



Hvað þarf App?

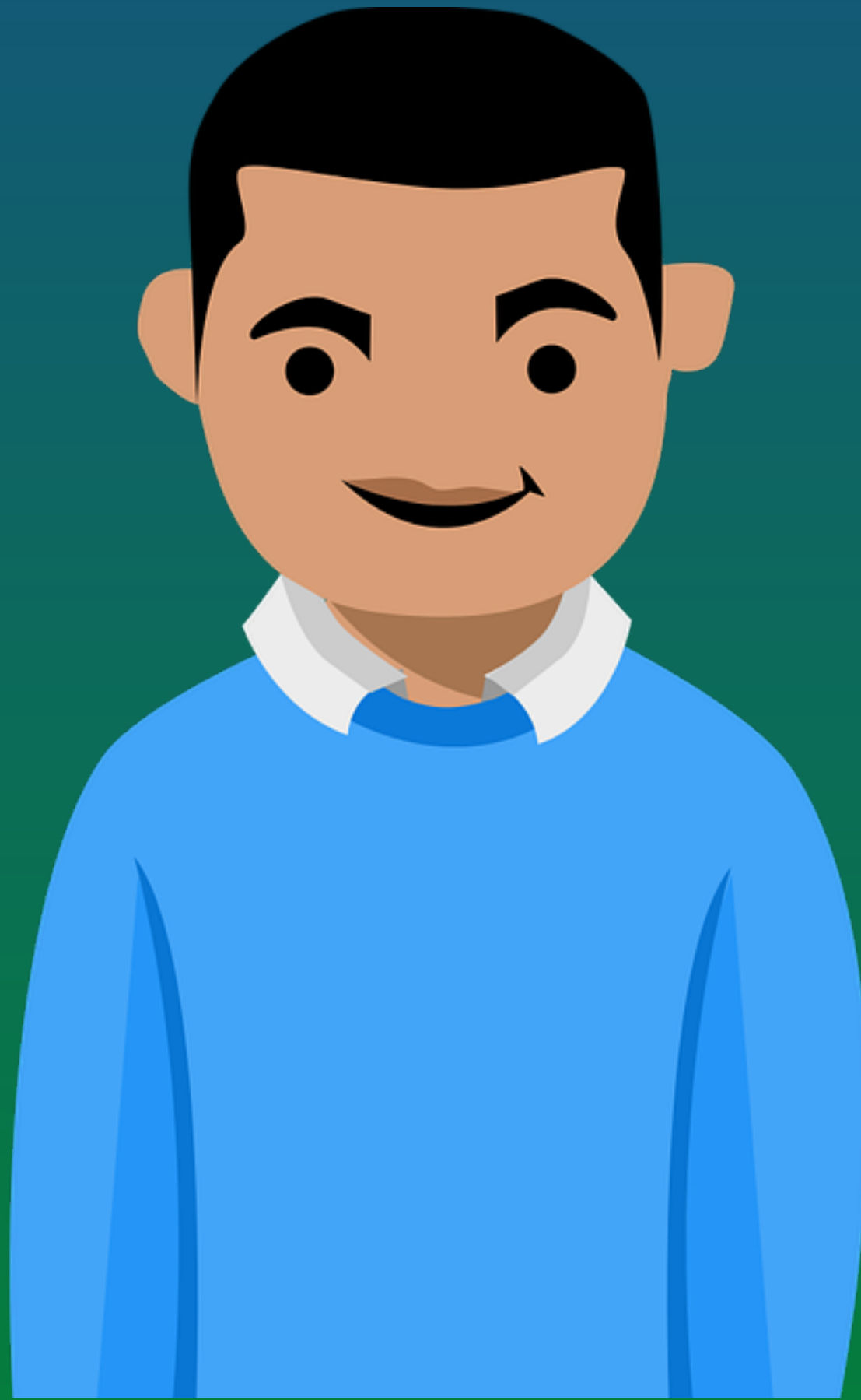
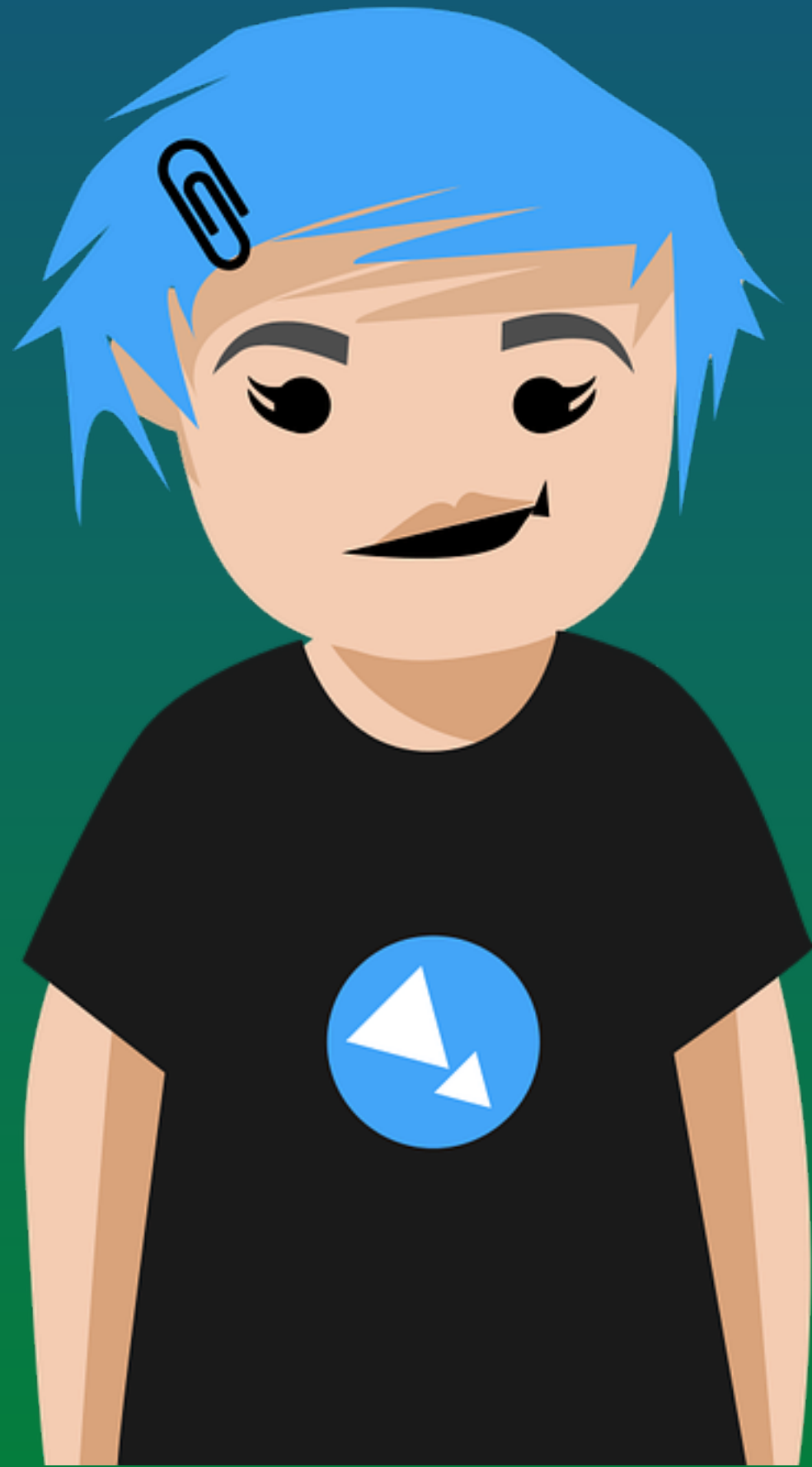


pur·pose

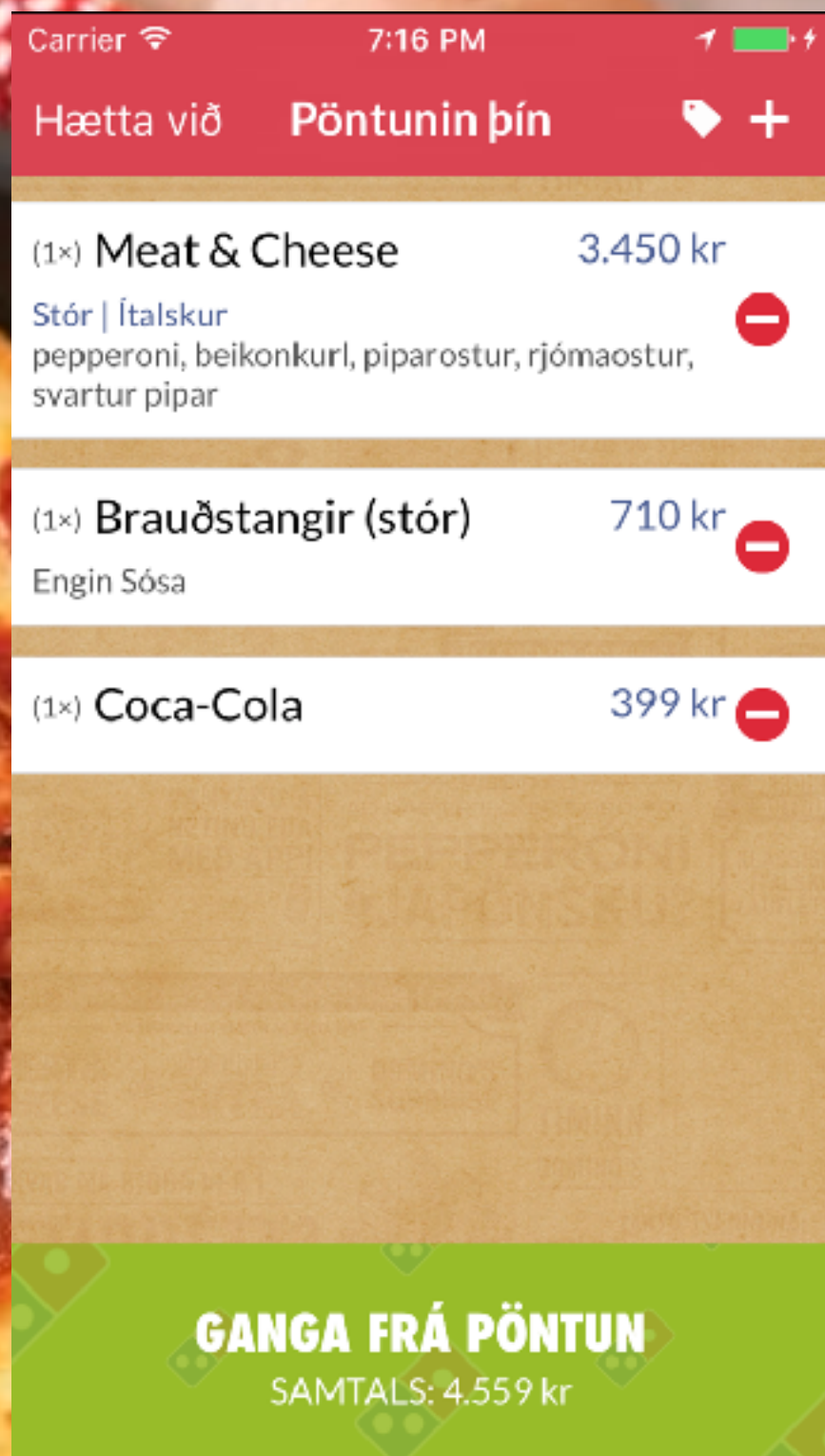
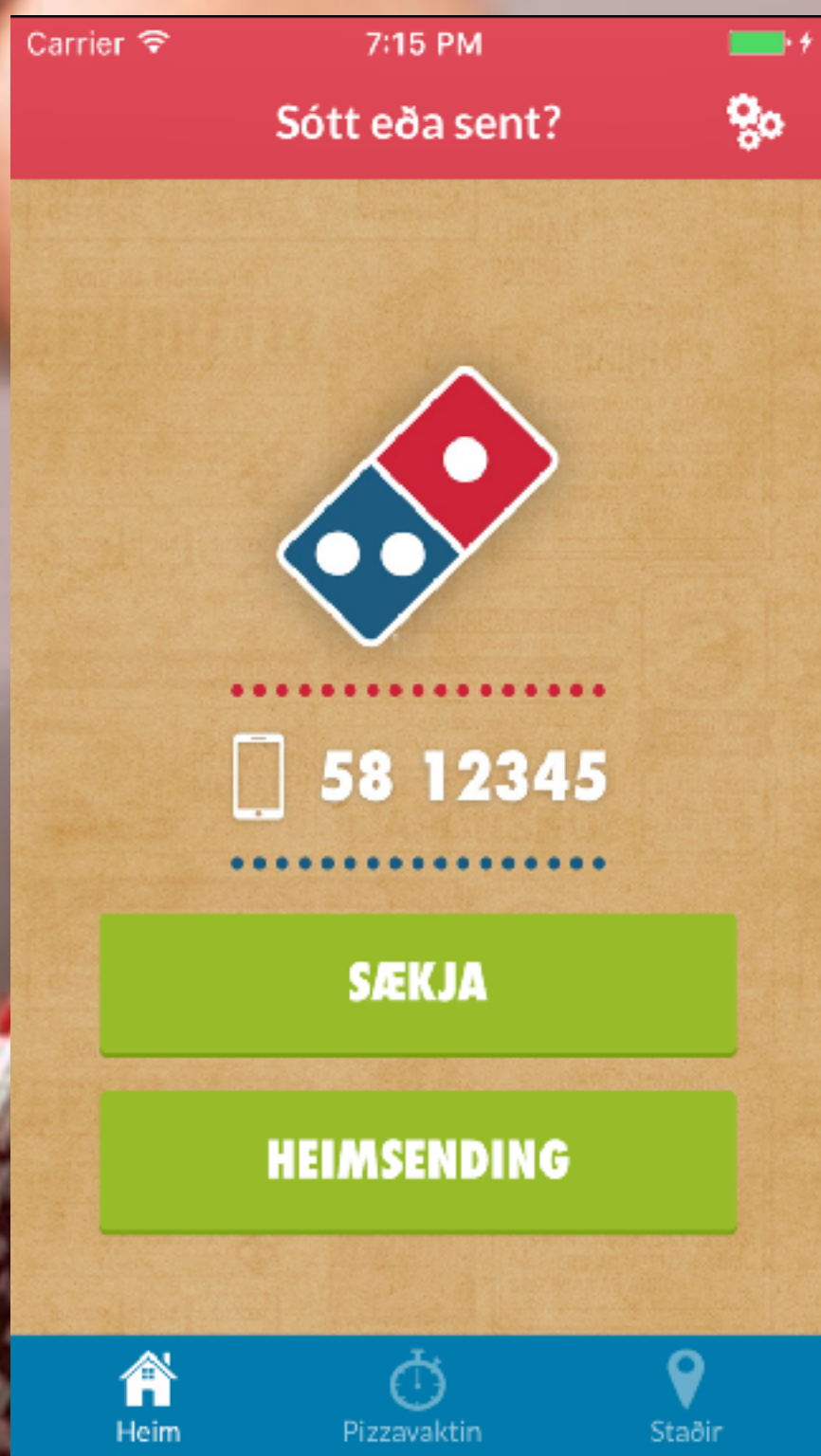
/ˈpɜrpəs/

Noun

The reason for which something is done or created
or for which something exists.







NOVA

15:17

S

KAUPA MIÐA

MÍNIR MIÐAR 12

LEITA AÐ FERÐ

HVAR ER STRÆTÓ?

MÍNAR STOPPISTÖÐVAR

TILKYNNINGAR

⚙

✕

MÍ

V

VIRKUR

1× Farþegi

Ó

ÓVIRKUR

1× Farþegi

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ÓVIRKUR

1× Farþegi

☰

KAUPA MIÐA

FJÖLDI FARÞEGA

Allur aldur. 350 kr.

− 1 +

SAMTALS:

350 kr.-

ÁFRAM

Almennir

skilmálar Strætó

eiga við þessi kaup

☰

HVAR ER STRÆTÓ?

👁

Legal

◀

MIÐINN MINN

Áður en þú sýnir vagnstjóra miðann:

ÝTTU HÉR OG SÝNDU

VIRKUR MIÐI

01:12:06

KLST. MÍN. SEK.

1× Farþegi



Carrier 8:55 PM 

 **AUR** 

Borga Rukka Skipta

Sláðu inn upphæð

2.500|kr.

1	2	3
4	5	6
7	8	9
	0	Áfram

Home

BOOK A FLIGHT

ROUND TRIP

ONE WAY

STOPOVER

Reykjavik

KEF

Rome

FCO

Depart on

22 NOV

monday, 2015

Return on

30 NOV

wednesday, 2015

Adults

12+ years

2

Children

2 - 11 years

1

Infants

> 2 years

0

Currency

ISK

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Alicante

Spain

Price from

14.900 ISK

19°C

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Barcelona

Spain

Price from

17.900 ISK

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FLIGHT NUMBER

Flight number

WOW720

WOW720

Monday 11th December

KEF > LON

ON TIME

View details

WOW720

Wednesday 13th December

LON > KEF

DELAYED

View details

WOW720

Friday 15th December

LON > KEF

CANCELLED

View details

Home

WOW

air

Reykjavik

KEF

Copenhagen

CPH

WW201

24 Nov 2015

Terminal 2

Departs

12:20

Gate Closes

11:50

A2262161

Helgi Pjetur Jóhannsson

Arrives

13:20

Gate

14

Seat

2A

Hold Luggage

YES

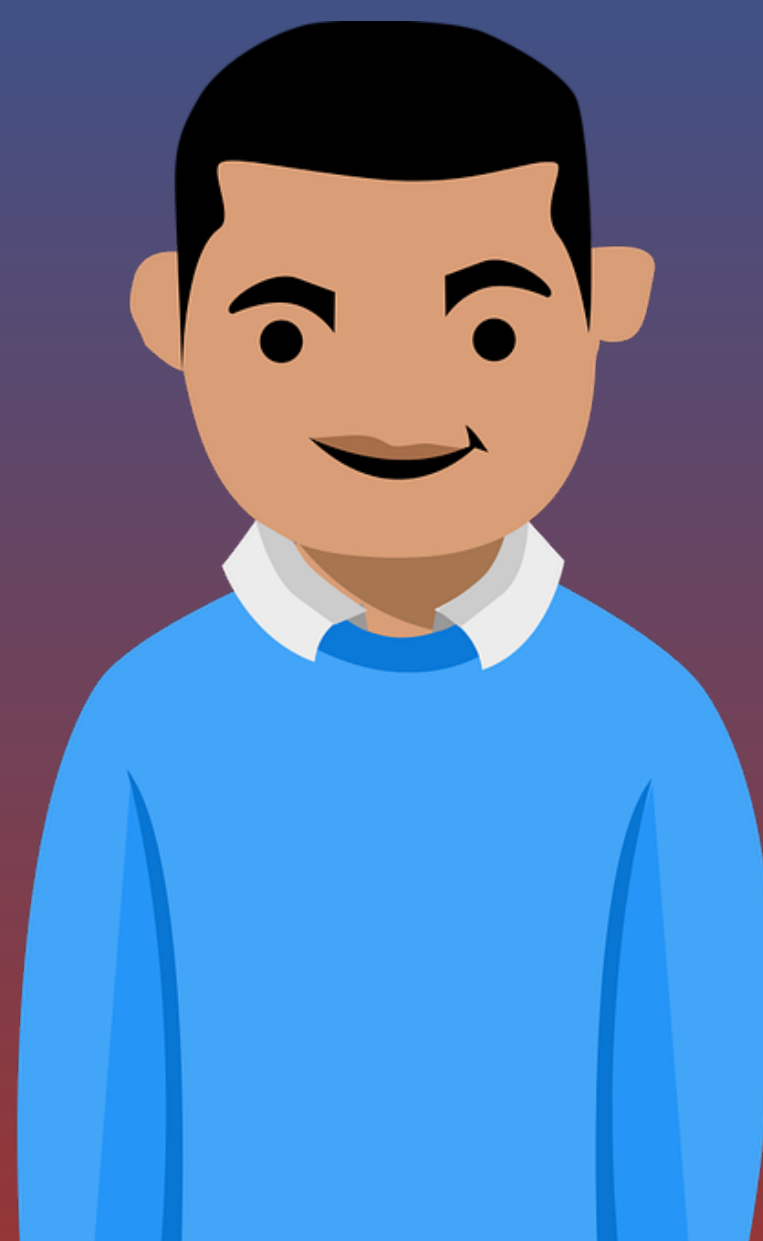
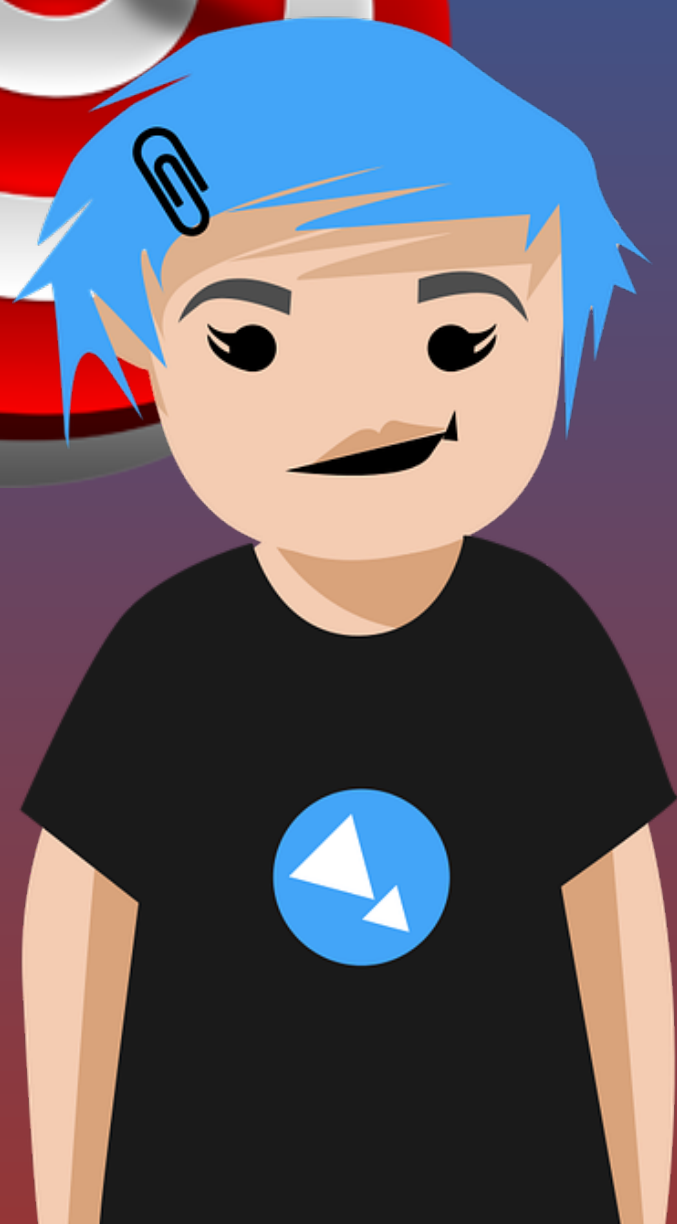
Cabin Luggage

12 kg

Booking id

EPJJ16P 630

Add to Apple Wallet



Native, Hybrid eða Web?

2B || !2B

I. - there is no such thing ...

as Web **app**

II. Native

- “fastest, most reliable and most responsive experience to users”
- meira og betra aðgengi að tækinu sjálfu (myndavél, hljóðnemi, áttaviti, “accelerometer”, strokur (e.swipe), fingerprint, o.fl.)
- tilkynningar (e. push notifications)
- ókostur: kóði fyrir hvert platform = meiri tími & kostnaður

Vannýtt tækfæri?

- Marketing í öppum
- Söfnun og greining upplýsinga um notkun á appinu / símanum
- Markvisst samtal við notandann
- Personalized marketing
- Mæling á árangri



“Your customers are mobile ...
is your business?”

II. Hybrid?

- Blanda af Native appi með vefsíðum inn í. Notar native þar sem þarf, t.d. aðgang að tækinu sjálfu (útfæra login, myndavél, o.s.frv.), en getur svo sent breytur inn á vefsíður til að birta notandanum vefsíður
- kostur: getur verið fljótlegra og ódýrara í þróun
- ókostur: getur tekið hellings tíma að fá vefsíðu til að haga sér eins á mismunandi platformum (skrítu böggarnir) + navigation hell!
- ATH: hentar ekki flóknari öppum með mikið UI/UX



er efni í annað og enn lengra erindi

“Keep in mind that cross platform mobile development isn’t quite as simple as writing the code once, putting it through a tool for translation, and publishing both an iOS and Android app to the respective app stores.”

Af hverju ekki bara vefsíðu?

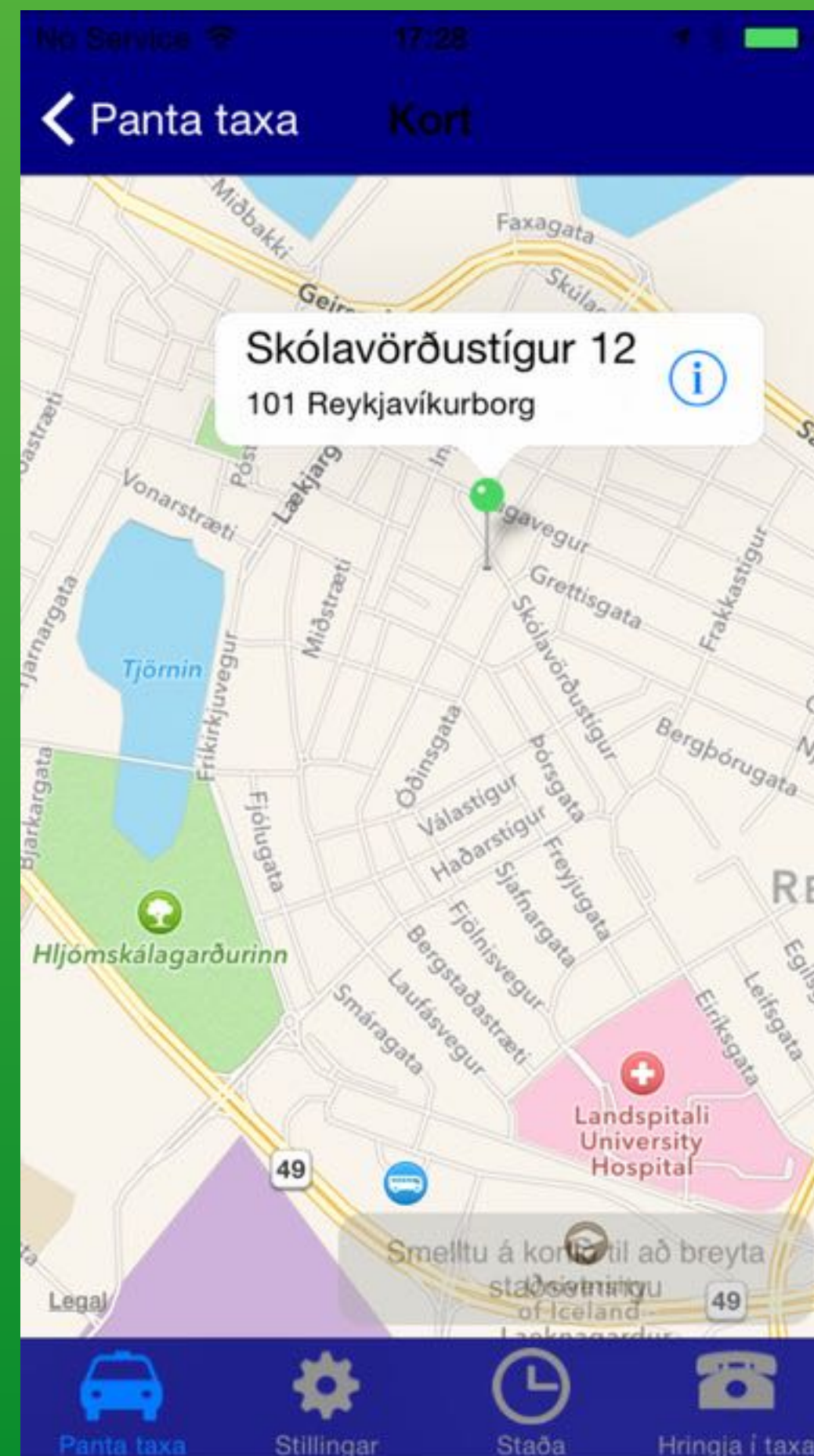
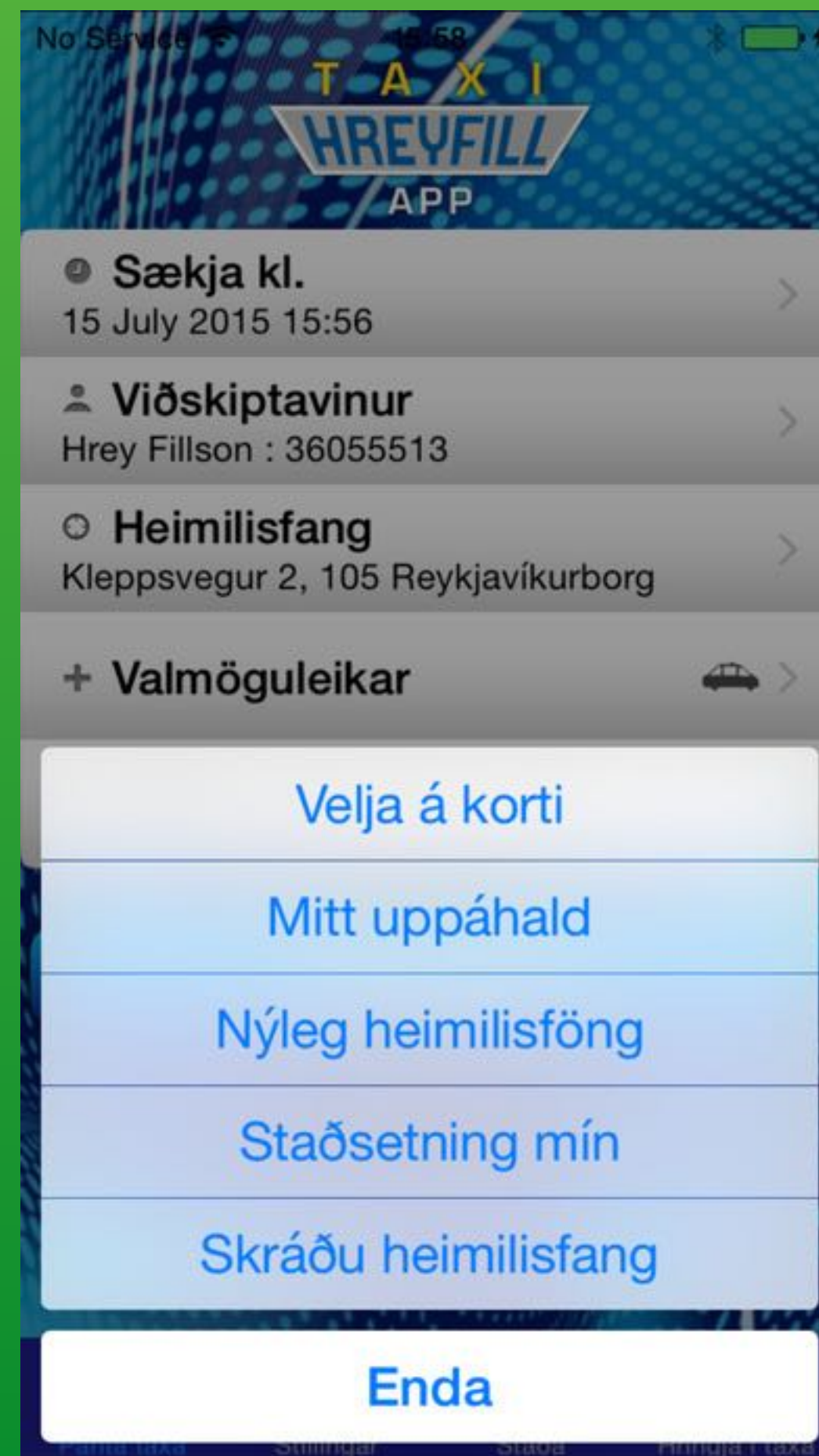
- Mörgum vantar ekki app, heldur bara vefsíðu sem virkar mobile
 - upplýsingar, vefverslanir, leitarvélar, blogg, efnisveitur ...
- En vefsíður hafa ekki:
 - push skilaboð, location og geotriggers, offline content, app store sýnileika, app icon á símanum, o.fl.
- Fer því allt eftir því hvernig upplifun notandinn á að fá!

A wooden signpost stands vertically against a bright blue sky with wispy white clouds. Two horizontal wooden arrows are attached to the post, pointing in opposite directions. The arrow on the left points left and has the word 'REACTIVE' written on it in bold black capital letters. The arrow on the right points right and has the word 'PROACTIVE' written on it in bold black capital letters. The wooden post and arrows have a natural, light-colored wood grain.

REACTIVE

PROACTIVE

Víti til varnaðar



... Just Don't Forget About UI and UX!

made with  and care by



STOKKUR