JSON App Notation

Jason - Oak - Yuth

Growth Session #17 - August 23-24 2018

Intro

- Structural notation of a whole app, screen and view
- Similar to HTML

Define Elements

- Navigation
  - Screen 1
    - Image Title
    - Container
      - Image
      - Label
      - Text Button
  - Screen 2
    - Text Title
    - Container
      - Label
      - Label
      - Image

Advantage - Cross Platform yet native

- Unlike react native or other cross platform app framework JSON App Notation runs on native environment.
- The concept is a bit different as it is only consider how we format the application structure like how HTML was defined."text": "Red Planet"

Advantage - Very dynamic and also can be local

- Just like HTML the source can be vary from network to local Great for AB testing without compromising user experience.

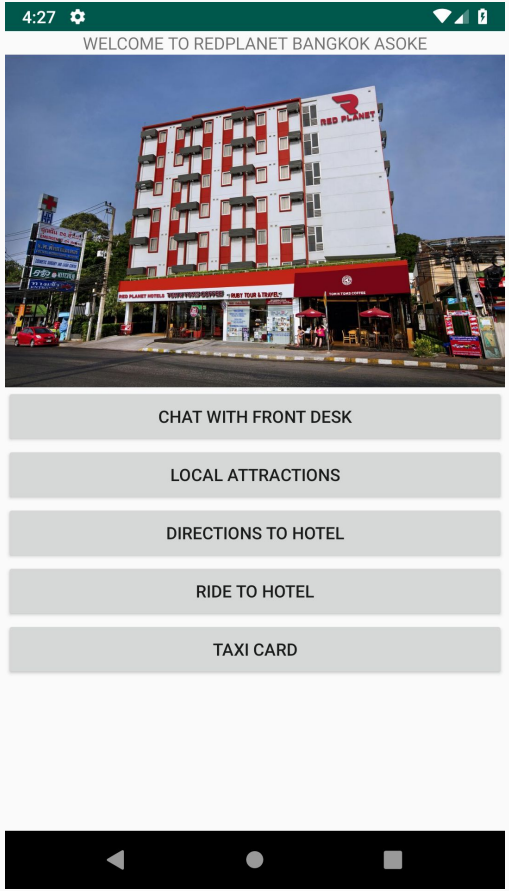
Advantage - For A/B testing

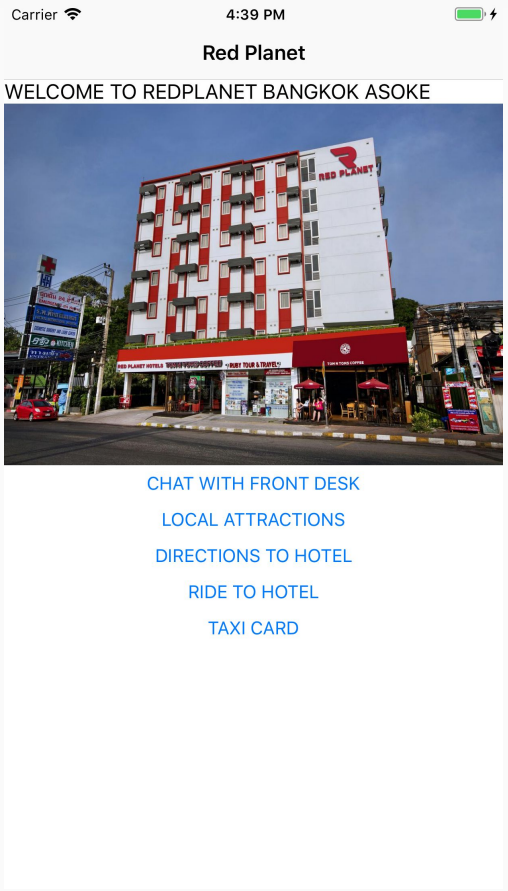
- Can conduct A/B testing without compromising user experience
- For example an app with buy button
- On the server they can send out different layout
  - Case 1
    - Red buy button
    - Promotional Image
  - Case 2
    - Promotional Image
    - Black buy button
- This can be done with native framework
- Check statistics

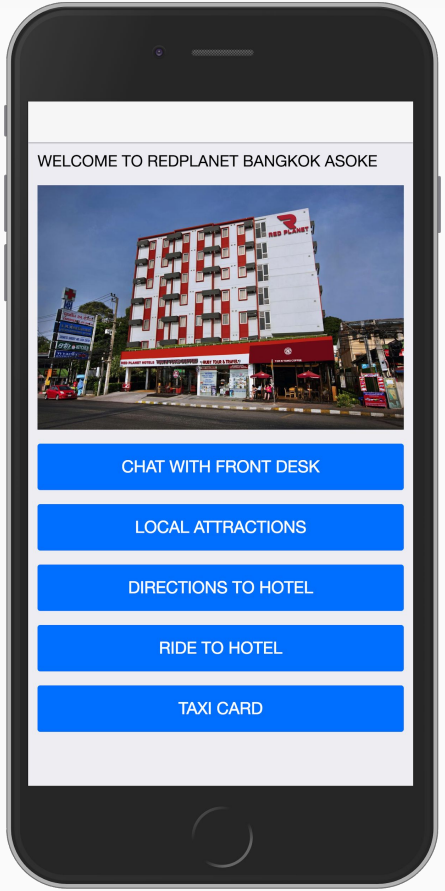
Achievements and progress

- An in-stay like screen

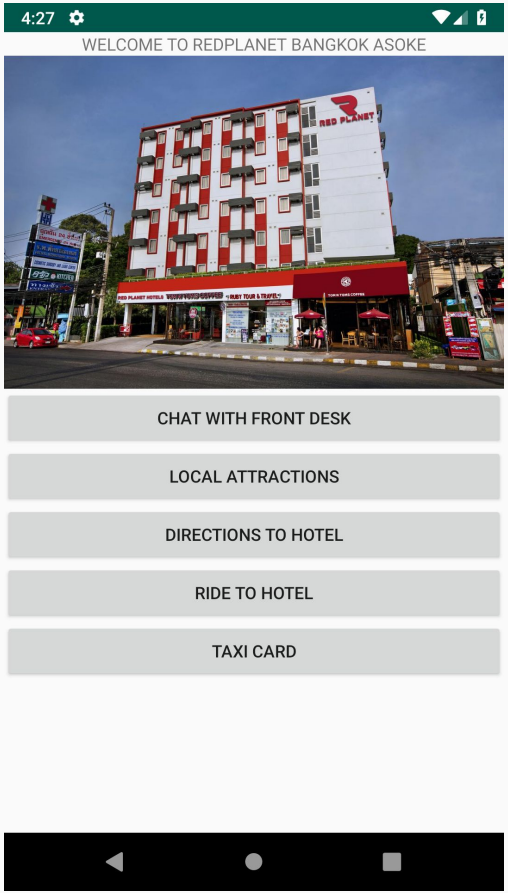
Comparison

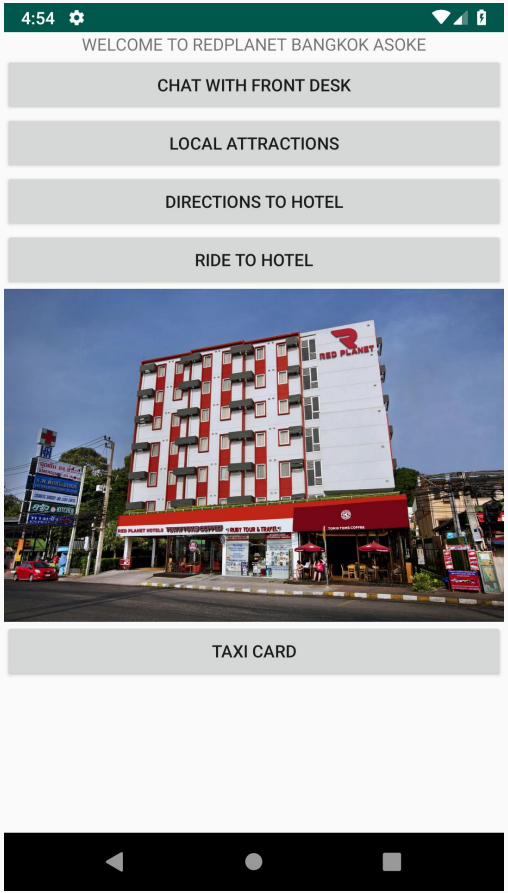

4:27
WELCOME TO REDPLANET BANGKOK ASOKE
CHAT WITH FRONT DESK
LOCAL ATTRACTIONS
DIRECTIONS TO HOTEL
RIDE TO HOTEL
TAXI CARD

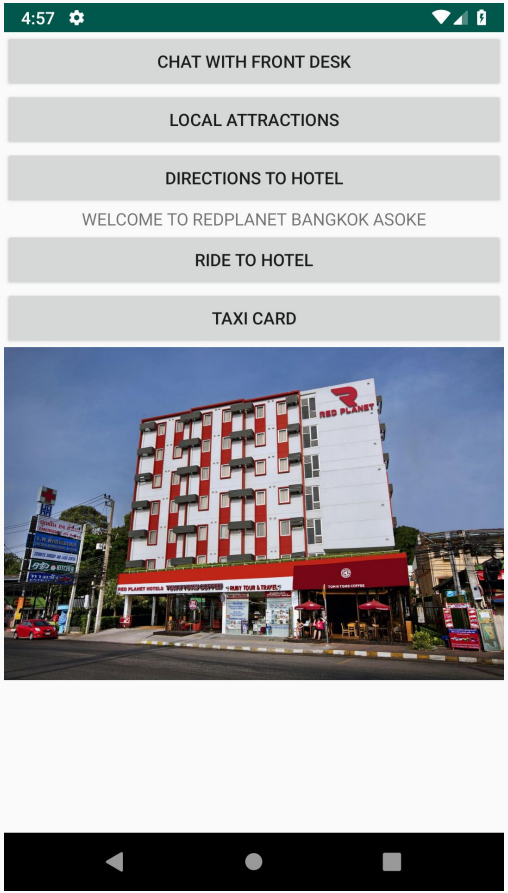

Carrier
4:39 PM
Red Planet
WELCOME TO REDPLANET BANGKOK ASOKE
CHAT WITH FRONT DESK
LOCAL ATTRACTIONS
DIRECTIONS TO HOTEL
RIDE TO HOTEL
TAXI CARD


WELCOME TO REDPLANET BANGKOK ASOKE
CHAT WITH FRONT DESK
LOCAL ATTRACTIONS
DIRECTIONS TO HOTEL
RIDE TO HOTEL
TAXI CARD

Easy to change







Next Steps

- Action handler
- Layout and styling

Thanks!

Contact Nimbl3

hello@nimbl3.com

399 Sukhumvit Road, Interchange 21
Klongtoey nua, Wattana
Bangkok 10110

28C Stanley St,
Singapore 068737

20th Floor, Central Tower
28 Queen's Road
Central, Hong Kong

nimbl3.com