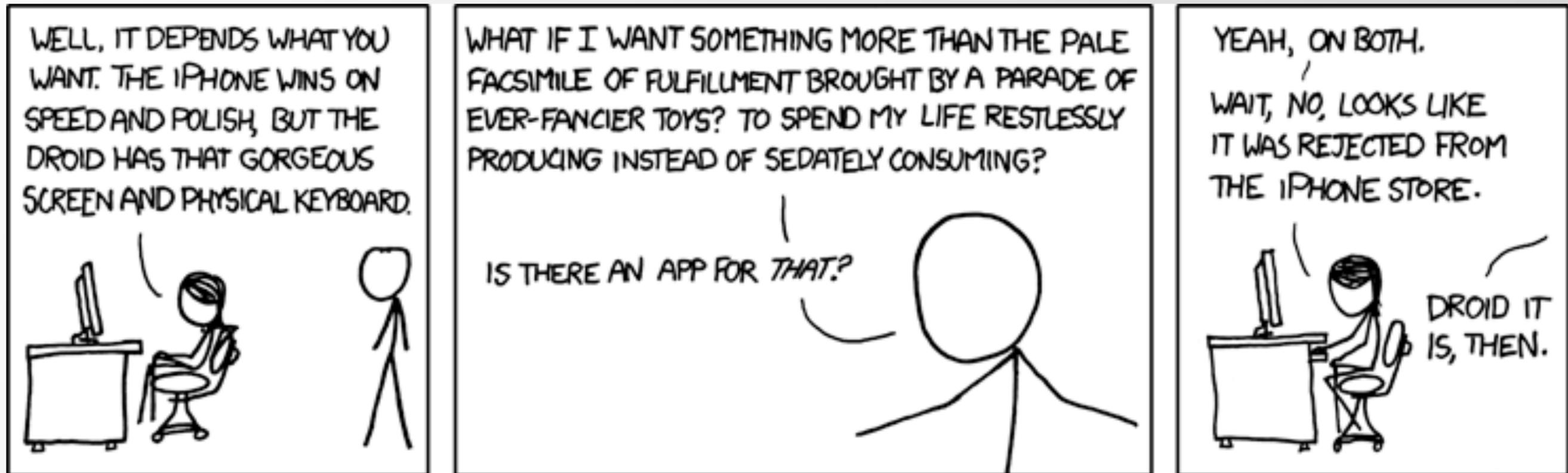


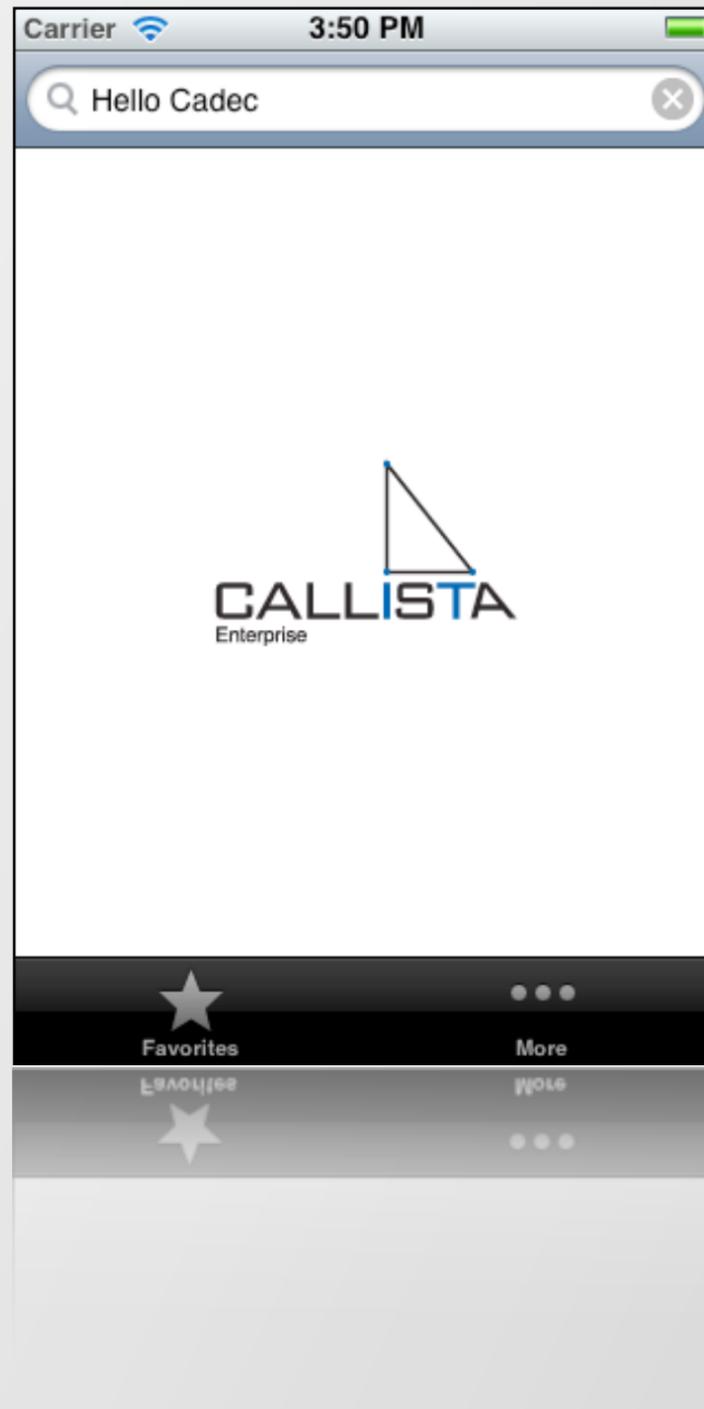
Aftonbladet eller Expressen?



Cadec 2012
@johannescarlén
Johannes Carlén
Callista Enterprise AB

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

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!

Telenor SE 20:13 37%

Översikt

Senast uppdaterad 20:13 Uppdatera

Översikt Aktier Övriga VP Index

OMXSPI -0,55% OMXS30 -0,53% OSEBX -0,87%

Aktier och rätter

Namn	+/-	Senast
ABB Ltd	-0,50	134,40
Alfa Laval	-0,30	132,00
Assa Abloy B	-0,80	173,20
AstraZeneca	0,20	321,60
Atlas Copco A	2,00	155,20

Telenor SE 20:14 37%

GP

Nyheter Sport Kultur&Nöje

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...

Hedersmordrättegång ställdes in
Den 21-åriga kvinnan anmälde sin bror för att ha

Nyheter Senaste Teknik&Trender iPhonetips Mer

Telenor SE 20:18 32%

Extended Trip Planner

västtrafik

From Current Position

To Ävägen 17C, 412 51 Göteborg

Date onsdag, 18 januari 2012

Time 13:00 Departure Arrival

Search

© 2011 Västtrafik, HaCon Ingenieurgesellschaft mbH, CaperWhite GmbH. No warranty for accuracy of information.

Favorites Trip Planner Vicinity Timetable 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

~~CRIMINAL~~ MINDS

BEHAVIORAL ANALYSIS UNIT
FBI

~~QUANTICO~~
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!



Services →



Mediation Component



**Existing System Landscape
(unaware of mobile devices)**

New interfaces to your existing backend



Go native



The native platforms



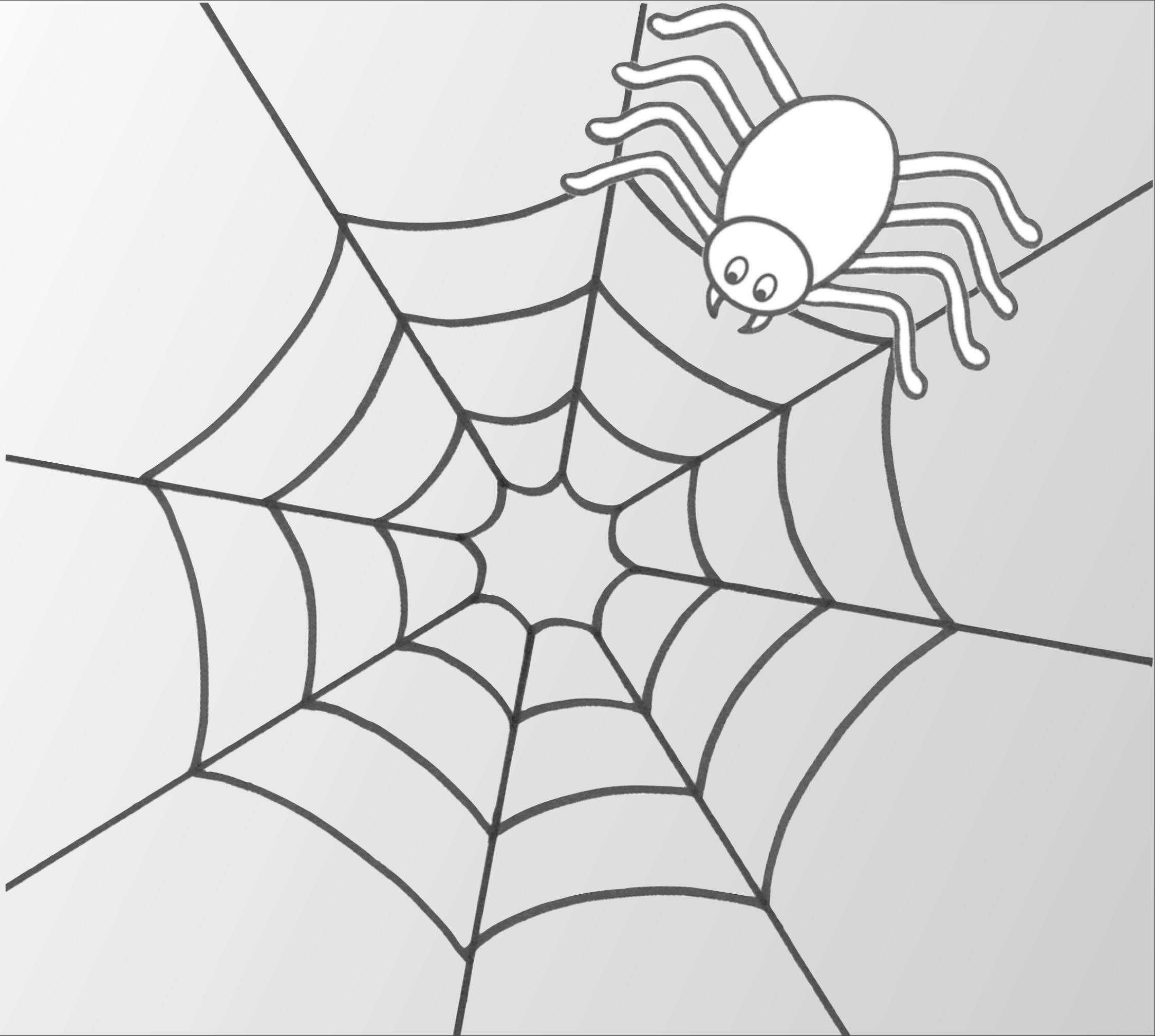
The app stores



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

Global market map



Delayed by at least 20 minutes

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



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

Subscribe now for unlimited access

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

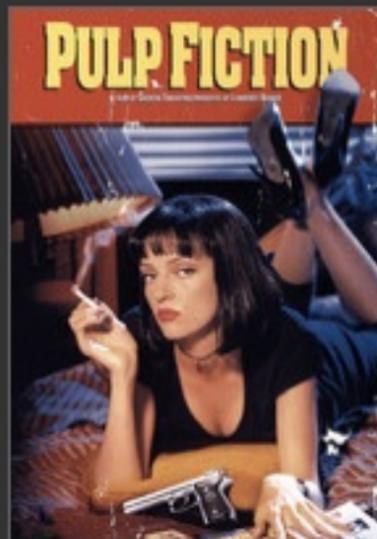
- Start
- Movies
- Search
- My Pages
- Watchlist
- Help
- Logout

Headweb

- Start
- News
- Popular
- Best rated
- Upcoming



Léon
Action | 1994



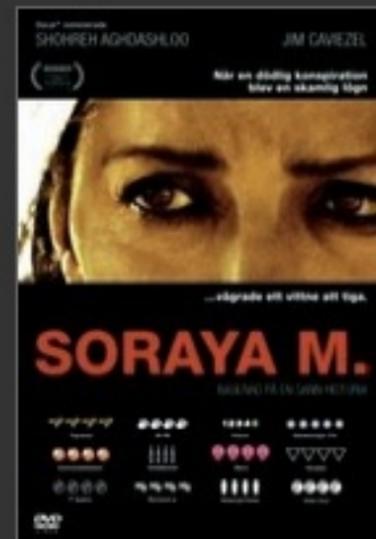
Pulp Fiction
Crime | 1994



Kärlekspassio...
Drama | 1981



Nyckeln till Fri...
Drama | 1994



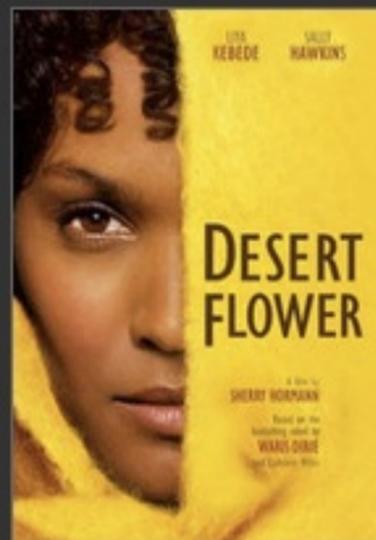
Soraya M.
Drama | 2008



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}

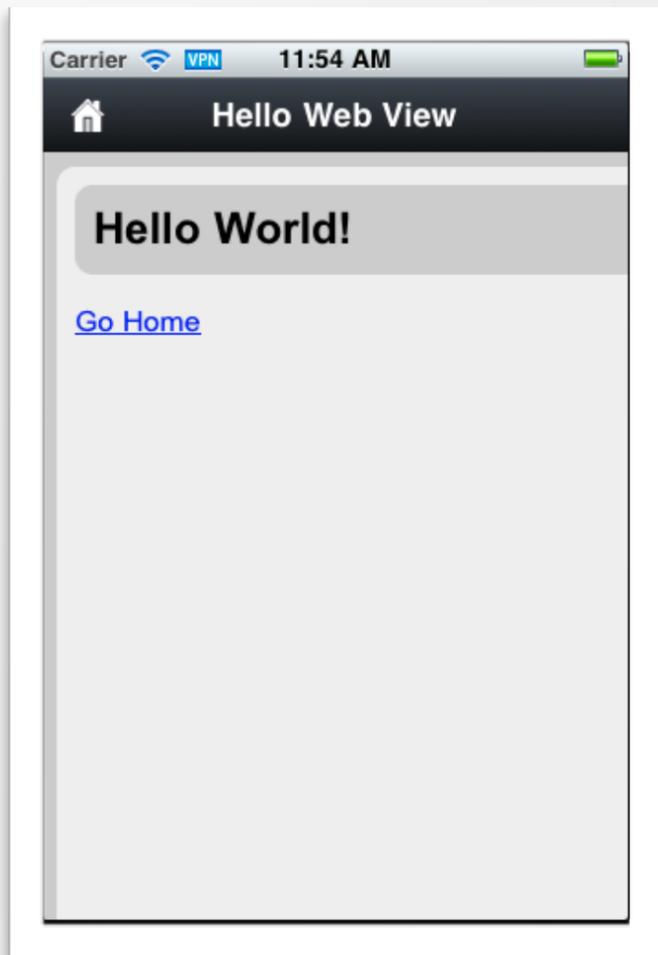
Bootstrap, from Twitter



Get the app feeling with open source tools.

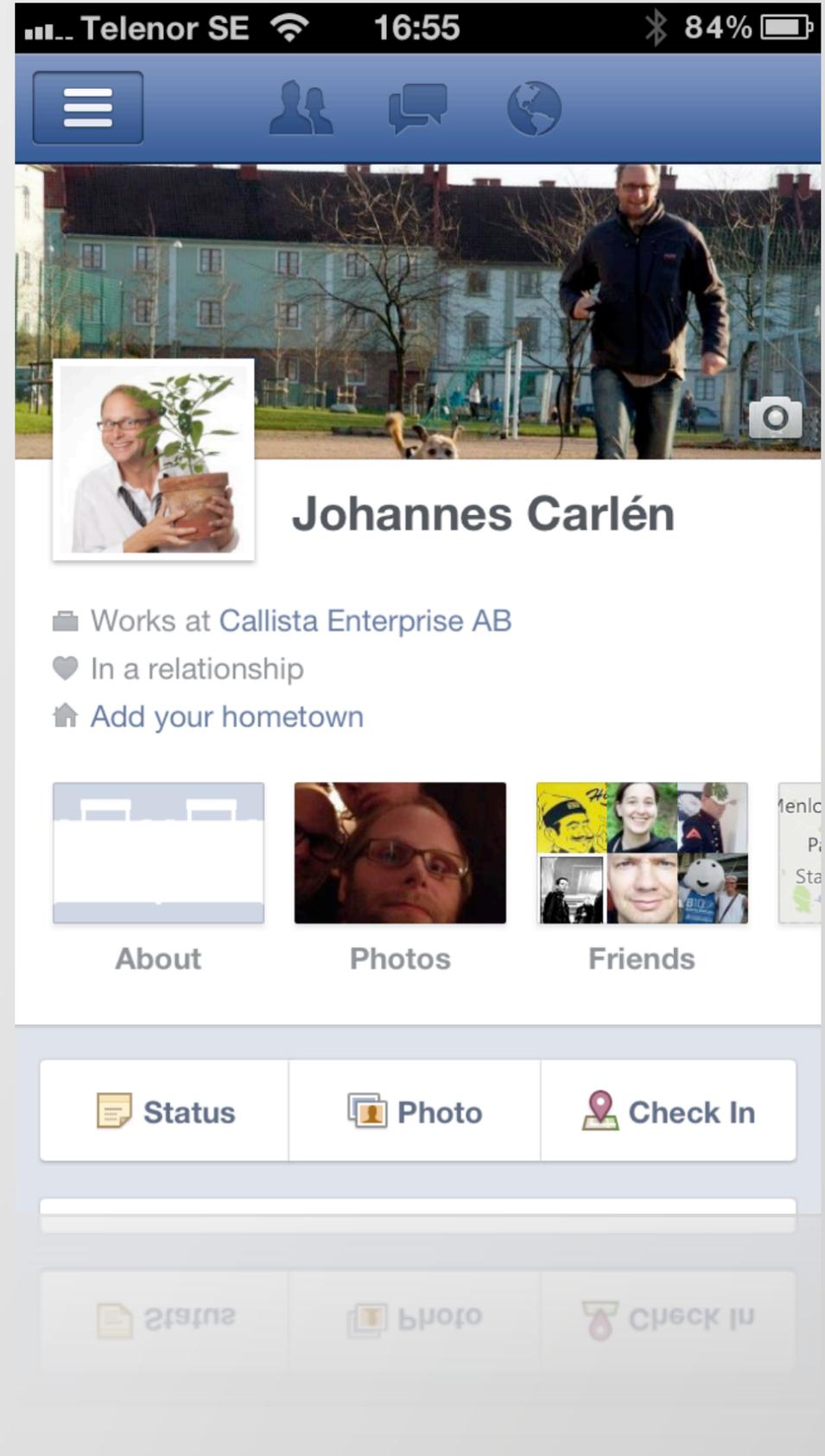
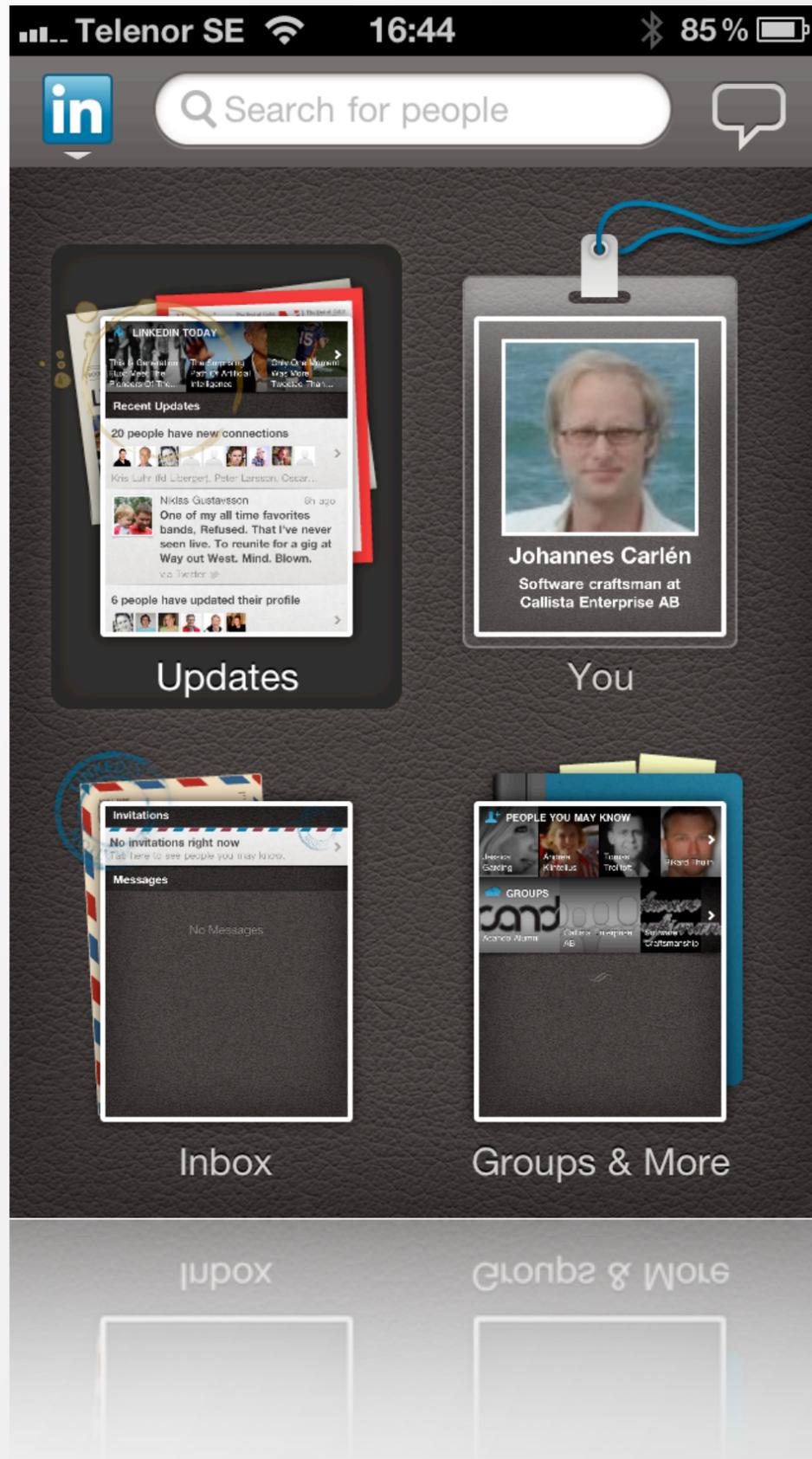


Build a hybrid app



PhoneGap

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



Hybrid apps



dōjō



BACKBONE.JS {less}

Bootstrap, from Twitter



Same tools to get the app feeling.

App Stores / marknadsföring

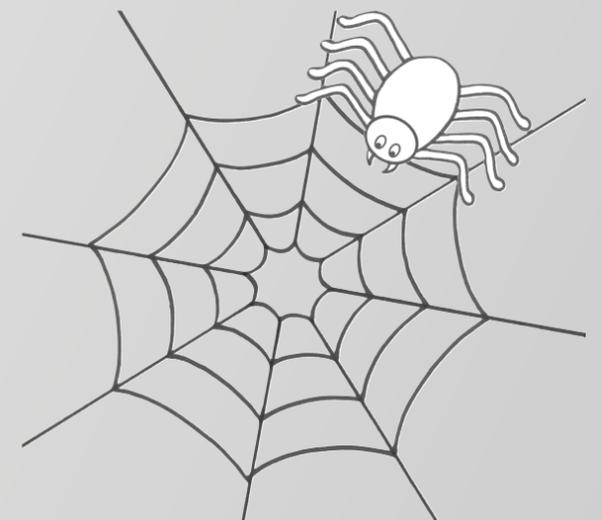
Specialkompetens per plattform

HTML5 / CSS3

Grafik / faster processing

Adressbok / Kamera / Notiser / etc

Appkänslan





Security

A green banner with a white outline, featuring a dark green padlock icon on the left and the word "Secure" in a large, dark green, rounded font to its right.

Secure

A white speech bubble with a black outline, containing the text "https://" in a bold, black, sans-serif font.

https://



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



Use OAuth with caution.

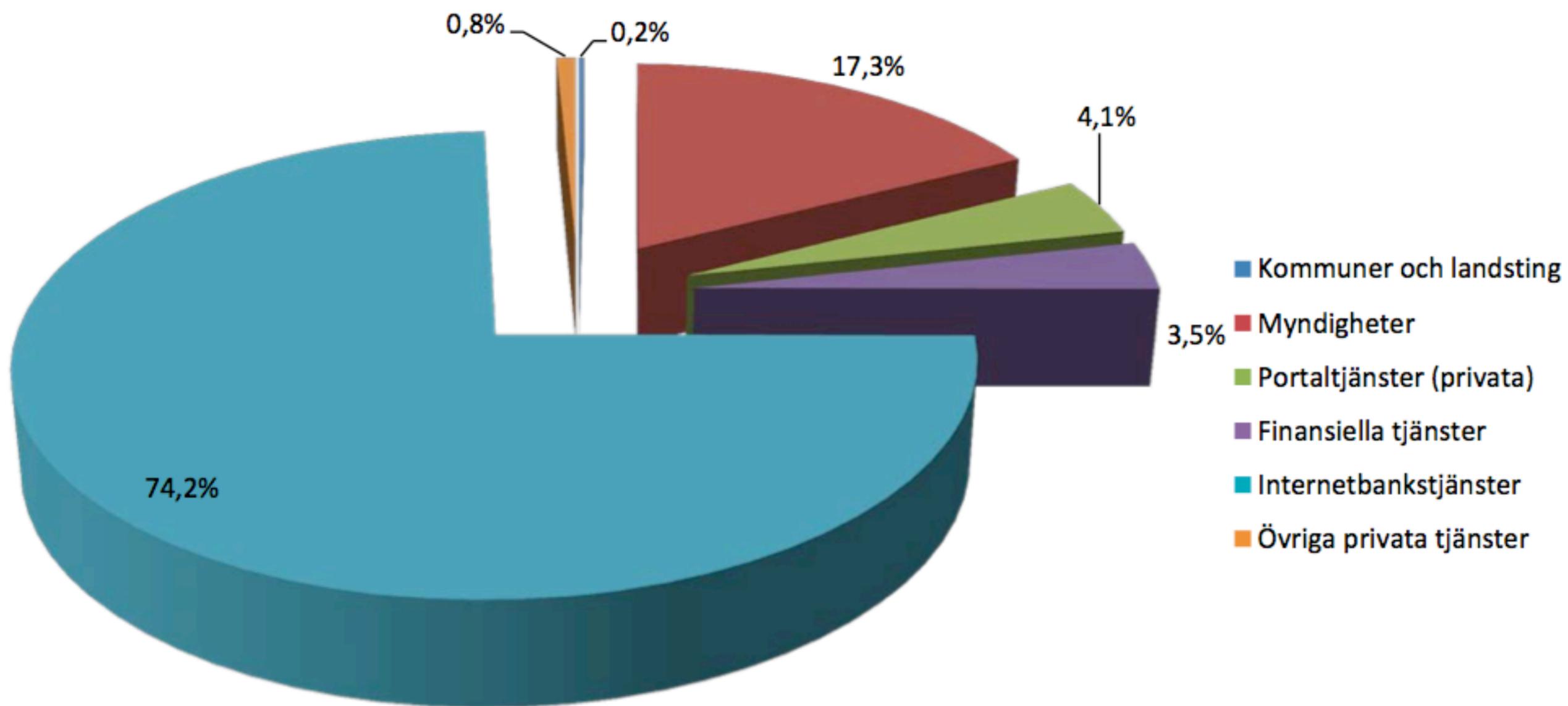
Ok with web apps. Not fully secure within native apps.

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.

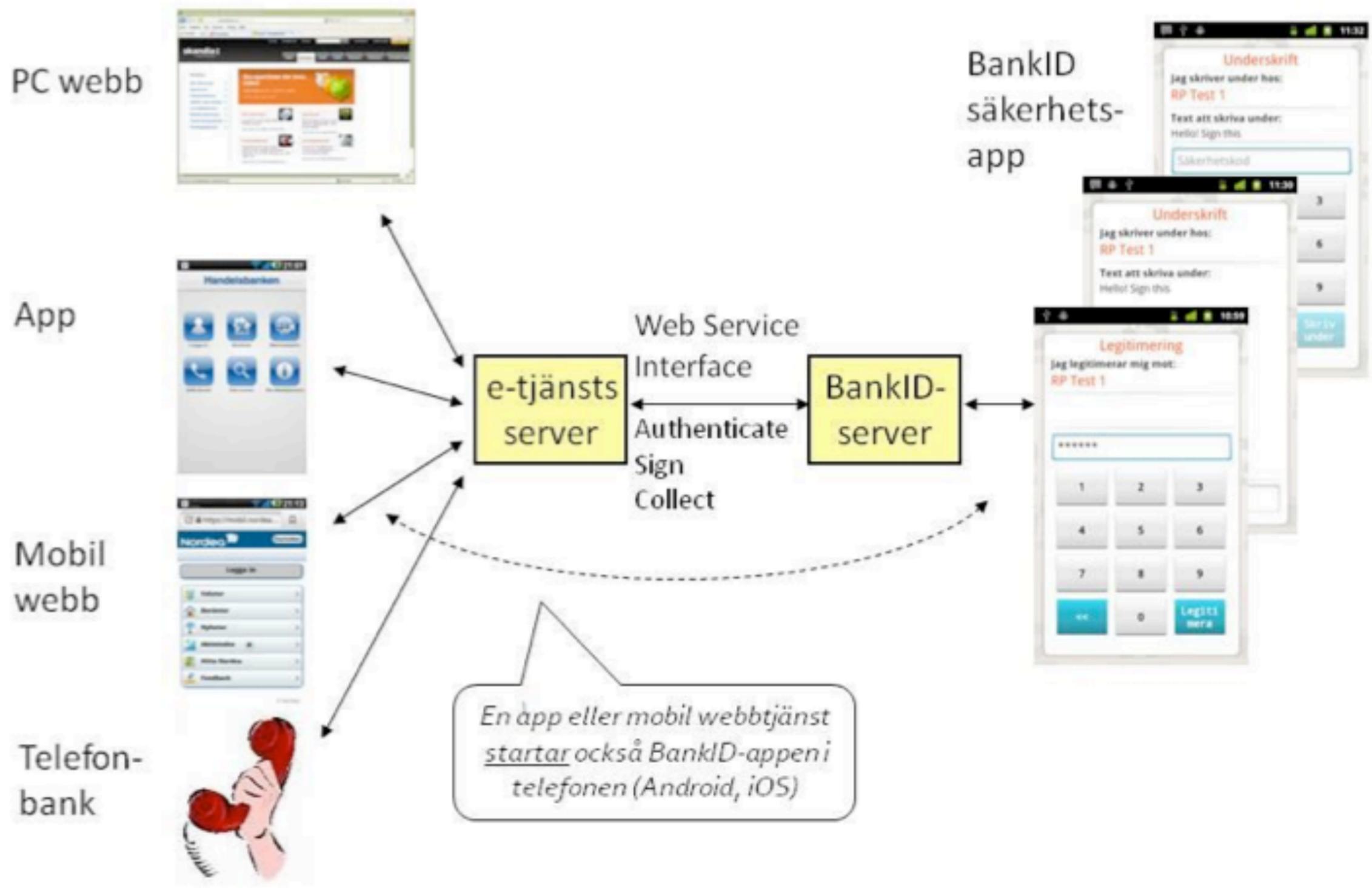


Mobilt bankid. <http://bankid.com/>
Strong authentication.



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.