

Apps development

StartIT, ISPGaya, 15.09.2022

Applications in modern world

- Mobile society
 - We use mobile devices everywhere
 - So many activities can be enriched by mobile applications
 - Travelling
 - Maps and localization
 - Booking
 - Restaurant suggestions
 - Trip guidance
 - Tickets and local transport information
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- We can't enumerate applications available in Mobile Markets
 - *Is it enough?*
 - Have all been created ?
 - Do we need more Apps ?
 - :-)

- Building Apps is a process
 - Not really hard
 - Much easier in good team and great idea
- We will talk about the process a little

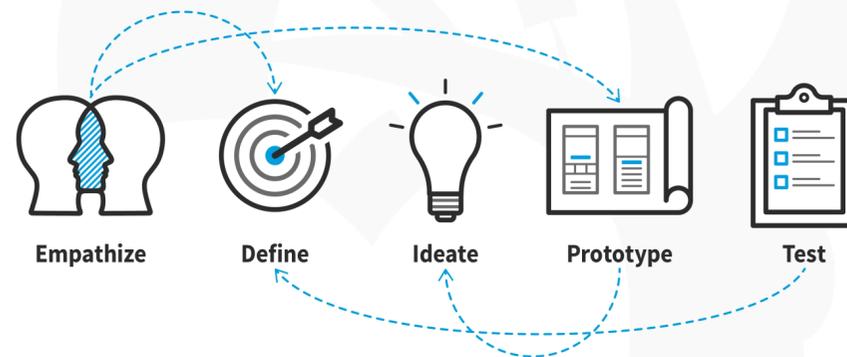
First Step

- THE IDEA
- App have to have reason to exist
- Apps needs users
 - So usually are targeted to Somebody
- Without idea, we can't create anything

How to build an idea

- We can use approach known as Design Thinking
 - Focus on users and their needs

Design Thinking: A 5-Stage Process



Interaction Design Foundation
interaction-design.org



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 - Imagine a person that is a recipient of your app
 - Persona

Exemplary Personas



Trader Tim
34, Senior Developer
San Jose

QUOTE
"If you want to get to the top, there's always the risk that it will isolate you." Magnus Carlsen

Personal Details

Education: BSc, Comp Sci
Work Experience: 12 years
Devices: HTC U12

Tech Exposure

1 Low 2 Medium 3 High

About

Tim has been interested in economics since undergrad and has become increasingly active in the markets over the past 4-5 years. As a senior developer, he doesn't have time to watch tickers, but he has become skilled at using limits/spreads to trigger automatically.

Patterns & Behaviours

- Averages ~10 trades per week
- Believes in technical analysis
- Executes disciplined trades
- Buys OTM call options
- Understands the greeks
- Applies margin effectively

Goals & Motivations

- Wants to deploy capital strategically
- Wants to see planning pay off
- Wants to level the playing field
- Wants to write trading scripts
- Wants to leverage machine learning
- Wants to see momentum shifts



Peter

<p>Works as product manager for a mid-sized company.</p> <p>Is 35 years old, holds a marketing degree.</p> <p>Has got experience working as a product owner on software products with agile teams.</p> <p>Has had some Scrum training.</p>	<p>Has managed mature products successfully. Now faces the challenge of creating a brand-new product.</p> <p>Wants to leverage his agile knowledge but needs advice on creating innovative product using agile techniques.</p>
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 - Imagine a person that is a recipient of your app
 - Persona
 - What the Person what our app to be or what need can be expressed
 - User Stories
 - Organize user stories in some groups and develop them further



Example User Stories: "Trading Tim"

As an active trader

I want to see my P/L
on the week

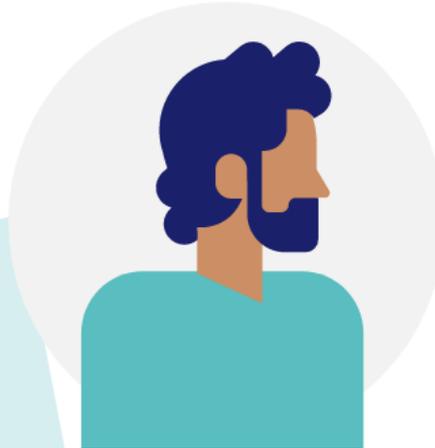
so that I can update
my risk tolerance

As an options trader

I want to see all my
upcoming expiries

so that I don't have to
check every contract

As a software developer
I want to create custom
trend alerts
so that I can time the
market on technicals



As a margin trader

I want to know how much
leverage I have

so that I can deploy more
capital when needed

How to build an idea

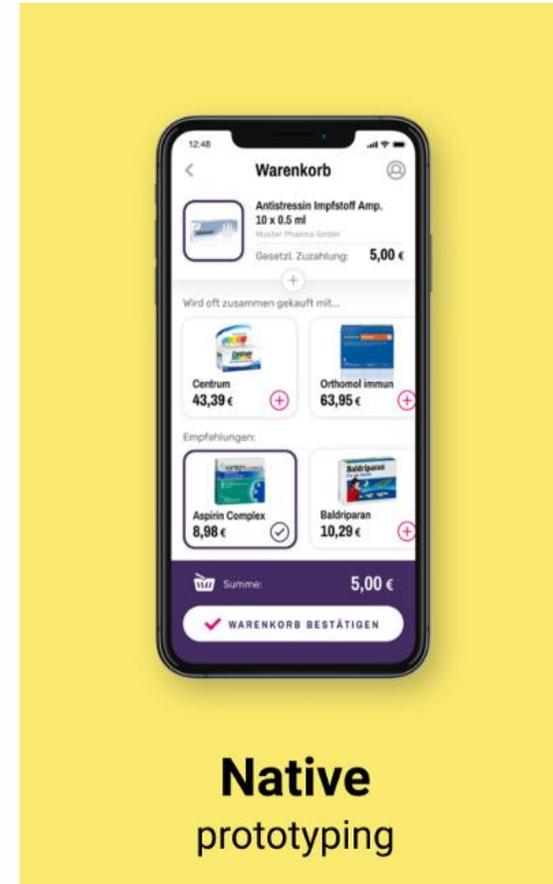
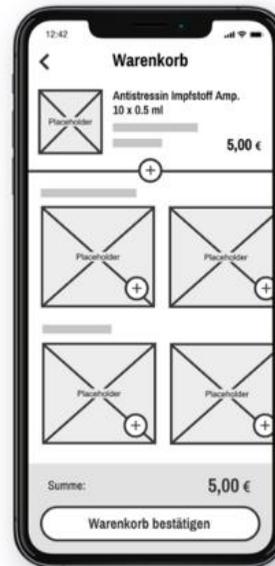
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 - What the Person what our app to be or what need can be expressed
 - User Stories
 - Organize user stories in some groups and develop them further
 - Assess their importance
 - Check if you can do it
 - Discuss in the team
 - Knowledge, technical issues and programming skills

Imagine the user experience

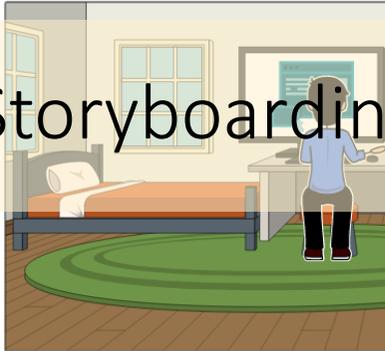
- How the Persona would like to use our app ?
- What type of presentation/visualization should be used
- How Persona can interact with our app
- Use your imagination
- No need to reinvent wheel
- New forms are welcome
 - Test them on people
 - Will they know how it should work ?
 - Try intuitive approaches

App flow prototyping

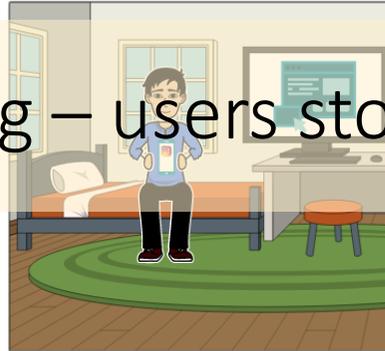




Storyboarding – users stories and app



Adam doing his task given by teacher. Then, he start boring when doing his task.



Adam take a break and open Instagram story to see his friend updated story



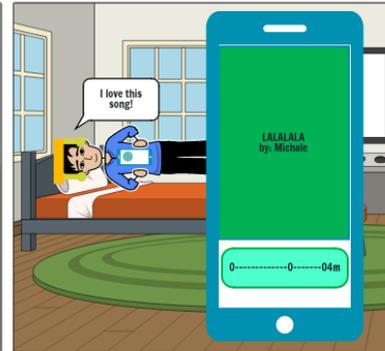
Found Spotify App on his friend uploaded story's



He open play store to download and reading review Spotify App



Adam felt annoyed with Spotify advertisement. Then, he decided to subscribe a premium plan



Adam enjoy his favorite song without advertisement after he subscribe Spotify premium at Shopee

Think about content

- Many Apps needs data
 - Is the data constant?
 - Where you take data from?
 - You do it by yourself?
 - Use existing data?
 - Who create the data?
- Content structure

App Development – creative activity

- Creativity
 - We all can create
- Apps are built in teams
 - Brainstorming
 - Develop an idea
 - Content creation
 - Write script, create data,
 - Graphical presentation
 - Design View and UX
 - Build app
 - Programming and technical development

Team task in StartIT

- Build Prototype of an Application
 - Need to be based on theme of the Project
 - Will be presented, we have 3 rounds of presentations
 - We are not very interested on background technology
 - At first
 - The Idea
 - What the App should do
 - For whom the app is
 - At the end
 - We need to understand processes and flow within App
 - We need to know who is the target
 - Business plan