

Building Mobile Apps

the Twilio way

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There are the hip and sexy technologies...



... and there is the simple and effective technology

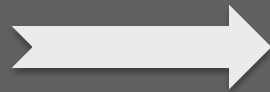


Everyone has a mobile phone

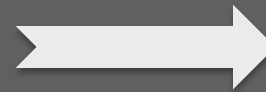


The magic of Twilio

translating phone services into web services

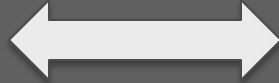


Twilio



Yah, but what does that mean?

phone calls become web service requests



<http://gregtracy.com/handler>

You can talk to a phone in the same way you can talk to Facebook, Flickr, Twitter, or Amazon services.

What can I do?

- Send and receive phone calls
- Send and receive text messages
- Create conference calls
- Route calls
- Record speech and keypad inputs
- Send and receive calls and SMS from the browser (new!)

What can I do?

- Notification systems
- Disseminate educational data
- Call forwarding systems
- Q&A systems
- Automated phone response systems

<http://www.twilio.com/gallery>

Simple XML language

your web service replies to twilio with XML

```
<Response>
```

```
  <Say>How old are you?</Say>
```

```
  <Gather action= 'http://me.com/x' />
```

```
</Response>
```

Simple XML language

a core set of verbs that describe your actions

<Say>

<Play>

<Gather>

<Record>

<Sms>

<Dial>

Inbound SMS Example

request parameters are part of the web service request

```
smsBody = self.request.get('Body')  
r = twilio.Response()  
smsBody = magicAPICall()  
r.append(twilio.Sms(smsBody))  
self.response.out.write(r)
```

Let's Build!

get your phones out - we're going to code.

<http://github.com/gtracy/twilio-demo>

SMSMyBus

Real-time arrival estimates delivered via SMS



hacking schools

spellitfor.us

gtracy (sign out)

Take a Test!

+ create a test

List of available tests

Lesson 11 - even more able goodness

start this test 

sixth grade test

quotable

valuable

imaginable

notable

advisable

Lesson 11 - more from the able family

start this test 

sixth grade test

Spellitfor.us

Spellitfor.us is an automated spelling test system that uses the telephone to deliver the words.

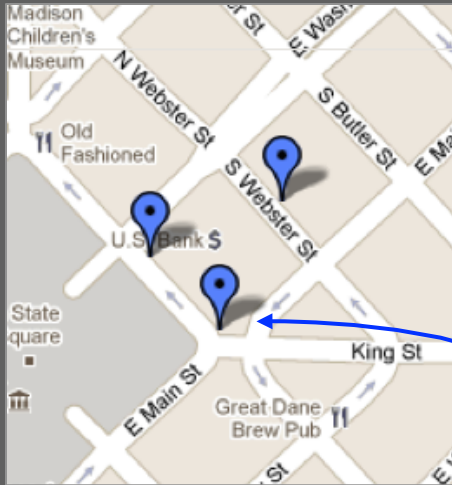
If you press a telephone, you'll be called and asked to spell the list of words in that test. You "spell" them using the telephone keypad. You can take the tests available to left or you can create your own.

Note that when using the keypad for your answers, you only need to press a key once per letter. For example, the letter 'b' is 2 (not 22 as it would be when typing a text message).

For example...

- "bad" -> "223"
- "banana" -> "226262"
- "car" -> "227"

Tracking asthma events



“used inhaler
@ main & king, madison wi”



Blogging by phone

a phone interface to posterous



Ringerous is a telephone application that lets you post messages to your Posterous blog. Just dial [415.367.3142](tel:415.367.3142) and leave your message after the prompt. Your message will appear in a post with an embedded audio player.

Twilio Client (new!)

device independent javascript interface

i don't need no stinking phone


Ready


1	2	3
4	5	6
7	8	9
	0	


dial number


call hangup

Voicemail

[+16083152344](#) called on 2011-02:58:58.351168 (10 seconds) 

+16083152344 called on 2011-03:22:15.340000 (9 seconds) 

+16083152344 called on 2011-04:13:34.641381 (10 seconds) 

+16083152344 called on 2011-03:26:54.762534 (14 seconds) 

Get Started

1. It's fun
2. It's easy
3. Instant success
4. It's cheap. The cost model is tied to your success. Pay as you go!
5. It's incredibly well documented and supported

<http://twilio.com>