

Designing Pro Apps

September 23, 2016 @ FrenchKit
Piet Brauer, *nerdish by nature*



@pietbrauer

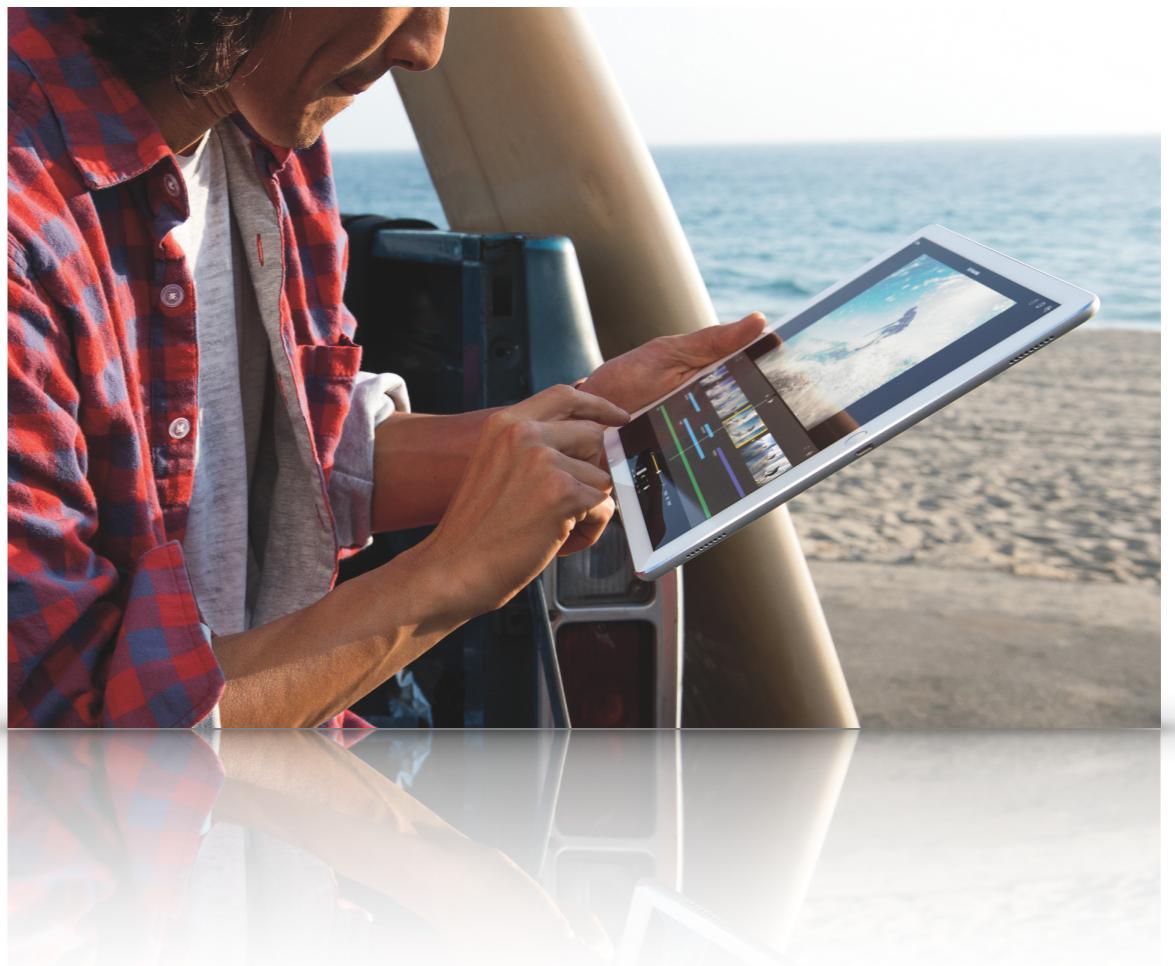
Who are Pro users?
What do they use their
device for?

“A prosumer is a person who consumes and produces media.”

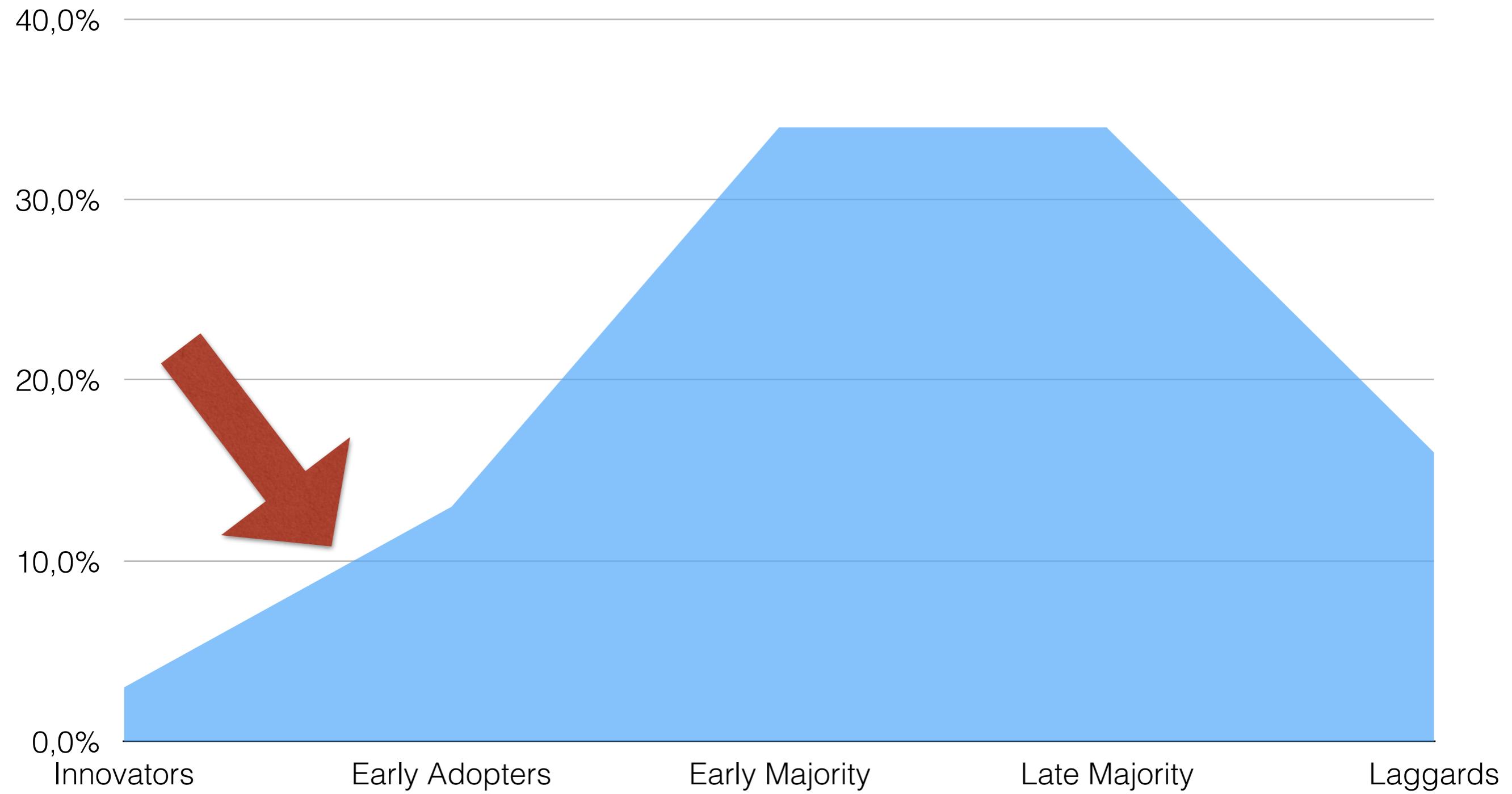
– Wikipedia, <https://en.m.wikipedia.org/wiki/Prosumer>

Prosumers

- People who travel for work
- Who want to focus on work
- Technical leaders
- Early adopters



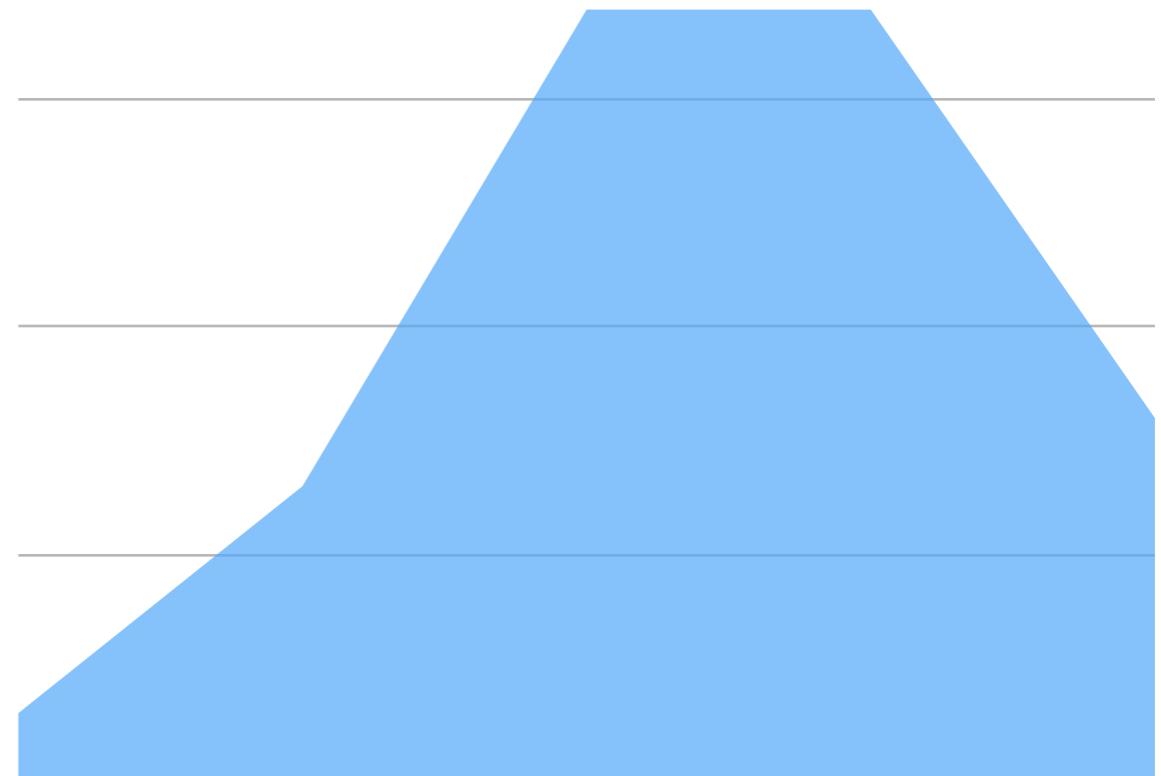
Technology adoption life cycle

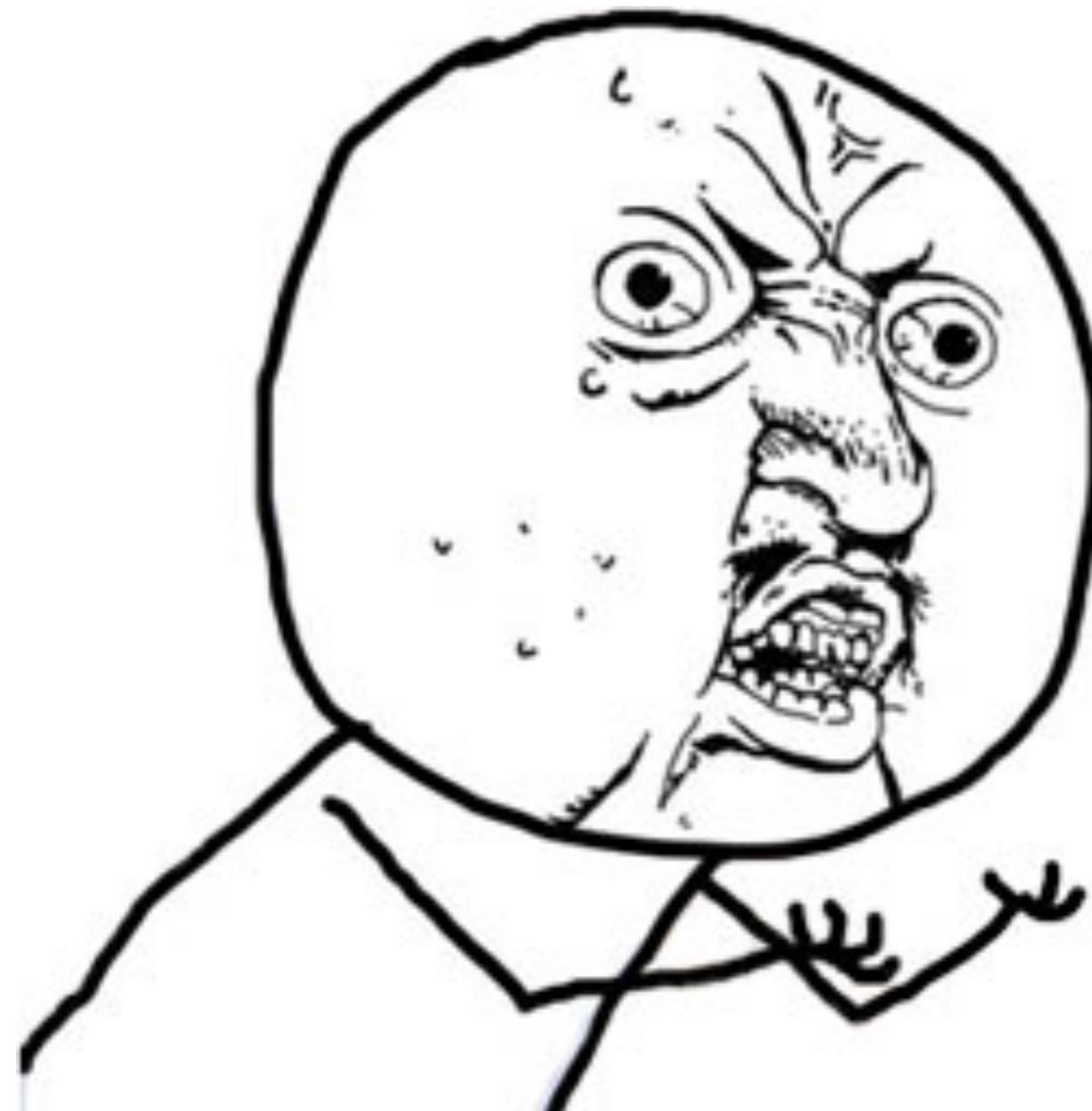


Early adopters

Technology adoption life cycle

- Make sacrifices
- Extremely friendly and understanding
- High influence





YU NO PC/mac?

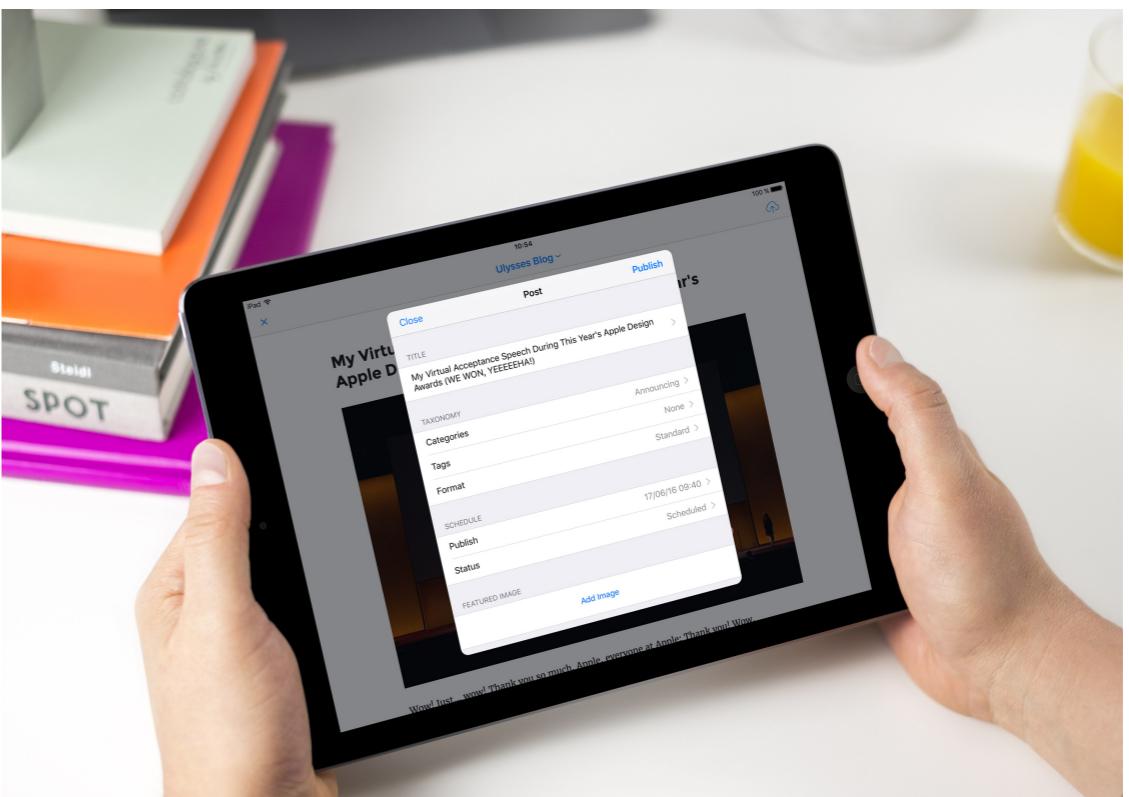
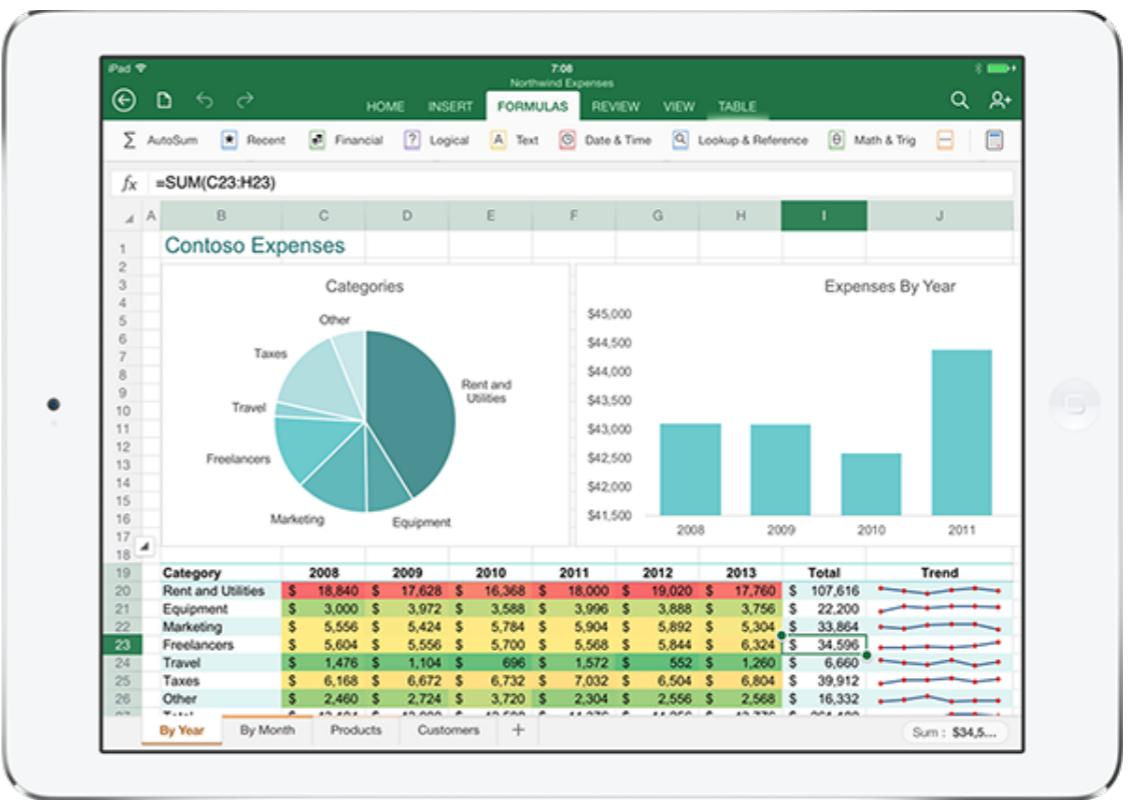
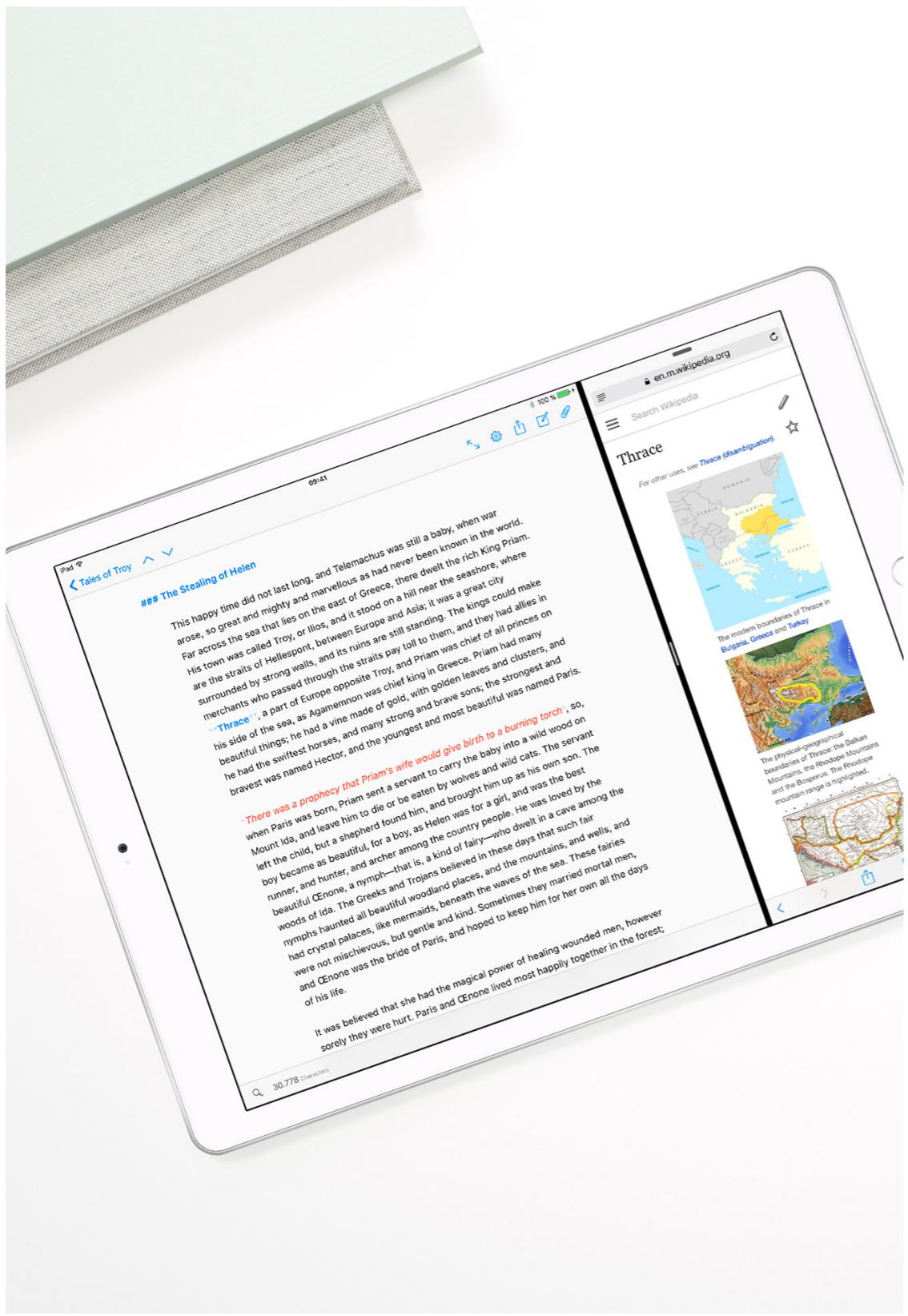
Probably you right now

Why iOS

- More focus
- LTE built-in
- All day battery life
- More power than '15 MacBook
- Direct manipulation
- Apple Pencil
- More robust



What do prosumers use
their iOS device for?



Schindler

- Developed iOS app for service technicians
- No laptop at hand
- No handbooks required
- Always connected and up-to-date



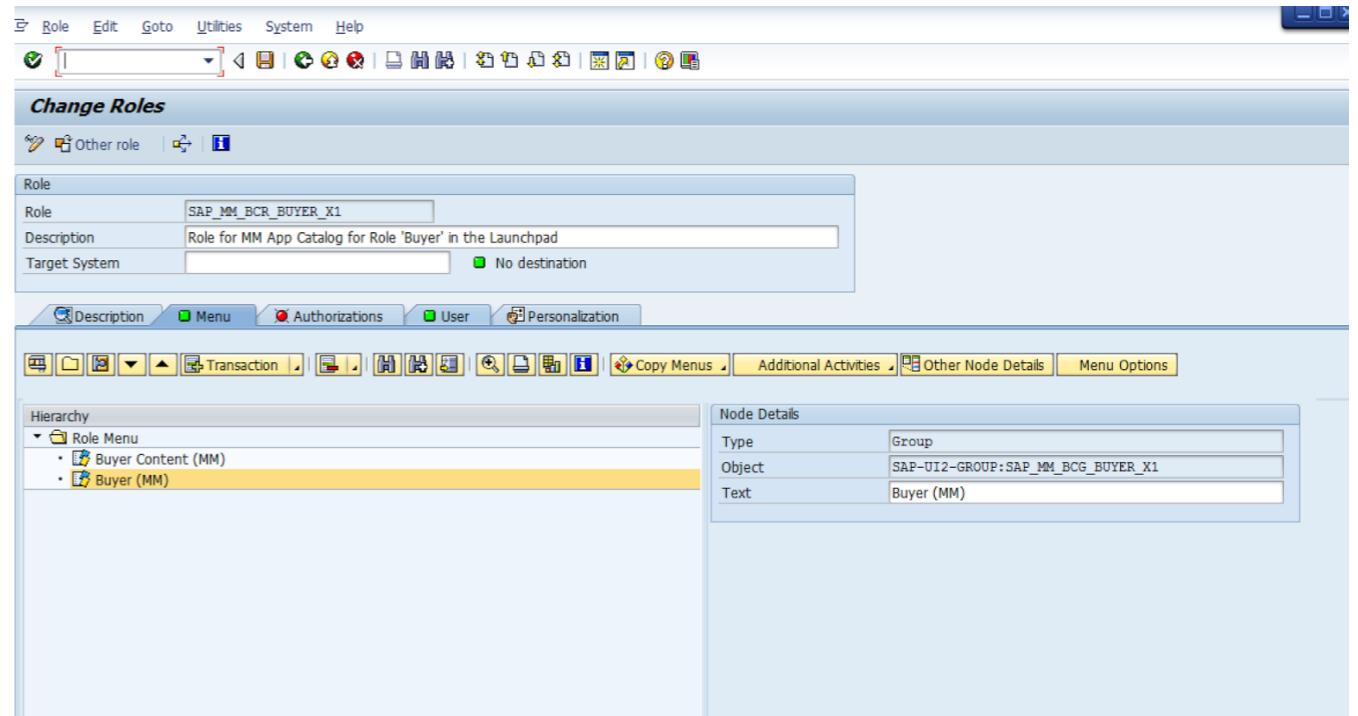
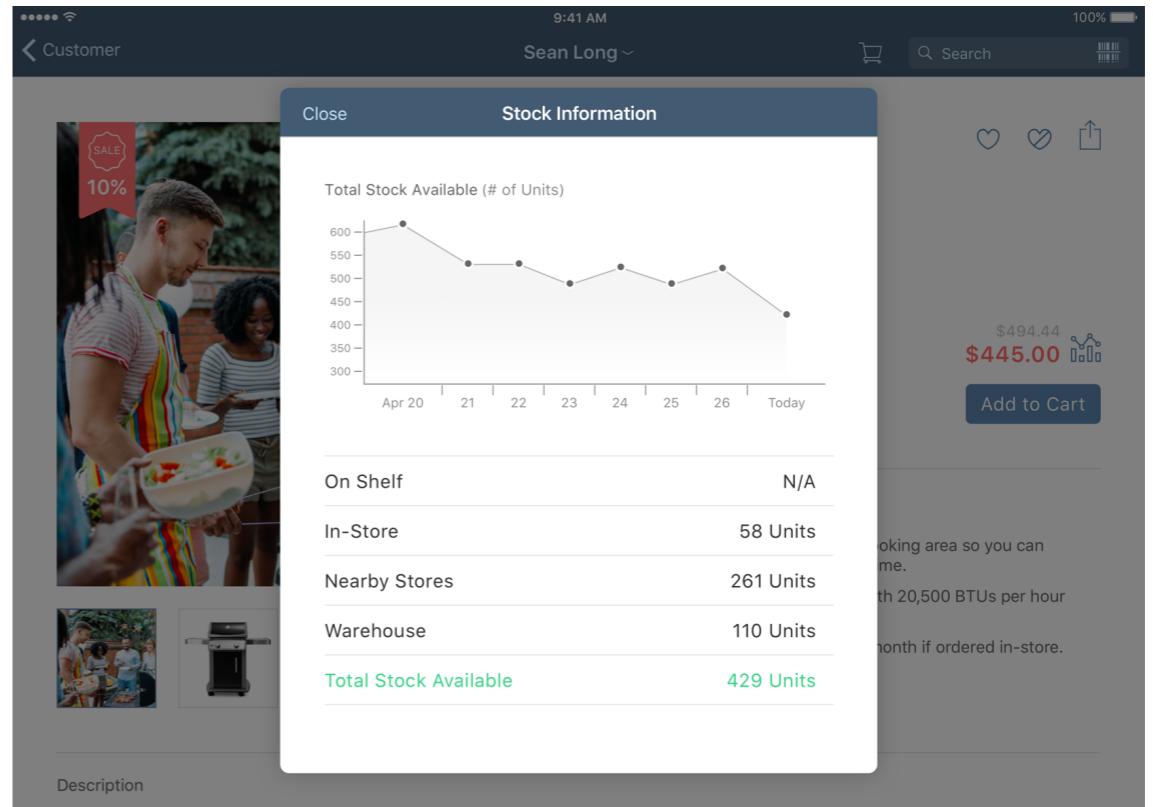
IBM MobileFirst for iOS

- Partnership formed in 2014
- Apps for over 15 categories
- Apps for Pilots, Mechanics, Insurance agents, Nurses, Police Officers etc.



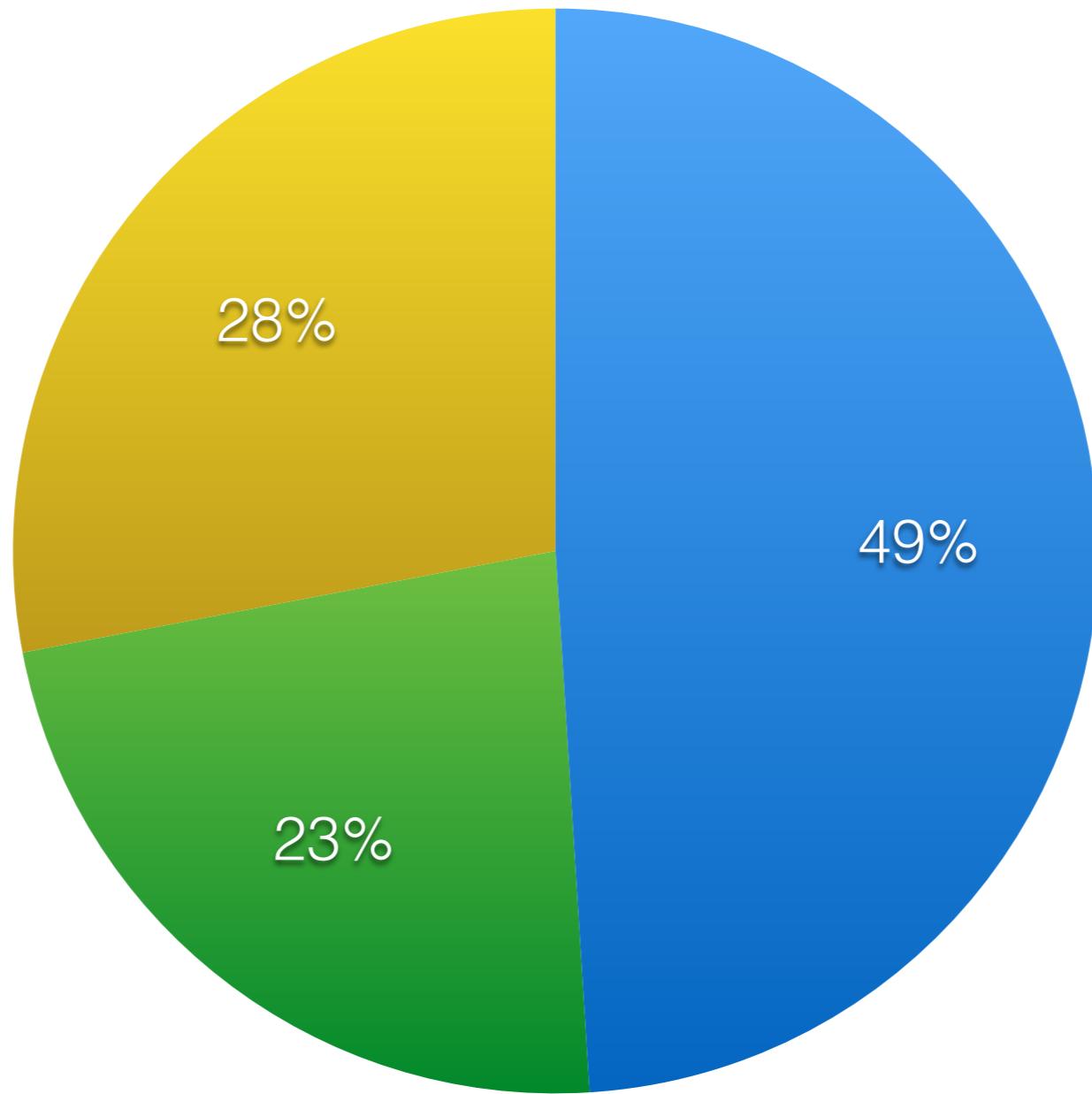
SAP

- Partnership formed in 2016
- iOS Apps & SDK
- SAP for iOS design language

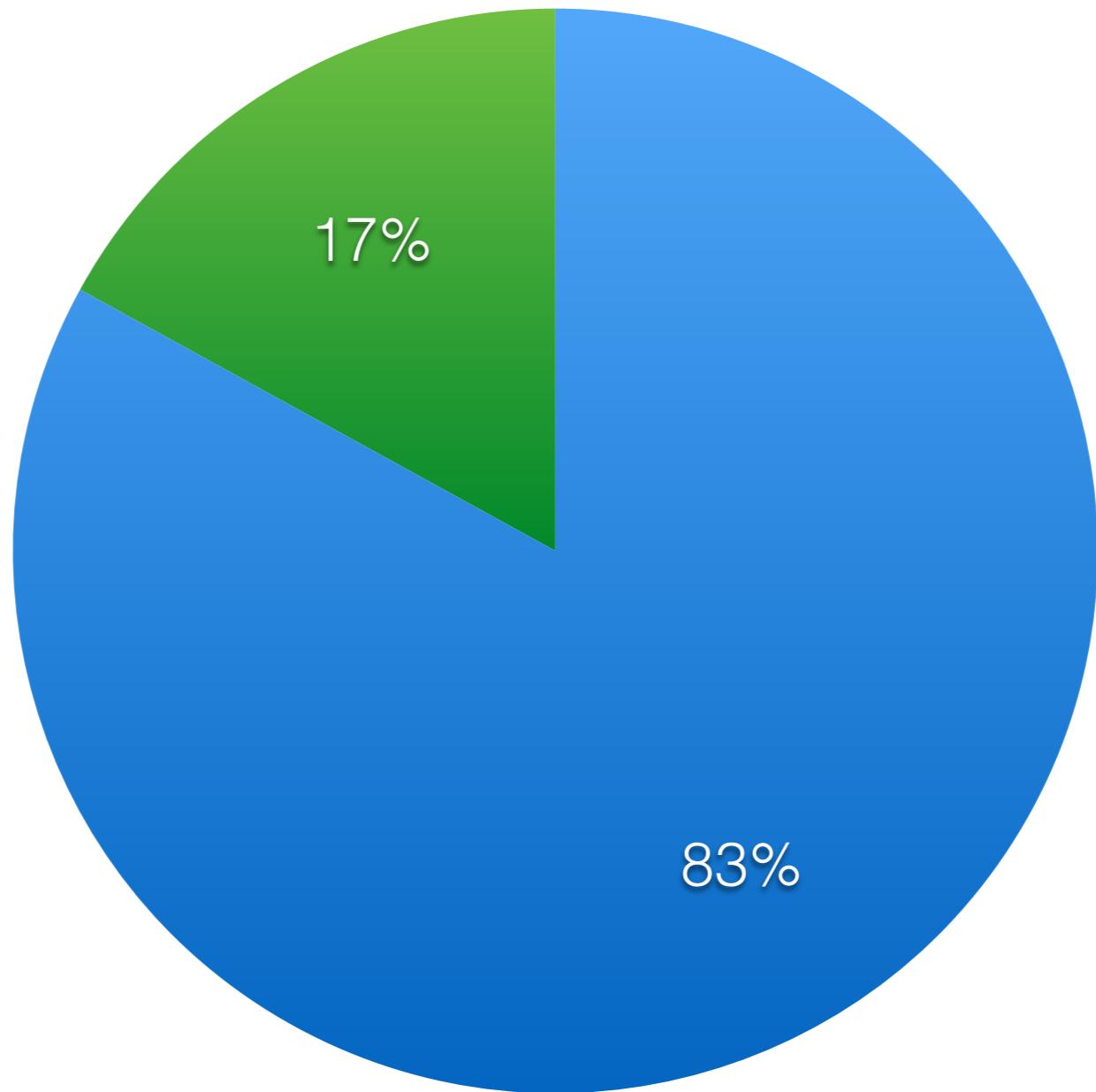


Do people even want
these apps?

● Use Smartphone ● Use Tablet ● No Smartphone or Tablet



● Apps in Private ● App for Business



“Every second participant (52 %) wishes to accomplish more professional task via apps.”

- <http://blog.wiwo.de/look-at-it/2016/08/01/die-app-gap-kluft-zwischen-wunsch-und-wirklichkeit-bei-business-apps/>

App Wishlist

- Project documentation
- Expense sheets
- Travel itineraries
- Sick notices



Using iPad Pro as
your only computer

Do an iPad only weekend

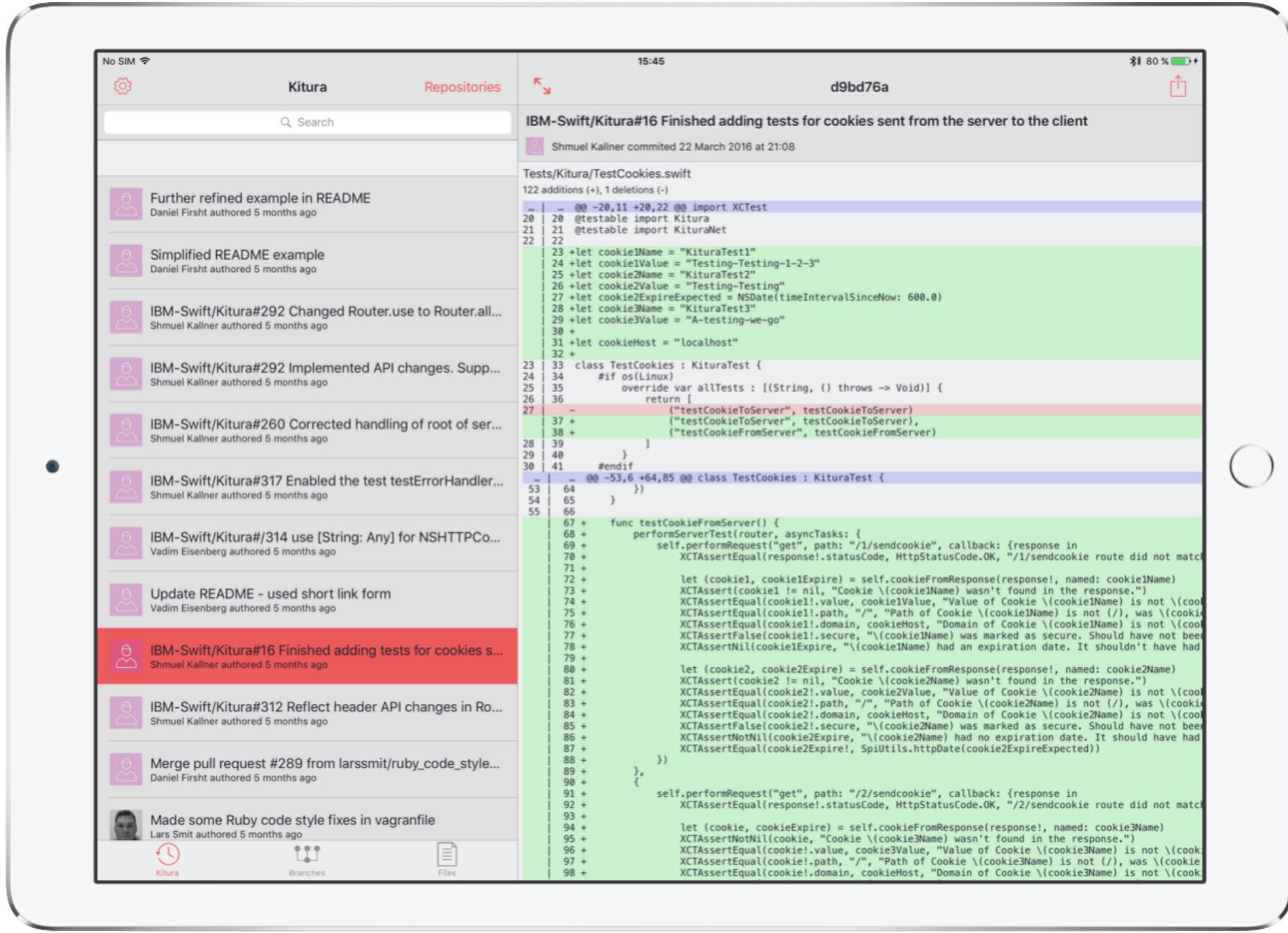
- Leave your laptop at home
- Try to get work done
 - Write a blog post
 - Edit pictures from your camera
 - etc.
- Stay open minded, you will be surprised



How to make your
existing app a delight for
prosumers

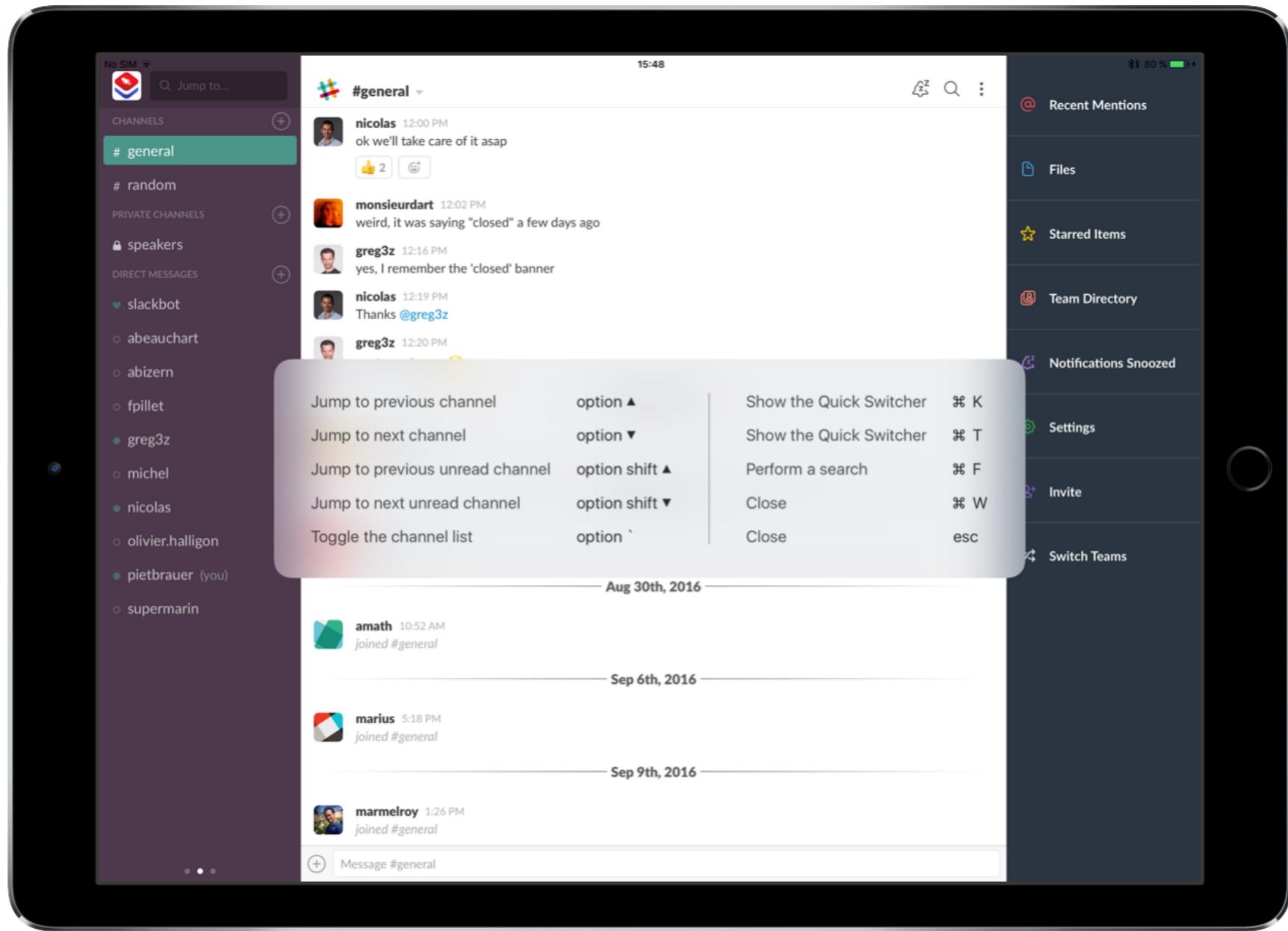


Support SplitView



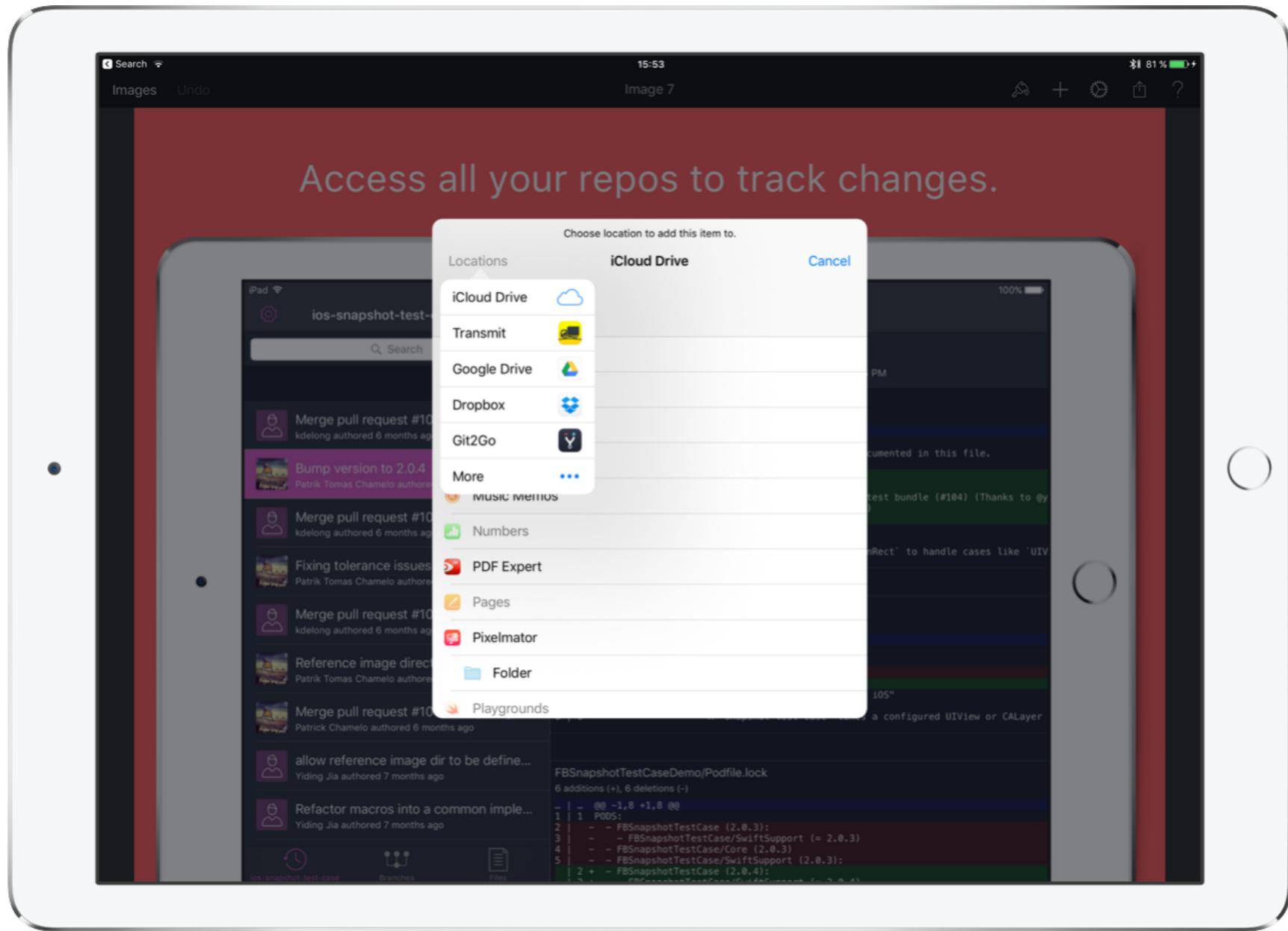
Make use of screen real estate

UISplitViewController, Grid Views



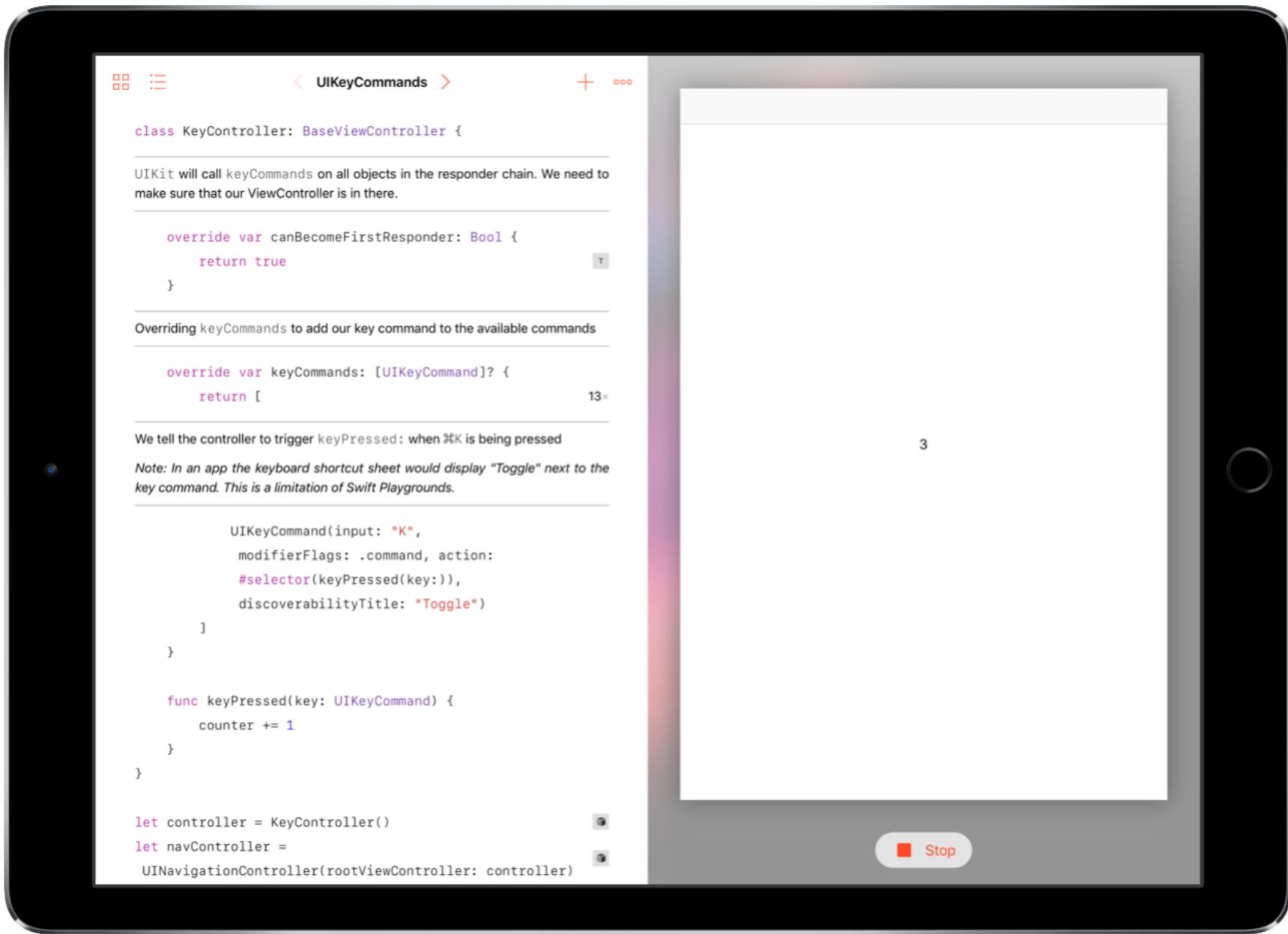
Keyboard Shortcuts

Navigate collections, make it same as Desktop app



Don't trap users in your app

Support import, export editing of files within your application using Document Provider



Implementing keyboard shortcuts and SplitViewController

<https://github.com/pietbrauer/Designing-Pro-Apps>

Thank you!

Get in touch

 @pietbrauer

 @pietbrauer

- https://blogs.office.com/wp-content/uploads/2014/03/IMAGE-01_ExcelHero_iPad_Slvr.png
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- <https://experience.sap.com/fiori-design-ios/views/analytic-view/#!>