't fit all into 1hr so watch more of my interview with Manti Te'o (incl the current state of his love life) here: ktie.tv/14ax5eM



Sarah Garcia Weeks... 24 Jan
Felix Baumgartner's #spacejump was one my favorite moments of 2012. I wonder what amazing things we'll see in 2013 twitter.com/RedBullStratos...

favorites



...



"Start the cameras, and our guardian angel will take care of you." Joe Kittinger pic.twitter.com/oO3drIRy



Red Bull Stratos
@RedBullStratos

"Start the cameras, and our guardian angel will take care of you." Joe Kittinger pic.twitter.com/oO3drIRy

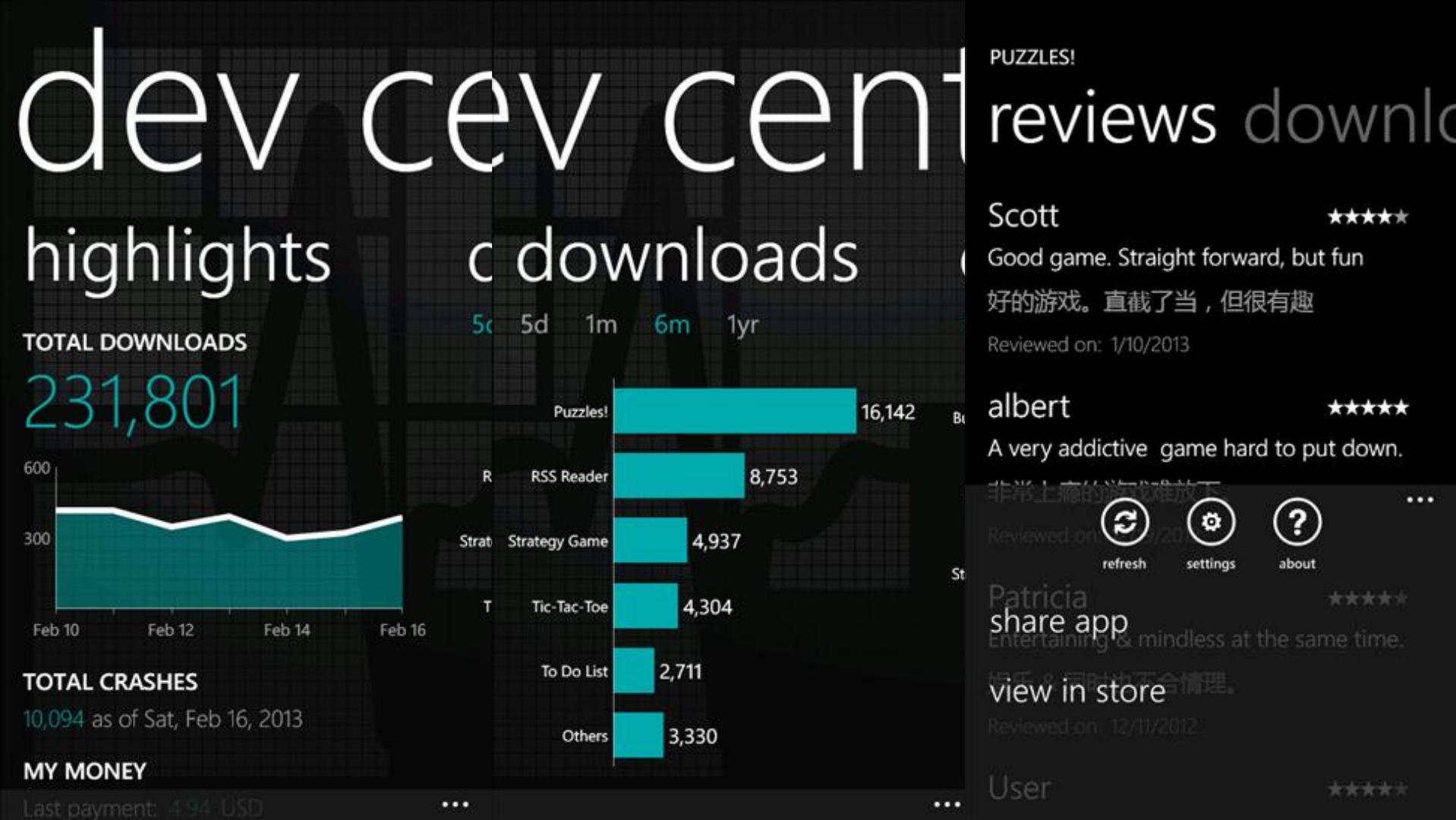
4:30 PM - 15 Oct 12



1395 RETWEETS 883 FAVORITES



...





Algunas hechas en casa

Microsoft

Activa

NOTICIAS Y EVENTOS



dpe

Activa

noticias

Windows 8: Lo que deberías saber y nadie te ha contado

Ya a estas alturas del partido, sabrás que con Windows 8 vienen grandes innovaci...



dpe
Colombia

agregar a favoritos

visitar en la web

dpe



EMERGENCIA

Ajustes Perfil

En caso de emergencia seleccione las acciones a realizar, anclando un acceso directo en el menú del teléfono.

Hacer una llamada

Especifique el numero a llamar

(206)5550002



Anclar

Enviar mensaje de texto

Especifique el numero del destinatario

(206)5550001



Especifique el mensaje a enviar

AYUDAME ESTOY TENIENDO UN
EPISODIO



...

MEDICAL WALLET

SITIOS CERCANOS

Buscar

Hospitales



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...

15:45

15:52

15:53



Servicios



Check In



Mi itinerario



Estado de vuelos



Itinerarios de vuelos

A STAR ALLIANCE MEMBER



SERVICIOS

Estado de vuelos

BOGOTA (BOG) - MADRID (MAD)

Viernes, 12 de Julio de 2013

	Salida programada	Llegada programada
AV26 Salió	14:47	7:25 +1
AV14 BOG - CLO Por itinerario	19:02	20:07
AV10 BOG - MAD Por itinerario	21:35	14:15 +1
AV14 CLO - MAD Por itinerario	22:15	15:20 +1



SERVICIOS

Itinerarios de vuelos

BOGOTA (BOG) - MADRID (MAD)

Viernes, 12 de Julio de 2013

VIE	SAB	DOM	LUN	MAR	MIE	JUE	Salida	Llegada
							14:47	7:25 +1
							Conexiones 0	
							21:35	14:15 +1
							Conexiones 0	
							19:02	15:20 +1
							Conexiones 1	
							17:59	15:20 +1
							Conexiones 1	



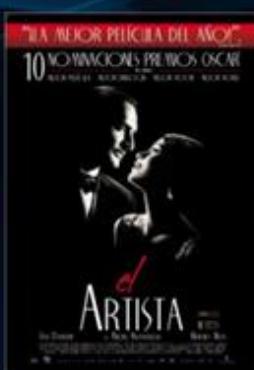
CINE COLOMBIA

BOGOTÁ



Búsqueda

cartelera



EL ARTISTA



VIAJE 2: LA ISLA
MISTERIOSA

CO
AD



CINECOLOMBIA - TEATRO

películas precios

Multiplex Unicentro.
Avenida 15 N° 124-30



OPERA - ERNANI



TAN FUERTE TAN CERCA



CINECOLOMBIA - CONFITERIA

combos crispets



Combo 1

PRECIO DE TEATRO

\$ 17500

PRECIO TARJETA CINECO
\$ 15800



Combo 2

PRECIO DE TEATRO

\$ 15200

PRECIO TARJETA CINECO
\$ 13700



Combo 3

PRECIO DE TEATRO

\$ 14700

PRECIO TARJETA CINECO
\$ 13300



Combo 4

PRECIO DE TEATRO

\$ 15800

PRECIO TARJETA CINECO
\$ 14300



programación



Sala 3D

9:00 AM - 9:30 AM

Mujeres 2.0

Auditorio 1

9:00 AM - 9:30 AM

Compartiendo los retos y experiencias de las competencias internacionales de programación

Auditorio 2

9:40 AM - 10:10 AM

Ride your limits

Auditorio 3

9:00 AM - 9:30 AM

Aplicaciones Móviles Multiplataforma

BARCAMP MEDELLÍN

Auditorio 5



Web Móvil, adaptarse o morir.

9:00 AM - 9:30 AM

Los usuarios esperan que su experiencia móvil en los sitios web sea tan buena como la que les ofrece...



Innovación Social: las posibilidades del cambio desde la ciudadanía

9:40 AM - 10:10 AM

Innovación Social: las posibilidades del cambio desde la ciudadanía.



Las monedas complementarias como solución para la crisis económica

10:20 AM - 10:50 AM

El dinero es una convención social que inconscientemente se establece para la moneda nacional. Pero ...



Ideas de negocios para la nueva economía

11:00 AM - 11:30 AM

BARCAMP MEDELLÍN

Discute con tu compañero, no con tu teclado

Cristian Camilo Moreno Zuluaga

9:40 AM - 10:10 AM

Sala 3D

Una característica clave de los equipos que hacen Programación en Parejas es que su nivel de comunicación es mucho más alto que los equipos que trabajan en forma individual. Y es ahí donde podremos encontrar el verdadero motivo en aplicar esta técnica. Es más divertido de lo que parece: dos programadores en una computadora. Uno conduce, el otro navega. Los roles cambian con fluidez, se comunican constantemente. Juntos, logran terminar el trabajo más rápido de lo que podrían estando solos.

Pair Programming, Programación en parejas, PairDraw, XP, Metodologías Agiles



no favorito



alarma

...



Windows Phone

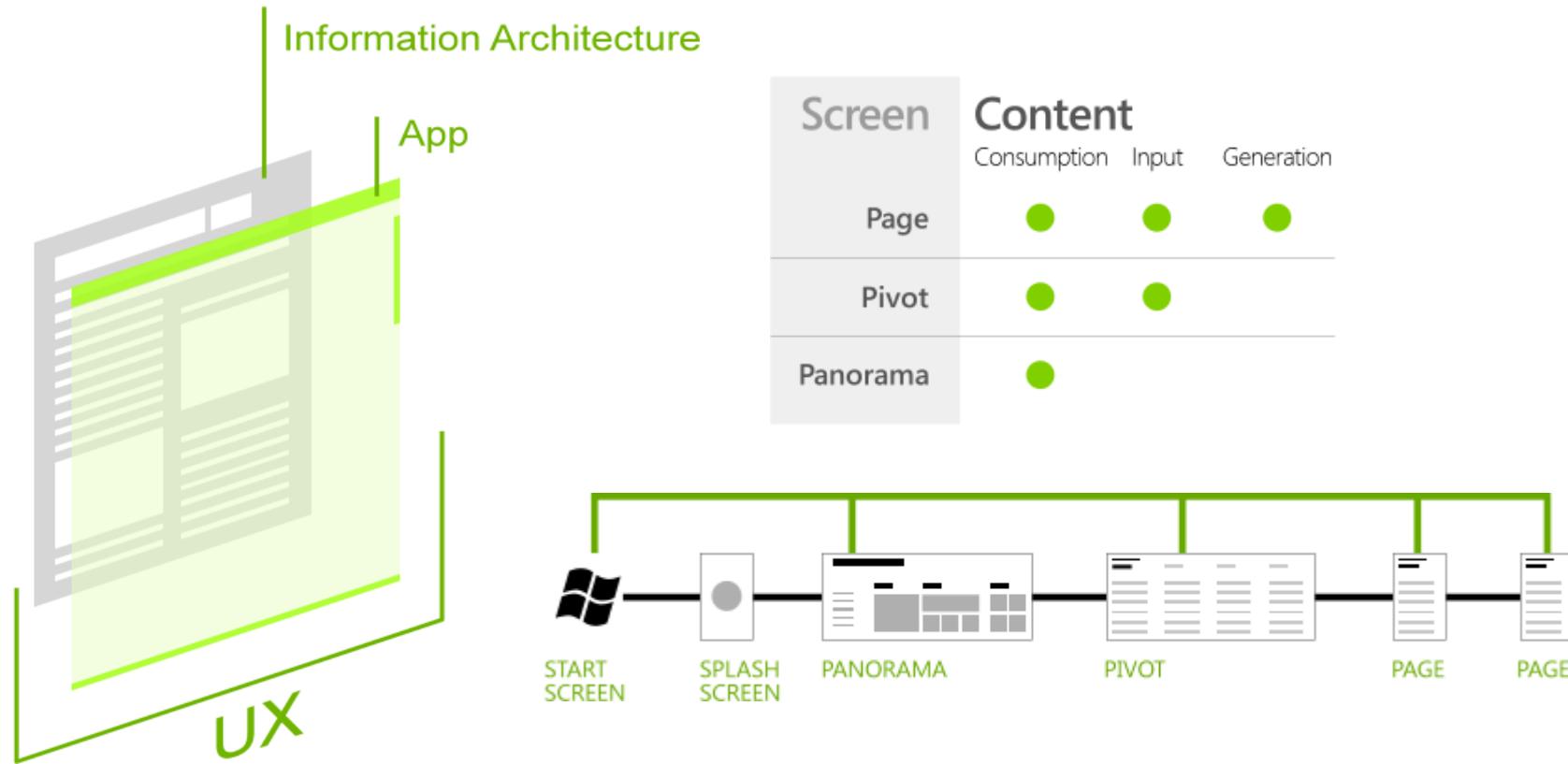
Consejos Profesionales

Arturo Toledo - <http://ux.artu.tv/>

Sigue los consejos de las guías de diseño



Windows Phone



Planifica la navegación y los contenedores de datos



Windows Phone





Windows Phone

Ideas para empezar

Who we are: Anna

My attitudes:

I'm the rock of the family, the one who makes sure everything gets done.

My career means a lot to me and I really value my independence. Even though being a working mother has a lot of challenges, I feel lucky that I can do both.

Growing up overseas, I learned to value diversity of people and customs around me, and I want to make sure our son Luca has similar experiences as a child.

I believe that growing and eating healthier foods will lead to a healthier planet. This

is an effort at Lucas'

school to encourage healthy eating.

It's also a personal goal.

conoce al usuario de tus apps

My personal life:

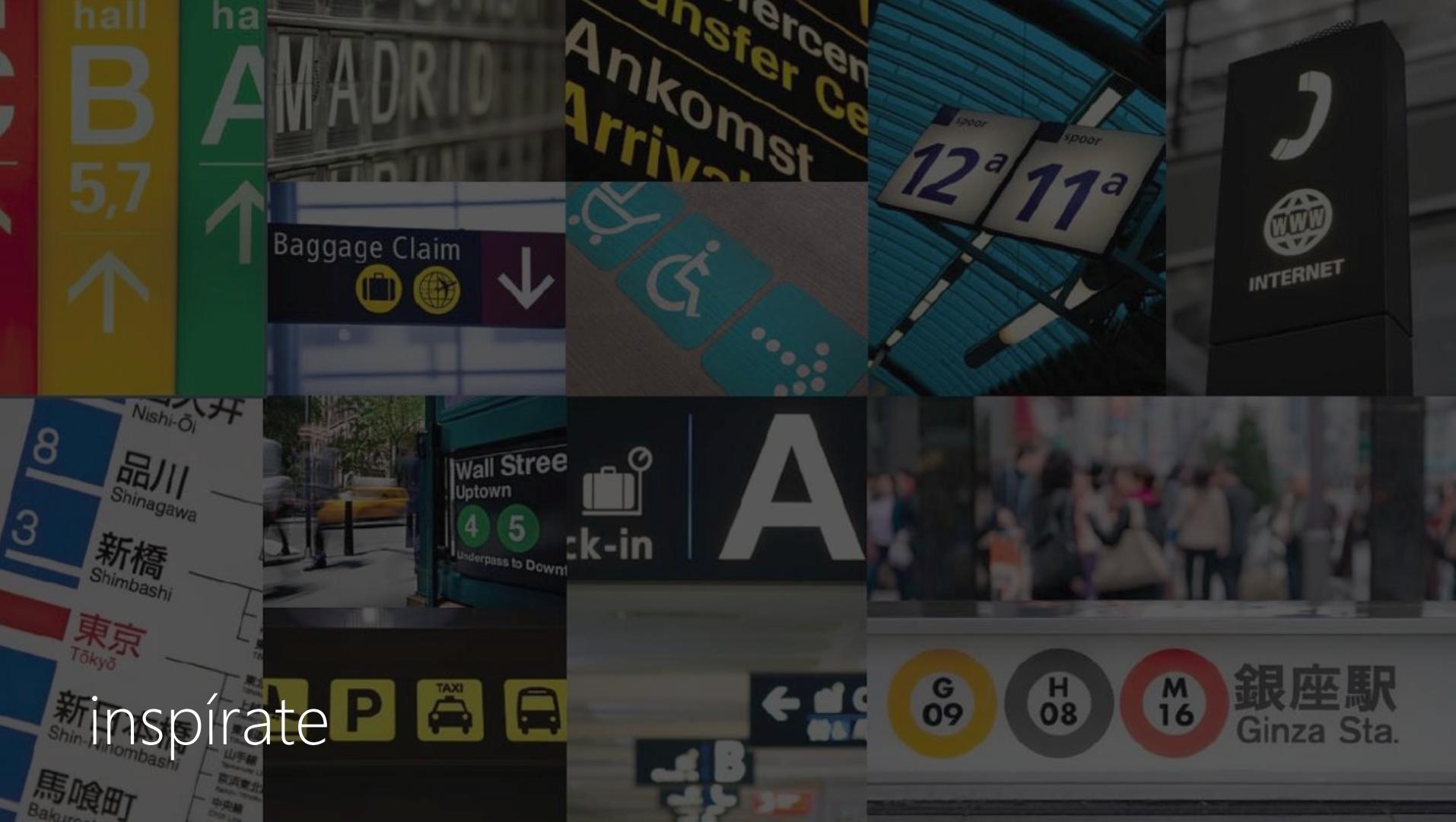
Miles and I always have crazy schedules and we touch base frequently throughout the day — to coordinate errands, Luca, and sometimes just to share a moment.

I play tennis every week with friends — we have a revolving schedule of matches at different courts around the city.

I love to cook — I'm always trying new recipes from Epicurious or Gourmet, checking out what's on Food Network, and hosting dinner parties for friends.

Since becoming a mother, I have expanded how I connect with friends. I use Facebook because it helps me keep in touch with people across my different social circles around the world.

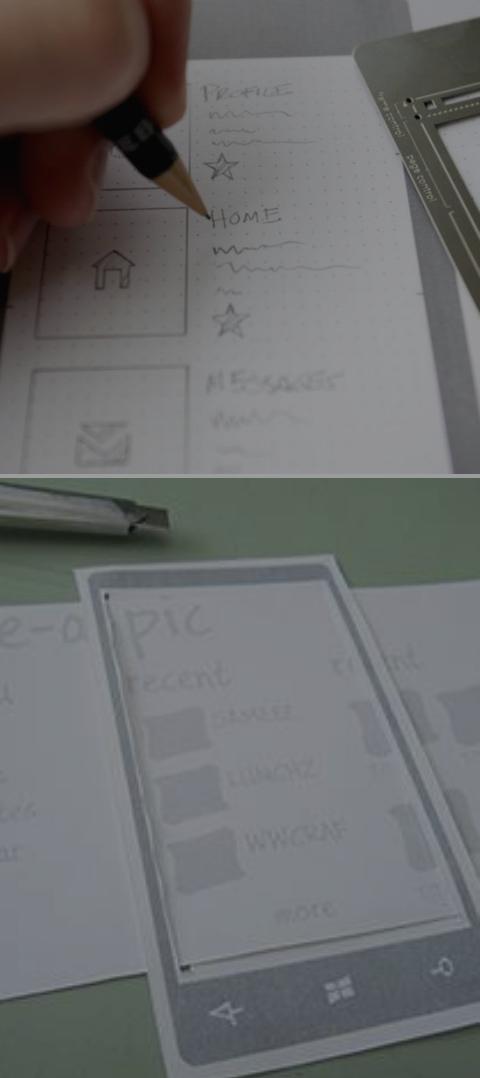




inspírate

piensa en grande





Crea prototipos



Windows Phone

SET PLAYERS
ALL FRIENDS GRO

<input type="checkbox"/> NAME	<input type="checkbox"/> HANDICAP
<input type="checkbox"/> NAME	<input type="checkbox"/> HANDICAP
<input type="checkbox"/> NAME	<input type="checkbox"/> HANDICAP
<input type="checkbox"/> NAME	<input type="checkbox"/> HANDICAP

SET PLAYERS
FRIENDS GROUPS

GROUPE GROUPE

<input type="checkbox"/> NAME	<input type="checkbox"/> LAST PLAYED
<input type="checkbox"/> NAME	<input type="checkbox"/> HANDICAP
<input type="checkbox"/> NAME	<input type="checkbox"/> HANDICAP
<input type="checkbox"/> NAME	<input type="checkbox"/> HANDICAP
<input type="checkbox"/> NAME	<input type="checkbox"/> HANDICAP

SET PLAYERS
GROUPS ALL FRIC

<input type="checkbox"/> NAME	<input type="checkbox"/> LAST PLAYED
<input type="checkbox"/> NAME	<input type="checkbox"/> LAST PLAYED
<input type="checkbox"/> NAME	<input type="checkbox"/> LAST PLAYED
<input type="checkbox"/> NAME	<input type="checkbox"/> LAST PLAYED
<input type="checkbox"/> NAME	<input type="checkbox"/> LAST PLAYED

CHIPPING IN
TEeing OFF

YOUR GROUP

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------

1. MSG
2. NAME
3. NAME
+ NAME

COURSE NAME

START

SELECT COURSE
ALL RECENT NOTA

RECENT NIGHTLY A

<input type="checkbox"/> NAME	ADDRESS	NAME
<input type="checkbox"/> NAME	ADDRESS	NAME
<input type="checkbox"/> NAME	ADDRESS	NAME
<input type="checkbox"/> NAME	LOCATION	NAME
<input type="checkbox"/> NAME	LOCATION	NAME
<input type="checkbox"/> NAME	LOCATION	NAME
<input type="checkbox"/> NAME	LOCATION	NAME
<input type="checkbox"/> NAME	LOCATION	NAME

SELECT COURSE
NEARBY ALL RE

MAP

<input type="checkbox"/> NAME	ADDRESS	NAME
<input type="checkbox"/> NAME	ADDRESS	NAME
<input type="checkbox"/> NAME	ADDRESS	NAME
<input type="checkbox"/> NAME	ADDRESS	NAME
<input type="checkbox"/> NAME	ADDRESS	NAME

COURSES INFO
ABOUT REVIEWS

NAMES ADDRESSES

REVIEWS
PHONE
DIRECTIONS
WHEREABOUTS

WILMINGTON

HOLE #1

PARK, TREES, YDS, HANICAP

<input type="checkbox"/> NAME	STATUS	3 + -
<input type="checkbox"/> NAME	STATUS	5 + -
<input type="checkbox"/> NAME	STATUS	4 + -
<input type="checkbox"/> NAME	STATUS	5 + -

WILMINGTON

HOLE 18

PARK, TREES, YDS, HANICAP

<input type="checkbox"/> NAME	STATUS	1 + -
<input type="checkbox"/> NAME	STATUS	2 + -
<input type="checkbox"/> NAME	STATUS	1 + -
<input type="checkbox"/> NAME	NAME	NAME
<input type="checkbox"/> NAME	STATUS	1 + -

CONCOURS NAME

MAIN MENU

<input type="checkbox"/> NAME	STATUS	1 + -
<input type="checkbox"/> NAME	STATUS	YES
<input type="checkbox"/> NAME	NAME	HANICAP
<input type="checkbox"/> NAME	NAME	NAME
<input type="checkbox"/> NAME	STATUS	1 + -

CONCOURS NAME

MAIN MENU

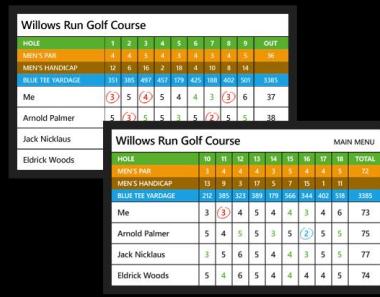
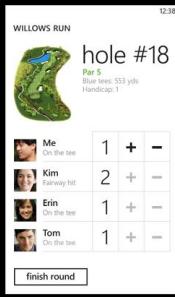
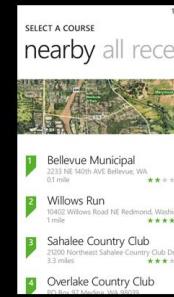
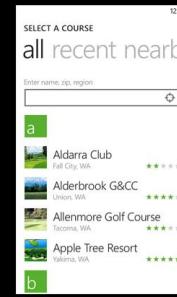
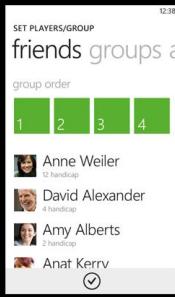
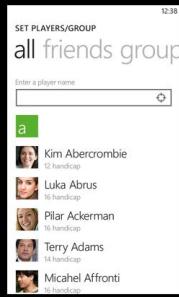
<input type="checkbox"/> NAME	STATUS	1 + -
<input type="checkbox"/> NAME	STATUS	YES
<input type="checkbox"/> NAME	NAME	HANICAP
<input type="checkbox"/> NAME	NAME	NAME
<input type="checkbox"/> NAME	STATUS	1 + -

FINISH

construye por partes



Windows Phone



refina y ajusta la experiencia



Windows Phone

Algunas utilidades

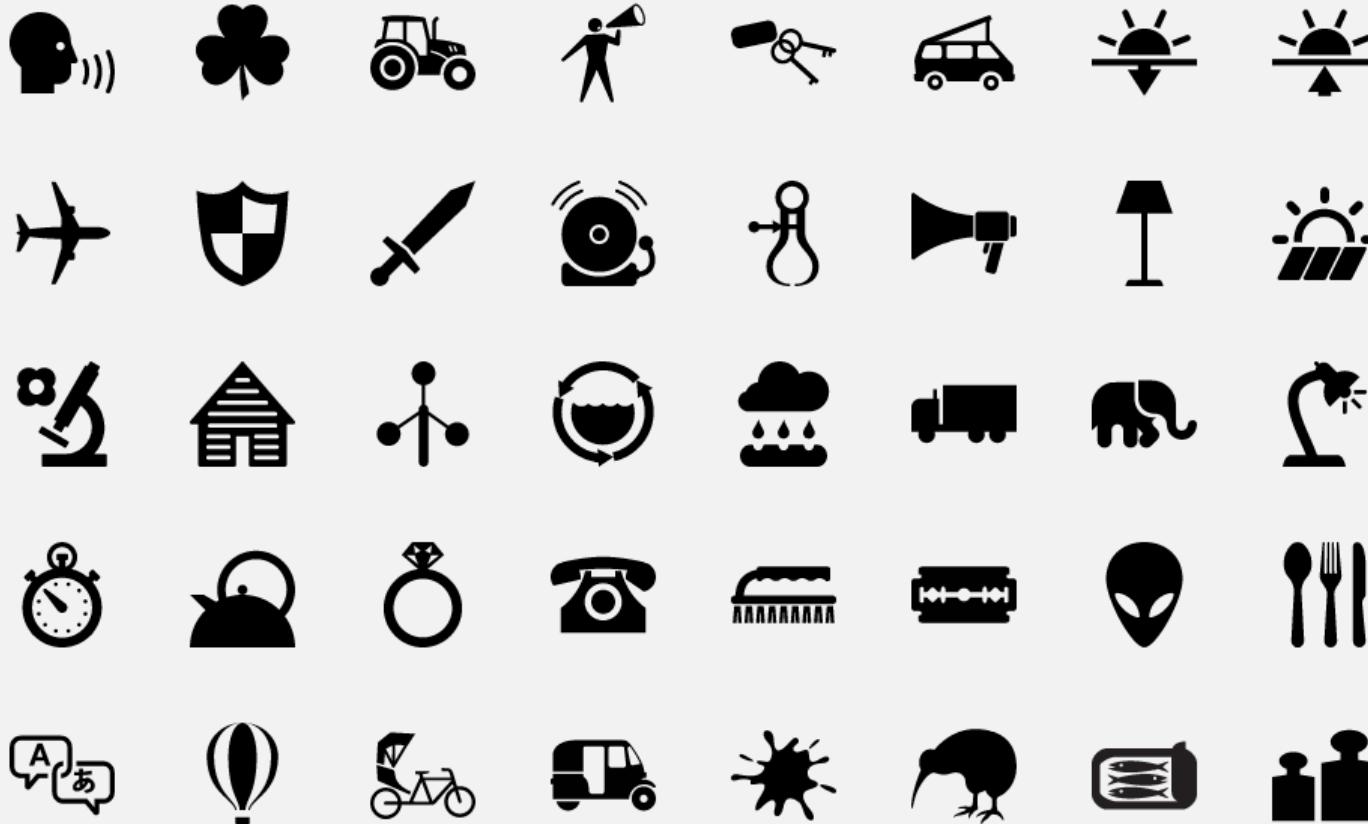


Draw Freely.

The main interface of the POMODORI application. It features a large red background with a central illustration of two tomatoes. Below the illustration, the word "POMODORI" is written in large, white, sans-serif capital letters. Underneath that, the text "Inspired by The Pomodoro Technique®" is displayed in a smaller, white, sans-serif font. At the bottom of the screen are three white icons: a clock, a coffee cup with steam, and a checkmark inside a circle.

A task list and timer interface. At the top, there are four tabs: "To Do" (gray), "Doing" (gray), "Done" (gray), and "Don" (red). Below the tabs is a list of tasks with timer icons and descriptions. Each task has a progress bar below it. At the bottom is a red button with a white plus sign.

Search



The Noun Project



Kuler

- Create
- Themes** - Last 30 days ▾
- Newest
- Most Popular**
- Highest rated
- Random
- Community
- Pulse BETA
- Links

creative giants

Cirque

Cream in my Coffee

Ex Removal

Birdfolio Blues

Please keep moving

Copy of Phaedra

I want Color Wheel...

Smash

creative giants

by *dimbvertigo*

Created: 2012.05.29 at 03:01 AM

Rated: 3.64 (34 votes)

Downloaded: 736 times

[More Info](#) ▶

News & Features

New and Improved Search!
Our new Kuler search servers are now live, so you will see faster and more stable performance across the site when searching for themes. Enjoy!

Kuler for tablet devices Kuler touch is now available on the [Android Market](#)!

Developers: Apply for your [Kuler API key](#)!

Welcome to Kuler

New to Kuler? Explore, create and share color themes. Use online download themes for Adobe Creative Suite 2, 3, 4 & 5. View demo on [AdobeTV](#).

Sign in with your Adobe ID, or [sign up](#), it's free. You can then save, download, and more.

Comments: 2

Post on: 2012.06.07 at 06:54 AM by atejoanassistant
ok ok

Post on: 2012.06.15 at 02:57 PM by rebecca



El reto

¿Como ganarse el Nokia Lumia 920?

¡Estar aquí y crear tu app!

Durante el transcurso del día iremos indicando paso por paso como podrás ganarte el Phone Dev Kit enviado por Microsoft.

Hoy aprenderás muchas ideas desde básicas a avanzadas para construir tus apps así que todos tendrán la oportunidad de ganarlo.





Windows Phone

¿Windows Phone 8, 7.8, 7.5, 7?

¿Para cual versión desarrollar?



Windows Phone

- Windows Phone 7 ya fue descartado, todas las terminales pueden actualizarse a 7.5
- Algunas terminales con Windows Phone 7.5 se podrán actualizar a 7.8, depende del proveedor del dispositivo y del proveedor del servicio de telefonía móvil. **Ninguno de estos dispositivos podrá actualizarse a Windows Phone 8.**
- Todas las aplicaciones de Windows Phone 7.5 funcionan sin problemas sobre Windows Phone 8.

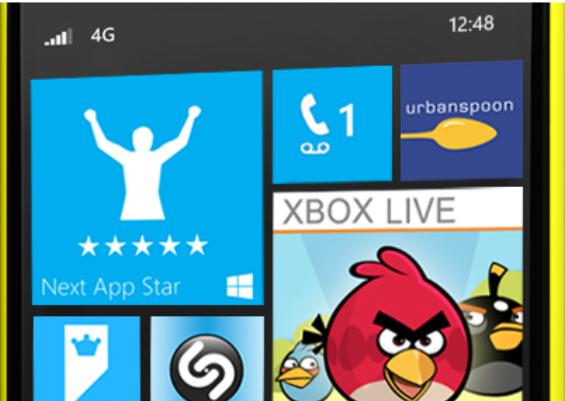


Windows Phone

Windows Store

Developer Center

Nuestro primer regalo



Want to be the next
Windows Phone app star?
Register now!

 **SUBMIT APP**

Join Dev Center and publish your app in the
Windows Phone Store.

 **GET SDK**

Download the tools to build great Windows
Phone apps.

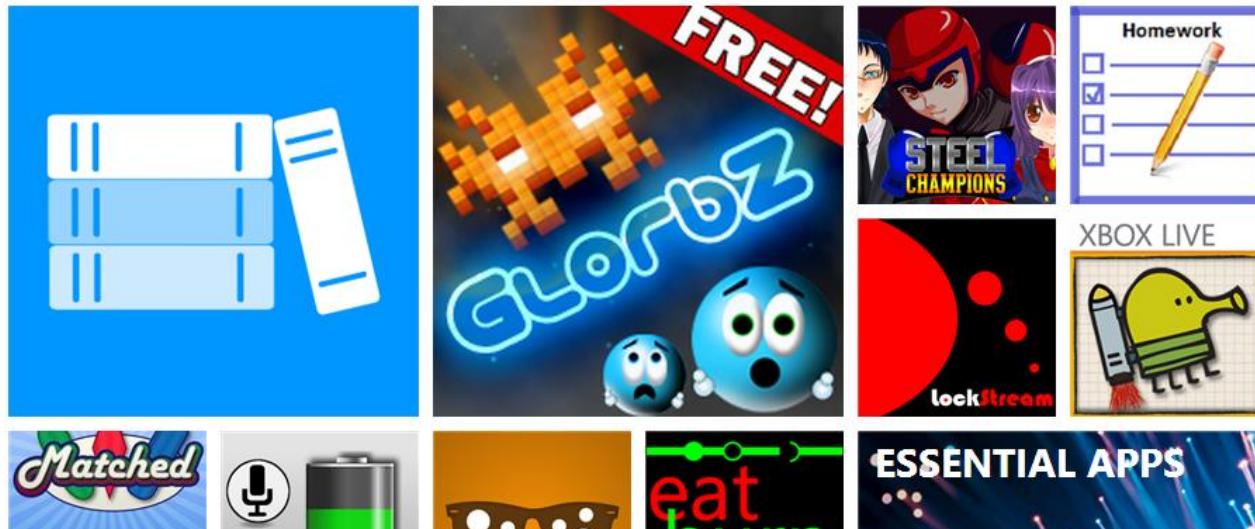
 **VIEW SAMPLES**

View code samples from Microsoft and the
community to get started.

Registro como desarrolladores, publicación de apps,
reportes de descargas, usos, errores.

AARM app.

Building High Performance Windows Phone
Apps



El Developer Center es la única vía autorizada para llevar aplicaciones a usuarios finales por parte de desarrolladores estándar



Registro como desarrollador



Windows Phone

- El registro como desarrollador oficial tiene un costo de 99 dólares por año
- Los estudiantes pueden registrarse gratis usando Dreamspark
- Solo quienes estén registrados pueden enviar aplicaciones para ser aprobadas.
- Sitio web: <http://dev.windowsphone.com>
- Microsoft hoy envía pára cada asistente un token al Windows Phone Store



Windows Phone

Herramientas de desarrollo



* Con apartados del Slideshare de Josue Yeray

Herramientas de Desarrollo



Windows Phone

Windows Phone 7.5

- Visual Studio 2010
- Expression Blend 4
- Updates: 7.1.1, 7.8

Windows Phone 8

- Visual Studio 2012
- Blend 2012

Ambos SDK tienen las herramientas de registro de teléfono, despliegue de aplicaciones y demás básicas del toolkit

Emuladores Windows Phone 8



Cuatro emuladores para Windows Phone 8

WVGA (480x800) 512MB RAM

WVGA (480x800) 1GB RAM

WXGA (768x1280) 1GB RAM

720P (720x1280) 1GB RAM

Máquinas virtuales de HyperV

Requisitos: Win8 x64 Pro o superior

Soporte a virtualización

Emuladores – Herramientas Adicionales



Additional Tools

Accelerometer Location Screenshot Network

X : -0.7875 Y : -0.2199 Z : -0.5757

Orientation Recorded Data

Portrait Standing shake

Reset Play

Simulation Dashboard

Enable Network Simulation

Network Speed: 2G, 3G, 4G, Wi-Fi, No Network

Signal Strength: Good, Average, Poor

Lock Screen: Locked, Unlocked

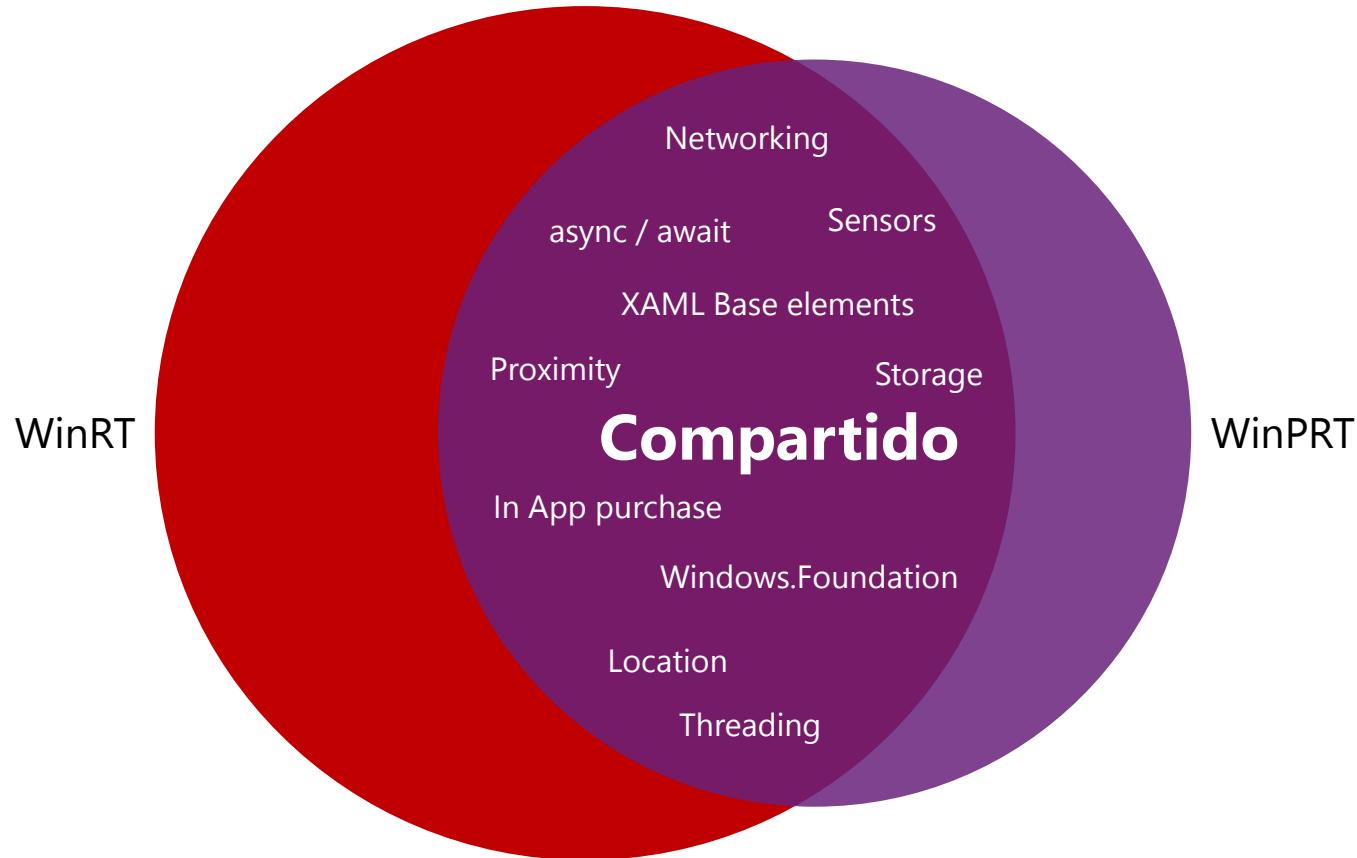
Reminders: Trigger Reminder

The image shows a Windows Phone emulator interface with several floating toolbars. One toolbar at the top has tabs for Accelerometer, Location, Screenshot, and Network. Another toolbar below it shows orientation data (X: -0.7875, Y: -0.2199, Z: -0.5757) and recorded data (Portrait Standing, shake). A third toolbar on the right is titled 'Simulation Dashboard' and includes sliders for network speed (2G, 3G, 4G, Wi-Fi, No Network) and signal strength (Good, Average, Poor), along with a 'Lock Screen' toggle (Locked, Unlocked) and a 'Reminders' section with a 'Trigger Reminder' button. The main area of the emulator shows a Windows Phone device with a purple-themed home screen.

WinRT & WinPRT

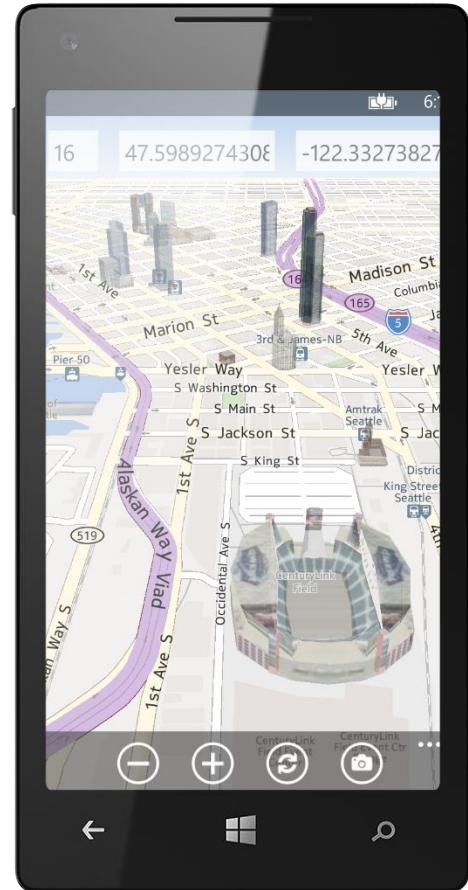


Windows Phone



Novedades Windows Phone 8

1. Multicore
2. Nuevas resoluciones (HD, WHD)
3. Soporte código nativo, comparte el núcleo de Windows 8, Juegos Direct 3D
4. Mejoras al multitasking
5. IE 10 + HTML 5
6. Soporte a Micro SD
7. Soporte a NFC, Tap and Send
8. Company Hub
9. Nokia Maps, Reconocimiento de voz, Nuevos Tiles



¿Como ganarse el Nokia Lumia 920 de Campus Party?

- Estar aquí, al final del día serán inscritas las ideas de apps que participarán por el premio
- Construye tu aplicación y has que brille, el diseño destacado y el uso de las características especiales de Windows Phone, harán la diferencia y determinarán el ganador.
- Trabaja en tu app durante el día y en el transcurso de la semana para el día Viernes debe ser enviada al Windows Phone Store, envía la evidencia a **contacto@avanet.org**



Windows Phone App Studio

App Studio is a web-based tool that allows you to enter the world of building Windows Phone apps simply by combining your text and visual content with your own creativity to quickly construct an app you can use and share in four easy steps:



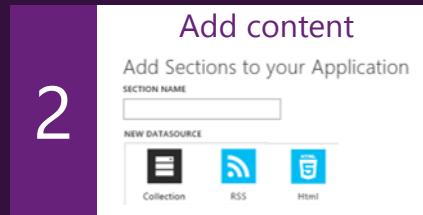
1

Have an idea

create an empty app

create an app from a template

Below: A list of top templates built on Windows Phone App Studio.



2

Add content

Add Sections to your Application

SECTION NAME

NEW DATA SOURCE

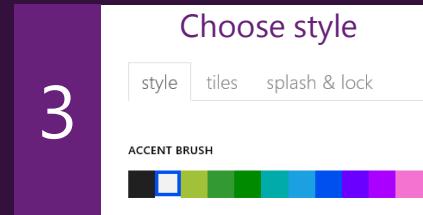
Collection

RSS

HTML

Start with an empty app shell or choose from dozens of app templates

Add images, text, photos, HTML5 and various feeds such as RSS, YouTube and Flickr



3

Choose style

style

tiles

splash & lock

ACCENT BRUSH



Choose color palettes and generate live tiles and splash and lock screens from your content



4

Use it

Try it

Install your app in your device by scanning the following code:



Download Source Code

Download Publish Package

Share by eMail

Use it immediately on your phone, open your source code in Visual Studio, or take your XAP over Windows Phone Store to publish

apps.windowsstore.com



AppCampus Overview

- €18M (US\$24M) joint investment from Microsoft, Nokia, and Aalto University over 3 years to fund and support high potential mobile startups around the world
- Startups get:
 - Award: €20K, €50K, or €70K
 - Training and coaching
 - Go-to-market support
- Startups give:
 - 90 day exclusivity period after publish to Windows Phone Store

Selection Criteria

- Differentiation: a brand new app that is not available in any mobile app store, OR an existing successful app on iOS/Android with exclusive/differentiated content or features on Windows Phone.
- Mass market appeal: potential to generate a high number of downloads (more than half a million per year) and/or revenue (tens of thousands of dollars per year)
- Experienced mobile developer: has experience building apps on one of the main mobile platforms (iOS/Android/WP) with demonstrated design, technical and business capabilities
- Convincing Overall Proposal: app design, technical solution, business model

Resources

AppCampus

AppCampus 101 & Frequently Asked Questions: <http://www.appcampus.fi/faq>

How to do a good AppCampus submission: <http://jo.my/example1>

How to do a good AppCampus submission. A case example: <http://jo.my/example2>

Windows Phone

Windows Phone Dev Center - Design principles: <http://jo.my/principles>

Windows Phone Dev Center - Design process: <http://jo.my/process>

Windows Phone Dev Center - Development <http://jo.my/develop>

Windows Phone 8 - Training Kit: <http://jo.my/wp8tt>

Nokia Developer Center - Windows Phone: <http://jo.my/nokiadev>



Windows Phone

¿Preguntas?

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www.facebook.com/wpdev

www.twitter.com/windowsphone

www.windowsphone.com

