Speaker Reflection:

I enjoyed the Mobiquty CEO’s speech although I wish he talked more about application development than application strategy. Throughout his talk, he mostly discussed the problem with people making apps for no clear reason. The MEanderthal app, for example, showed users what they would look like if they devolved into a Neanderthal. It’s obvious that this app is useless and probably a waste of money. Once you use it once, there would be no reason to use it again so it would be unreasonable to expect users to pay for MEanderthal. While I saw the importance of not building apps for the sake of having a mobile app, I didn’t think that this message was particularly relevent to a mobile development class. We aren’t trying to make apps for fast food restaurants and we’re not CEO’s making decisions about how we should enter the mobile market. It probably would have been more helpful to hear about Mobiquity’s app design process so we could learn implementable design choices. When Greg Raiz came in he told us about what areas of the phone are reachable and how to approach UI layout. With this knowledge we can make actual improvements to our mobile applications. Compared to our other speakers and lessons, the Mobiquity CEO taught us an important lesson, I would just wish that it was more applicable to the projects we are working on.