

# Aftonbladet eller Expressen?

WELL, IT DEPENDS WHAT YOU WANT. THE IPHONE WINS ON SPEED AND POLISH, BUT THE DROID HAS THAT GORGEOUS SCREEN AND PHYSICAL KEYBOARD.



WHAT IF I WANT SOMETHING MORE THAN THE PALE FACSIMILE OF FULFILLMENT BROUGHT BY A PARADE OF EVER-FANCIER TOYS? TO SPEND MY LIFE RESTLESSLY PRODUCING INSTEAD OF SEDATELY CONSUMING?



YEAH, ON BOTH.  
WAIT, NO, LOOKS LIKE IT WAS REJECTED FROM THE IPHONE STORE.

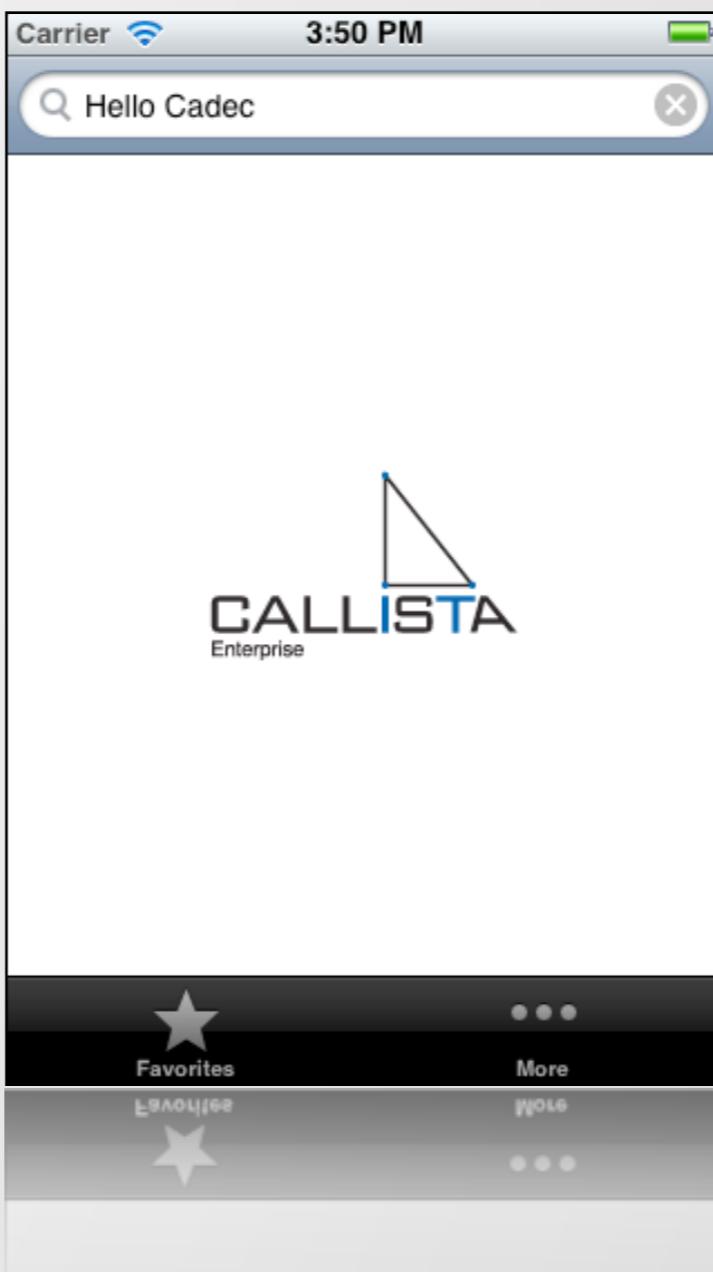


Cadec 2012  
 @johannescarlen  
Johannes Carlén  
Callista Enterprise AB

<http://xkcd.com/662/>

Going mobile with Johannes Carlén. Presentation at Cadec 2012-01-18.

App app app.. vänta nu lite..



Ok, you're supposed to build a mobile app!?



Your boss sees your mobile app project as...



...a success already!

The image displays three separate mobile application screens side-by-side, illustrating various design approaches:

- Left Application (Telenor SE):** This is a financial application titled "Översikt". It shows a header with signal strength, time (20:13), battery level (37%), and a menu icon. Below the header is a section for "Senast uppdaterad 20:13" with a "Uppdatera" button. A navigation bar includes "Översikt", "Aktier", "Övriga VP", and "Index". Three stock tickers are listed: OMXSPI (-0,55%), OMXS30 (-0,53%), and OSEBX (-0,87%). The main content area is titled "Aktier och rätter" and lists several companies with their latest prices (e.g., ABB Ltd at -0,50, 134,40; Alfa Laval at -0,30, 132,00). Each entry has a small orange arrow icon.
- Middle Application (Telenor SE):** This is a news application titled "GP". The header shows signal strength, time (20:14), battery level (37%), and a menu icon. It features a navigation bar with "Nyheter", "Sport", and "Kultur&Nöje". The main content area displays five news items with small thumbnail images and titles:
  - Spöknäten fiskar för alltid**: "Övergivna och glömda ligger de gamla fisknäten på havsbotten..."
  - Basement lägger ner**: "I februari lägger Basement Restaurang & Bar ner verksa..."
  - Vikarie åtalas för misshandel**: "Vikarien ska ha tryckt in naglarna i halsen, tagit strupgrepp och med högklackade skor ha tr..."
  - Stora tågförseningar under måndagen**: "Tågtrafiken på Göteborg C till och från Alingsås, Stockholm, Trollhättan och Uddevalla stoppad..."
  - Hedersmordrätegång ställdes in**: "Den 21-åriga kvinnan anmälde sin bror för att ha
- Right Application (Telenor SE):** This is a trip planner application titled "Trip Planner" by "västtrafik". The header shows signal strength, time (20:18), battery level (32%), and a menu icon. The main content area includes fields for "From" (Current Position), "To" (Åvägen 17C, 412 51 Göteborg), "Date" (onsdag, 18 januari 2012), and "Time" (13:00). Buttons for "Departure" and "Arrival" are shown. A "Search" button is present. The footer contains copyright information: "© 2011 Västtrafik, HaCon Ingenieurgesellschaft mbH, CaperWhite GmbH. No warranty for accuracy of information." and a navigation bar with icons for Favorites, Trip Planner, Vicinity, Timetable, and Info.

You know the result will look something like this... numbers, news and forms. Sexy only because it is a mobile app.



Frustration



Long nights

know thy user



Consumers



Internal users



B2B

# ~~USER~~ CRIMINAL MINDS

BEHAVIORAL ANALYSIS UNIT QUANTICO  
FBI GÖTEBORG



Profiles your users



You don't always know how your app will be used.



What about the platforms?



Choice made already? Think again!



Java developers => Android? Noooo!

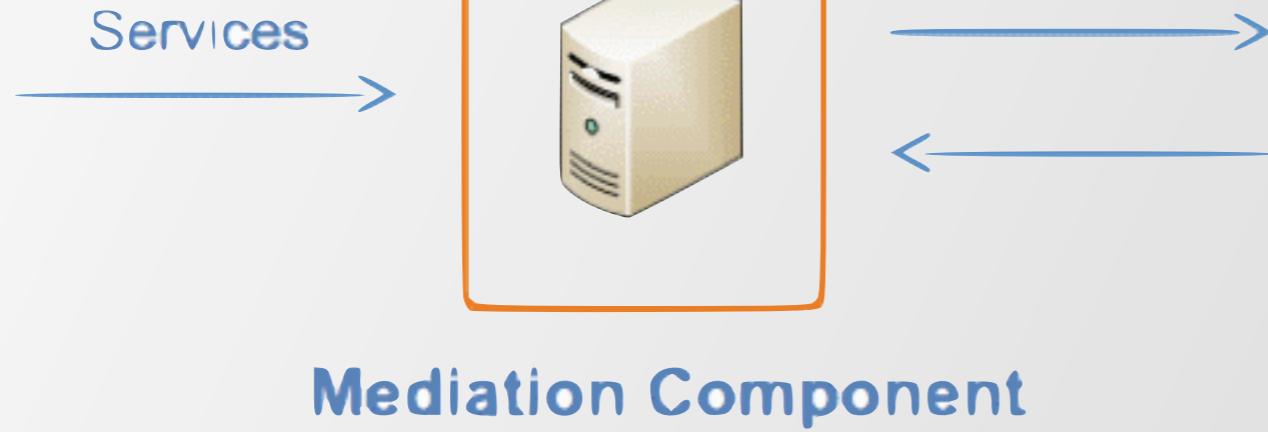


App used from a boat at sea or from a bus with a variety of connection speed. <http://www.flickr.com/photos/edenpictures/3008828741/sizes/o/in/photostream/>

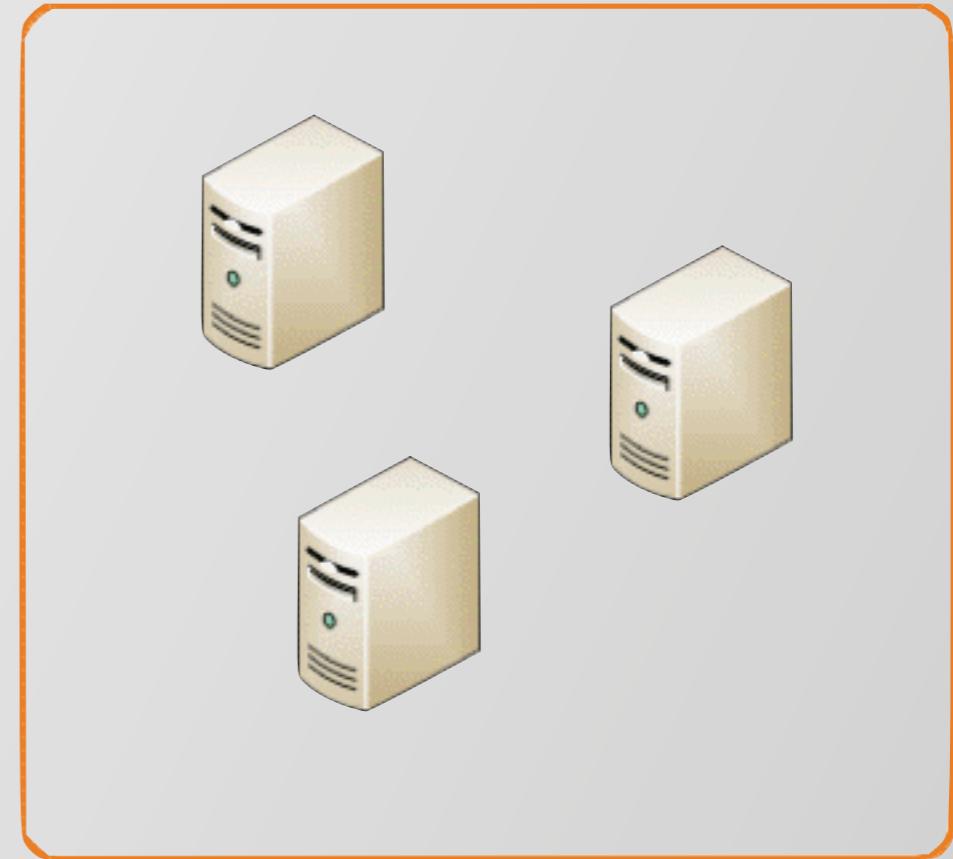


Or used from a warehouse with fast wifi?

# SPOILER ALERT!



Mediation Component



Existing System Landscape  
(unaware of mobile devices)

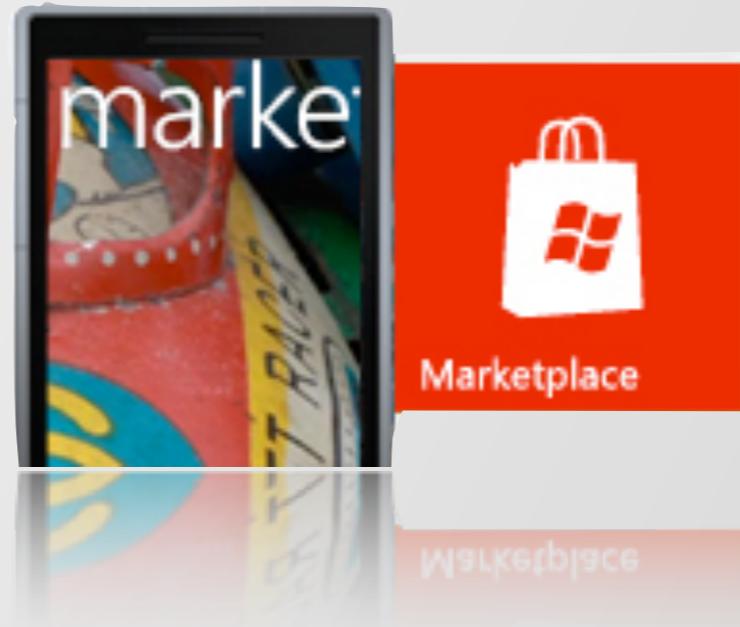
New interfaces to your existing backend



Go native



The native platforms



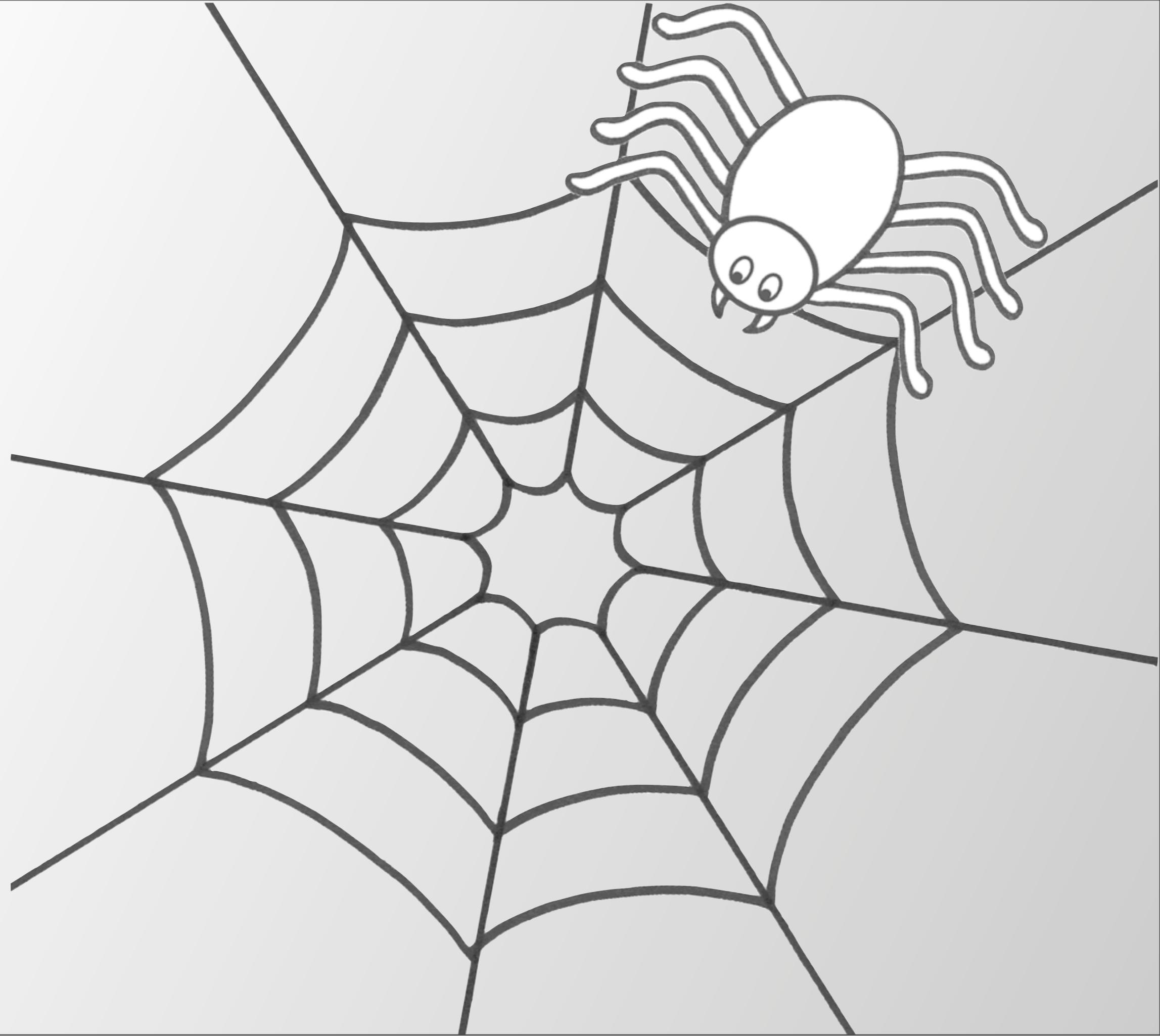
The app stores



Using native apps?



Heavy graphics or fast processing?



Or build a serverside web app



Not so sexy within the web browser

# FINANCIAL TIMES



## Stop that cyberthief

Cost of online robberies down the line



## New year trepidation

Andrew Hill on the perils of prediction

## DOW

Closes in 9 min  
+ 1.64% to 12,417

## S&P 500

Closes in 9 min  
+ 1.65% to 1,278



Europe iPad edition

7:25 PM

[Previous edition Dec 2, 2011](#)

[Refresh](#)

## Jobless data show twin-speed Europe



Divergence of eurozone economies source of tension since sovereign debt crisis struck, with northern countries recording much stronger growth

6:58 PM

## US manufacturing accelerates to six-month high



Data support signs of firmer economic growth in the final quarter of 2011 and help stocks add to early gains

## Global market map



Delayed by at least 20 minutes

8:28 PM

## Risk assets lifted by manufacturing data



Oil surges as Iran ratchets up tensions with US, while economic data from Europe and the US cheer investors as they return from new year holidays



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Full screen. Platform adapted web apps. Shortcuts on home screen.



# Headweb

[Start](#)[News](#)[Popular](#)[Best rated](#)[Upcoming](#)

Movies



Search



My Pages



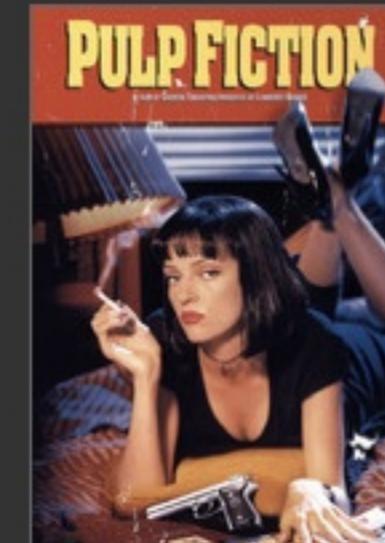
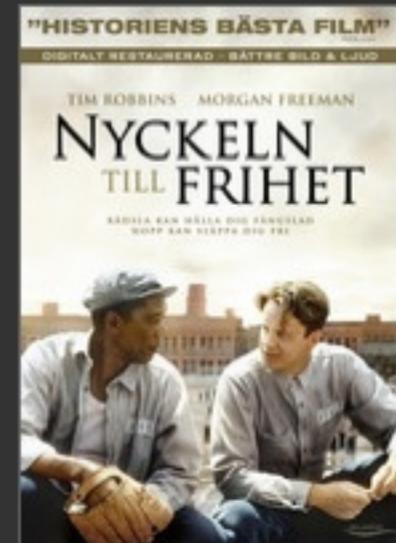
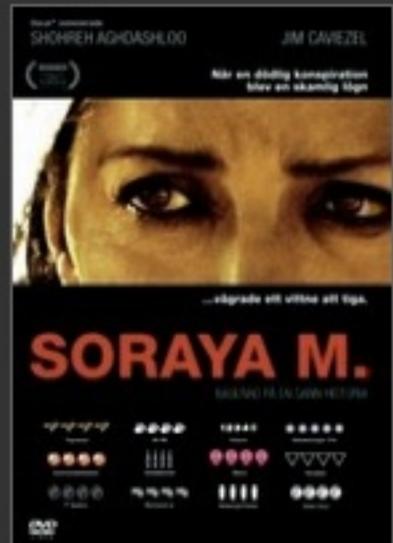
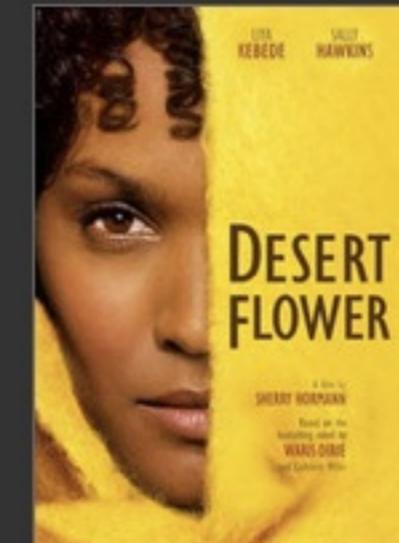
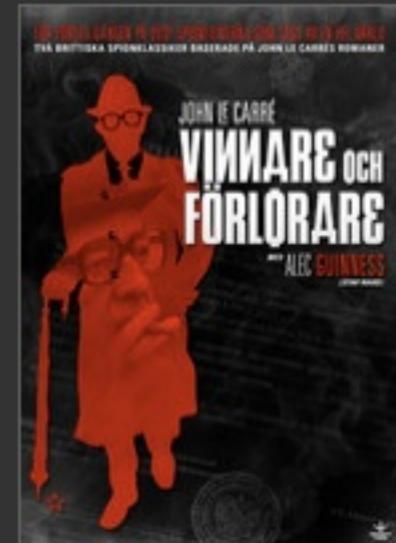
Watchlist



Help



Logout

**Léon**  
Action | 1994**Pulp Fiction**  
Crime | 1994**Kärlekspassio...**  
Drama | 1981**Nyckeln till Fri...**  
Drama | 1994**Soraya M.**  
Drama | 2008**Sagan om Rin...**  
Äventyr | 2001**Dagboken**  
Romantik | 2004**En blomma i A...**  
Drama | 2009**Mullvaden 2: V...**  
Drama | 1982**Anvil! The Sto...**  
Dokumentär | 2008

• • • • • • • • • •

Swedish movie streaming web site headweb.com. Nice "app feeling"



dōjō



BACKBONE.JS {less}

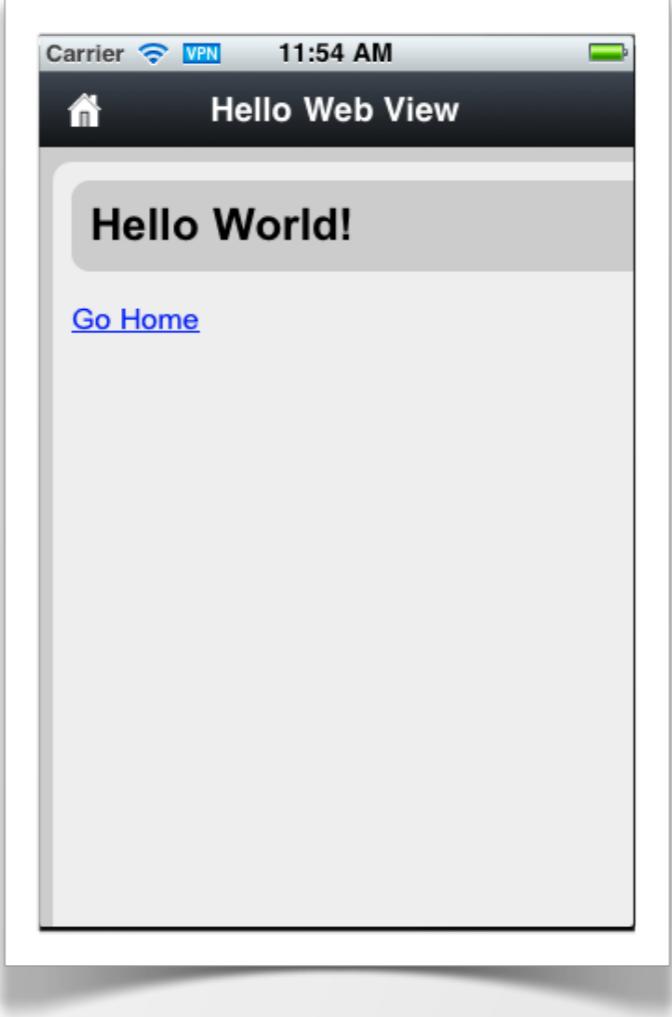
Bootstrap, from Twitter



Get the app feeling with open source tools.

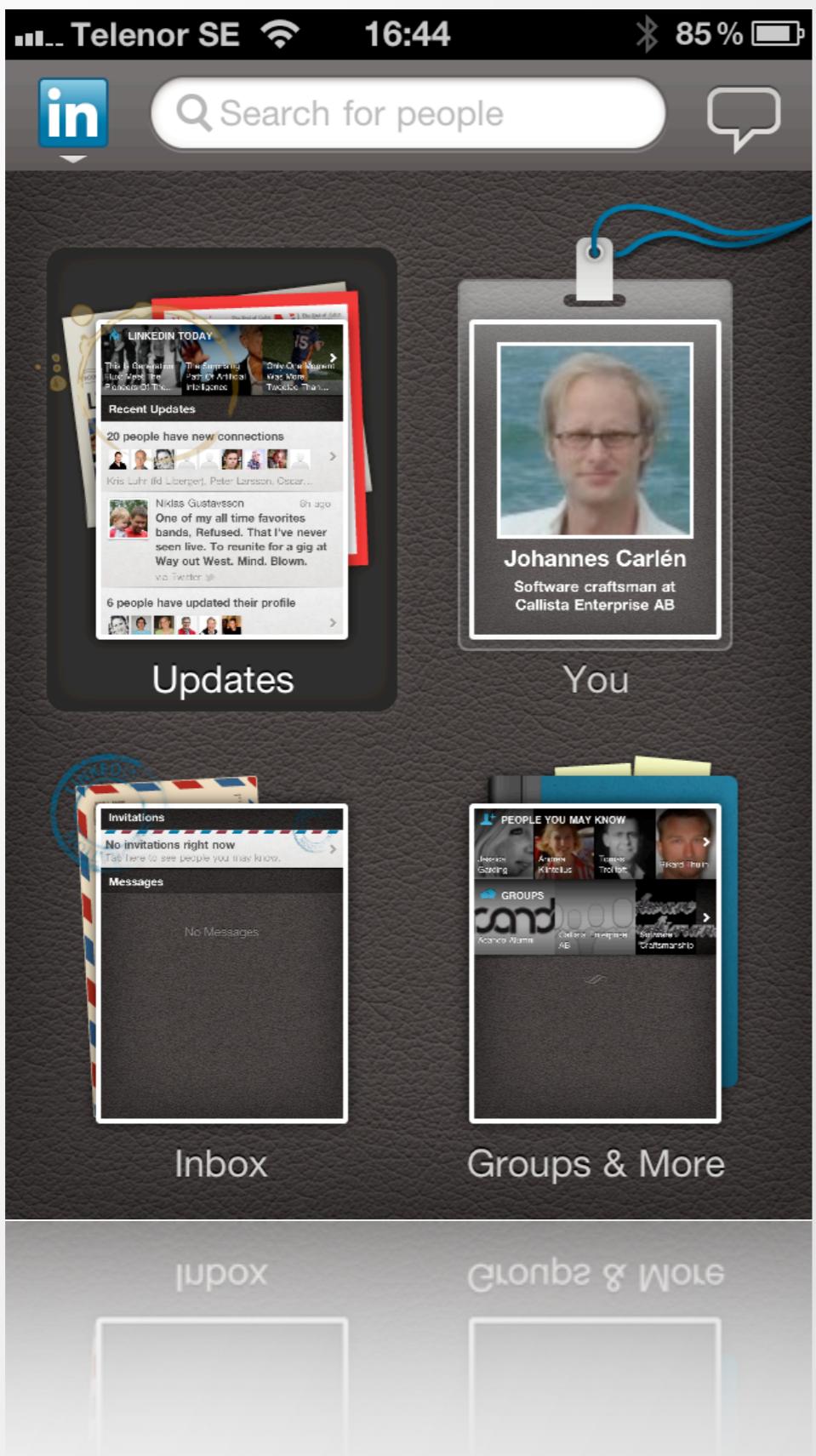


Build a hybrid app



# PhoneGap

Simple web view in native app. Need access to phone? Use PhoneGap/Apache Cordova!



This screenshot shows the Facebook mobile application interface. At the top, there's a navigation bar with the Telenor SE signal, the time (16:55), and battery level (84%). Below the bar are icons for menu, friends, messaging, and global navigation.

The main content area displays a user profile for "Johannes Carlén". It includes:

- A large profile picture of Johannes walking a dog in front of a building.
- A smaller inset photo of him holding a potted plant.
- The user's name, "Johannes Carlén".
- Bio information: "Works at Callista Enterprise AB", "In a relationship", and "Add your hometown".
- Sections for "About", "Photos", and "Friends".
- Buttons for "Status", "Photo", and "Check In".

Hybrid apps



dōjō



BACKBONE.JS {less}

Bootstrap, from Twitter



Same tools to get the app feeling.

App Stores / marknadsföring

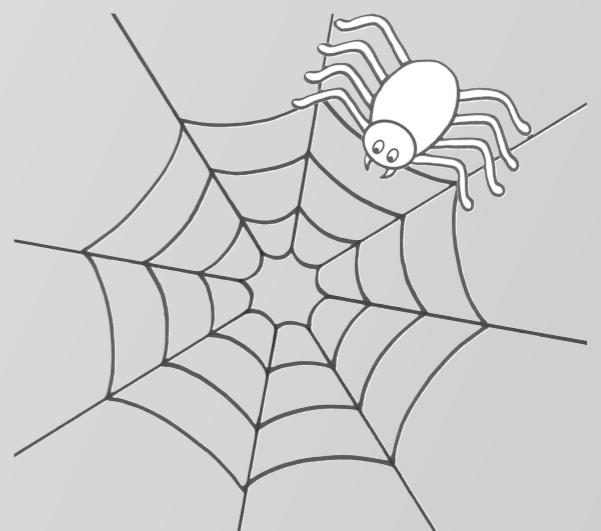
Specialkompetens per plattform

HTML5 / CSS3

Grafik / faster processing

Adressbok / Kamera / Notiser / etc

Appkänslan





Security



All platforms have reasonably good interface for making secure http calls with ssl/tls

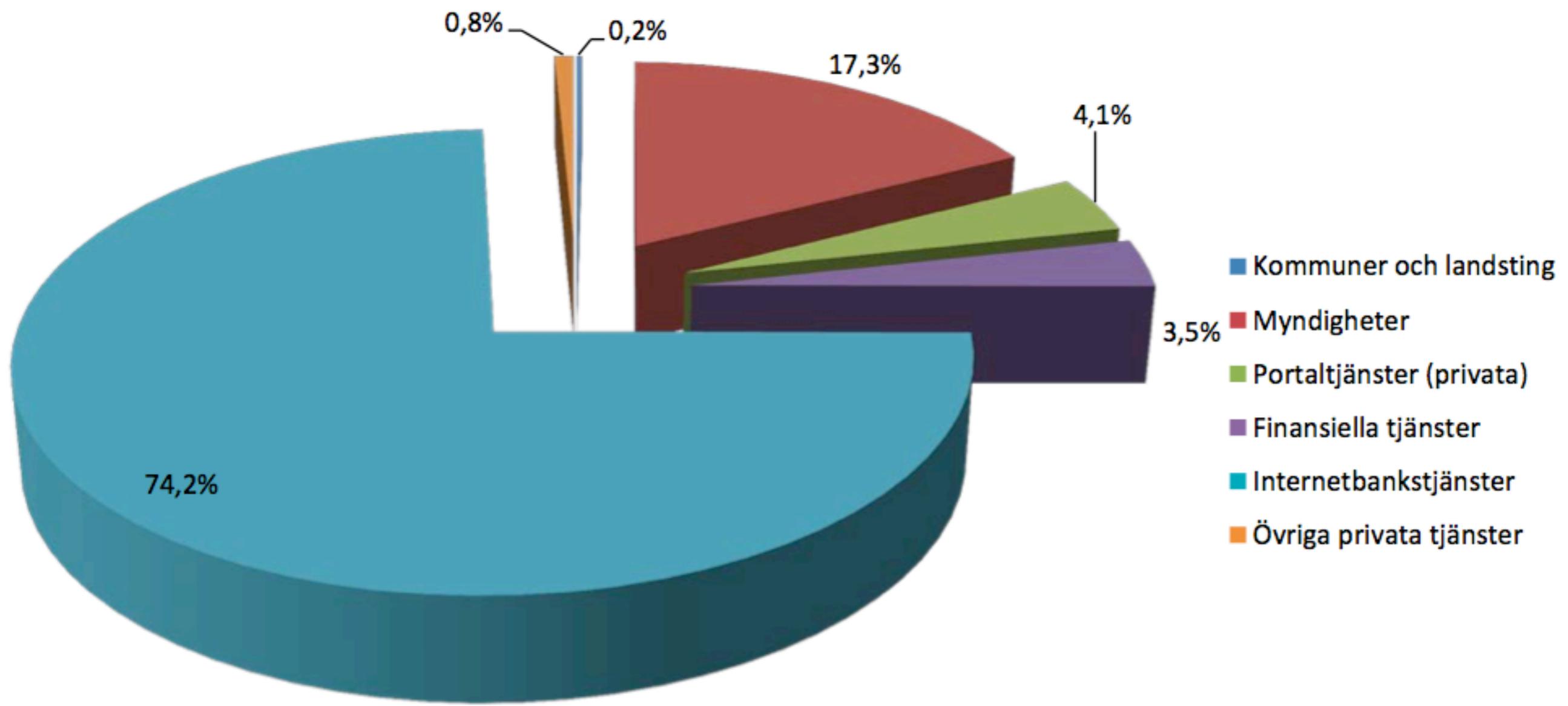


**Use OAuth with caution.**  
**Ok with web apps. Not fully secure within native apps.**  
**Stealing Passwords is Easy in Native Mobile Apps Despite OAuth** <http://welcome.totheinter.net/2011/01/12/stealing-passwords-is-easy-in-native-mobile-apps-despite-oauth/>

Jag vill  
använda  
BankID  
i mina  
tjänster.

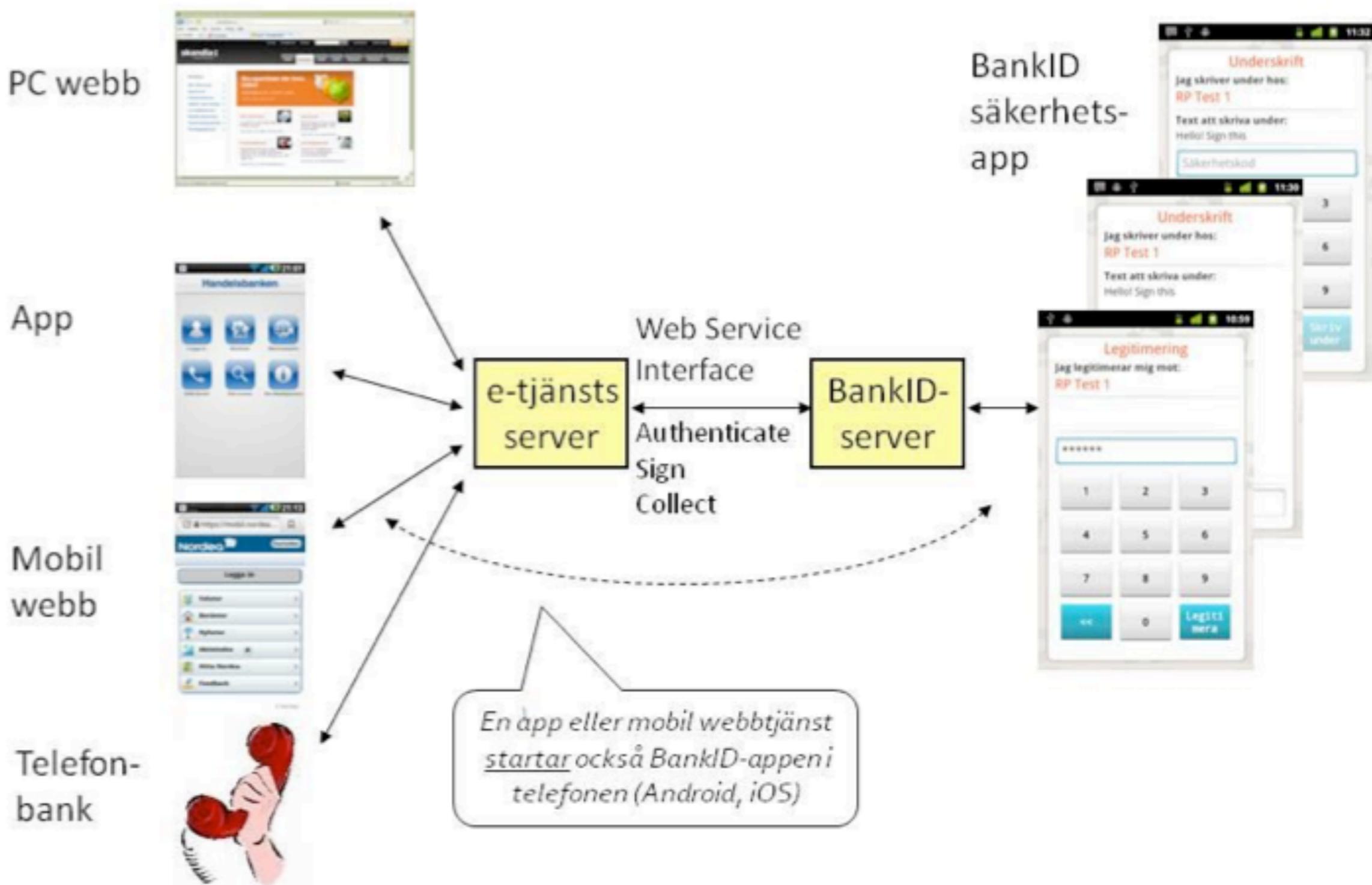


Mobilt bankid. <http://bankid.com/>  
Strong authentication.



Källa: Finansiell ID-Teknik BID AB  
november 2011

Mostly used by government and authorities. About 7% private initiative.



Mobilt bankid app. Used for authentication from web/native apps/mobile web.



Create a solid foundation for your mobile app project

# TACK!



@johannescarlen

The end.