

2020 FİNANSAL DİJİTAL KANALLAR

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APPLICATION MARKETS

MOBILE DEVELOPMENT

TESTING AND DISTRIBUTION

TRADEPLUS

85 b+
App
Downloads
(annual)

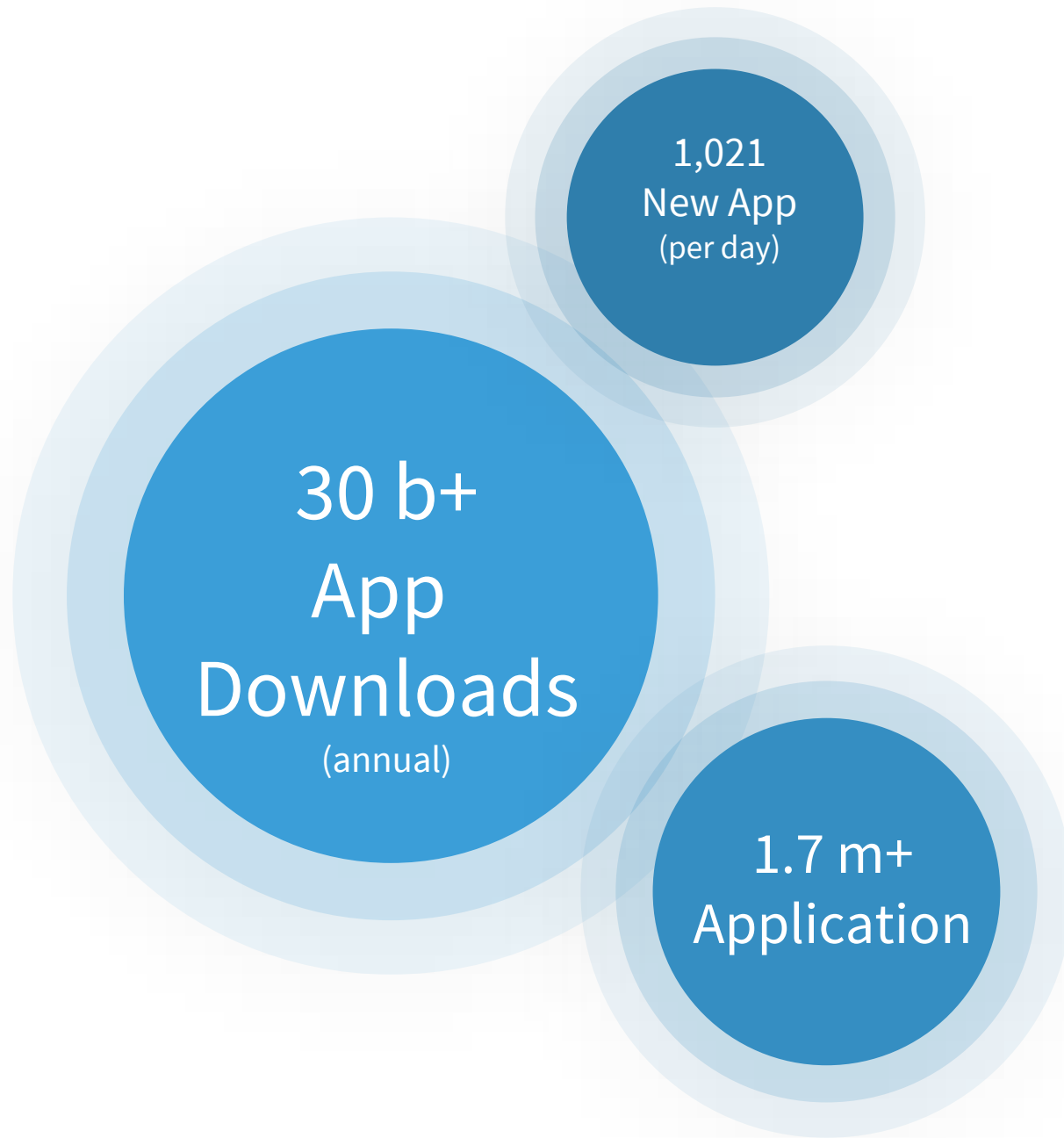
3,867
New App
(per day)

3.4 m+
Application

Google Play Store



Android application market.



Apple App Store



IOS application market.



Huawei AppGallery?



100k+

Application



700m

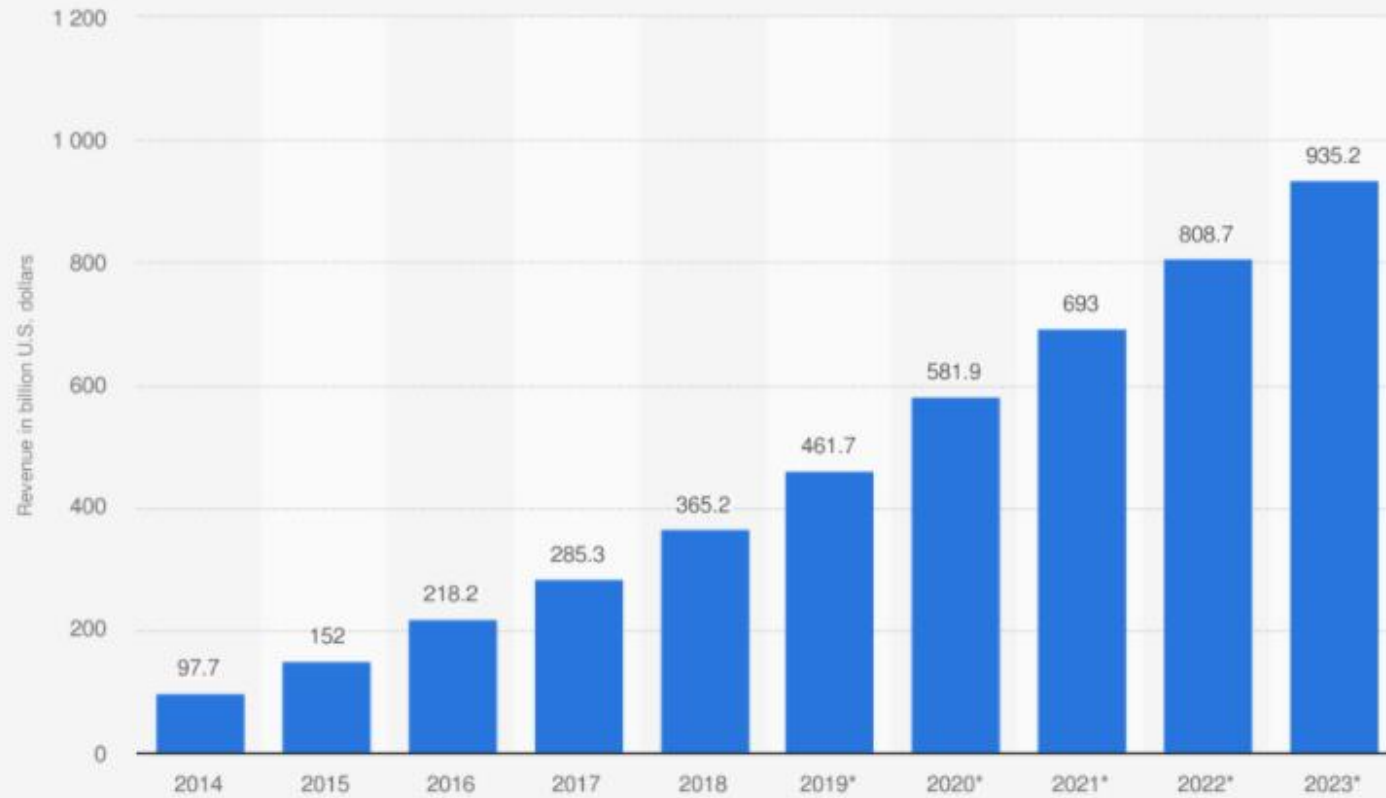
Huawei Device



420m

Active User

Worldwide mobile app revenues in 2014 to 2023 (in billion U.S. dollars)



Source
iResearch
© Statista 2019

Additional Information:
Worldwide; iResearch; 2014 to 2018; combined mobile in-app advertising and paid app revenue.

APPLICATION MARKETS

MOBILE DEVELOPMENT

TESTING AND DISTRIBUTION

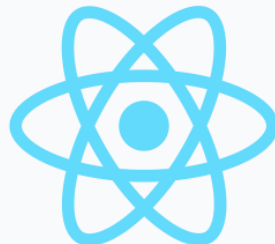
TRADEPLUS



Mobile Development



 Objective-C





Mobile Development

Native vs Cross-Platform

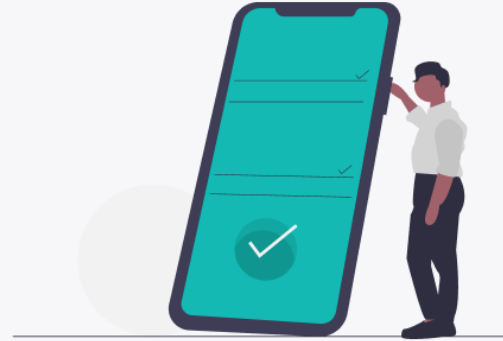
	NATIVE	CROSS-PLATFORM
User Experience	?	?
Speed and Performance	?	?
Data Protection	?	?
Flexibility	?	?
Community	?	?
Development Speed	?	?
Test	?	?



Mobile Development

Native vs Cross-Platform

You should choose native development if



- Your application requires full access to all of the phone resources and services.
- You want to build the most responsive application.
- You're looking to take full advantage of the mobile phone's hardware.
- You want an app that can be easily updated and enhanced with new features in the future.



Mobile Development

Native vs Cross-Platform

You should choose Cross-Platform development if

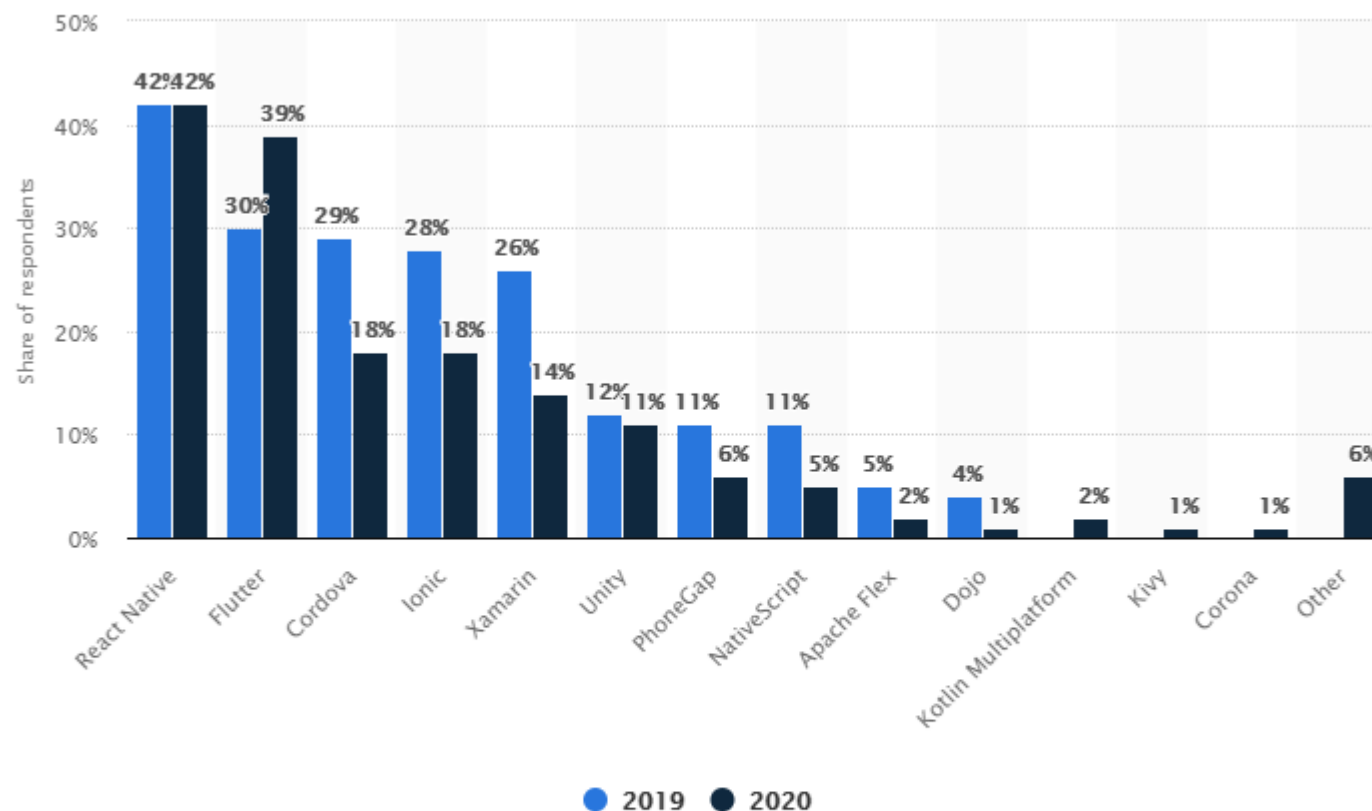
- You are ready to accept a less responsive app.
- The application does not involve complex animation nor deal with complicated logic.
- You have a short window to test an idea and hypothesis in the app market.





Mobile Development

Cross-platform usage



[Additional Information](#)

© Statista 2020

[Show source](#)



Mobile Development

Java vs Kotlin?

Parameter	JAVA	KOTLIN
Syntax	?	?
Null Safety	X	√
Lambda Expression	(J8+)	√
Extension Functions	X	√
Model Classes	X	√
Smart Casts	X	√
Community	√	X



Mobile Development

Swift vs Obj - C



SWIFT
is faster



SWIFT
is safer



SWIFT
is less
error-prone



SWIFT
is more readable



SWIFT
has less code

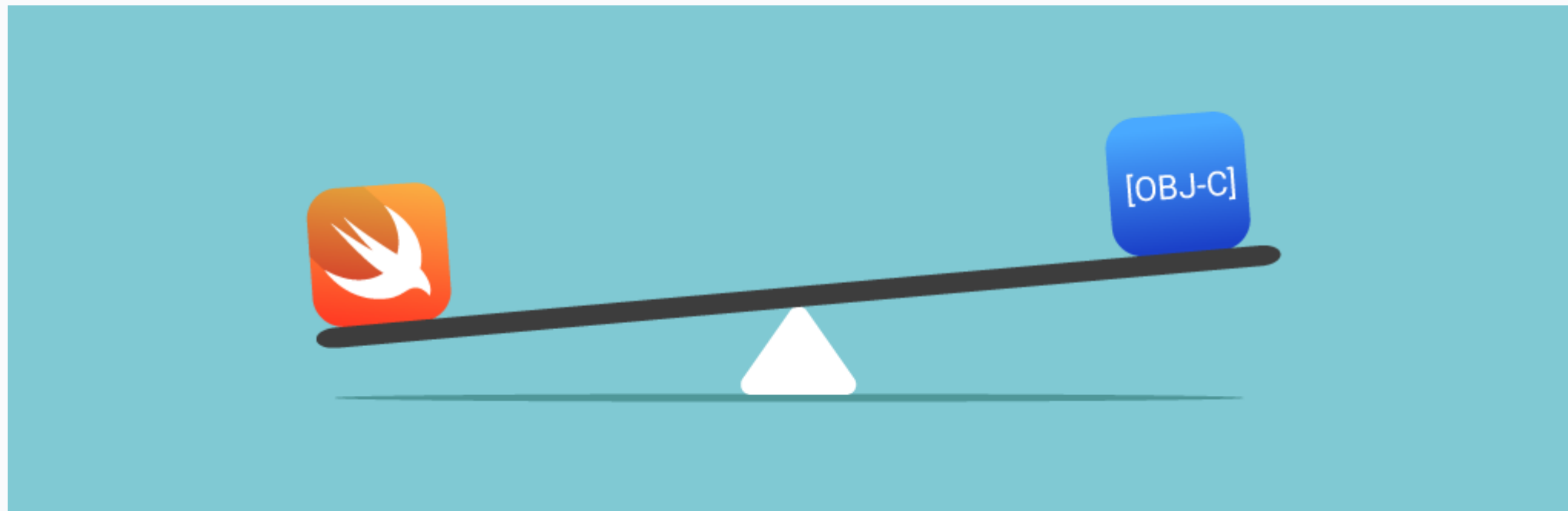


SWIFT
is Apple`s ongoing
focus



Mobile Development

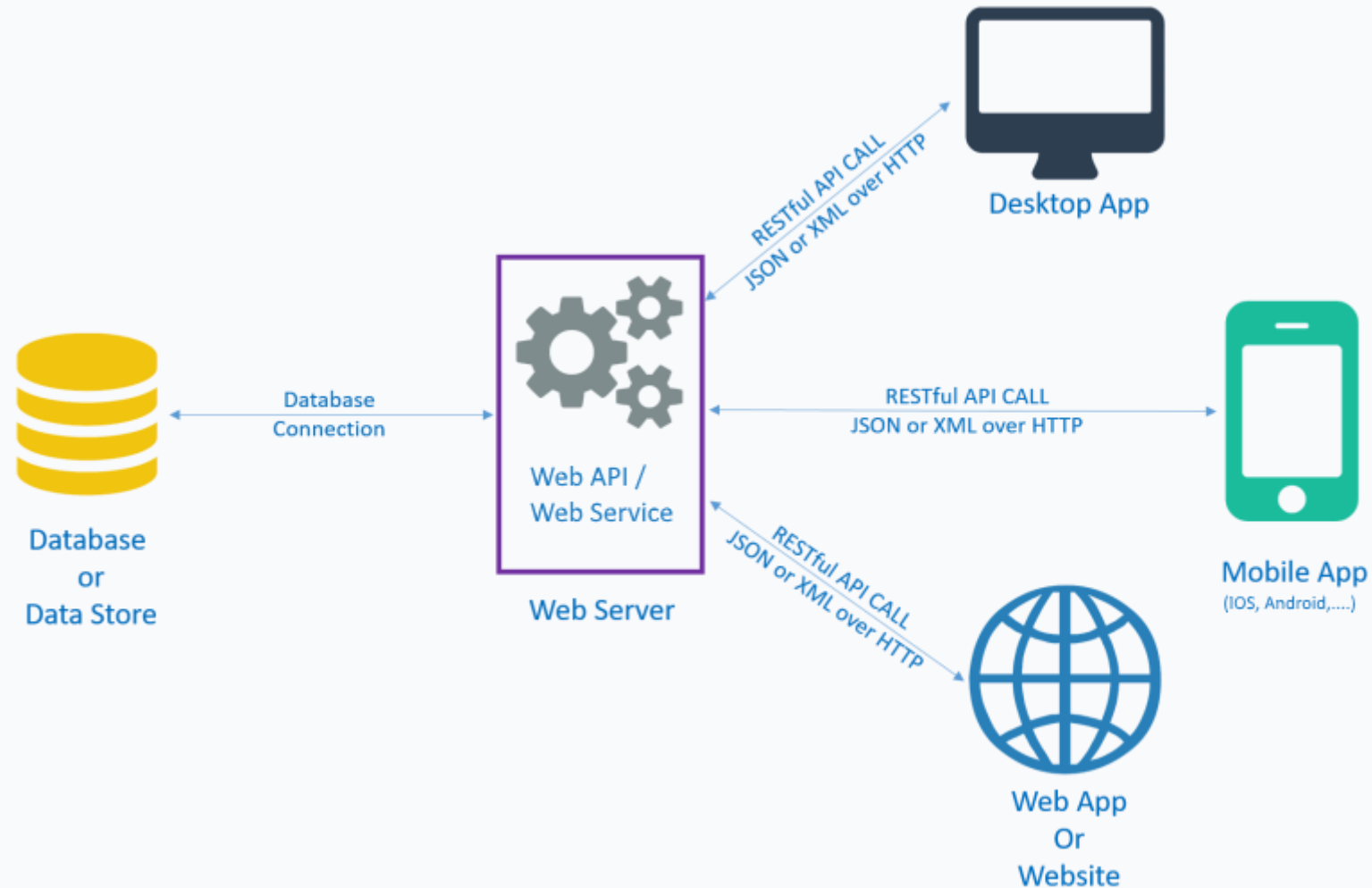
Swift vs Obj - C





Mobile Development

What about backend?












Mobile Development

Firebase






Build better apps

-  **Cloud Firestore**
Store and sync app data at global scale
-  **ML Kit BETA**
Machine learning for mobile developers
-  **Cloud Functions**
Run mobile backend code without managing servers
-  **Authentication**
Authenticate users simply and securely
-  **Hosting**
Deliver web app assets with speed and security
-  **Cloud Storage**
Store and serve files at Google scale
-  **Realtime Database**
Store and sync app data in milliseconds










Improve app quality

-  **Crashlytics**
Prioritize and fix issues with powerful, realtime crash reporting
-  **Performance Monitoring**
Gain insight into your app's performance
-  **Test Lab**
Test your app on devices hosted by Google



Grow your business

-  **In-App Messaging BETA**
Engage active app users with contextual messages
-  **Google Analytics**
Get free and unlimited app analytics
-  **Predictions**
Smart user segmentation based on predicted behavior
-  **A/B Testing BETA**
Optimize your app experience through experimentation
-  **Cloud Messaging**
Send targeted messages and notifications
-  **Remote Config**
Modify your app without deploying a new version
-  **Dynamic Links**
Drive growth by using deep links with attribution



Mobile Development

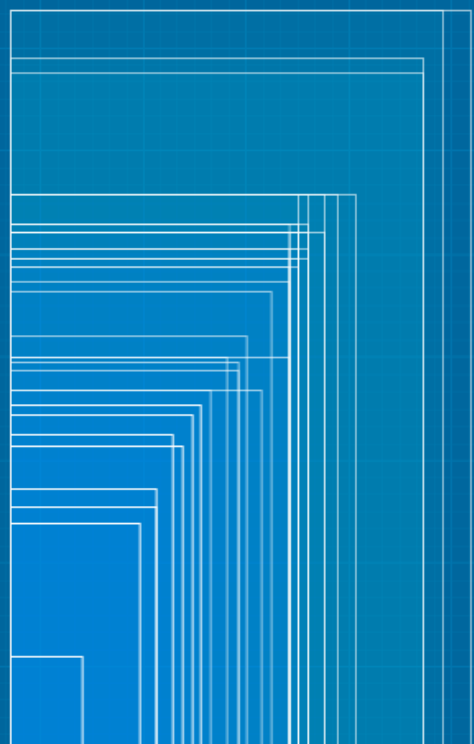
UX, UI



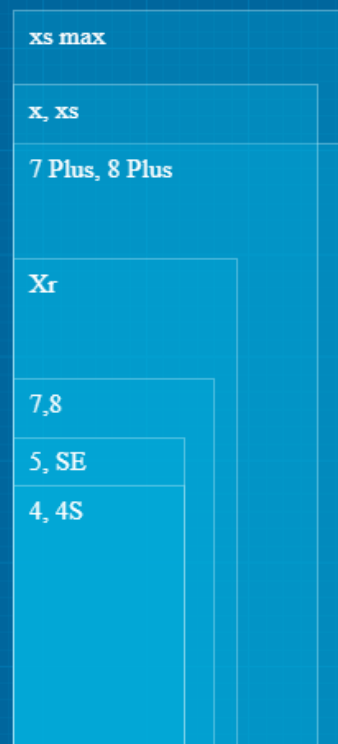


Mobile Development

UX,UI



Android Screen Sizes

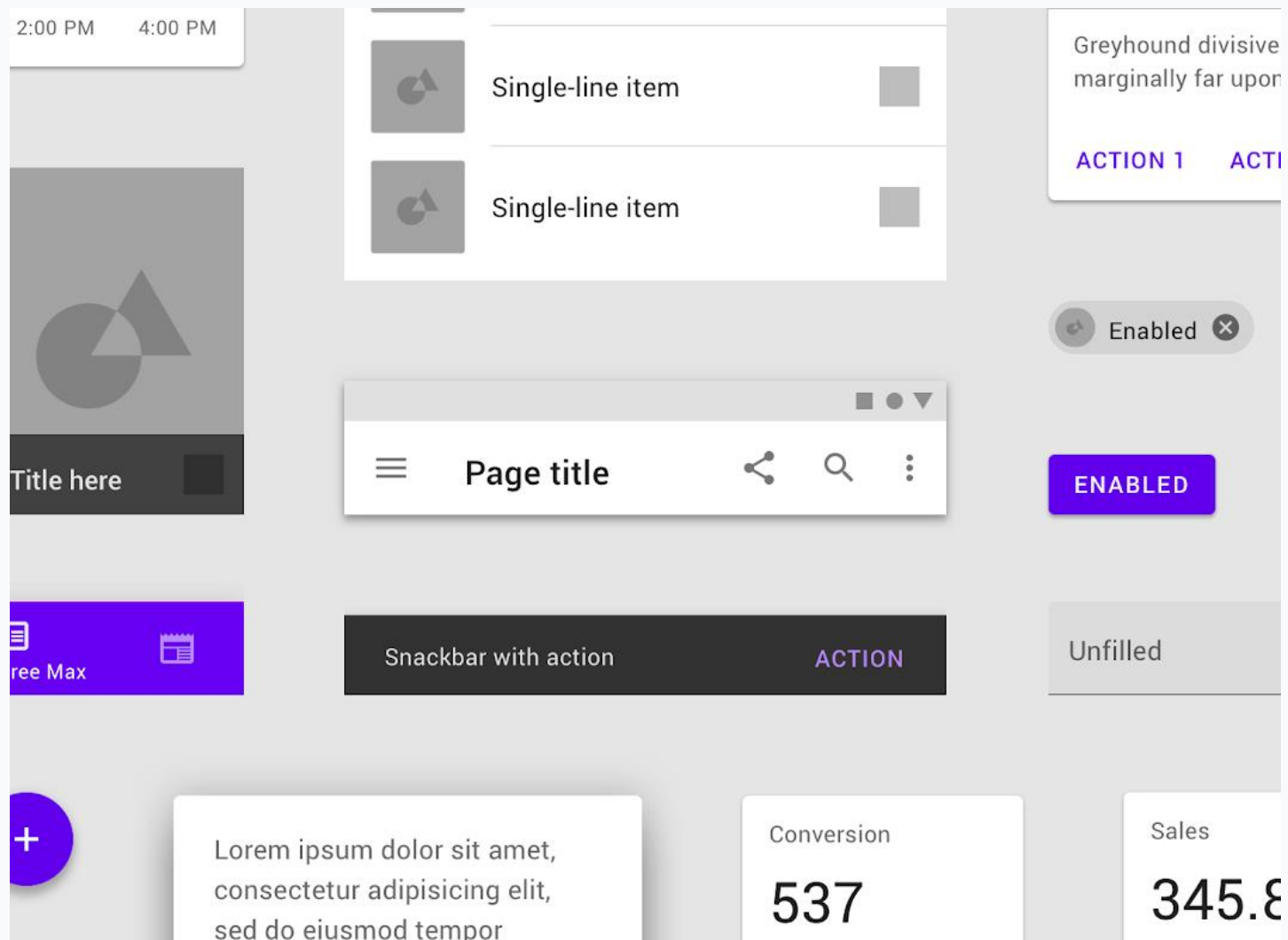


iOS Screen Sizes



Mobile Development

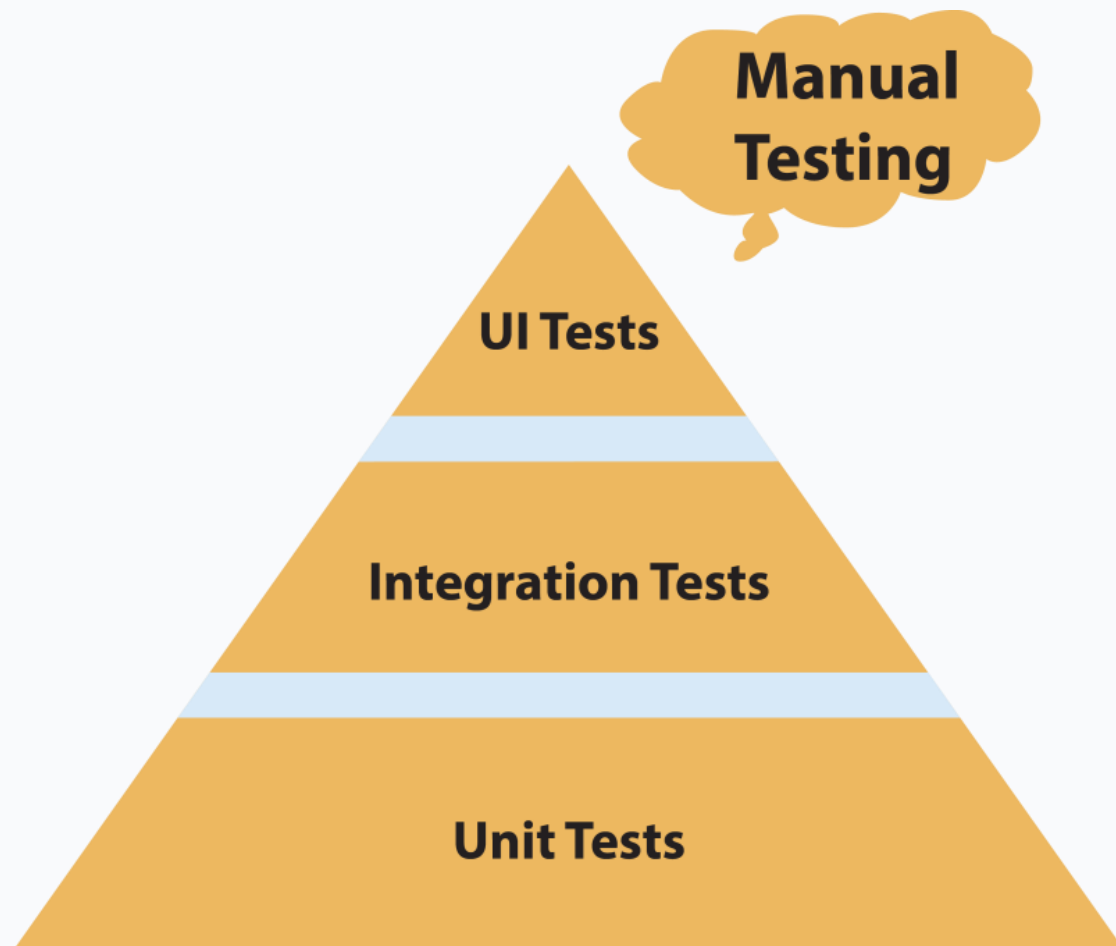
Material Design?





Mobile Development

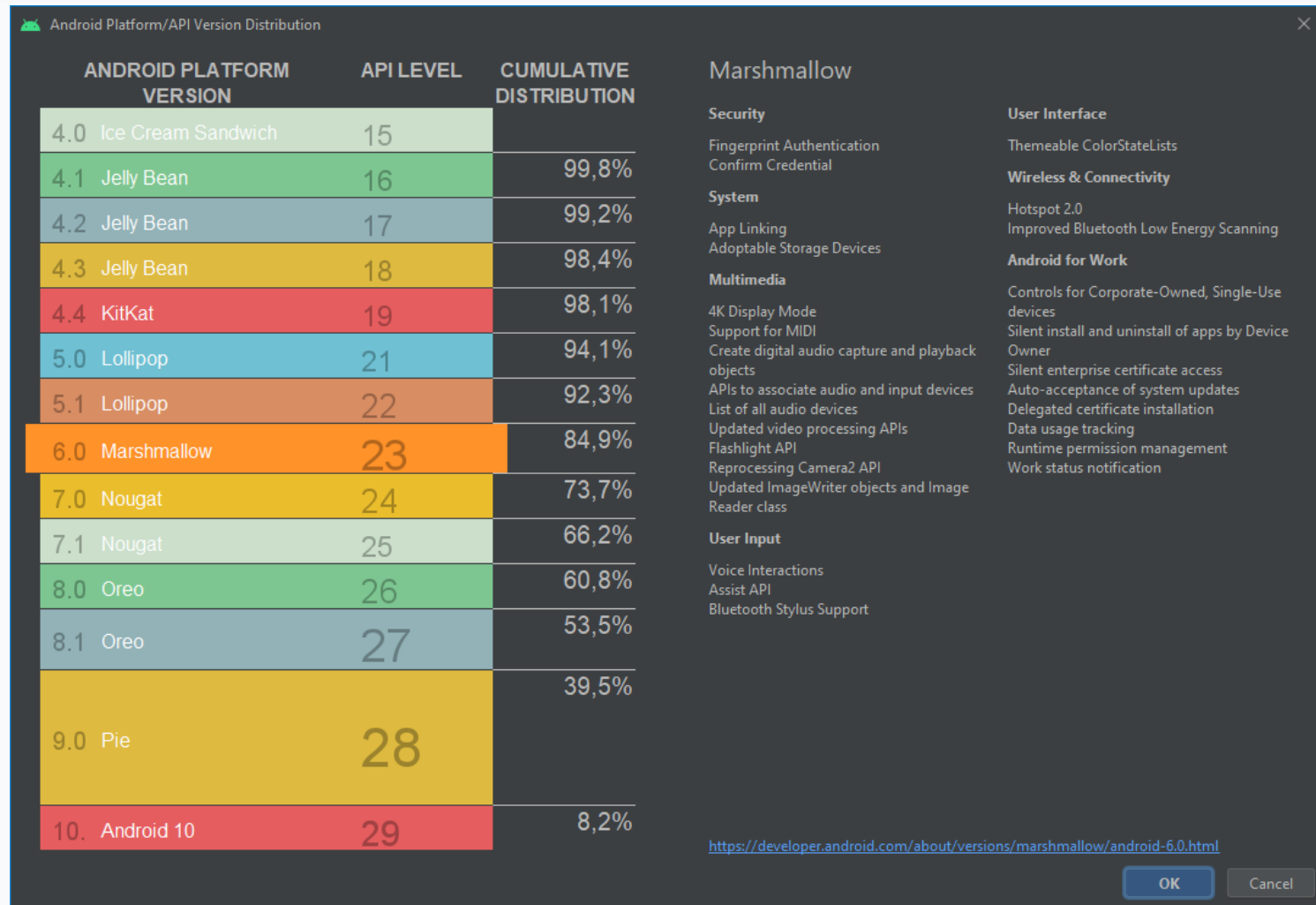
Testing





Mobile Development

Testing





Mobile Development

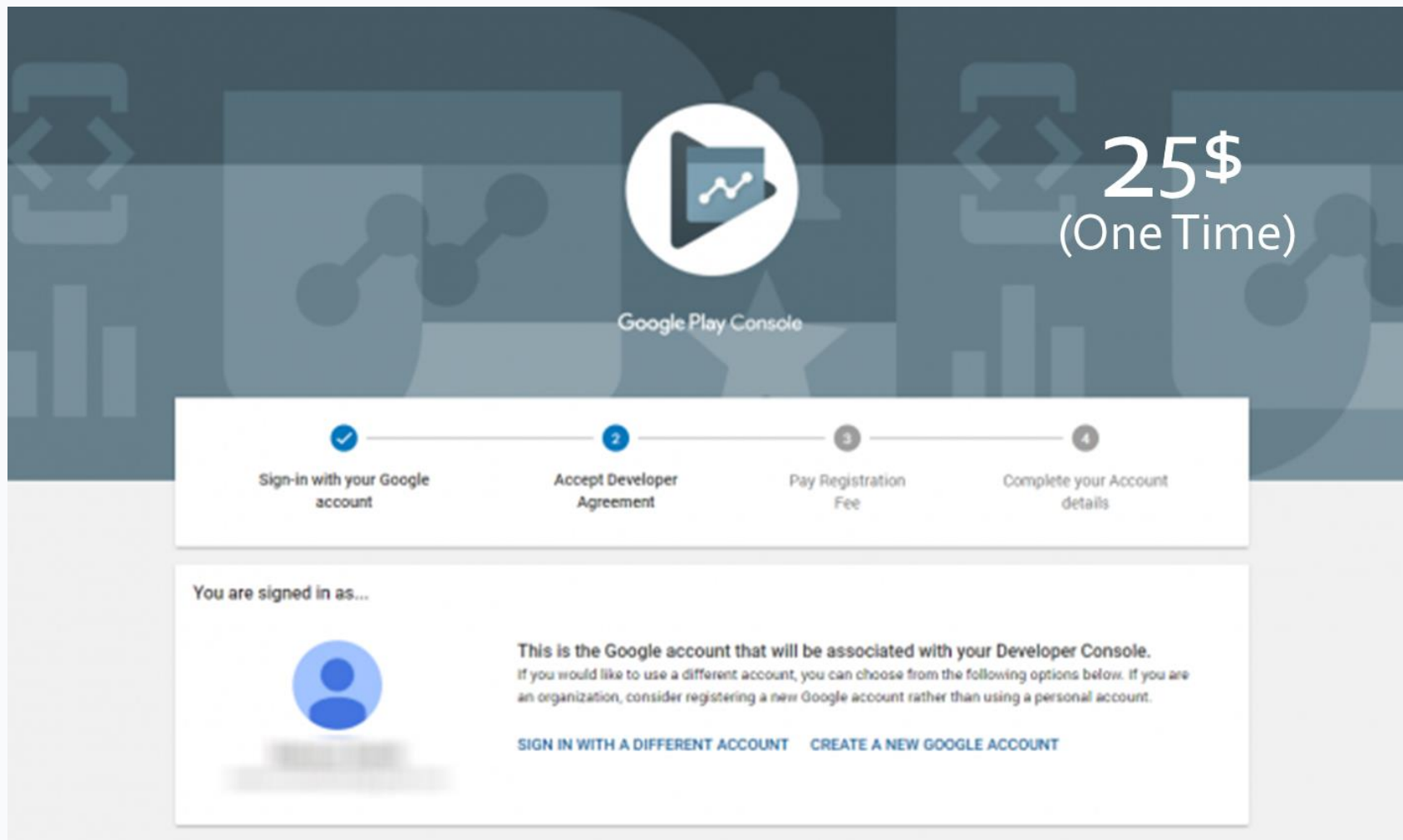
Testing





Mobile Development

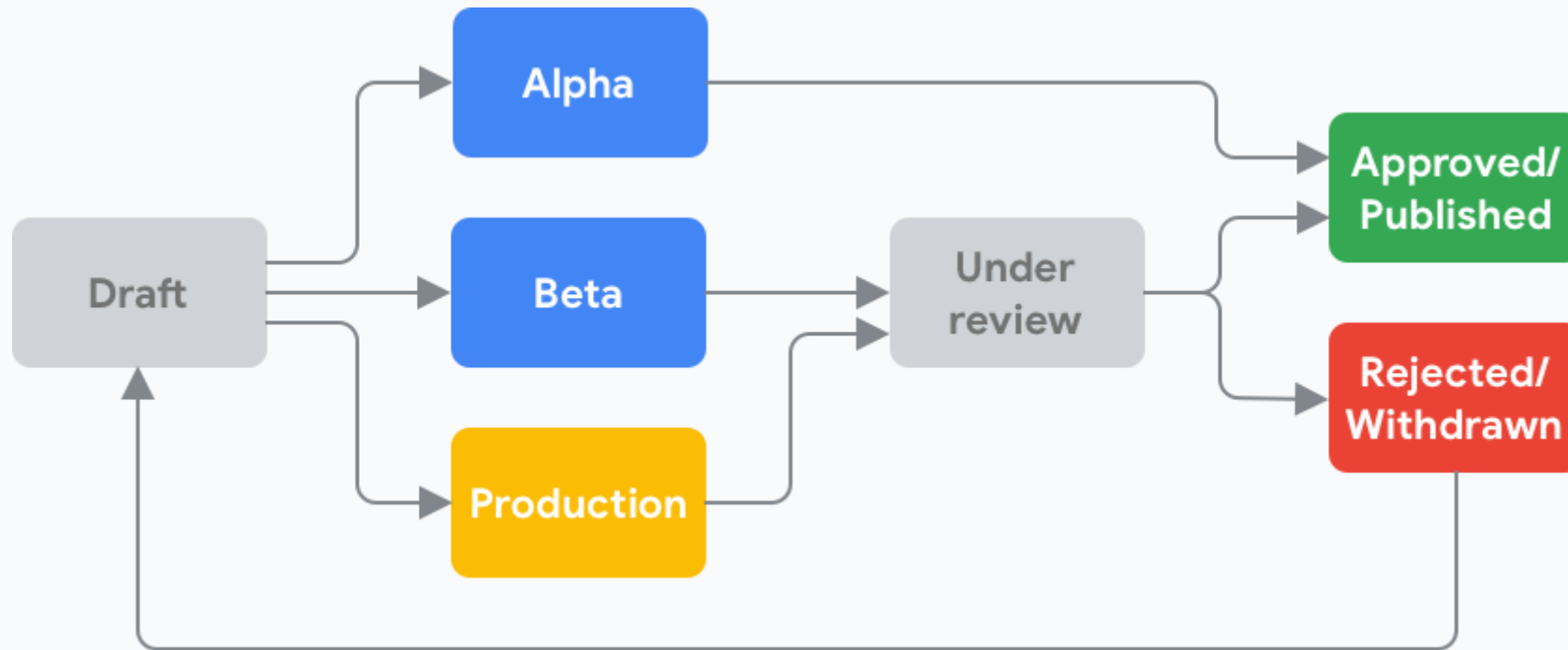
Registration, App Distribution





Mobile Development

Registration, App Distribution



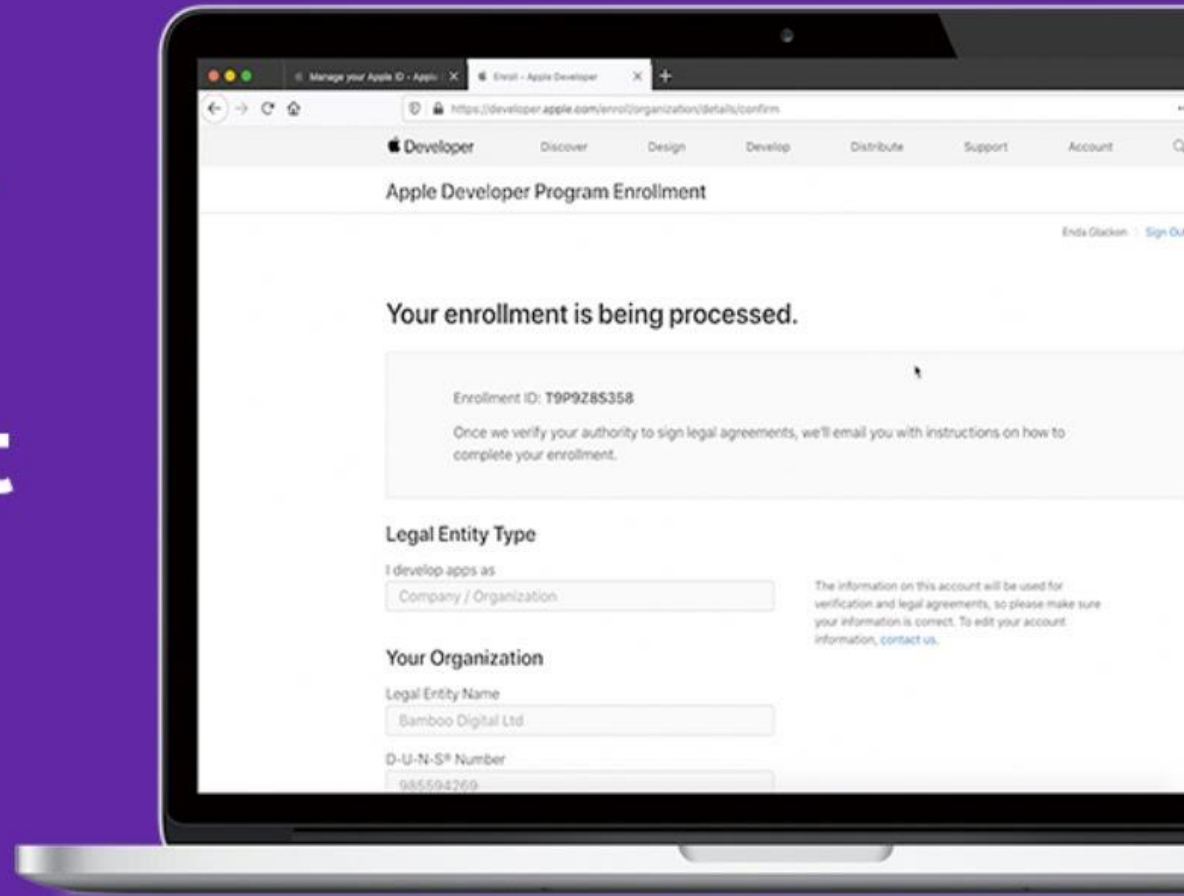


Mobile Development

Registration, App Distribution

Apple Developer Program Enrollment

99\$
(Annual)





Mobile Development

Registration, App Distribution



To join the beta, install TestFlight on an iPhone or iPad.

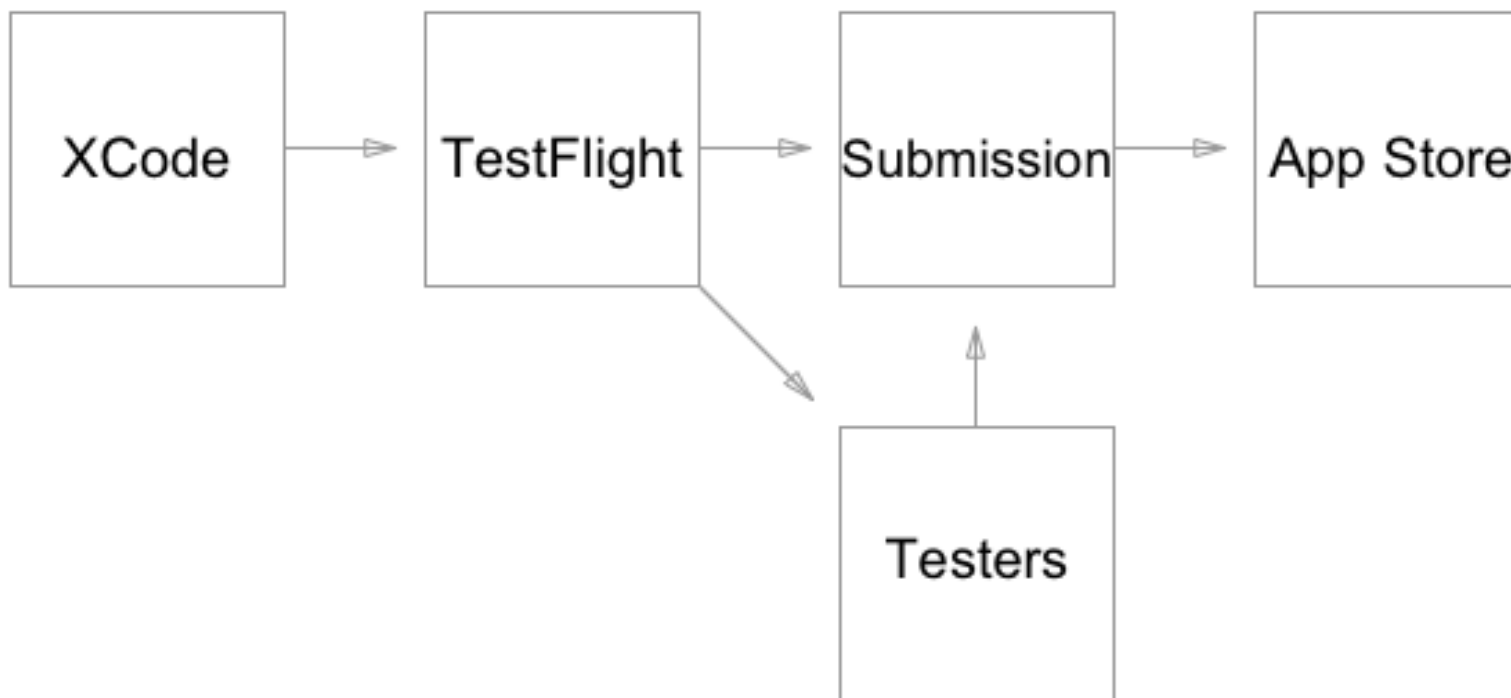


Testing Apps with TestFlight

Help developers test beta versions of their apps using the TestFlight app. Download TestFlight on the App Store for iPhone, iPad, and Apple TV.



Basic Apple Release Flow

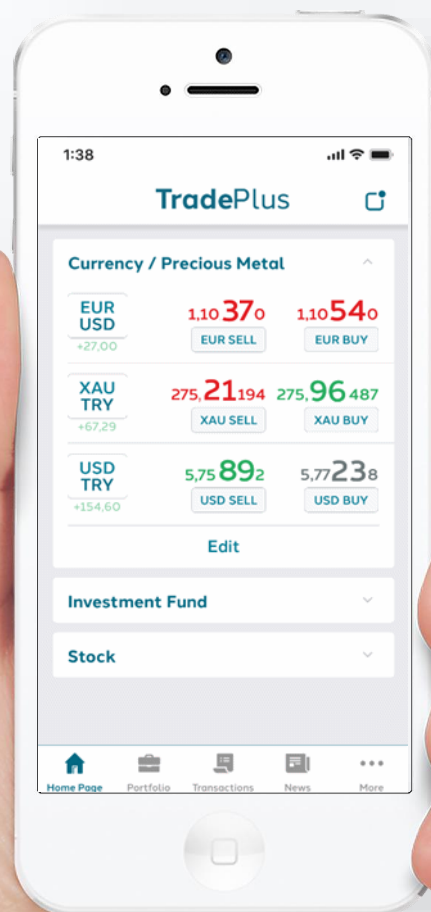


APPLICATION MARKETS

MOBILE DEVELOPMENT

TESTING AND DISTRIBUTION

TRADEPLUS



Instant access to markets; foreign exchange,
precious metals, stocks, investment funds!
Trade on streaming live prices through [TradePlus](#).





100K+ Customer



150m+ FX Rate
Monitoring
(monthly)



200k+
FX Transaction
(monthly)



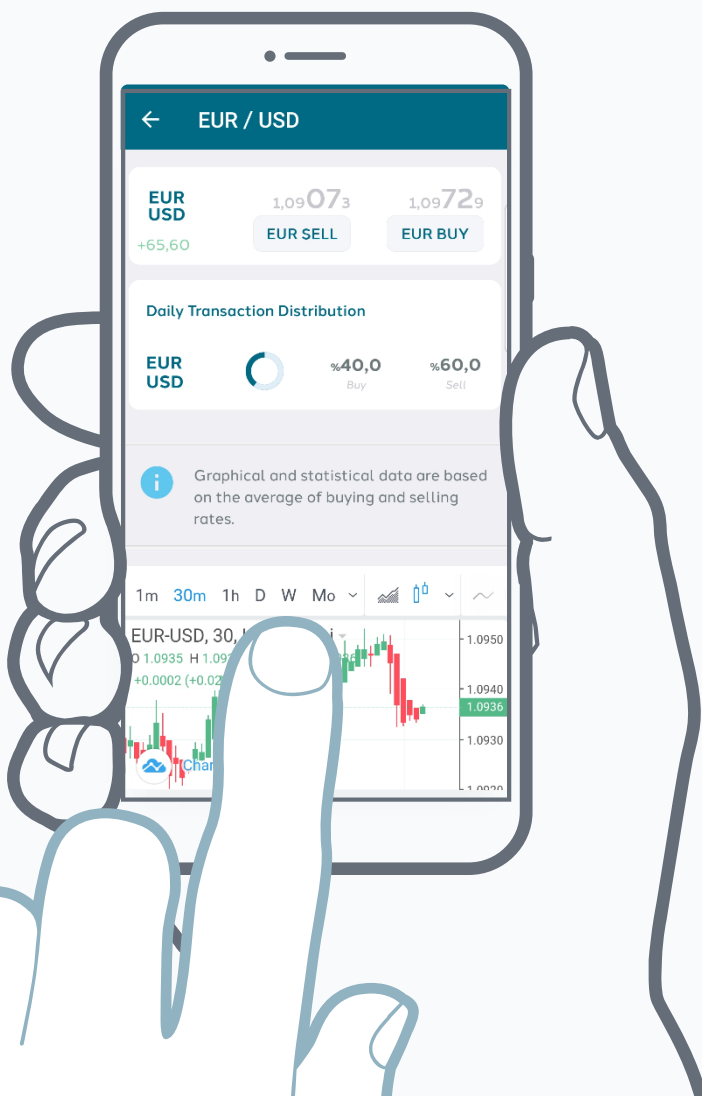
TradePlus

Technologies

ARCHITECHT

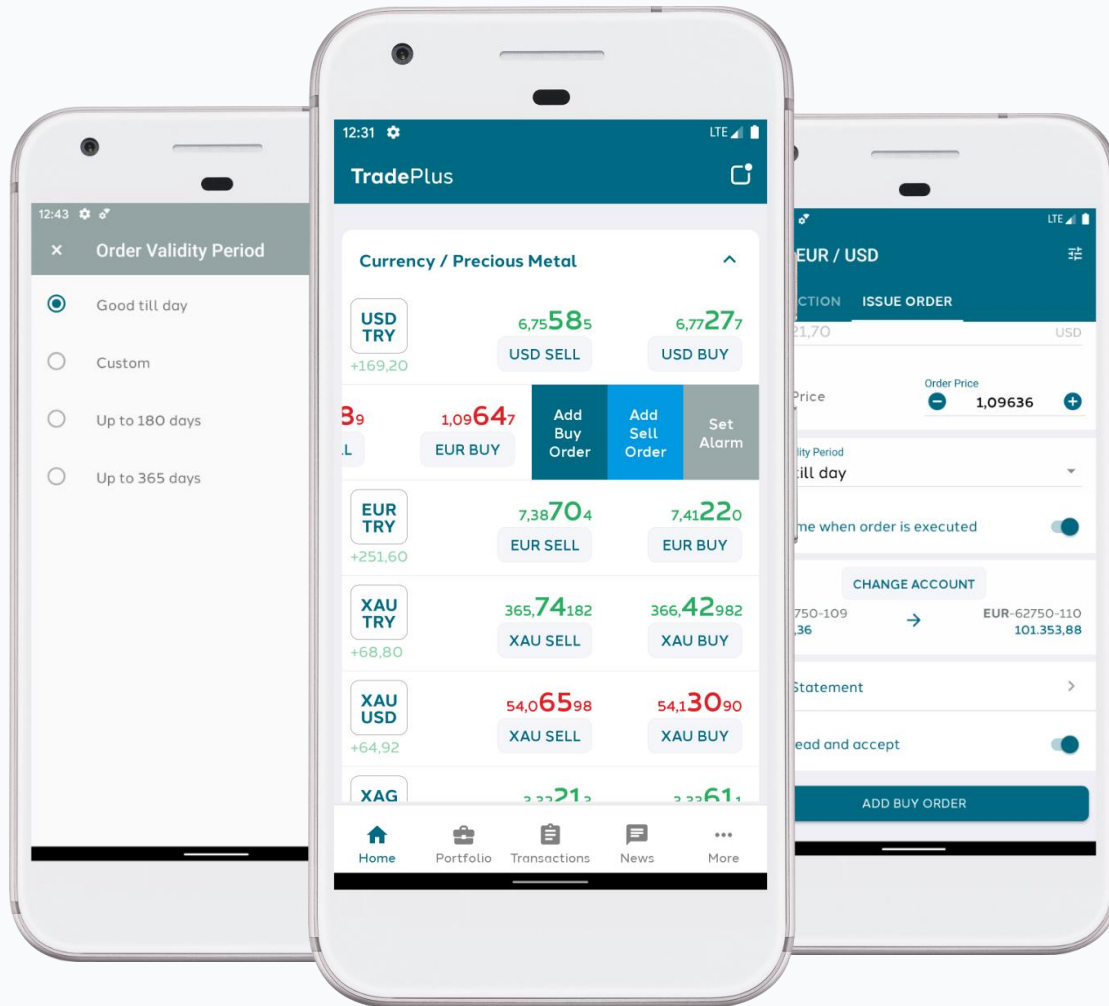
Microsoft®
.NET





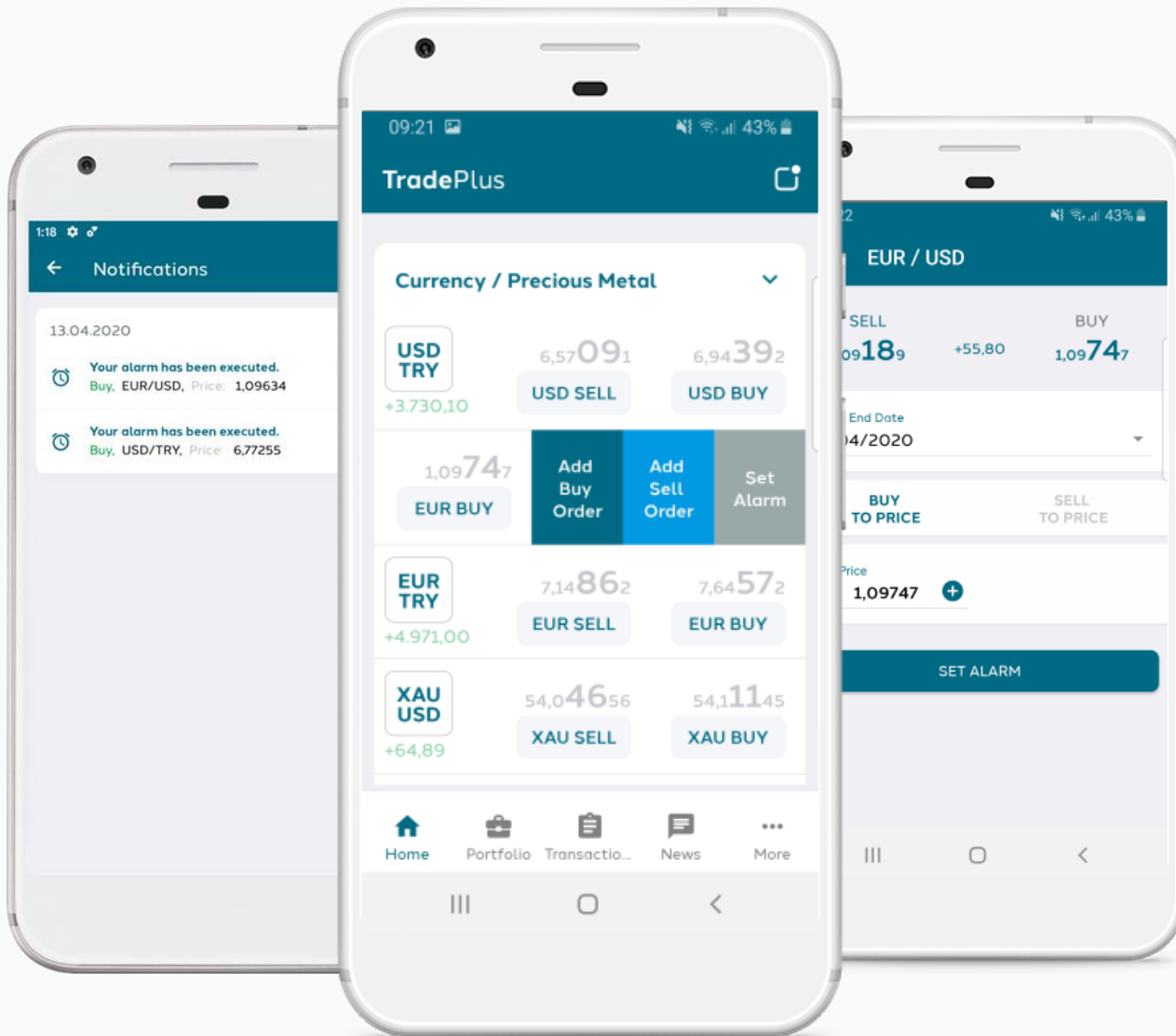
TRADING

You can [trade](#) currency pairs at market rates 24 hours a day, 5 days of the week. It works in an integrated manner with your existing accounts, and transactions you make with [dynamic prices](#) are reflected in your account.



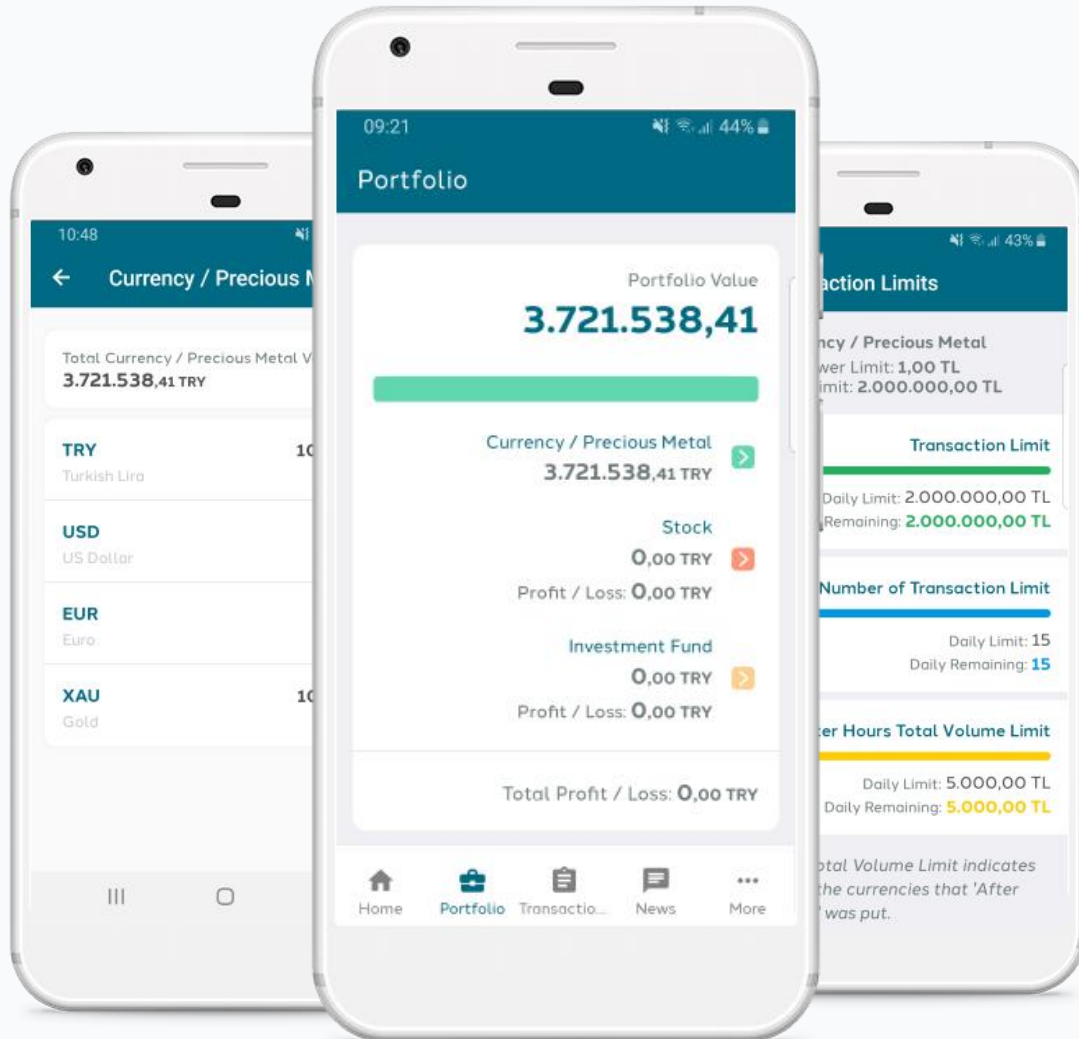
ORDER

When you issue a [buy / sell order](#), the exchange takes place when it reaches the level you specified and you are then notified.



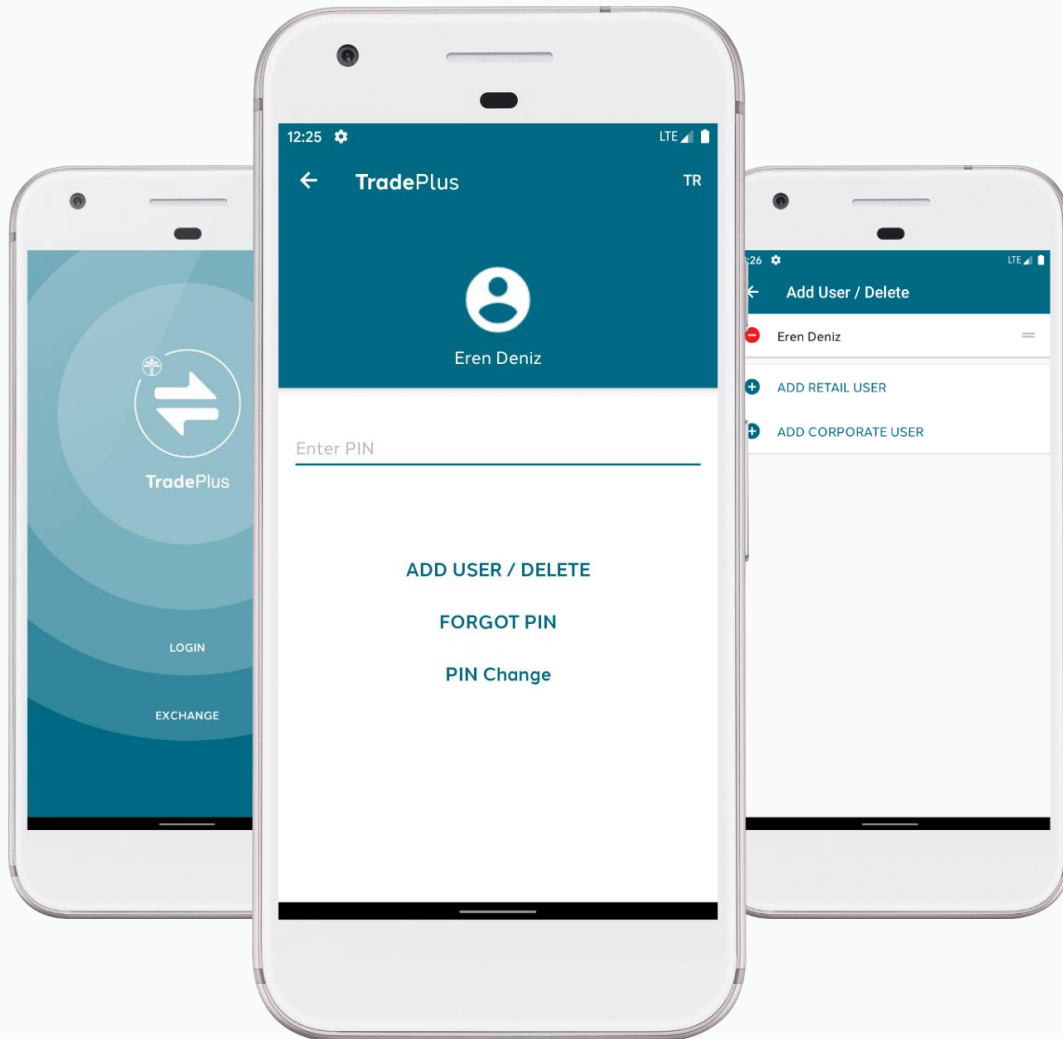
ALARM

You can use the [alert](#) feature to receive [notification](#) when the exchange rate reaches a certain level you specify.

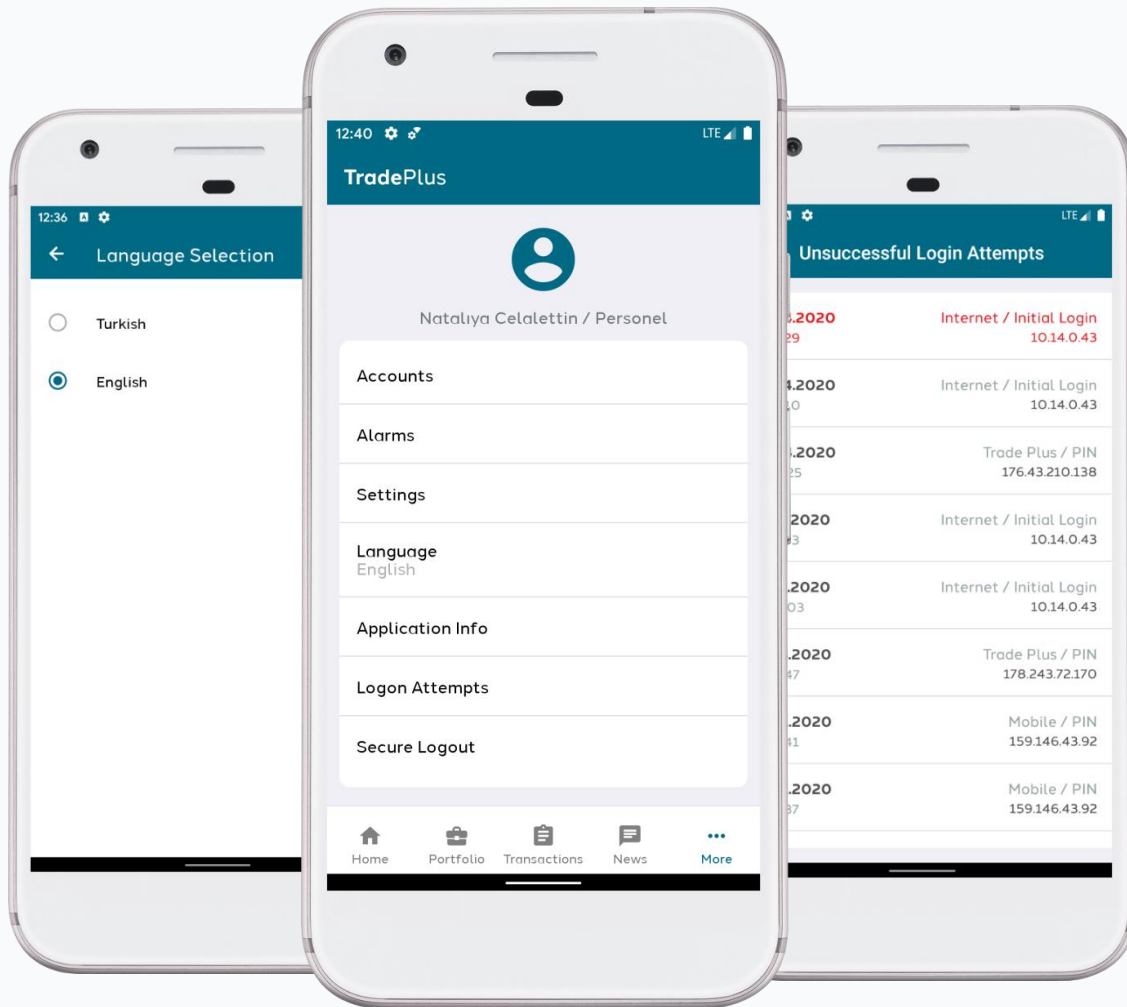


PORTFOLIO MANAGEMENT

You can manage your [personalized portfolio](#) and you can see your transaction history and remaining [limits](#) in detail.



- ✓ User Friendly Design
- ✓ Secure Login with 6 Digit PIN
- ✓ Multiple User Support



- ✓ Detailed Application Settings
- ✓ Security Logs (Unsuccessful Login Attempts)
- ✓ Multi-language Support.

Teşekkürler



in/onuryenigun

1

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