## {EPITECH}

## T-DEV-703 – APP Dev

Kick-off

### Why practicing mobile development?



- Mobile devices are the primary way people access digital services.
- Mobile devices offer unique features (e.G. camera, GPS, ...) enabling the creation of highly engaging applications.
- Mobile technology evolves rapidly, providing continuous learning and growth opportunities for developers.
- Mobile development skills are in high demand.

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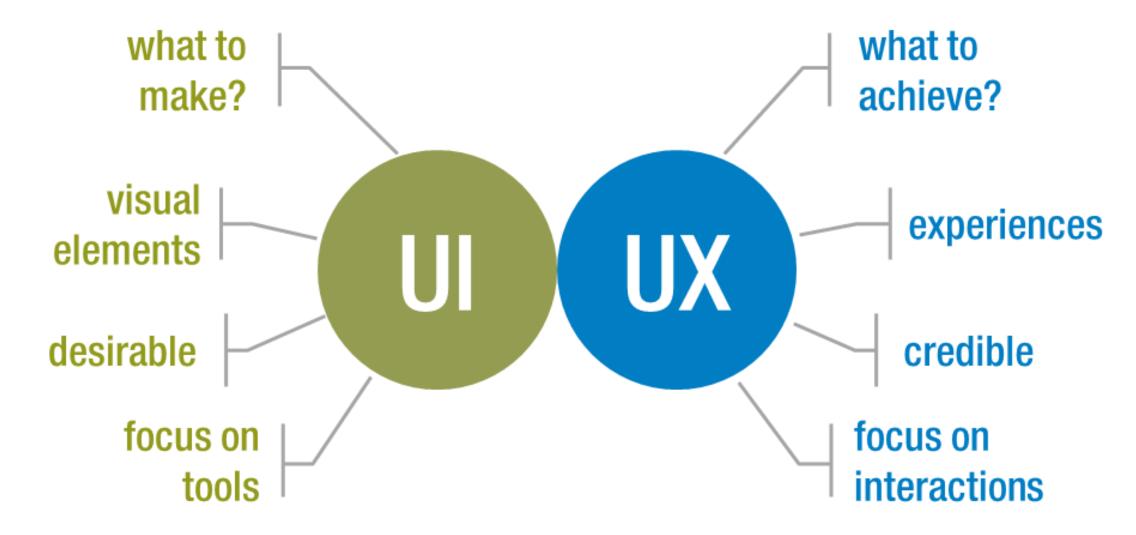
### App dev main challenges



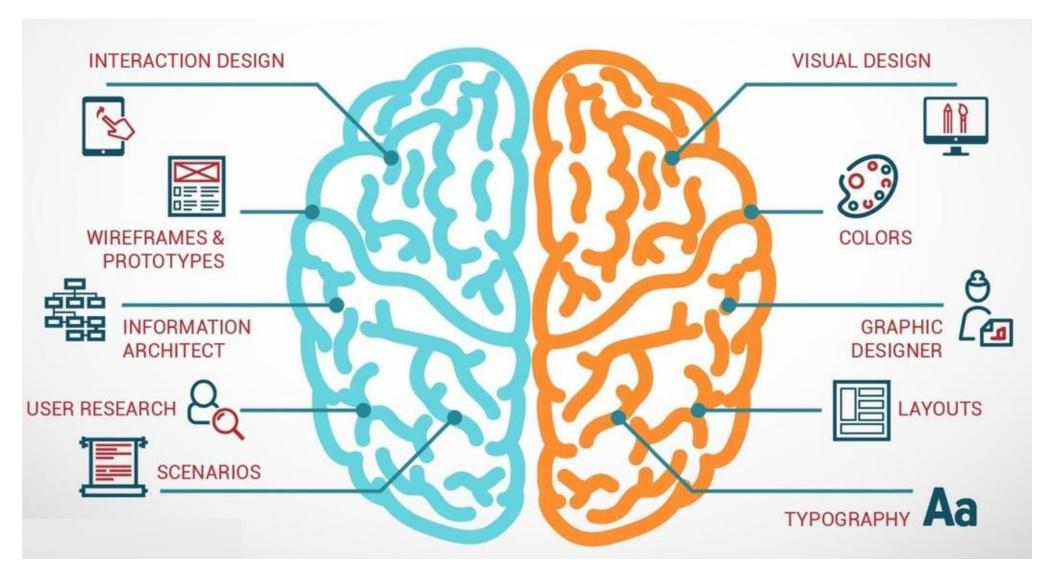
- OS variability (Android, iOS)
- Countless devices and configs
- Performance optimization
- UX/UI strong expectations
- Security concerns
- Store compliance
- Accessibility



## Don't neglect the design



#### **Design thinking**





#### **Technology**

Functionality, Engineering, Foundation, Objective, Backend, Performance, Feasability, Realistic, Complex, Establishes.

Efficiency, Logic, Relevance, Concrete, Goal Driven.



User Advocacy, Testing, Research, Stories, Validity,

Effectiveness, Interaction, Usability, Elegance, Simplicity, Product Driven.

#### **Business**

Vision, Goals, Paradigm, Pragmatic, Analytics, Demographic, Stakeholders, Budget, Determines. Reliability, User Driven Brand Equity, Company Image, Style, Marketing

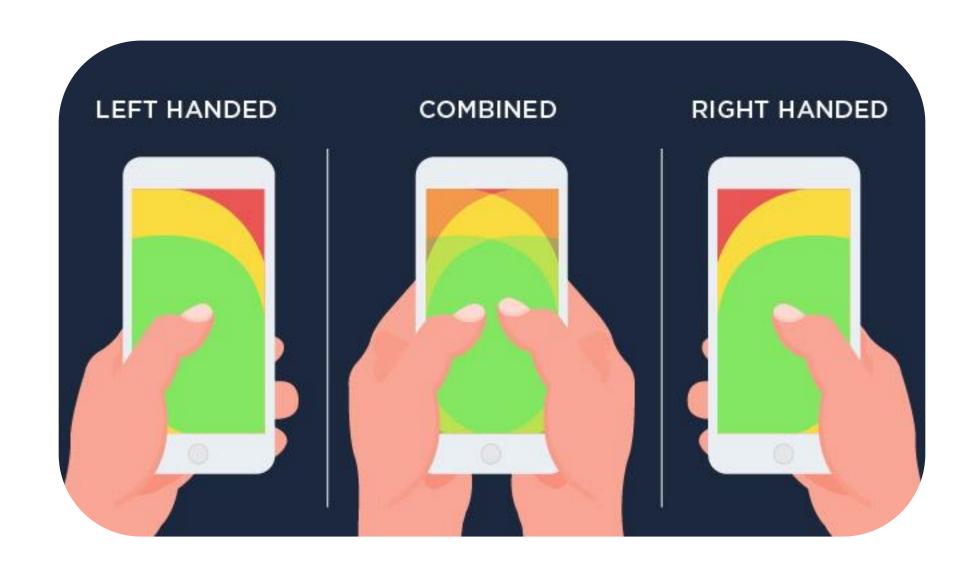
Brand Equity, Company Image, Style, Marketing, Advertising, Consistency, Trust, Communication, Message Driven.

#### Design

Asthetics, Creativity, Abstraction, Subjective, Experimental, Front End, Visual, Explains, Clarifies.

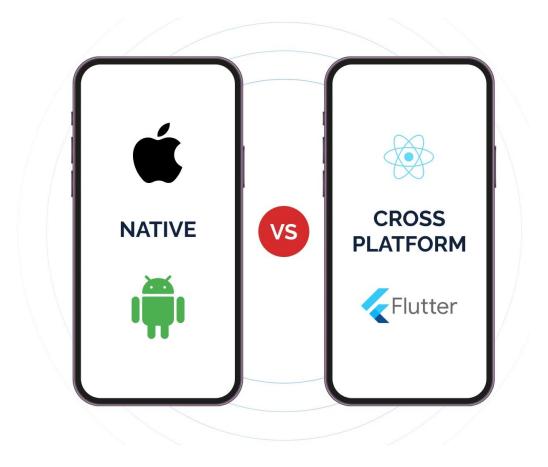


#### The Thumb Zone





## Cross platform / Native



**Cross platform != Native** 



#### **Native**

- One code for one platform
- Specific language for a platform
- Pros
  - Better app performance
  - Better user experience
  - Greater security
- Cons
  - More ressource to develop app (one code, one platform)
  - No compatibility with other platform















#### **Cross Platform**

One code for and iOS

- Pros
  - Single code base
  - Great collaboration
  - Lower app development cost
- Cons
  - Necessity to write native code for some cases
  - Performance





#### Some mobile considerations to address



- Does my product have to be nomadic?
- Do I need to engage my audience?
- Can my display be simplified?
- Do I need to access mobile's native features?
- Do I need to push notifications?
- ...



Thank you



# Any questions?

