Android & Android Wear

Mobile!

The Revolution

- Mobile has not only redefined communication but it has change our habit.
- Mobile is the Largest most available mass medium to mankind.
- It is the nearest and dearest device.

Why Android?

- Open Sources
- Large Community
- Multiple Distribution Channel (Google Play, Amazon Apps, Apps Brain, Apps Jhola)

Developing in Android

- OS: Windows, Mac, Ubuntu, and other Linux OS as well.
- Language: Java, XML
- Environment: JDK, Android SDK
- IDE: Eclipse, Android Studio
- Testing: Emulator, and android devices

Not only mobile

- Android Developer are not limited to only mobile.
- Android TV, Google Auto, Google Wear (Watches), Smart Cameras, and many others.

Android Developer Career

- Work in Company
  - Today, Almost every company develops mobile application

- Self Employed App Developer
  - Work as a Freelancer
  - Develop own app (as a startup)

Working as a Freelancer

1. Market yourself in community.
2. Develop few utility apps, demonstrate that you can develop apps
3. You can get work from- friends, freelancer sites like Odesk, Peoples Per Hours, freelancer.com etc.
4. Revenue Source: Developers Fee

Developing own app

- Select idea that can be developed as a mobile app
- Define target audience
- Develop app
- Revenue Source: Paid App, In app Purchase, Advertisement revenue.

Case Study: Nepal Loadshedding App

- Advertisement Revenue: NRs. 50,000 per month
- Total Download: 5 Lakhs
- Language: English, Nepal
- https://play.google.com/store/apps/details?id=com.cms.xml&hl=

Case Study: Nepali Patro

- Advertisement Revenue: more than 1 Lakhs (1000 USD) per month
- Total Download: 7 Lakhs
- Active Users: 4 Lakhs
- Language: Nepali, English
- https://play.google.com/store/apps/details?id=np.com.nepalipatro&hl=en

Case Study: UX Cam

- http://uxcam.com/
- http://500.co/uxcam
- User Experience optimization tool for mobile app
- Funding Amount: 71500 USD
- Funding Services: 149,000 USD

Screen and camera recordings:

Experience the app through your users' eyes.

Physical interactions:

Capture all touch points and gestures.

Android Wear

Its more closer to you!

Connects to your phone

Android Wear connects your phone to your wrist.

Ways to use?

- Offline Music Playback
- GPS Support
- Weather
- Flights
- Appointments
- Fitness
- Voice Search
- Call, text, email, instance message

Useful Throughout the day

Android Ware organizes your information, suggests what you need, and shows it to you before you even ask. Get messages from your friends, meeting notifications, and weather updates at a glance.

Android Wear Developer Community

https://plus.google.com/communities/
113381227473021565406

Android Wear Developer

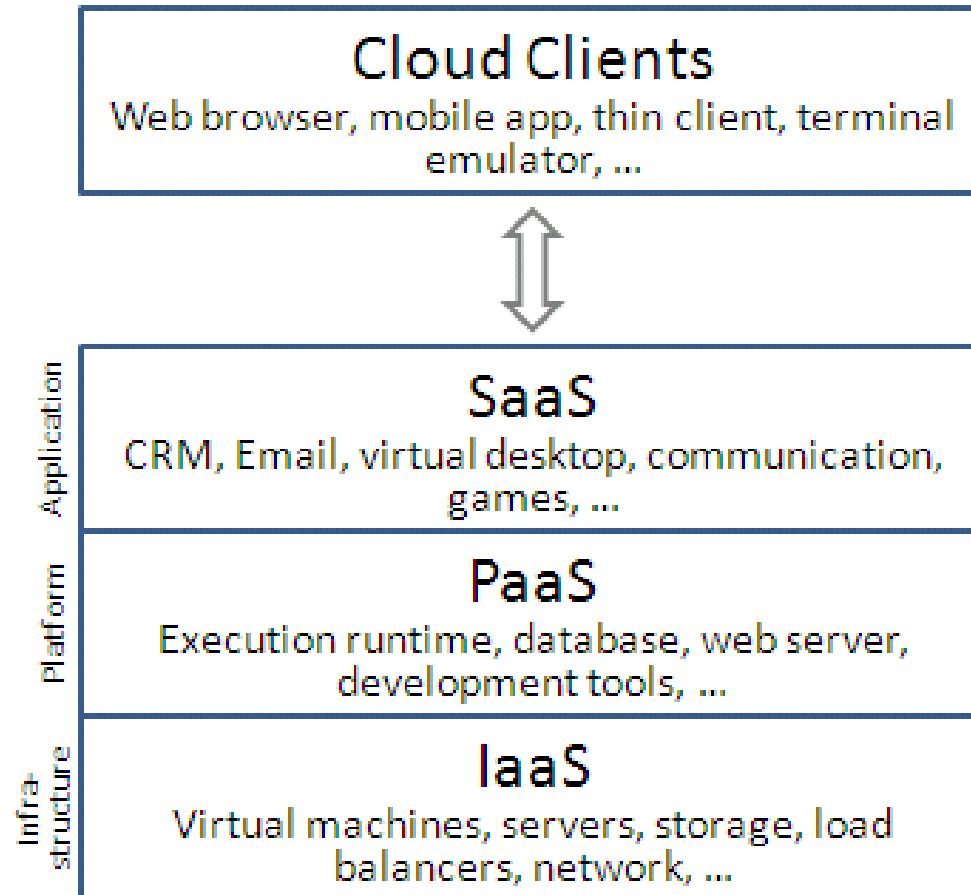https://developer.android.com/wear/index.html

App Engine

What is Google App Engine?

- Google's Platform to build Web Applications on the cloud
- Dynamic Web Server, with full support to common web technologies
- Automatic Scaling and Load Balancing
- Integration with Google Account through API

Fundamental of Cloud Computing

Characteristics of Cloud Computing

- On demand self-services
- Ubiquitous Network access
- Location independent resource pooling
- Rapid Elasticity
- Pay per use

Google App Engine

- Easy to build
  - Local SDK-Java, Python, PHP, Go, JavaScript
- Easy to maintain
  - Admin Console, Site Reliability Engineer
- Easy to scale
  - Google Scale Infrastructure
  - No limits to how much data you can push in the database

Storing Data

- Datastore : Provides a NoSQL schema less object data store with a query engine and transactions
- Google Cloud SQL: Provides a relation database, based on MySQL
- Google Cloud Storage: Provides a storage service for objects and files up to terabytes in size

Development Life Cycle

Who are using Google App Engine?

Rovio

"Google App Engine allows us to launch games very quickly with teams of one or two developers per game. Because Google manages all the servers, there is little required of us in terms of maintenance."

Sony Music

"It's hard to imagine that this app would have been possible, so quickly, working with anything except Google App Engine."

Read about Sony Music

Coca Cola

"By using Google Cloud Platform, we turned a big, innovative idea into reality on a global scale."

Read about Coca Cola

More on Google App Engine (GAE)

Download the Google App Engine SDK

Download the Google App Engine SDK

By downloading, you agree to be bound by the Terms that govern use of the App Engine SDK.

Google App Engine SDK for PHP

Google App Engine SDK for Python

Google App Engine SDK for Java

Google App Engine SDK for Go

https://cloud.google.com/appengine/downloads

Questions?

Thank You

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