Outline:

1. Abstract – web design necessary for good mobile apps
2. Web Design Introduction
   1. How a web server works
   2. Protocol request – response
   3. HTTP – GET, POST
   4. REST API – HTTP, JSON
3. Web Design Challenges
   1. Scalability
   2. Streaming content
   3. Protocols – UDP, TCP
   4. Efficient memory access
4. Analysis of Design Challenges
   1. Scalability requires parallelism because adding servers, parsimony
   2. Streaming content requires concurrency and asynchrony
   3. Protocols – UDP match streaming, TCP otherwise
   4. Efficient memory access – requires encapsulation and asynchrony
5. Web Design Principles
   1. Divide and conquer
   2. Asynchrony
   3. Encapsulation
   4. Concurrency
   5. Parsimony
6. Conclusions
7. Bibliography