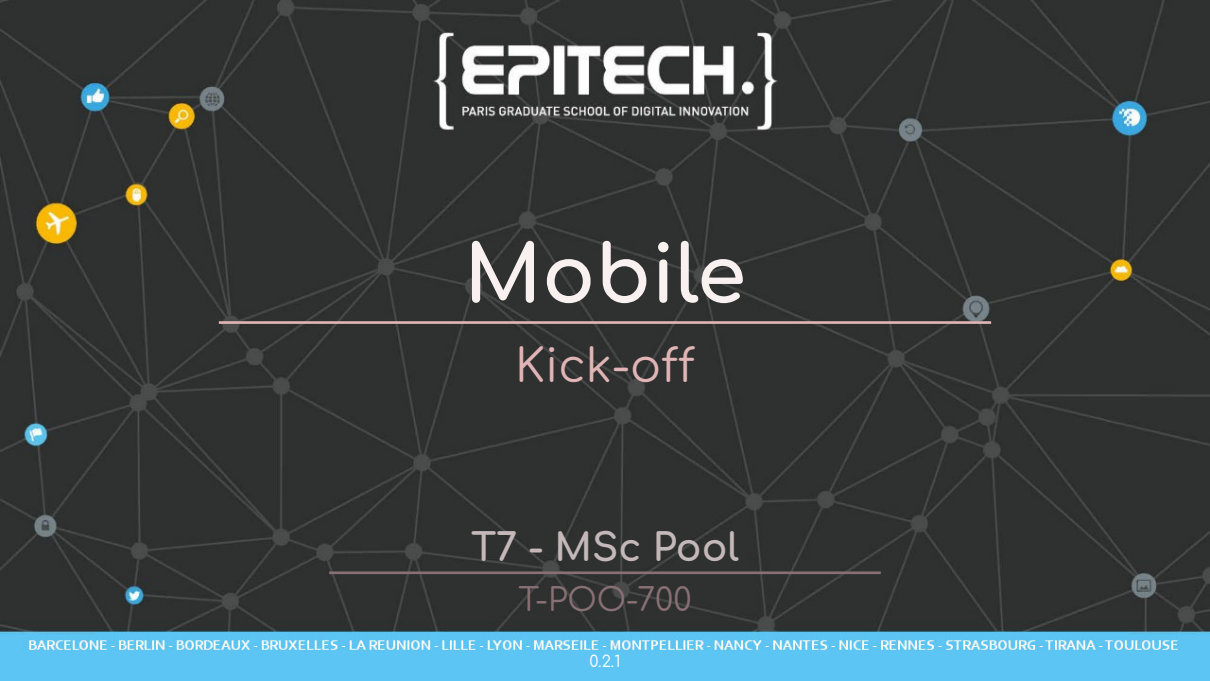

Mobile

Kick-off

T7 - MSc Pool

T-POO-700

Facts and figures

world population owning a smartphone
65% (versus 23% in 2012)

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Internet connections from a smartphone
75% (versus 40% in 2012)

Facts and figures

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Internet connections from a smartphone
75% (versus 40% in 2012)

average daily mobile usage time
3h15 (versus 20 minutes in 2008)

Apps

native application

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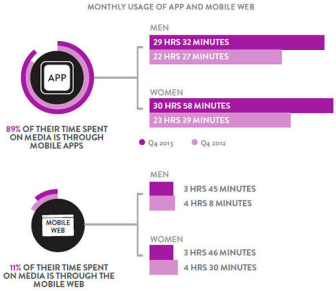
web app

- browser-accessible application
- cross-platform
- can't access specific functionalities of the OS

Native VS web app



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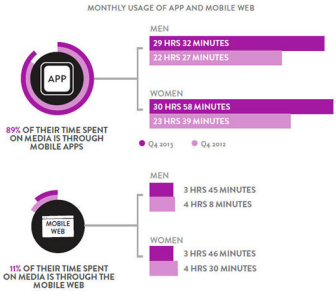
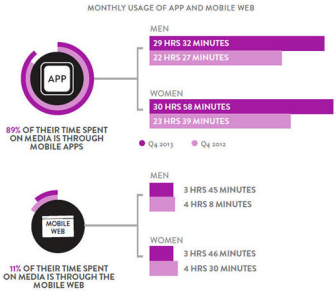


Why do mobile users spend 90% of their time on apps?

Native VS web app



Why do mobile users spend 90% of their time on apps?

- Ergonomics

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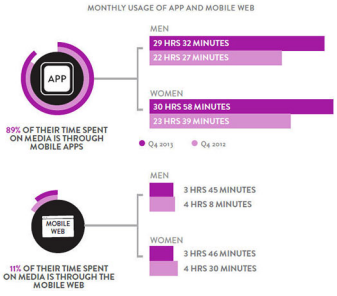

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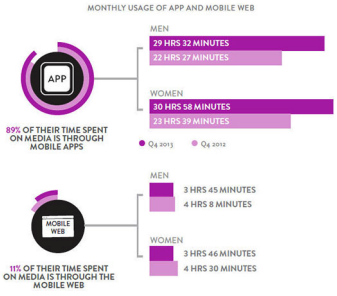

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- Native features (notif, geoloc,…)

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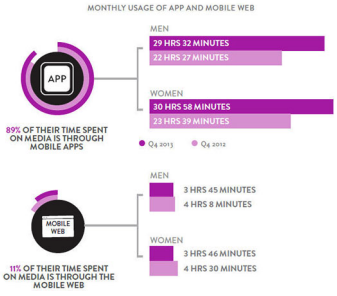

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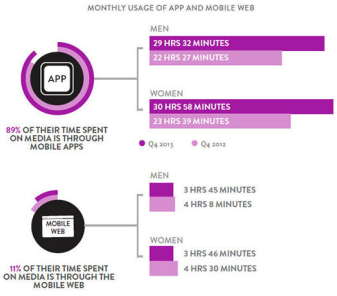

Why do mobile users spend 90% of their time on apps?

- Ergonomics
- Rapidity
- Native features (notif, geoloc,…)
- Storage of data
  (allowing one-click payment, for instance)

PWA

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- Accessible (regardless of connection status)
- Behaves almost like a native application

Hybrid application

cross-platform

Hybrid application

cross-platform
between a native application and a web app

Hybrid application

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work through native *WebView* operating systems

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need an installation (unlike web apps)
hybrid frameworks based on web languages give access to native features

Mobile design

Based on some simple principles:

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- optimize the user journey

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- purify the interface

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  - Let the user know where they are

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Based on some simple principles:

- optimize the user journey
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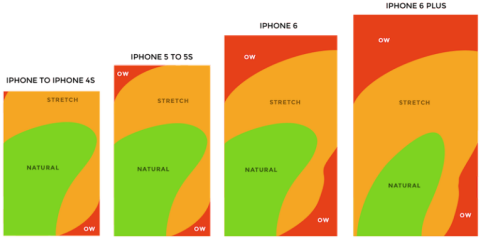
- make intuitive navigation
  - Avoid “hidden” navigation
  - Keep a consistent navigation
  - Let the user know where they are
- differentiate interactive and static elements

Thumb zone


IPHONE TO IPHONE 4S
STRETCH
NATURAL
OW
IPHONE 5 TO 5S
OW
STRETCH
NATURAL
OW
IPHONE 6
OW
STRETCH
NATURAL
OW
IPHONE 6 PLUS
OW
STRETCH
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OW

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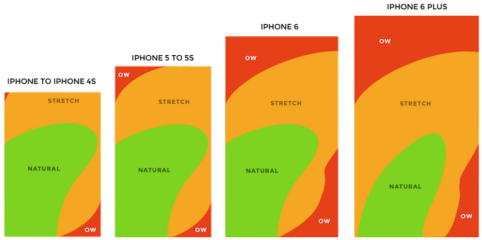
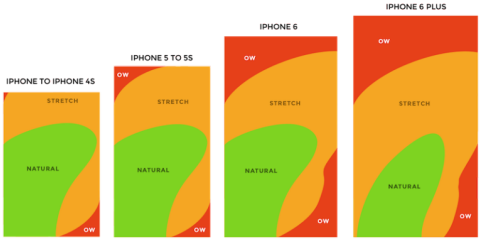


Users use their thumbs most of the time

Thumb zone



Users use their thumbs most of the time
It must be taken into account when designing an app

Offline mode

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These benefits may allow your application to stand out from another.

An example: SNCF

Previously, a long and tedious process enabled us to get a train ticket:

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- search and select a trip on the website

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Previously, a long and tedious process enabled us to get a train ticket:

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- collect the ticket at the station

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In 2018, the SNCF app became the first sales channel
in terms of the number of orders placed

Any questions

?