

Hvernig...



...byggja skal
fullkomna
snjallsíma
upplifun



Fólki sem hefur tekist þetta...



Fólki sem hefur tekist þetta...



Fólki sem hefur tekist þetta...



En við vitum...



**...sumt af því sem verður að gera til að
skapa fullkomna snjallsíma upplifun**



Grunnatriðin



Grunnatriðin



1

Að skilja hvað er verið að fara að gera og hvaða tækni hentar best

- Native?
- Web?
- Hybrid?

Allt hefur sína kosti og galla





2

Að skilja *hvernig* notandinn á eftir að nota lausnina og hvernig á að hanna í kringum það

- Hvaða upplýsingar eiga að vera til staðar í lausninni?
- „Optimize the typical use case“
- For/bakgrunns niðurhal á upplýsingum
- Offline mode?
- Allow rotation?





3 Að vita hvaða síma OS þú þarft að styðja

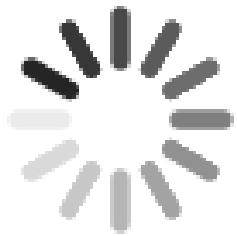
- Android
- iPhone
- Windows Phone
- BlackBerry
- SymbianOS
- „Samsung“
- Series 40
- Sony Ericson



Hugarfar



Notenda uplifun (user experience)



+



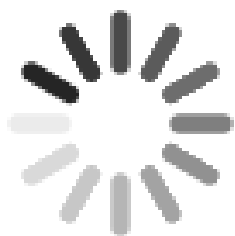
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ame. We take it where you want it.

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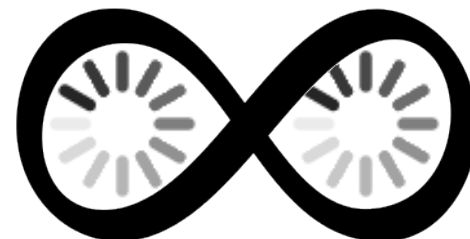
Notenda upplifun (user experience)



+



=



Ekki cool....

**Verum dugleg að skrifa
„error handling routines“**



Notenda upplifun (user experience)



**Verum dugleg að skrifa
„error handling routines“**



Notenda upplifun (user experience)



Einhver útgáfa af þessu:

„Já en þetta gerist ekki...”

...á mínum síma / í nýjustu OS útgáfunni / á WIFI / á góðu 3G / ef ekki er ýtt á hitt fyrst / ef location er enabled / hjá Bödda frænda á Patró / ef notandinn er ekki *wepons grade* hálviti...



**Má ekki vera ásættanleg
afsökun fyrir að hunsa villu**

Notenda upplifun (user experience)



Passa sig líka á:

**„Humm... þetta var
skrítið en það gerðist
bara einu sinni...”**



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• the best bet

Ábendingar til að bæta viðmót...



Ábendingar til að bæta viðmót...



**Tökum nokkur dæmi frá fyrirtækjum
sem ættu að vita betur ;-)**

Lenti default á desktop vefnum :-)

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...þeir eru reyndar með mobile vef

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Ready for
everything



Apps

Think appy thoughts



Maps

Find more of what you fancy



13:57

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1 of 4



Lumia 510



Lumia 920



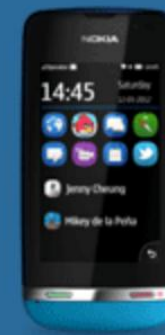
Lumia 820



Asha 309



Asha 308



Asha 311

1 of 4



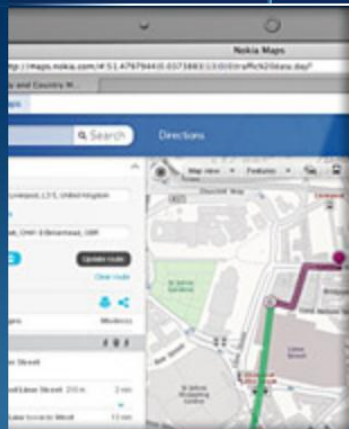
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Lumia 510



Lumia 920



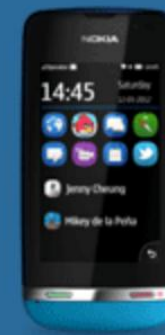
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Asha 309



Asha 308



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Overview

Exceptional performance comes standard

Brace yourself for lightning-fast web browsing, remarkable picture quality and seamless gaming visuals thanks to the powerful quad-core processor. You'll love the minimalist design and the camera that captures every moment (even in low light) with crisp, vivid, beautiful photos. It also lets you take a photo while shooting HD video. Plus, with Beats Audio™ you hear authentic, deep sound with true, finely-tuned details.

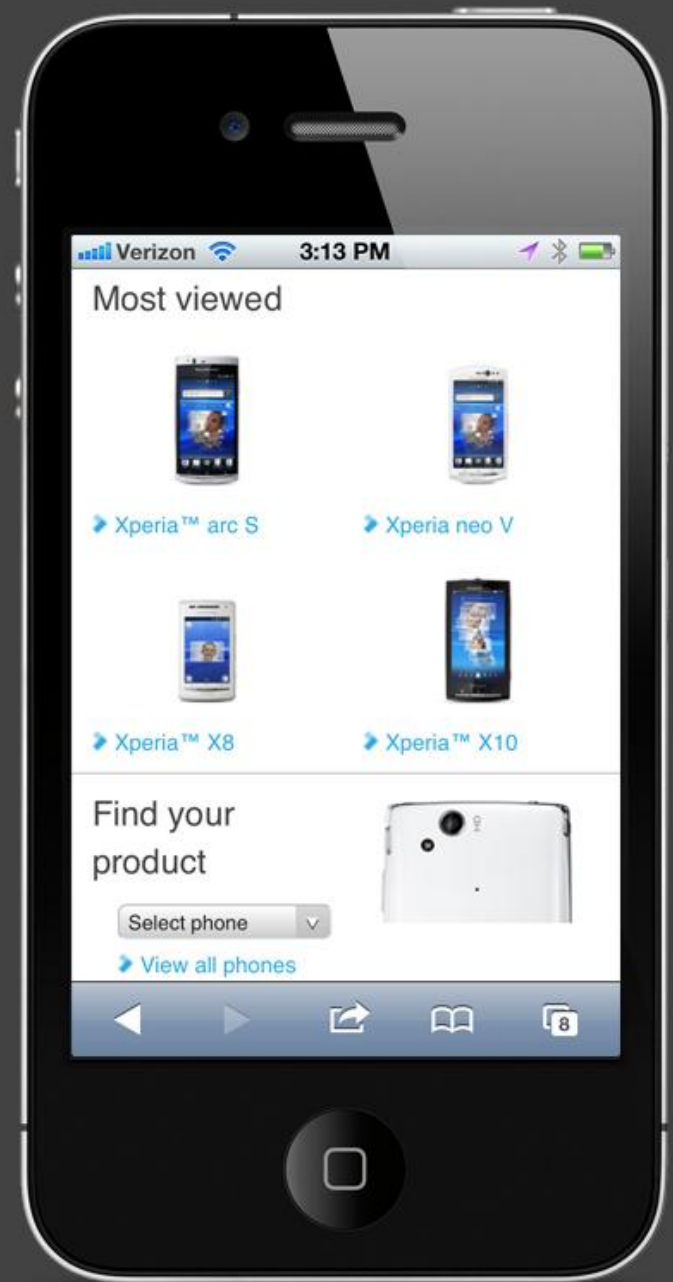


Camera Never miss a shot. A speedy one second start-up, rapid-fire continuous shooting, simultaneous 1080HD video and imaging, and an 8MP camera. And with HTC ImageChip get great shots regardless of lighting and movement..



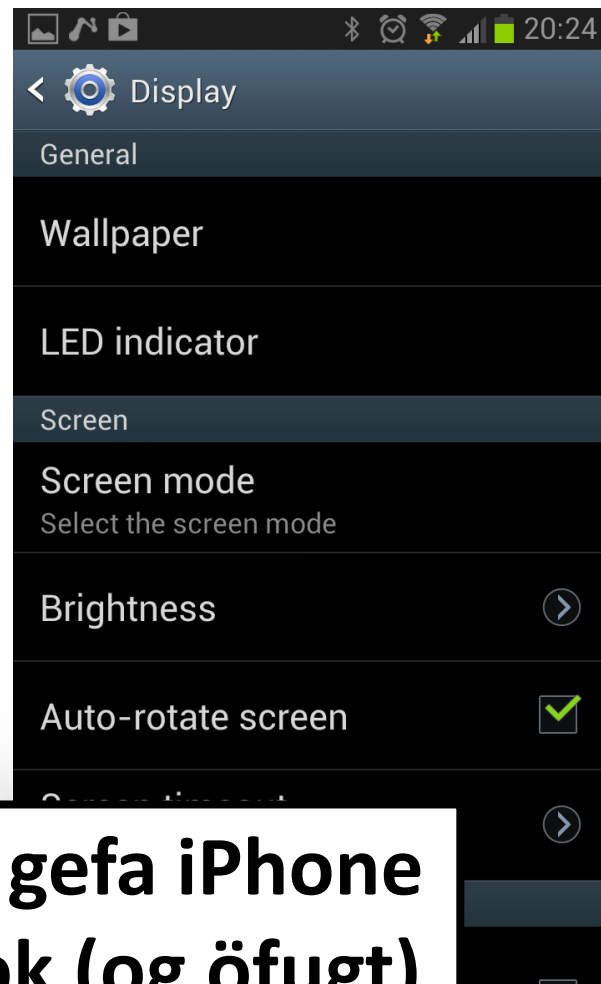
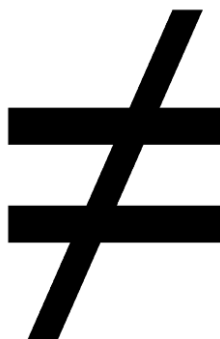
Sound The HTC One series all come with Beats Audio™ so everything you

Búið að laga núna en gott dæmi samt ;-)



Source: <http://torsionmobile.com/tag/bad-mobile-websites/>

Notenda upplifun (user experience)

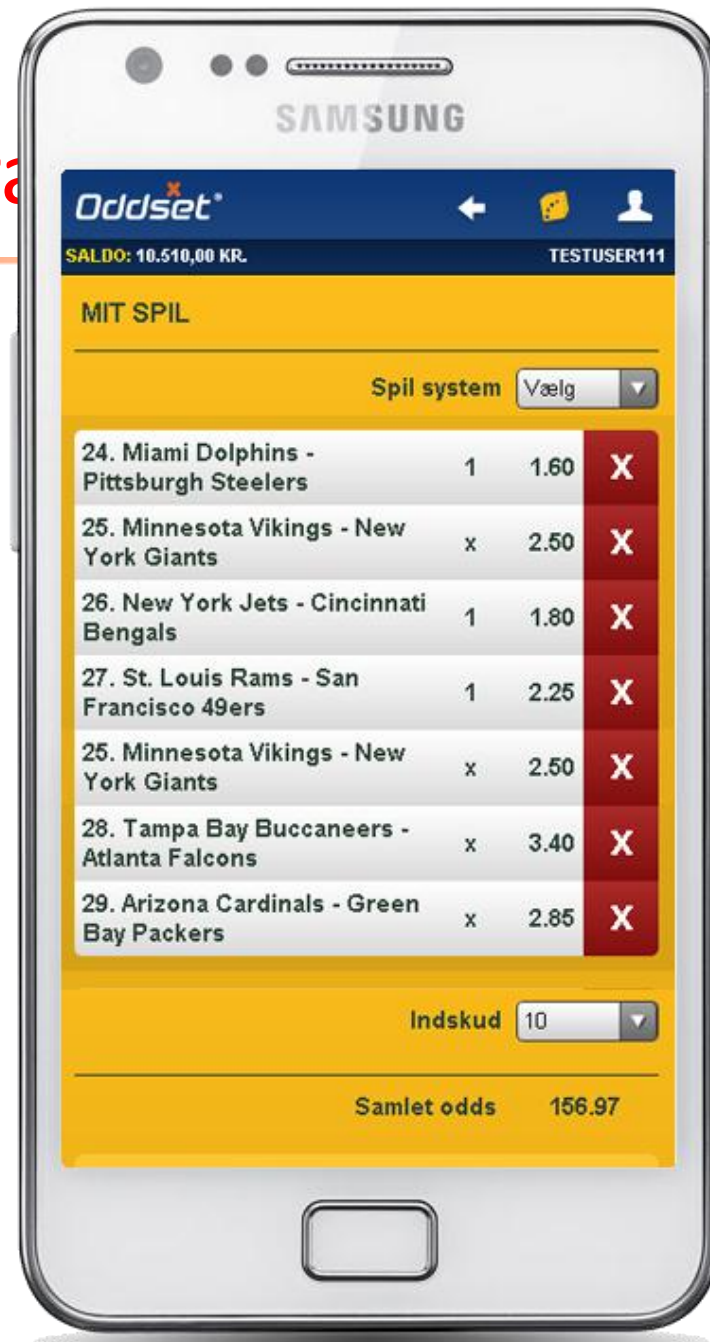


Það er ekki dannað að gefa iPhone notendum Android look (og öfugt)

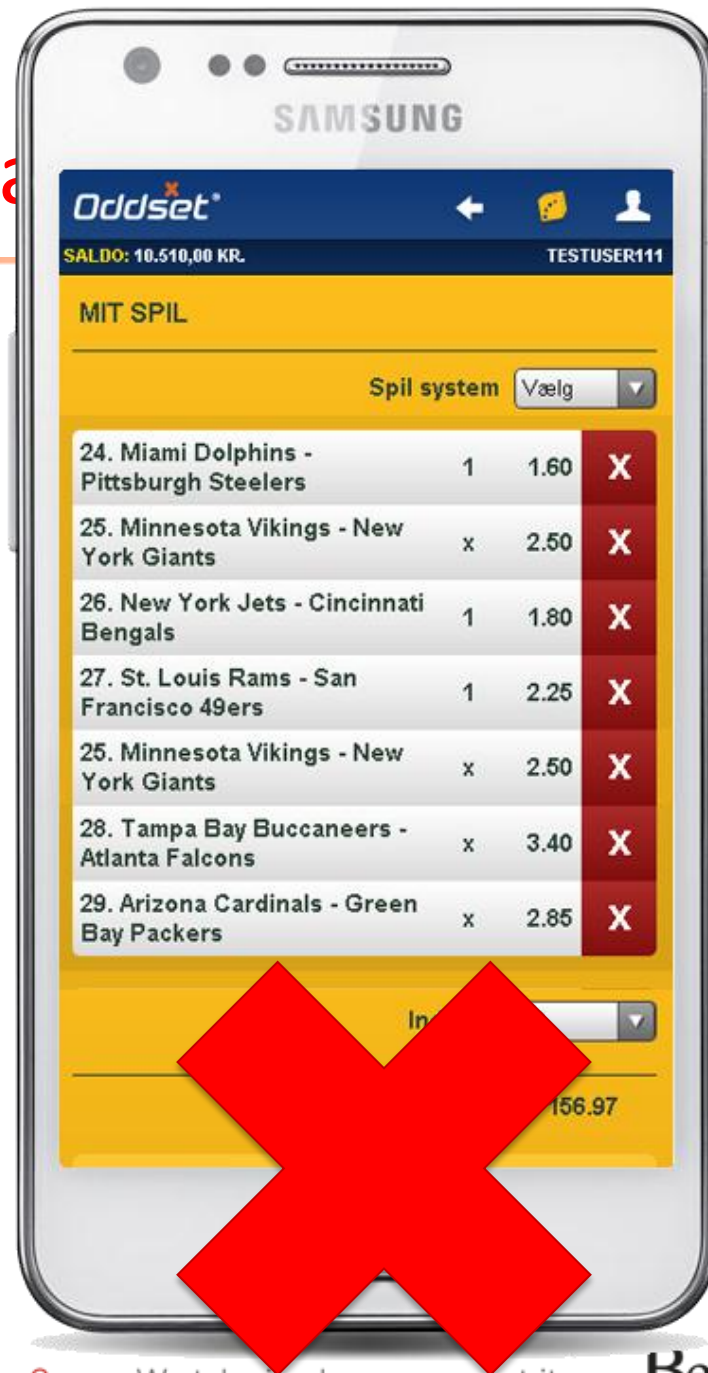
Lykilatriðin verða að vera sýnileg



Lykilatriðin verða að vera

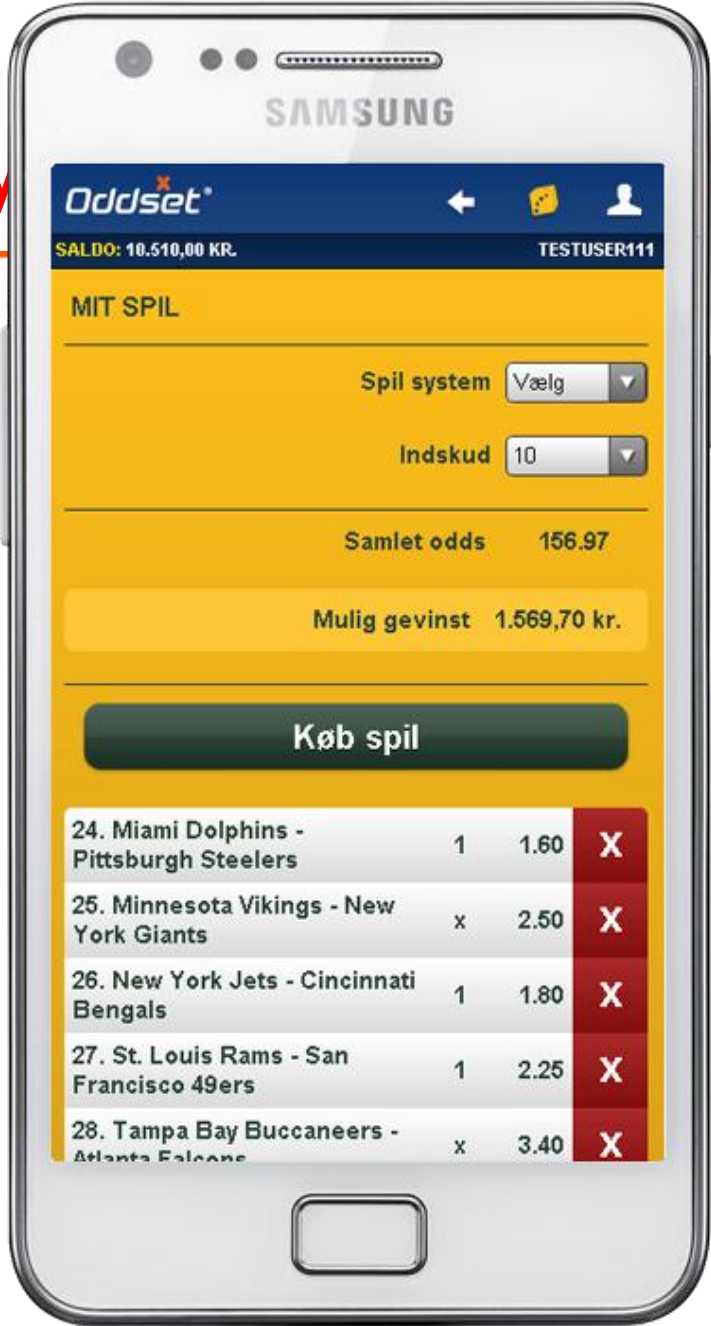


Lykilatriðin verða að vera



Ly

ver



Að (næstum því) lokum...

1. Sendið endilega fólk á SXSWi...

...í ár borguði 24.569 sig inn og sáu yfir 1500 fyrirlestra



Að (næstum því) lokum...



1. Sendið endilega fólk á SXSWi...

...í ár borguði 24.569 sig inn og sáu yfir 1500 fyrirlestra

2. Fylgist með því besta...



Bootstrap, from Twitter

Bullet Graph

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1. Sendið endilega fólk á SXSWi...

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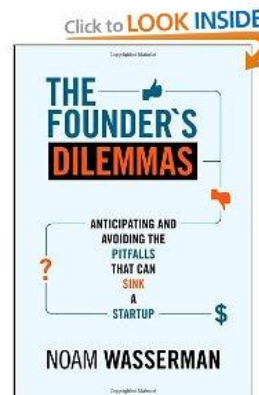
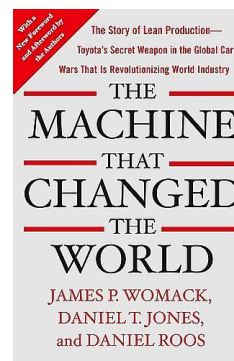
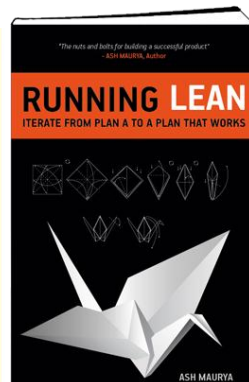
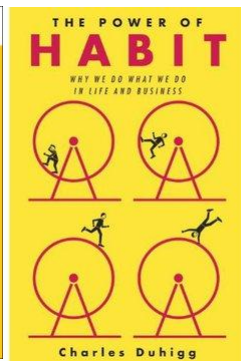
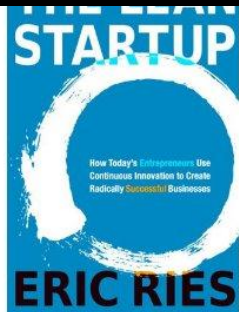
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Bootstrap, from Twitter

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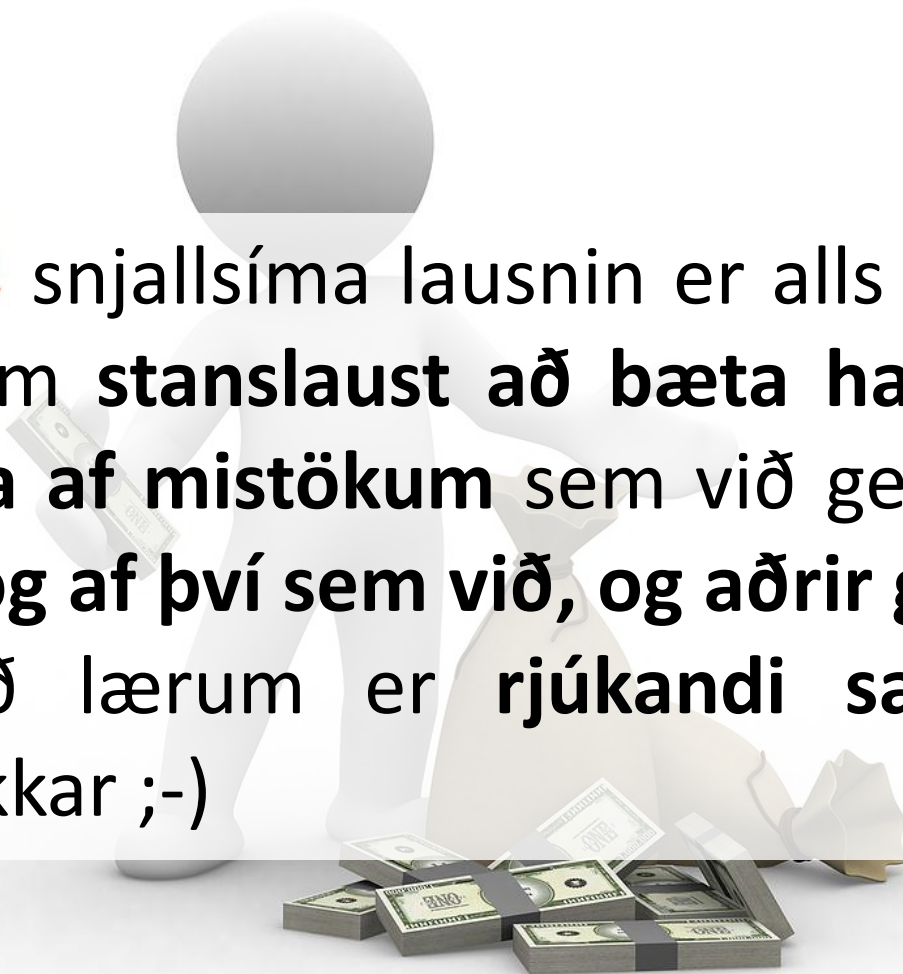
3. Lesið meira



Að lokum



Betware snjallsíma lausnin er alls ekki fullkomin en við erum **stanslaust að bæta hana** bæði með því að **læra af mistökum** sem við gerum og sjáum aðra gera **og af því sem við, og aðrir gera vel...** og á meðan við lærum er **rjúkandi sala** í gegnum lausnina okkar ;-)



Takk fyrir! (og spurningar ef tími gefst)



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Product Manager
Betware

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