

Mobile Application Strategies for Drupal

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I'm an app developer





Mobile app strategy

Mobile app or
mobile web?

It's not either/or

Native app-only features

Mobile web-only features

Quick and Easy: Mobile web + PhoneGap

But...

**Responsiveness, look
and feel doesn't match**

Consumer vs. Line of Business Apps

How to make your mobile app a success



Getting your project off the ground

<http://www.flickr.com/photos/45325473@N04/5072288256>

**The very first step you
should take...**



Create wireframes

Balsamiq Mockups For Desktop - /Users/jlinwood/Documents/Pill Reminder V1.bmml

Quick Add: Search UI Library

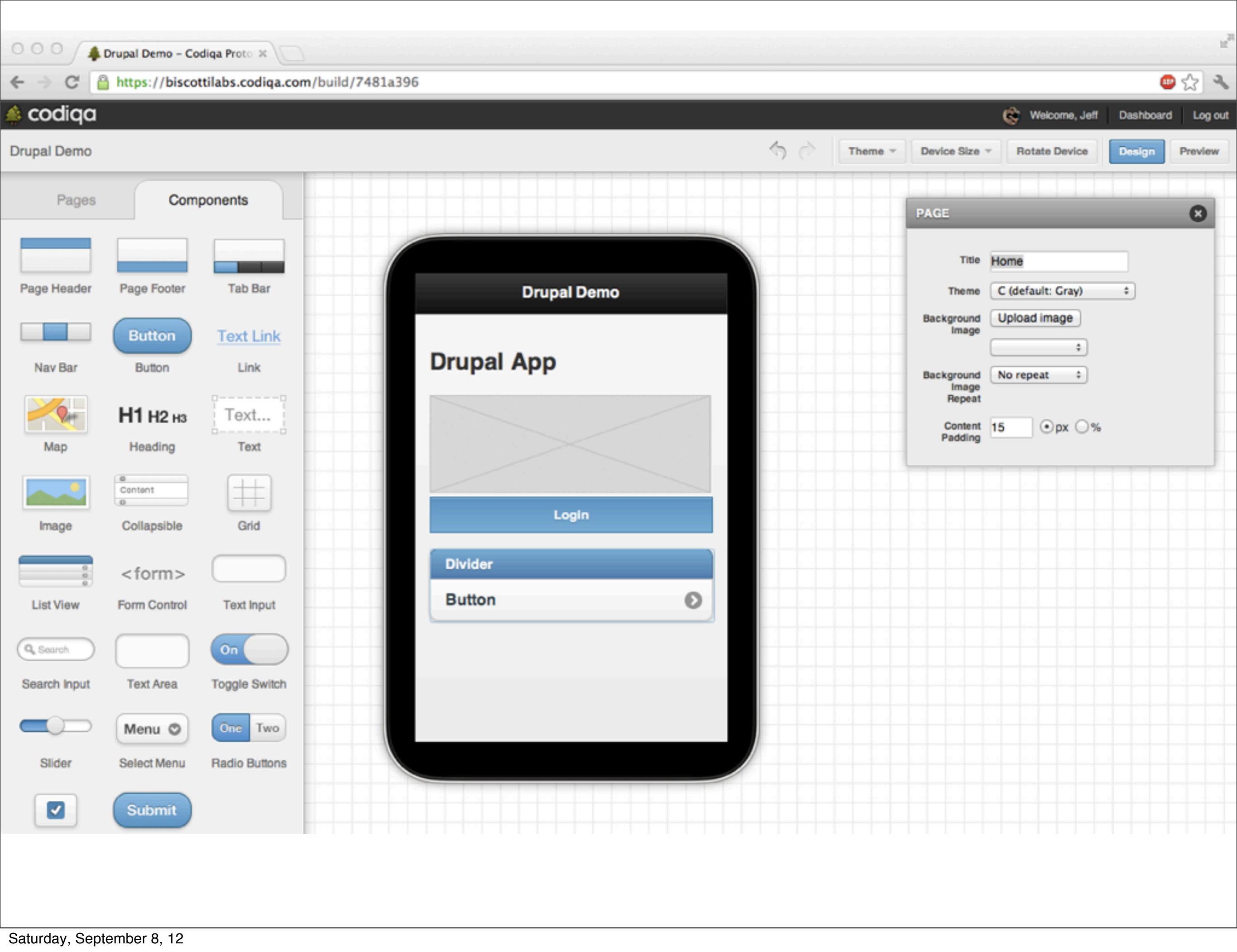
All Big **Buttons** Common Containers Forms iPhone Layout Markup Media Project Assets Text

not selected
 selected
 disabled
 disabled selected
 A row without a checkbox

Button One Two Three Checkbox ComboBox // ? Multiline Button (Second line of text) 3

Button Button Bar / Tab ... Checkbox Checkbox Group Color Picker ComboBox / Pull... Date Chooser / D... Help Button Multiline Button Numeric Stepper





Use these to get
estimates from
developers

Also helps if you need
high-fidelity design

Budgeting for a mobile app

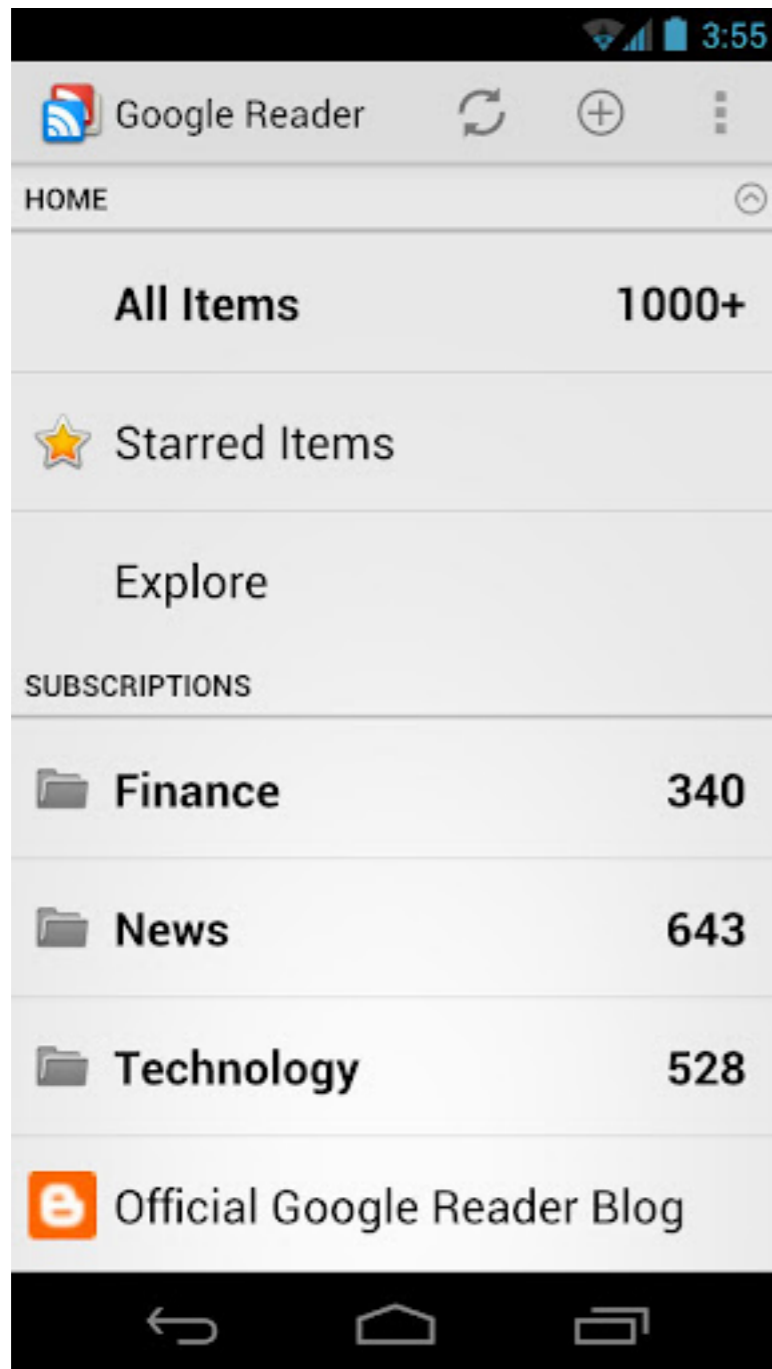
\$5,000 to \$100,000

Why the range?

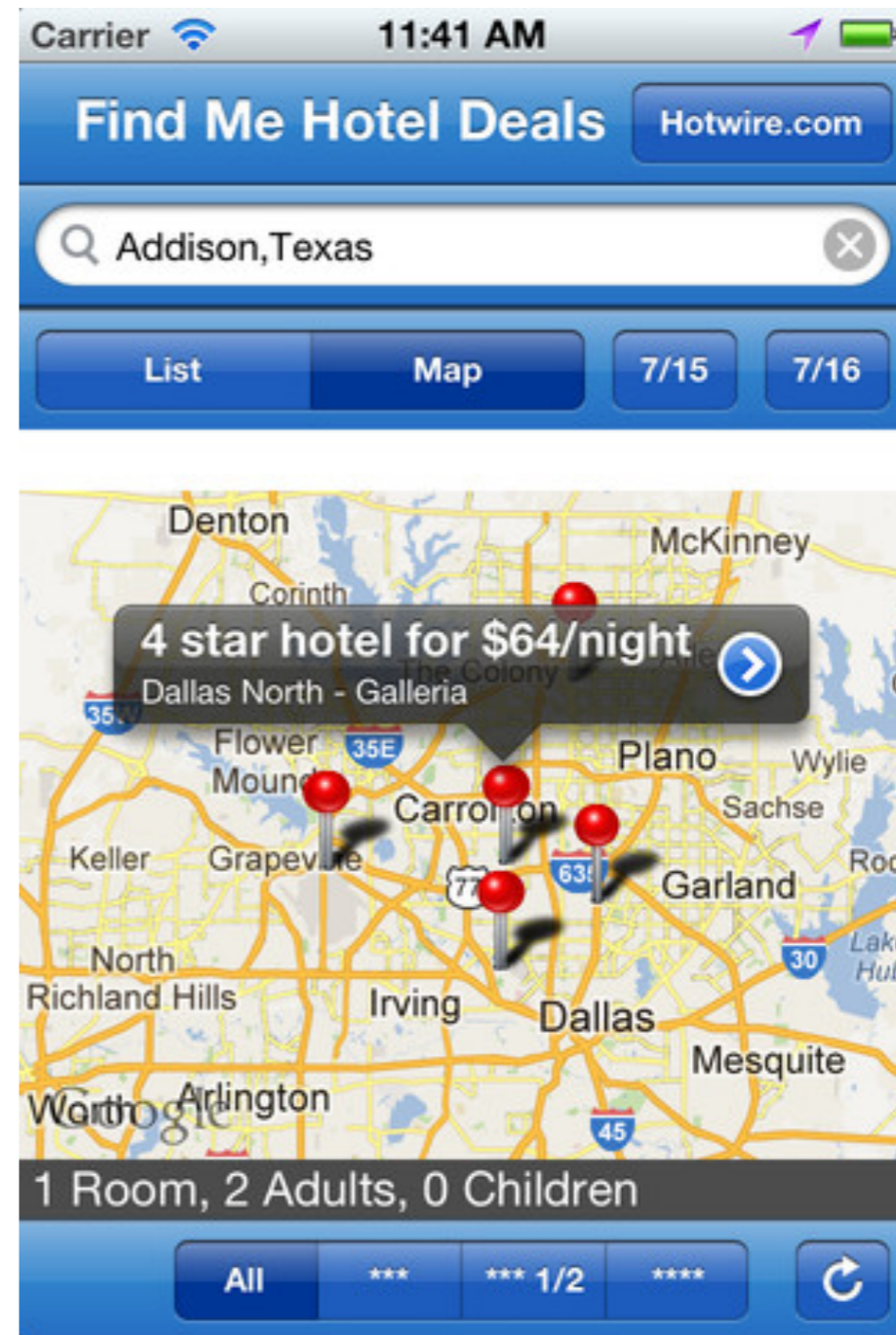
It's not Drupal

**Time spent up front
pays off down the road**

Sticking to the basics



Android



iPhone

Custom UI is expensive

ROI for mobile apps

Sample Project Times

- Wireframing - 2%
- iPad Development - 40%
- iPhone Development - 15%
- Drupal Configuration - 5%
- Graphic Design - 30%
- Testing - 8%

Android, iPhone, Blackberry, Windows?

- **Multiple Code Bases**
- **Different Design Guidelines**
- **Platform-specific Features**
- **Expertise**

Pick one and do it first



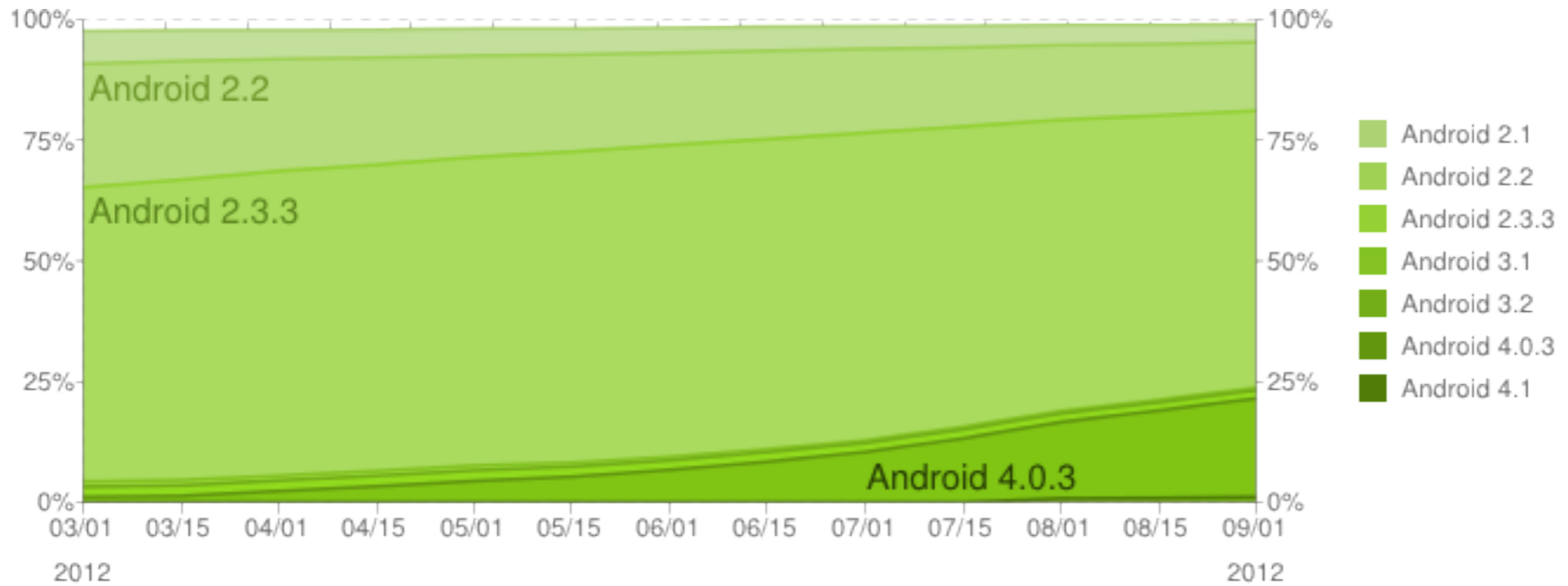
What I usually start with

<http://www.flickr.com/photos/stuckincustoms/4515390835/>

**Learn what works for
your end users on one
platform**

iOS: Support 5.0

Android: it's complicated



<http://developer.android.com/about/dashboards/index.html>

Short Development Cycles


**Mobile app projects
should be short**

Doesn't have to have
everything

iOS - 7-10 day review
Android - no review

**Android: In-progress
app can be emailed**

Biscotti Labs Dashboard

 **The TestFlight Desktop App**
Want screaming fast build uploads? Try the TestFlight Desktop App. [Download it now >](#)


Upload Your Builds



Upload your .IPA and we'll send your app over-the-air to your testers.

[Add a Build](#)

Invite Testers



Create a team for your project and recruit new testers.

[Invite Testers](#)


Upload API



Plug into our API for automated IPA uploads.

[Get the API](#)

TestFlight SDK



Get insight into your beta testing.
v1.1 BETA 2

[Get the SDK](#)

Tutorials

- [How to create an IPA \(Xcode 4.3\)](#)
- [How to create an IPA \(Xcode 4\)](#)
- [Becoming a tester](#)

Common Questions

- [How version numbers are set](#)
- [TestFlight FAQs](#)
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Question and answer

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