

# INTRODUCTION TO MOBILE APP DEVELOPMENT

Lecture #0  
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## TOPICS

1. Mobile: Past, Present, Future
2. Why Develop For Mobile?
3. The Mobile Development Landscape
4. iOS Development



## MOBILE: THE PRESENT

1. The rise of the "smartphone"
2. The tablet form factor is viable.
3. Vibrant application ecosystems and the importance of software.
4. Data network ubiquity
5. Cloud integration



## MOBILE: THE FUTURE?

1. A safe bet: platform fragmentation will continue.
2. HTML5 will become increasingly important for mobile developers
3. M2M/D2D category will continue to heat up.
4. Health category will be hot for mobile apps.



## WHY DEVELOP FOR MOBILE?

1. Mobile development == Huge opportunity!
  - a. shortage of skilled developers
  - b. entrepreneurial opportunities abound
2. Mobile development is fun!
  - a. app ecosystems gives instant gratification
  - b. software developer self expression

## JUST HOW BIG IS MOBILE?

- 7.13B people on planet Earth
- 4.2B people brush their teeth
- 1.6B Television sets in use
- 1.2B PCs in use
- 1.1B automobiles registered and in operation
- > **6.8B mobile subscribers on planet Earth!!**

Source: http://corporate.demotivate.blog.com/2011/07/of-the-subscribers-of-the-worlds-top-100-industries-why-is-google-saying-not-much.html

Source: http://www.bababape.com/94-cell-phones-2011.htm

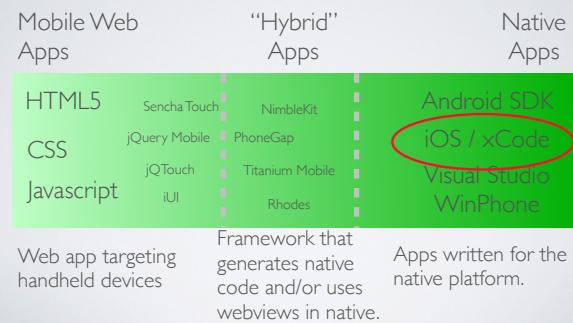
## JUST HOW BIG IS MOBILE?

- Trillion \$\$ Industries
  - automotive
  - food / clothing
  - construction
  - banking
  - armaments
- **mobile**



Source: http://corporate.demotivate.blog.com/2011/07/of-the-subscribers-of-the-worlds-top-100-industries-why-is-google-saying-not-much.html

## MOBILE APP DEV LANDSCAPE



## IOS DEVELOPMENT

### 1. Why learn iOS first?

1. Easier to get the UI right in a short time period.

2. Huge demand for developer proficient with iOS.

3. All the cool kids use Macs! (GVSU CIS now has a couple of Mac labs!)



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## IOS 2 ANDROID CONVERSIONS (CHINA)

- 53% of survey respondents that own an iPhone switched from Android.
- Only 4% of Android phone owners in the survey switched from the iPhone to Android.
- 32% of Android users in the survey who plan to buy a new phone in the next 12 months will switch to the iPhone.
- 54% of all survey respondents who plan to buy a new phone in the next 12 months will choose the iPhone.

Source: <http://www.businessinsider.com/chinese-consumers-switching-from-android-to-iphone-2015-7?r=UK>

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## DEVELOPER REQUIREMENTS

### 1. A Mac computer

2. xCode (free download from the Mac AppStore)

3. You need to become proficient in Swift, but will also need basic skills Objective C and C.

4. To test on device and deploy to AppStore you must pay a \$99 annual fee.



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## SUMMARY

1. Mobile has been around for a while, but has been transformed significantly in the past few years.

2. Mobile Dev = Huge Opp

3. Mobile app dev comes in many shapes and flavors.



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