



User Experience und Cross-Plattform Entwicklung

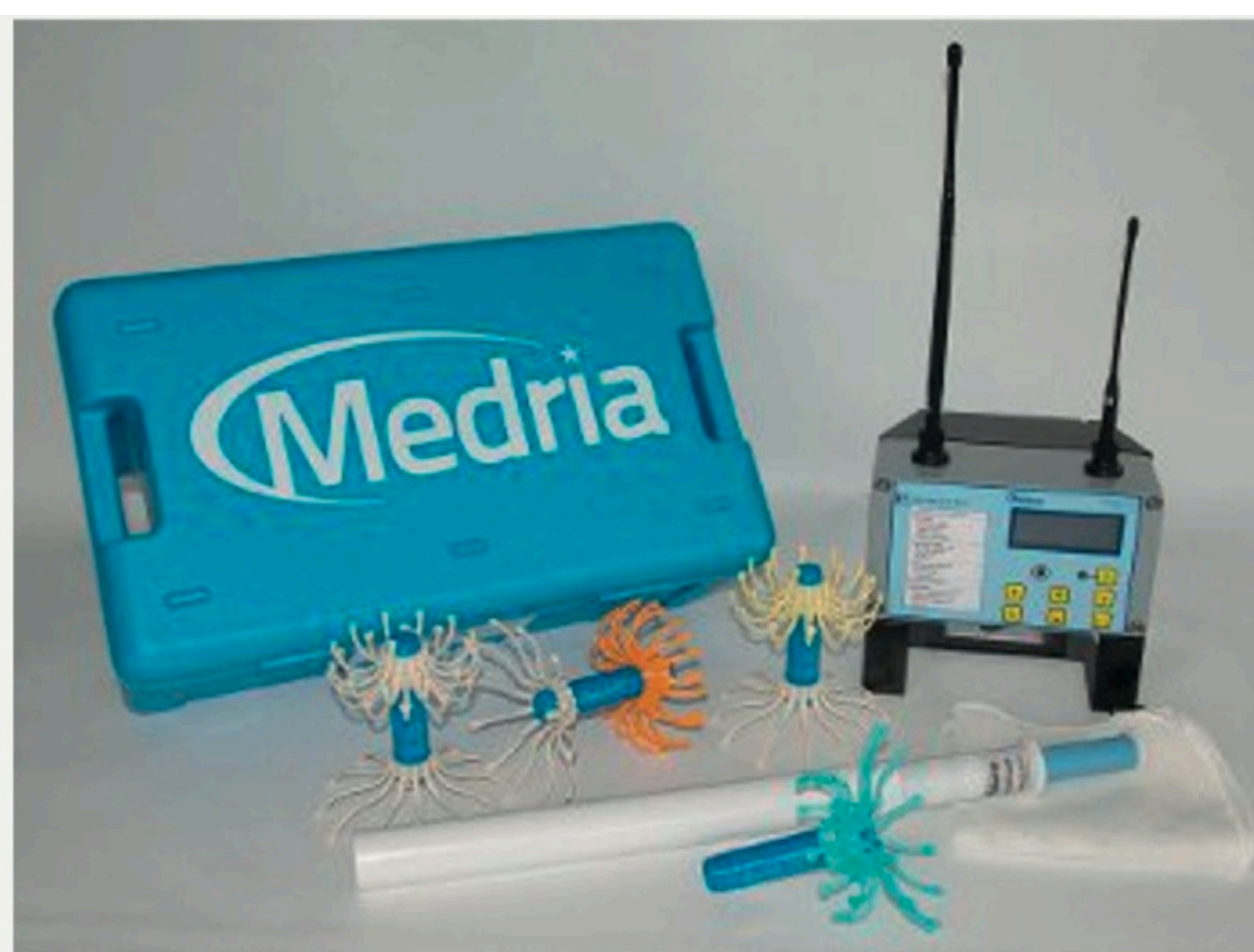
- ▶ Spektrum mobiler Funktionen
- ▶ Cross Platform SDK landscape
- ▶ Cross Platform Design Pattern



1

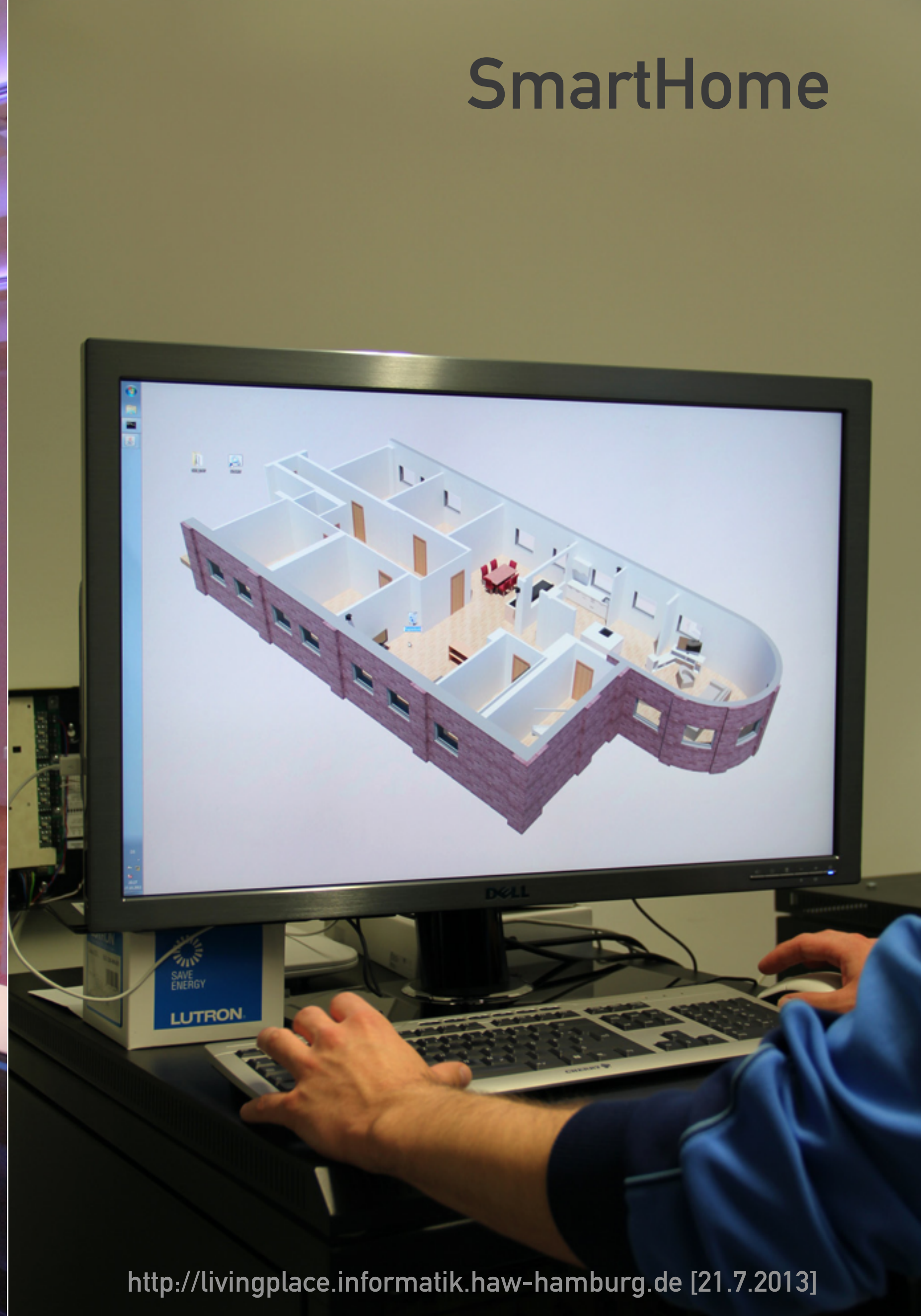
Spektrum mobiler Funktionen





<http://www.medria.fr> [11.1.2013]

SmartHome



<http://livingplace.informatik.haw-hamburg.de> [21.7.2013]

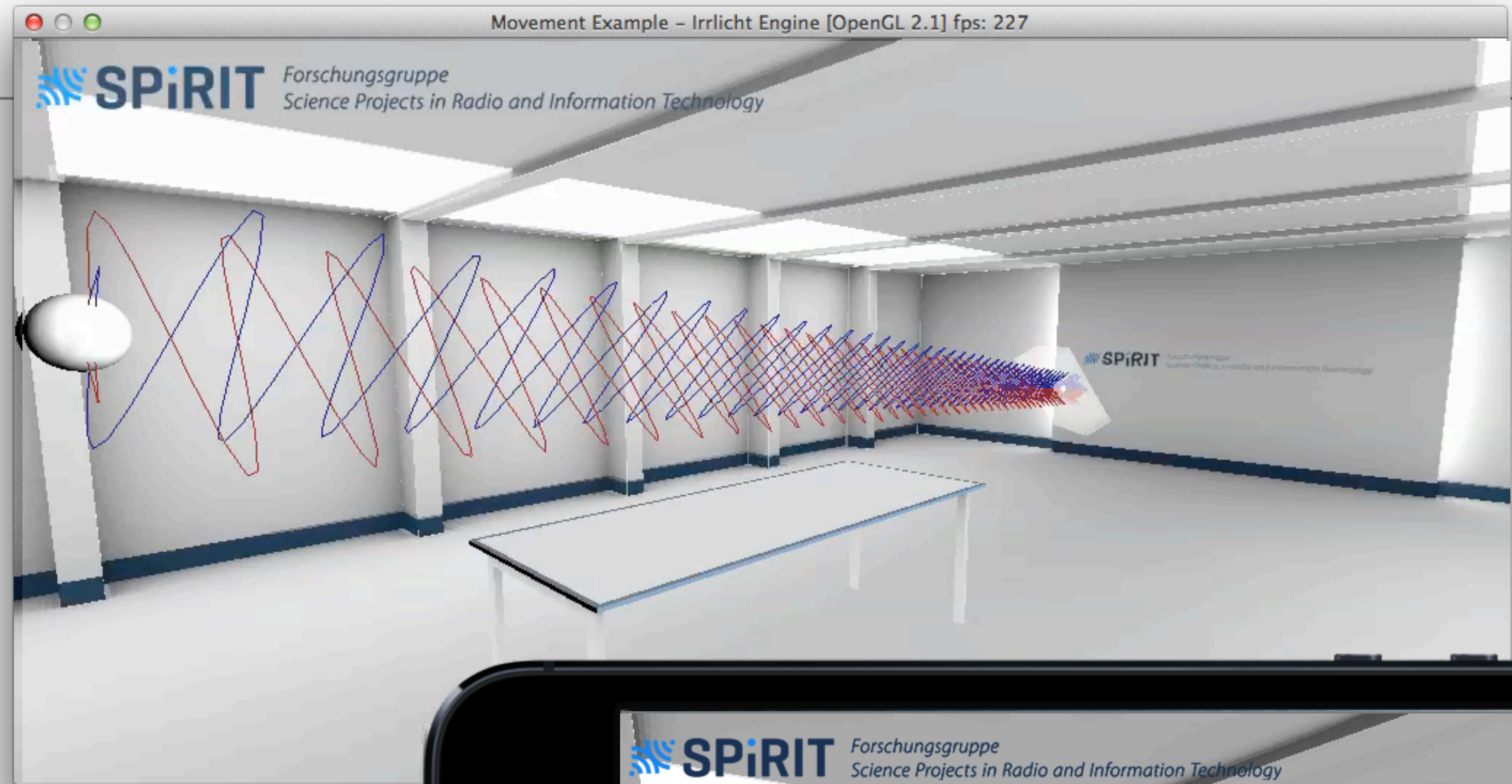
Welche Eigenschaften wünschen sich Anwender heute in einer Mobilen Umgebung?



Kontextsensitivität



all over the city you can
find potential **game boards**



2

Cross Platform SDK Landschaft

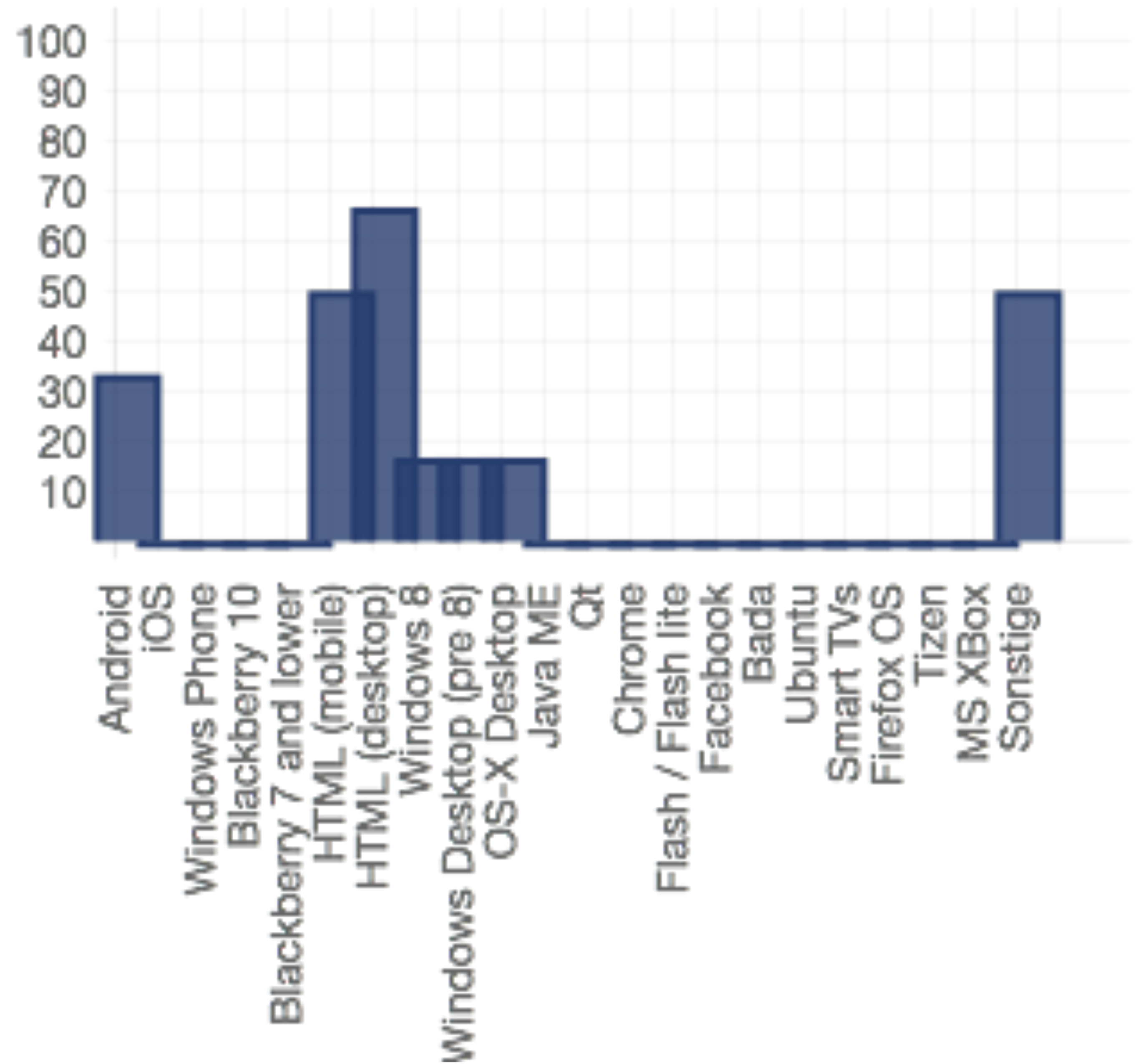


Für welche Plattform/OS haben Sie schon entwickelt?

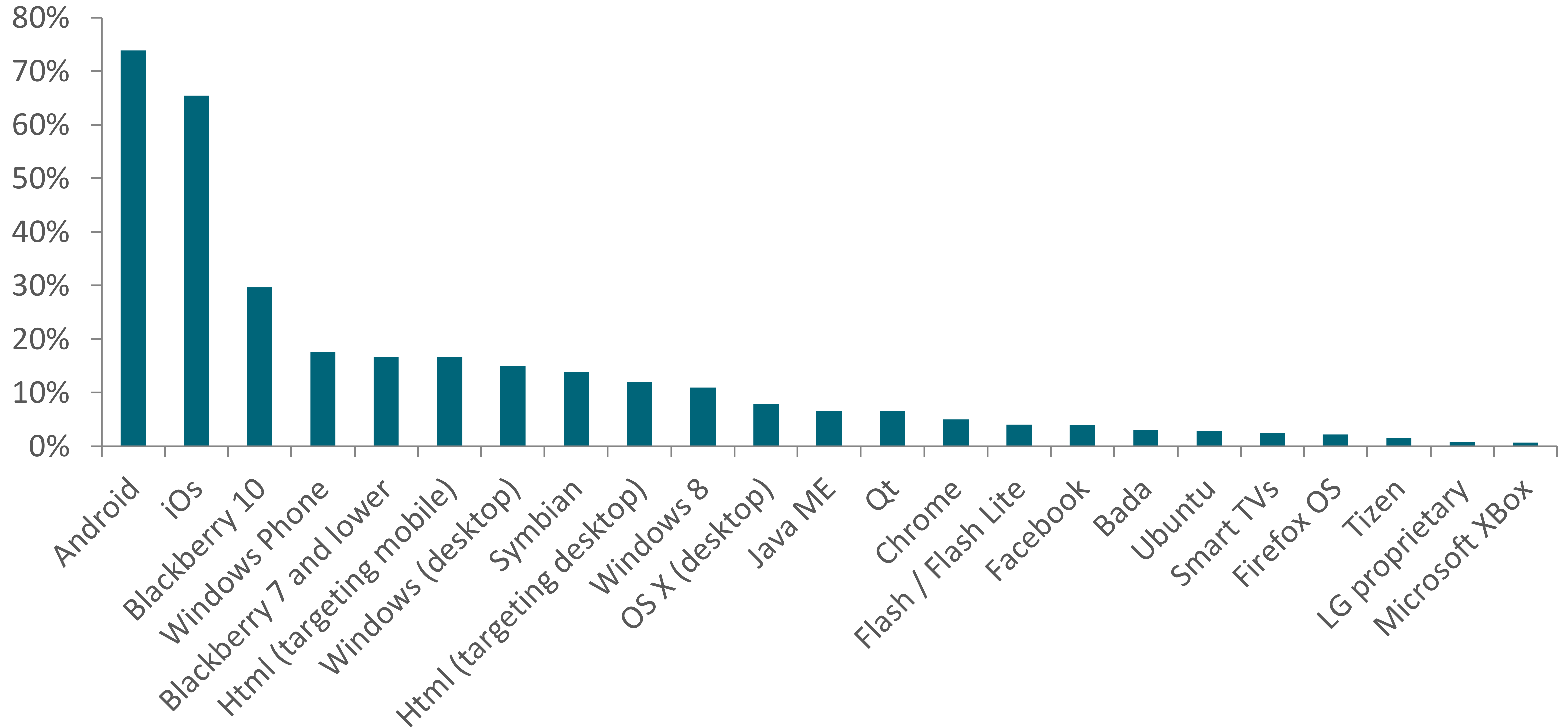
► <http://pingo.upb.de>



Ergebnis der Ad-hoc-Umfrage



Targeted OS by CP Tool users (n=593)



Cross Platform App Development Tool Benchmarking 2013, <http://research2guidance.com/cross-platform-tool-benchmarking-2013/> [3.1.2014]



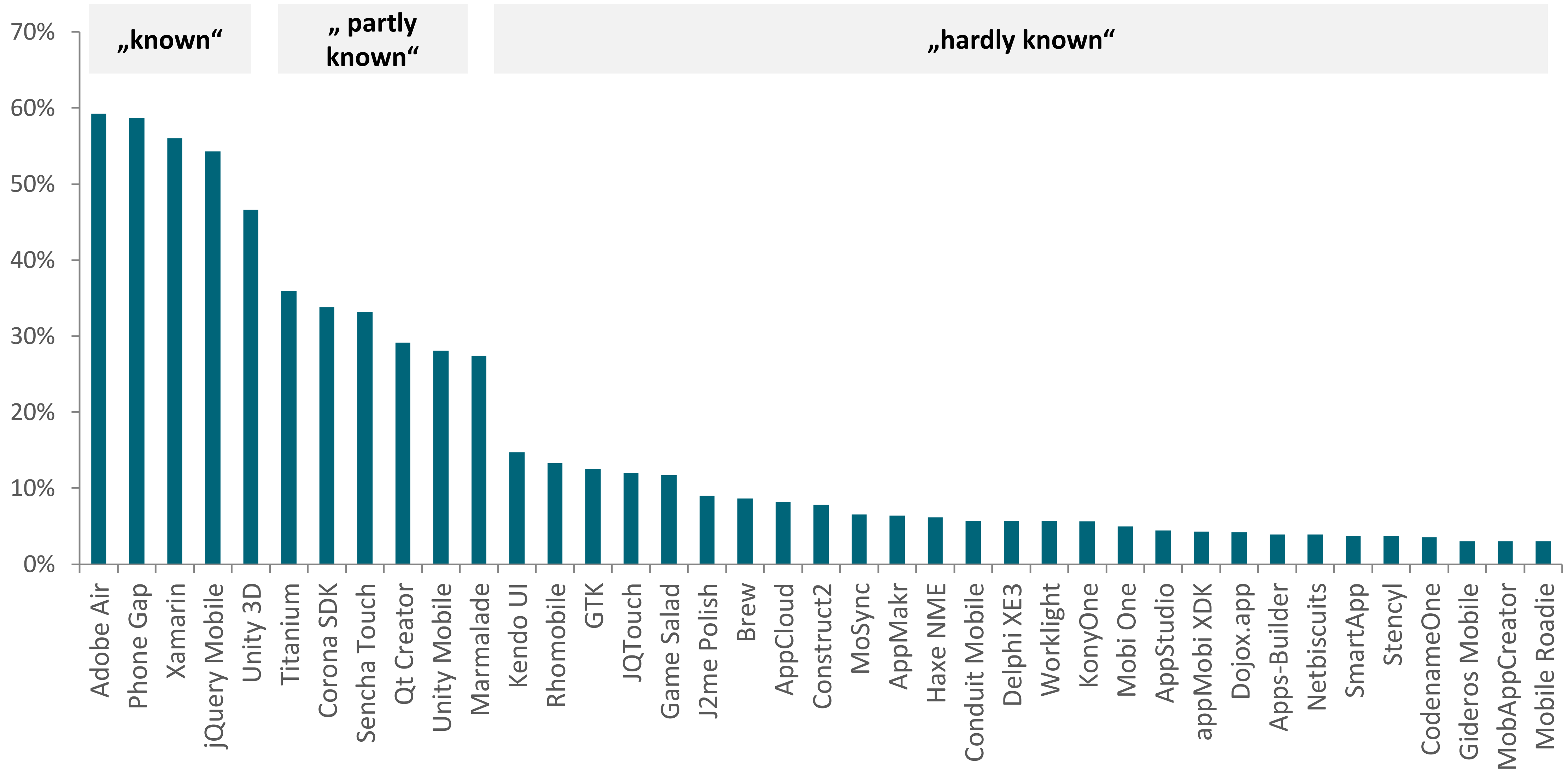
Für welche Plattform/OS
haben Sie schon entwickelt?

Welches CP-Tool / welches SDK
setzen Sie schon ein?

► <http://pingo.upb.de>



Awareness level for CP Tools



Nach: Cross Platform App Development Tool Benchmarking 2013, <http://research2guidance.com/cross-platform-tool-benchmarking-2013/> [3.1.2014]

n=766

Easily create apps using the web technologies you know and love: **HTML, CSS, and JavaScript**

PhoneGap is a free and open source framework that allows you to create mobile apps using standardized web APIs for the platforms you care about.

[Install PhoneGap ▶](#)[Getting Started Guides ▶](#)

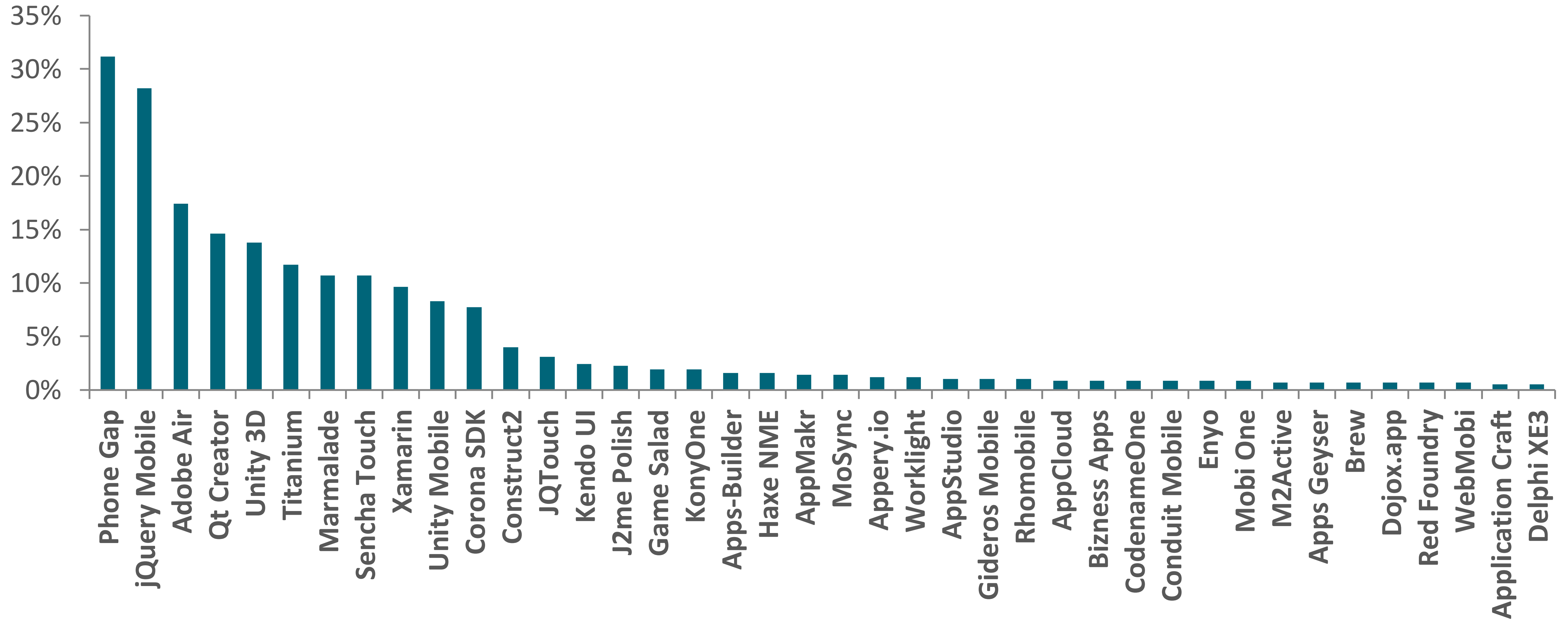
Wrap your app with
PhoneGap



Deploy to **mobile**
platforms!



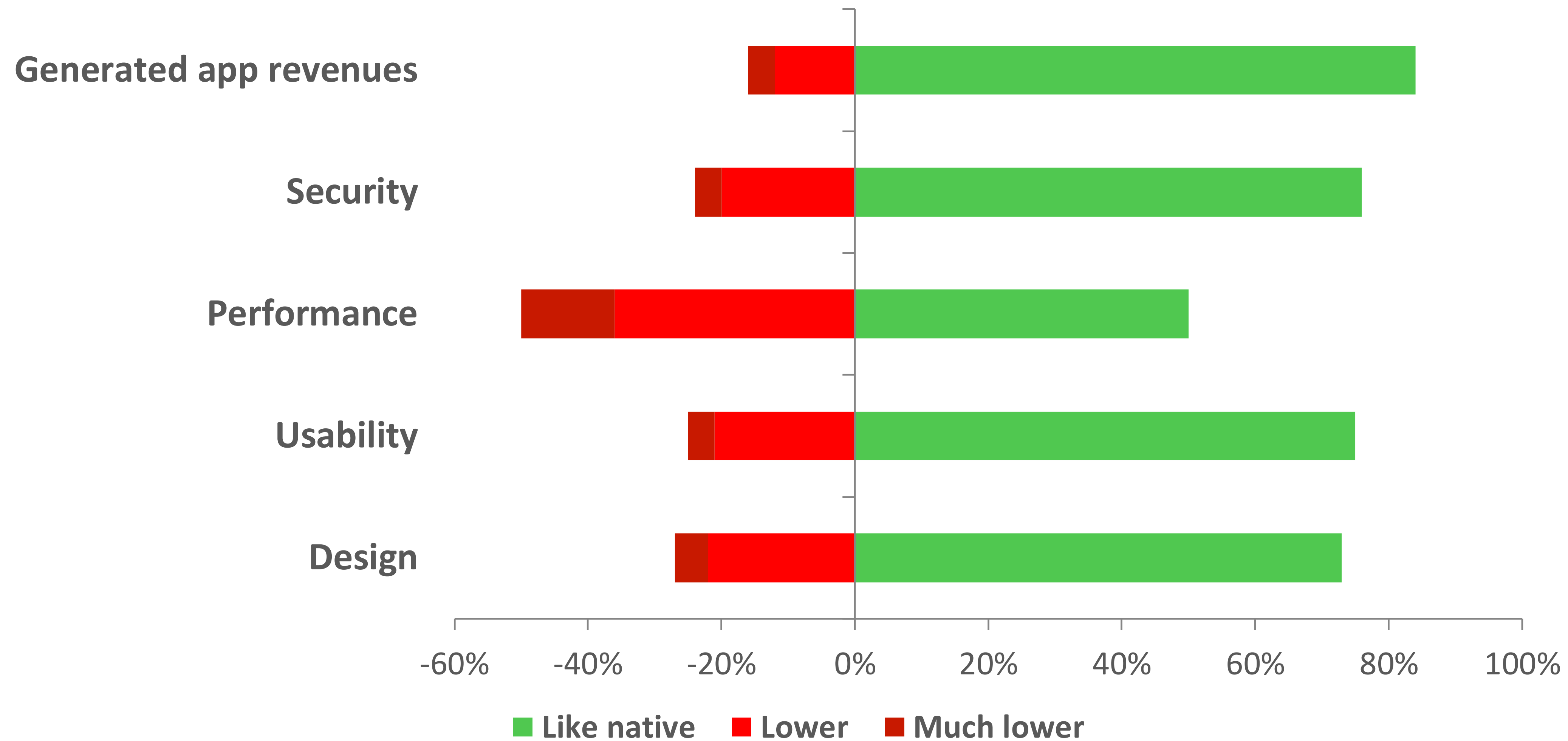
Usage distribution amongst CP Tool users (n=801)





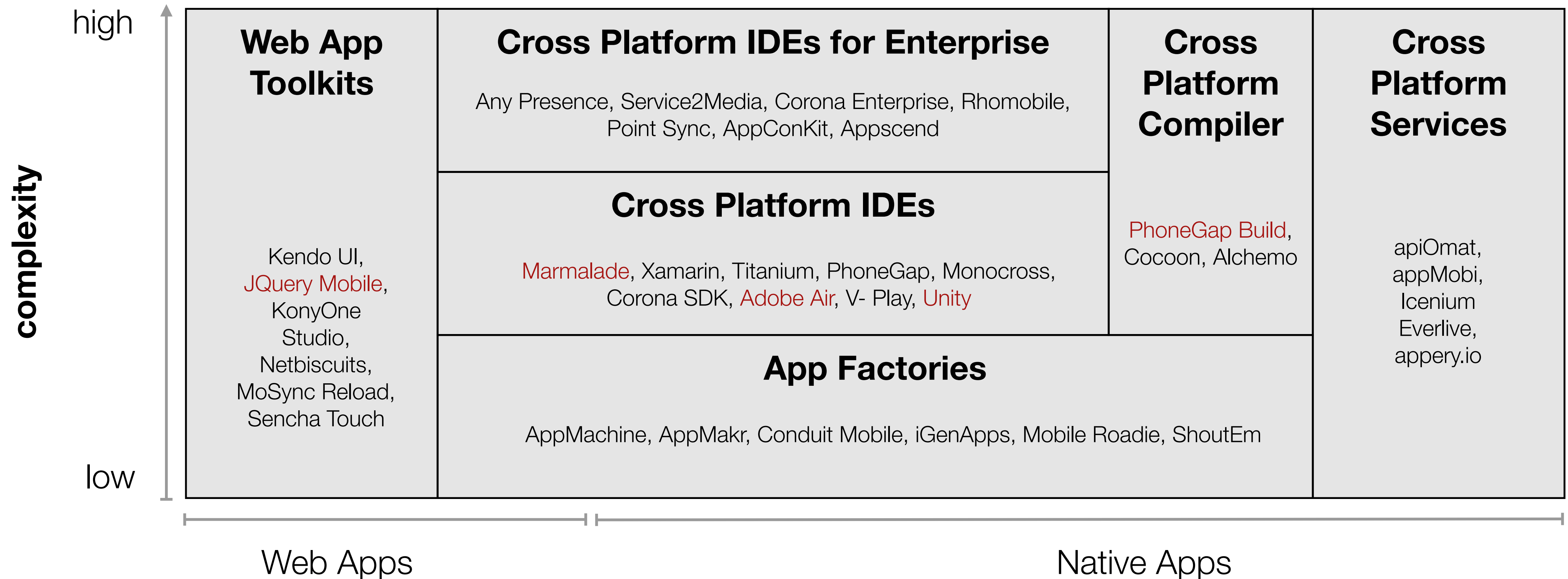
Unity 3D

Quality rating of cross-platform apps vs. pure native apps (n=534)



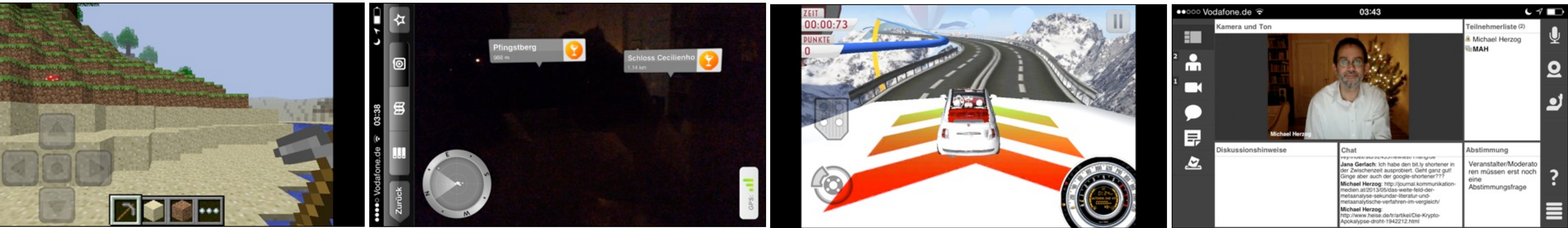
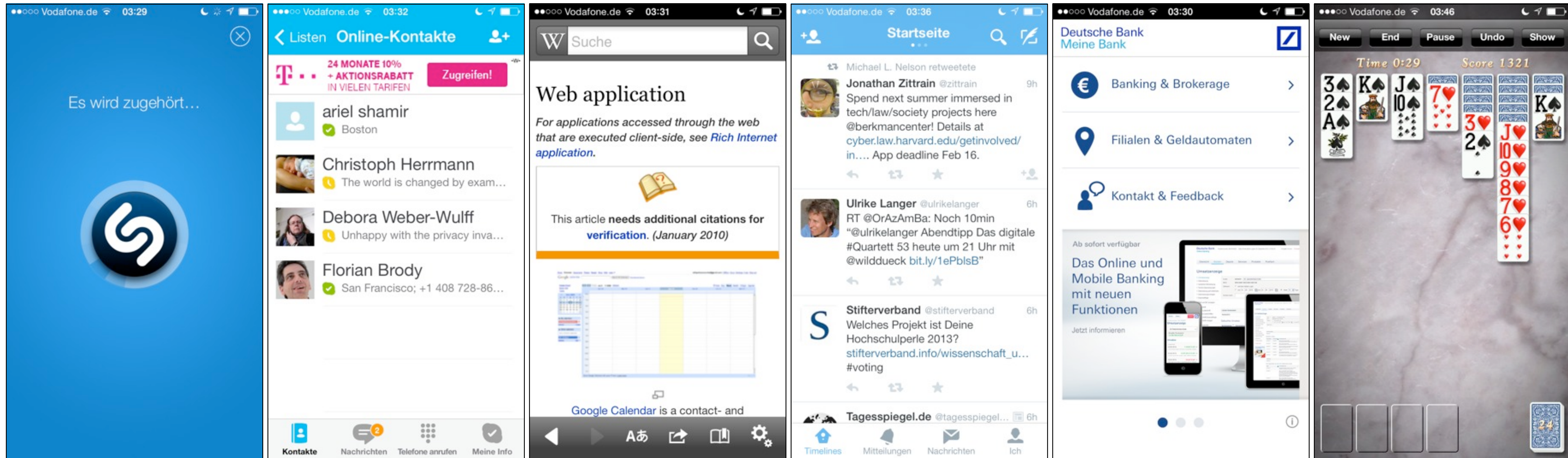
Nach: Cross Platform App Development Tool Benchmarking 2013, <http://research2guidance.com/cross-platform-tool-benchmarking-2013/> [3.1.2014]

Cross platform app development tool landscape

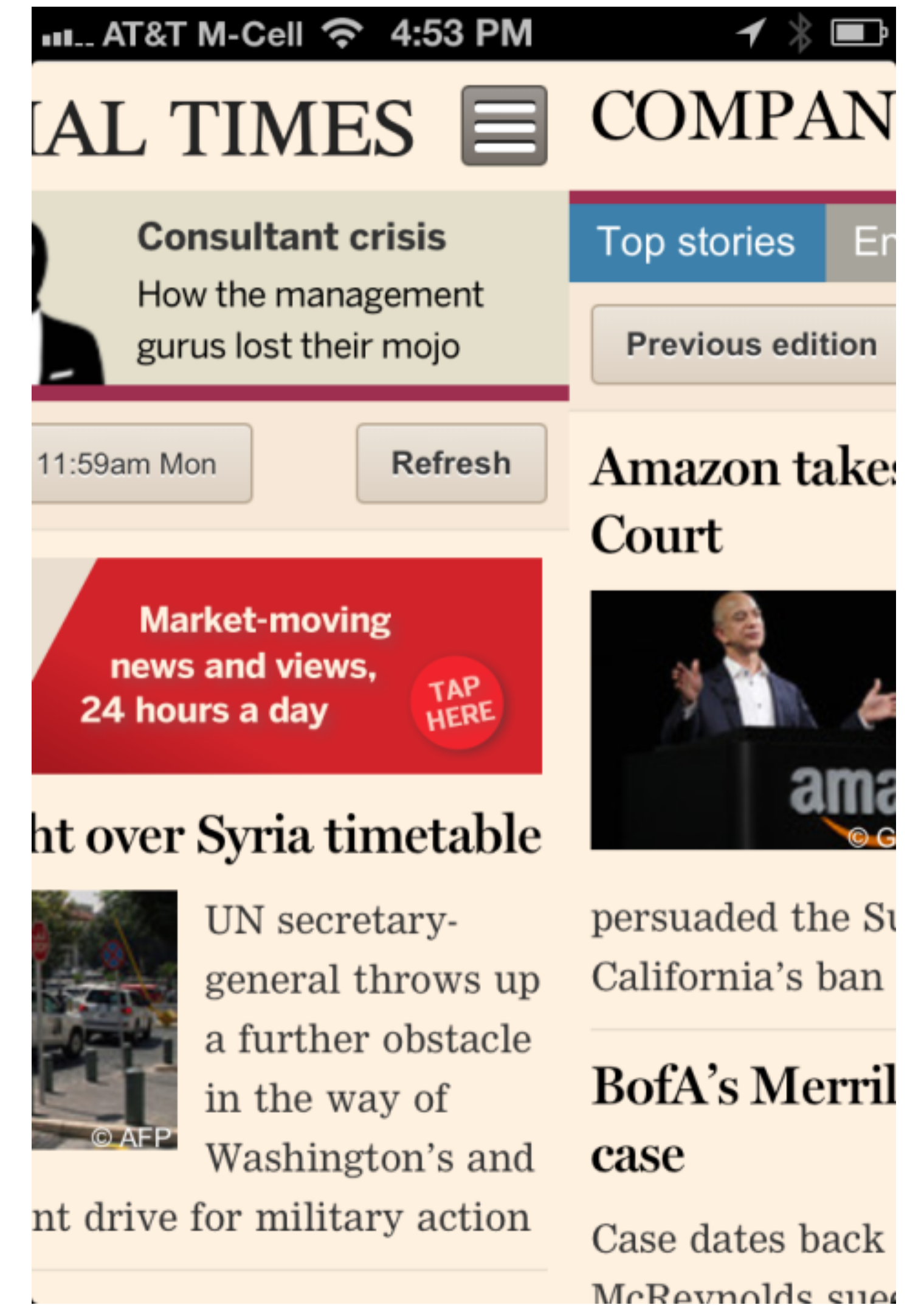
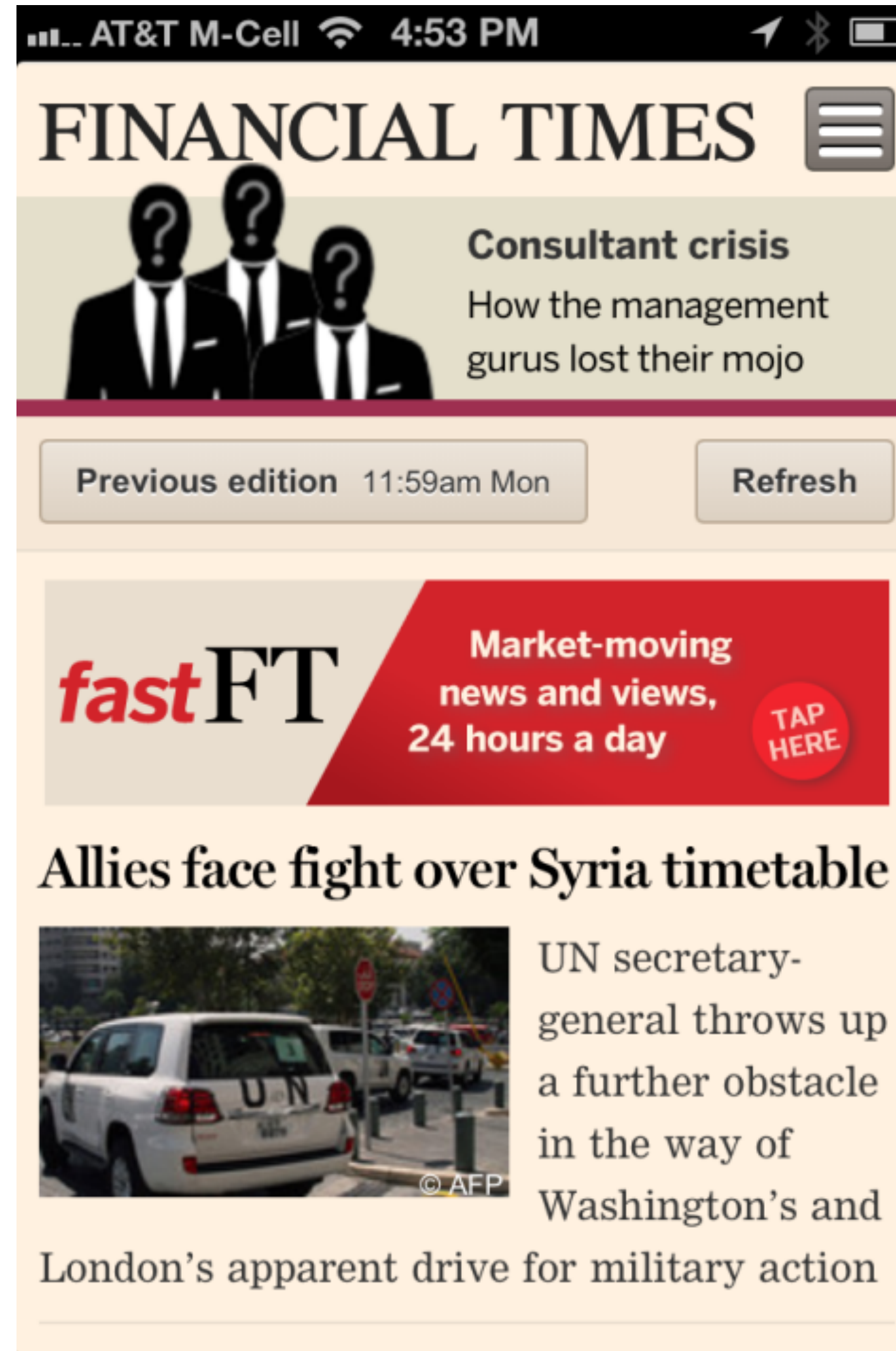


Nach: Cross Platform App Development Tool Benchmarking 2013, <http://research2guidance.com/cross-platform-tool-benchmarking-2013/> [3.1.2014]

WebApp or native App?



HTML



Nach: [RALUCA BUDIU: Mobile. Native Apps, Web Apps, and Hybrid Apps \[14.9.2013\]](http://www.nngroup.com/articles/mobile-native-apps/) <http://www.nngroup.com/articles/mobile-native-apps/>

mobile OS														desktop OS		other						
ios	android	Windows Phone	Windows	BlackBerry	BlackBerry 10	symbian	Windows CE	Android TV	LG	Firefox OS	Qt	Ubuntu	HTML5	HTML5	Windows	X	Chrome	Opera	Facebook	Wii	PS3	Smart TVs

Web app toolkits

Appery.io	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
App Studio	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
DaVinci Suite	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Genero	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
jQuery	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Kendo UI	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Magmito	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Weever Apps	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

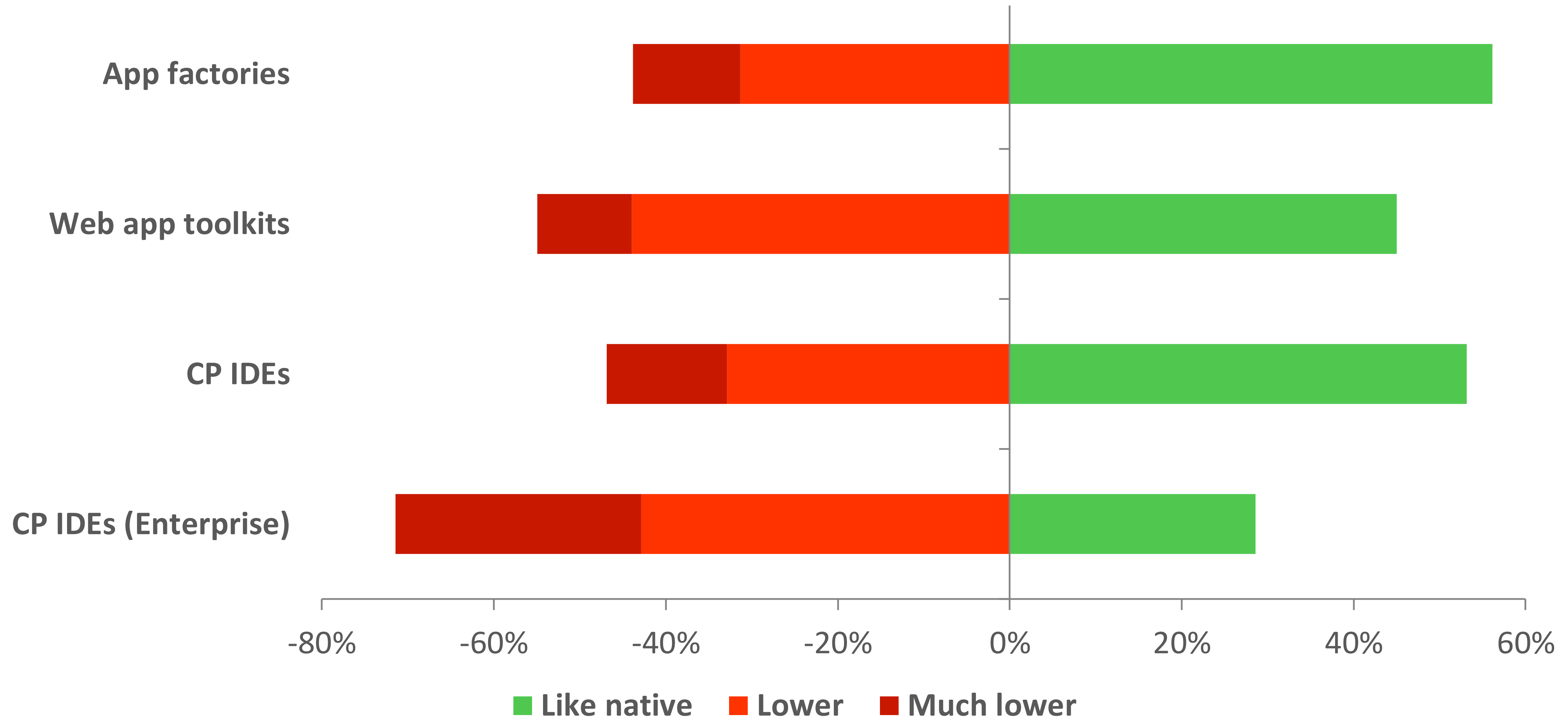
CP IDEs

AIR*	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Codename One	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Corona SDK	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Embarcadero RAD Studio XE5	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Egela	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Appscend	■	■	■	■																		
Gideros	■	■	■																	■		
Service2Media M2Active	■	■	■	■	■	■																
App factories																						
AppEasy	■	■	■	■			■													■	■	
AppMachine	■	■	■																	■		
Conduit Mobile	■	■	■	■																■		
iGenApps	■	■	■																		■	
Joshfire Factory	■	■	■	■			■													■	■	
MobAppCreator	■	■	■	■																		
MobiCart	■	■	■	■																■		
Mobile Roadie	■	■																		■		
Pajap		■																				
Red Foundry	■	■		■																		
Saasmob SmartApp	■	■	■	■	■	■	■															
ShoutEm	■	■																		■		
Spot Specific	■	■		■																■	■	
ViziApps	■	■																		■		

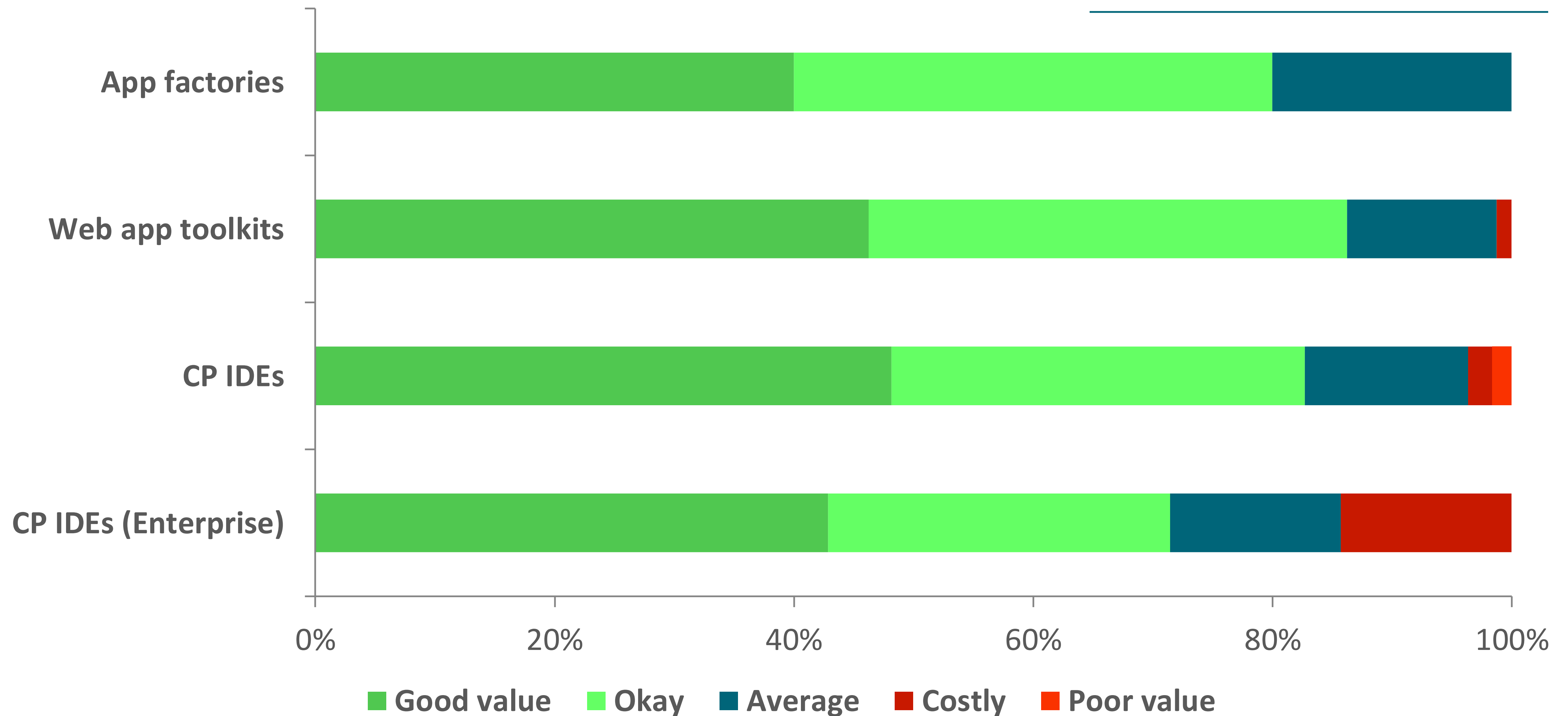
Support *Blackberry has developed its own SDK for creating AIR apps for Playbook
Planned support

Performance rating of cross-platform apps (vs. pure native apps) by tool class (n=534)



Nach: Cross Platform App Development Tool Benchmarking 2013, <http://research2guidance.com/cross-platform-tool-benchmarking-2013/> [3.1.2014]; n=534

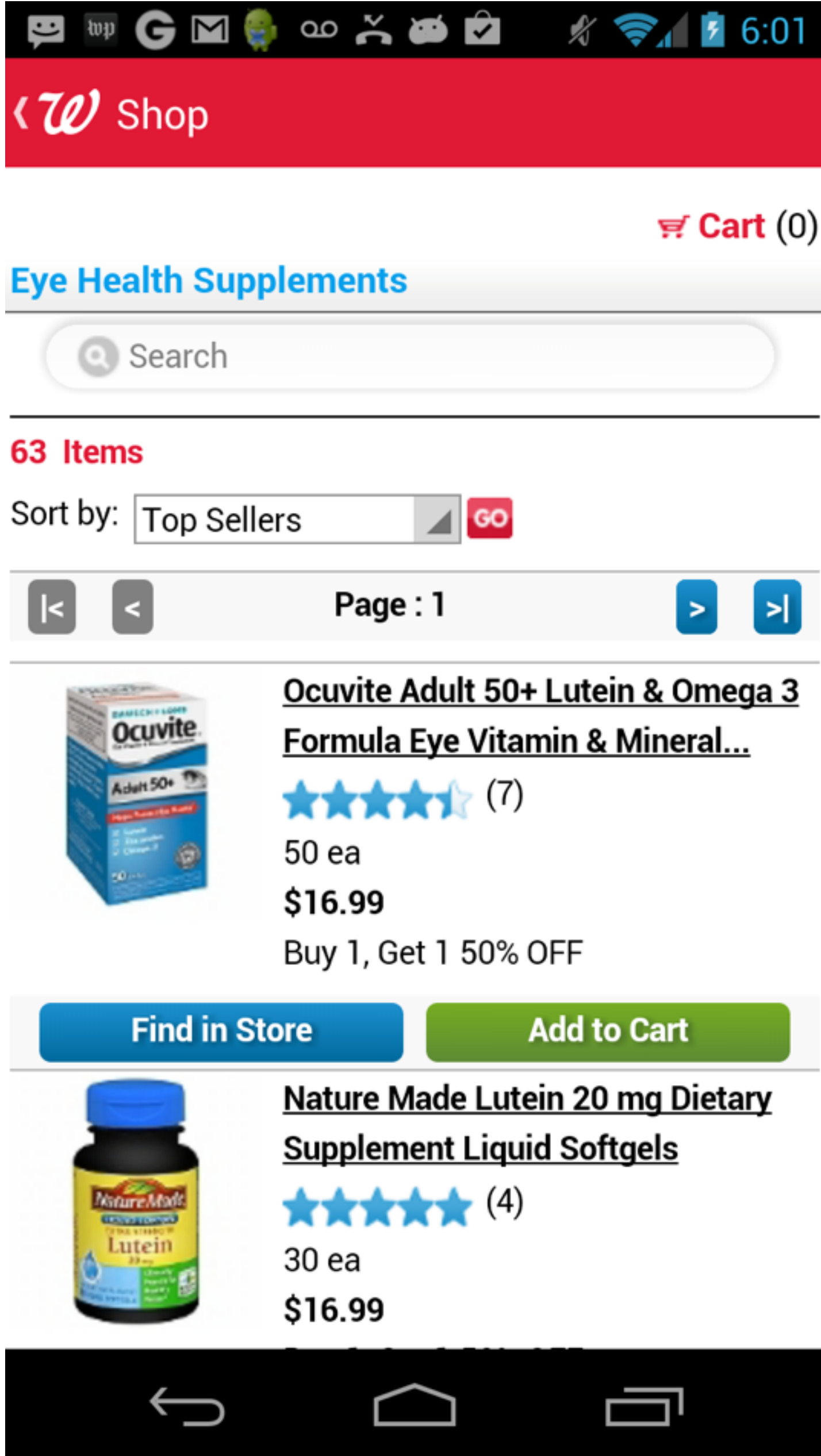
Cost-performance rating of cross-platform tools by tool class (n=482)



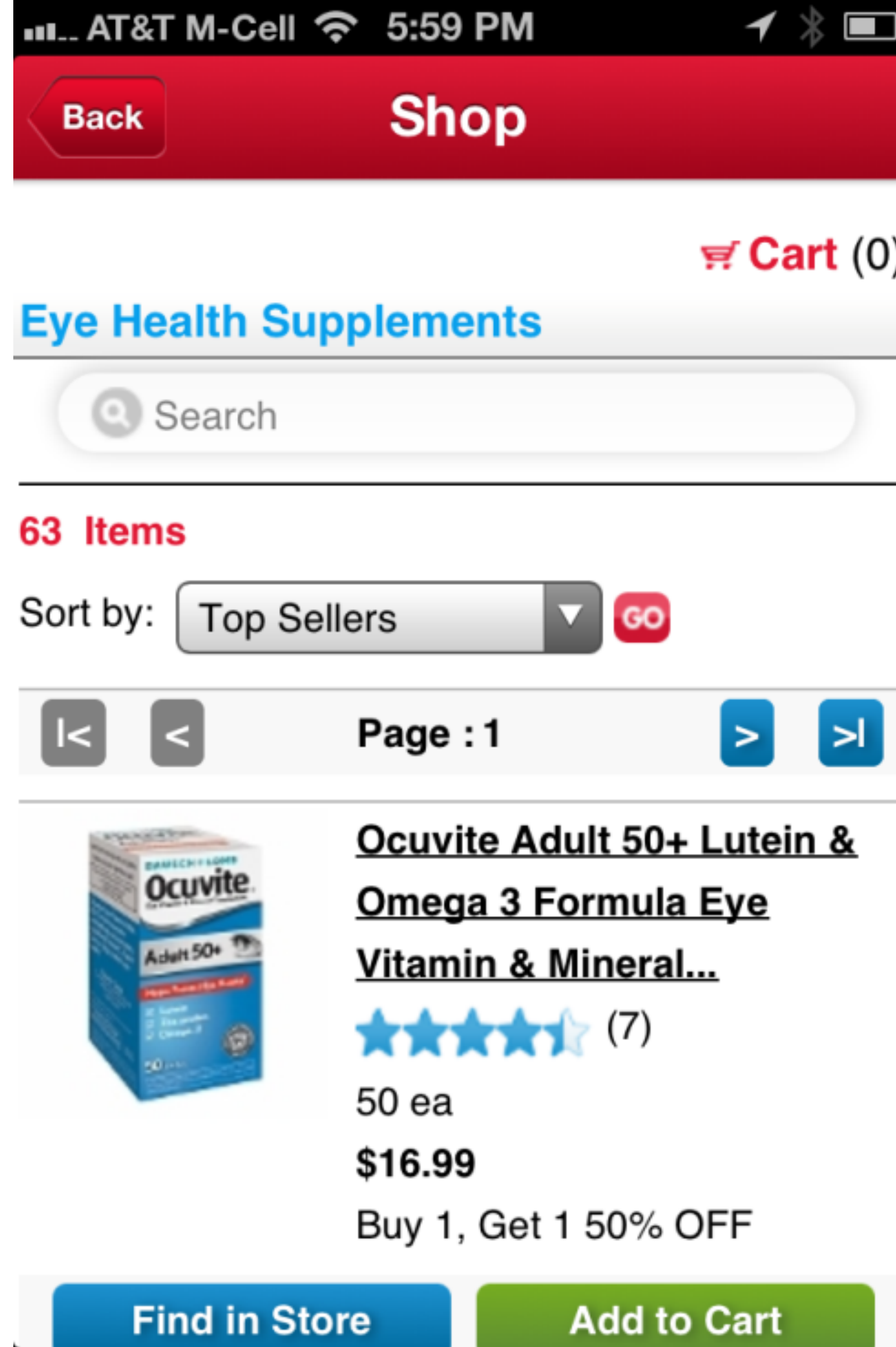
Nach: Cross Platform App Development Tool Benchmarking 2013, <http://research2guidance.com/cross-platform-tool-benchmarking-2013/> [3.1.2014]; n=534

3

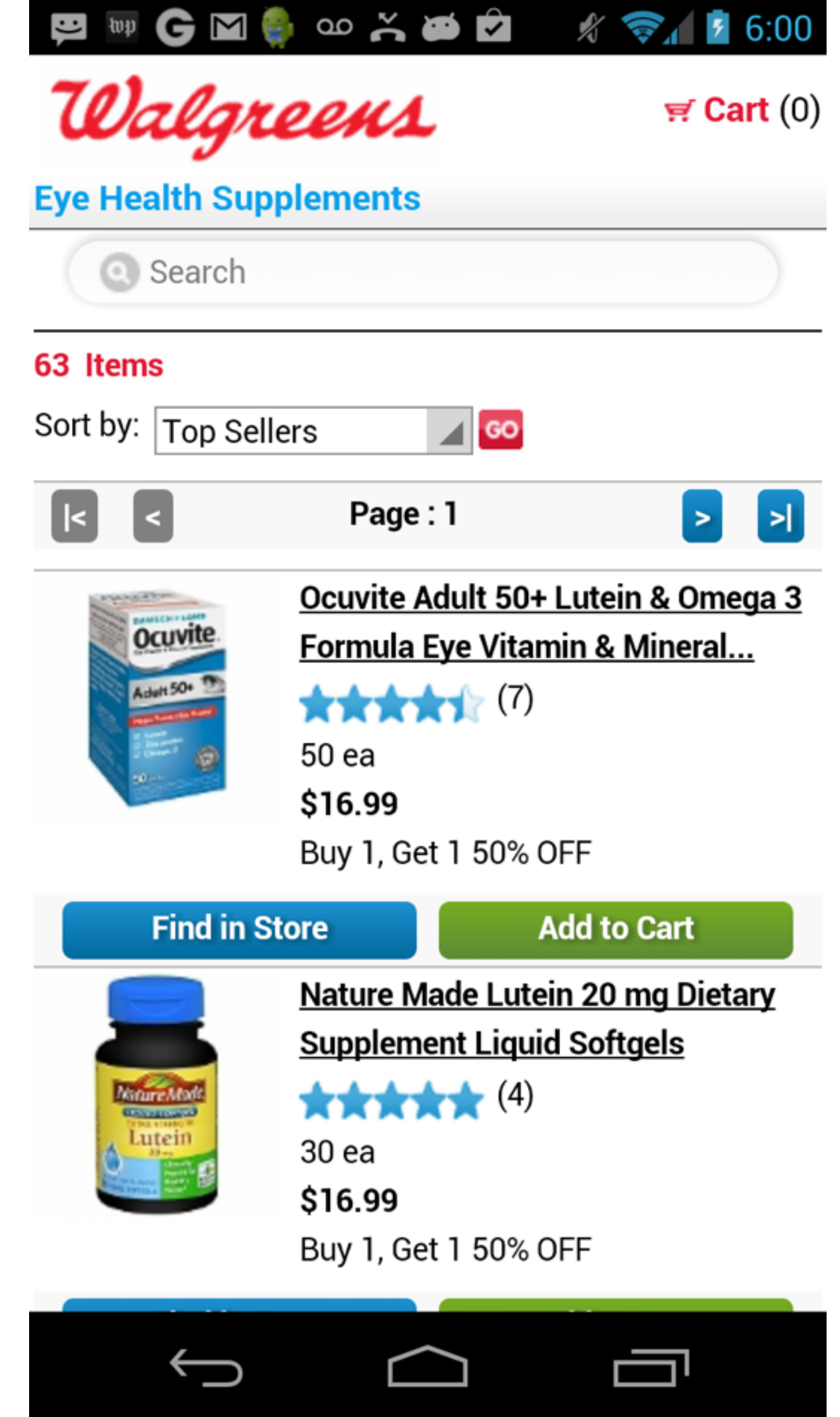
Cross Platform Design Pattern



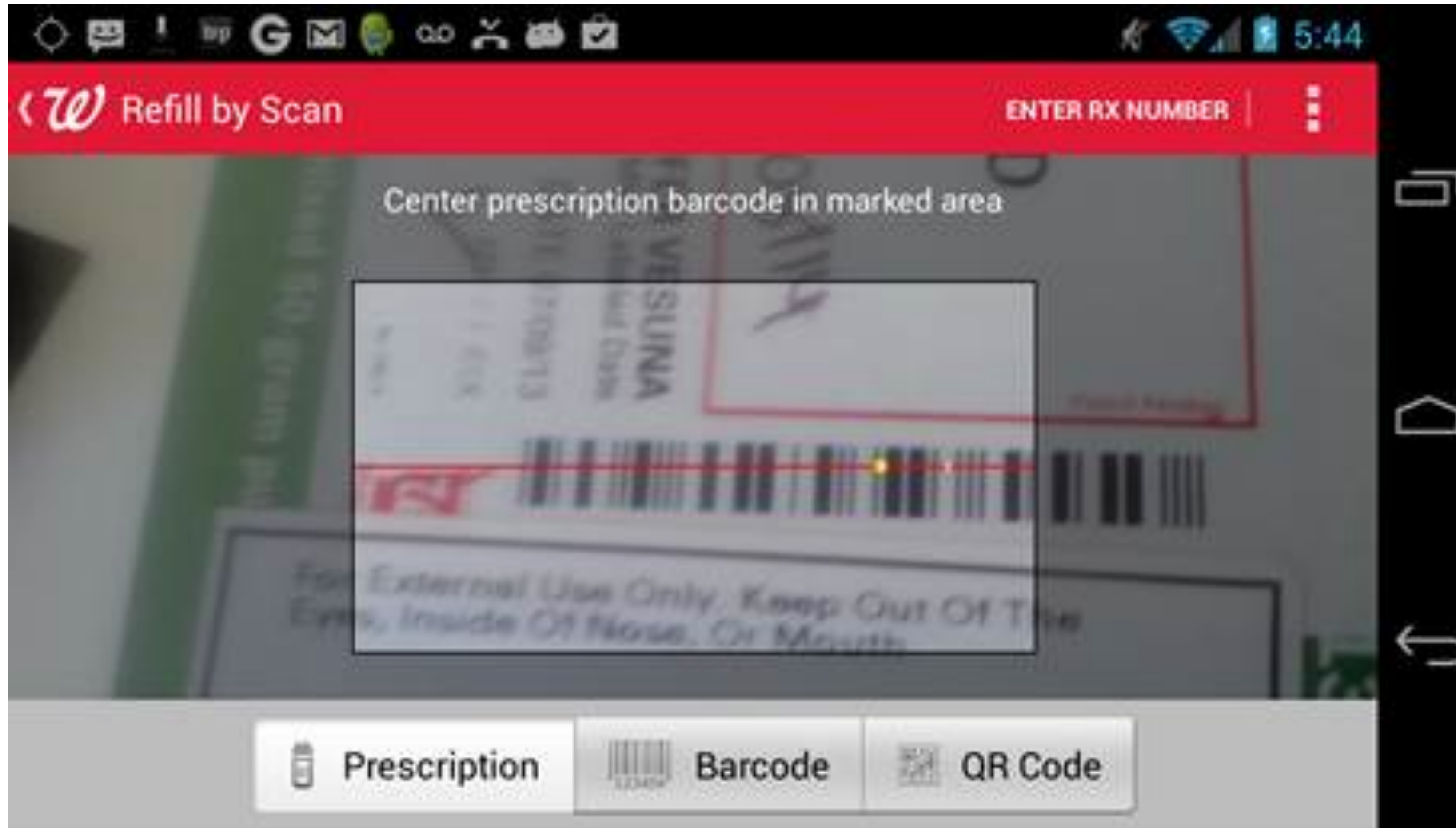
Android



iOS

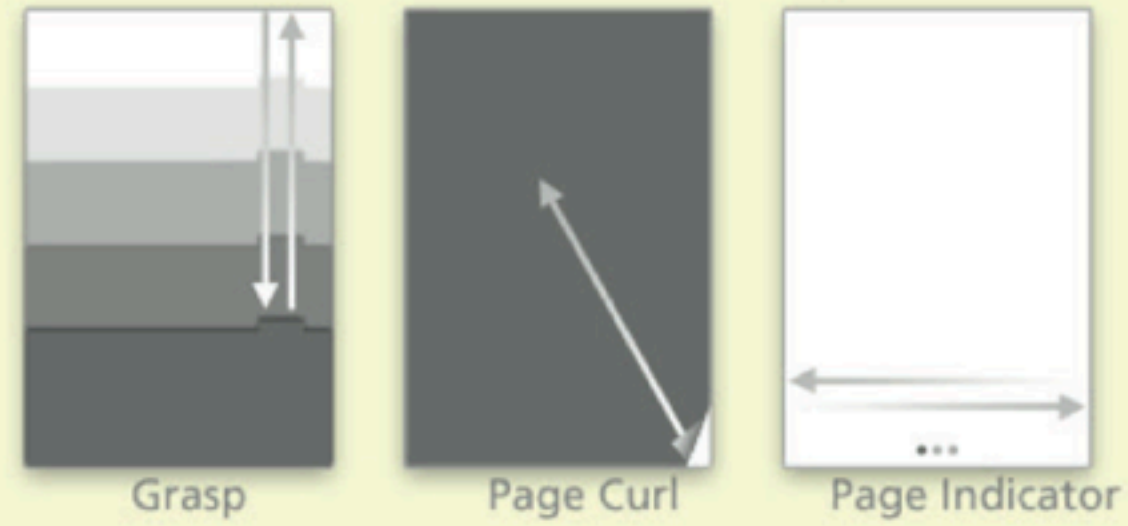


Mobile Website (Android)

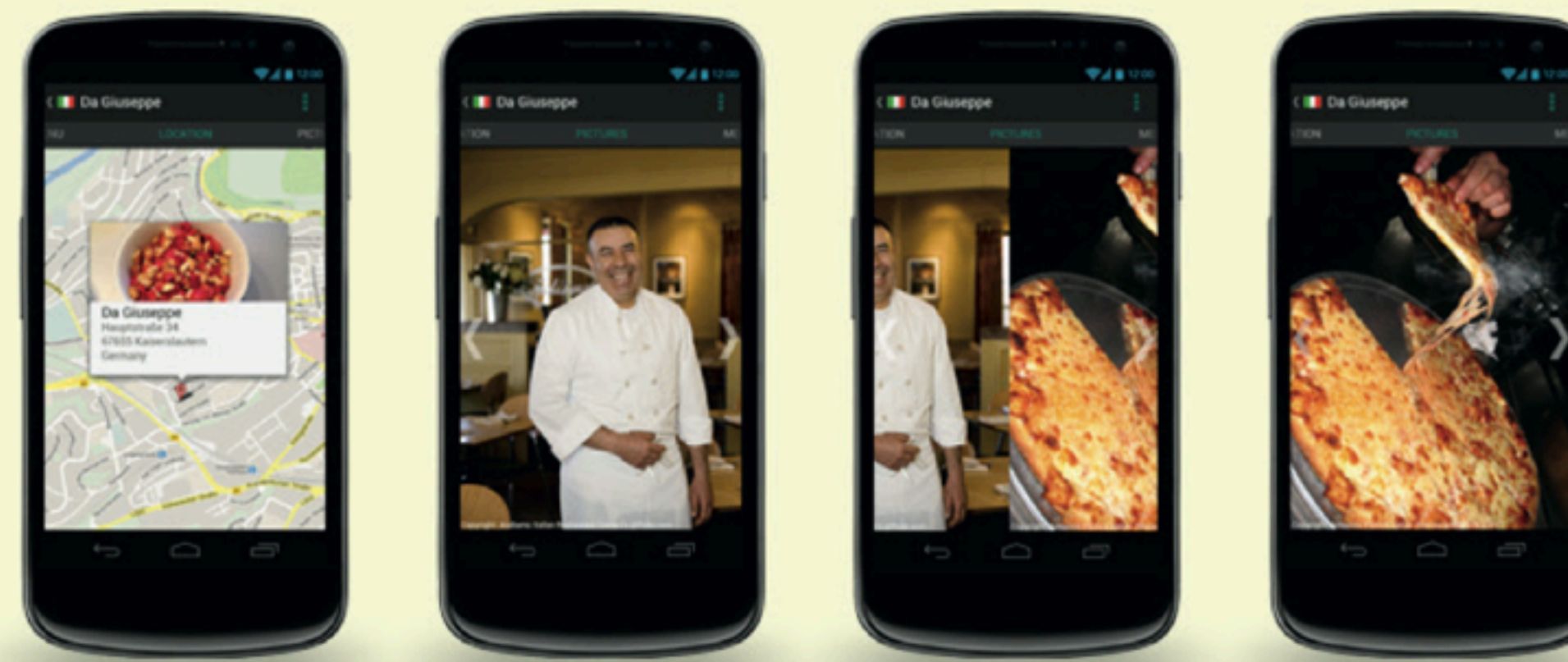


Allgemein:

UI-Elemente als Indikatoren (Beispiele):



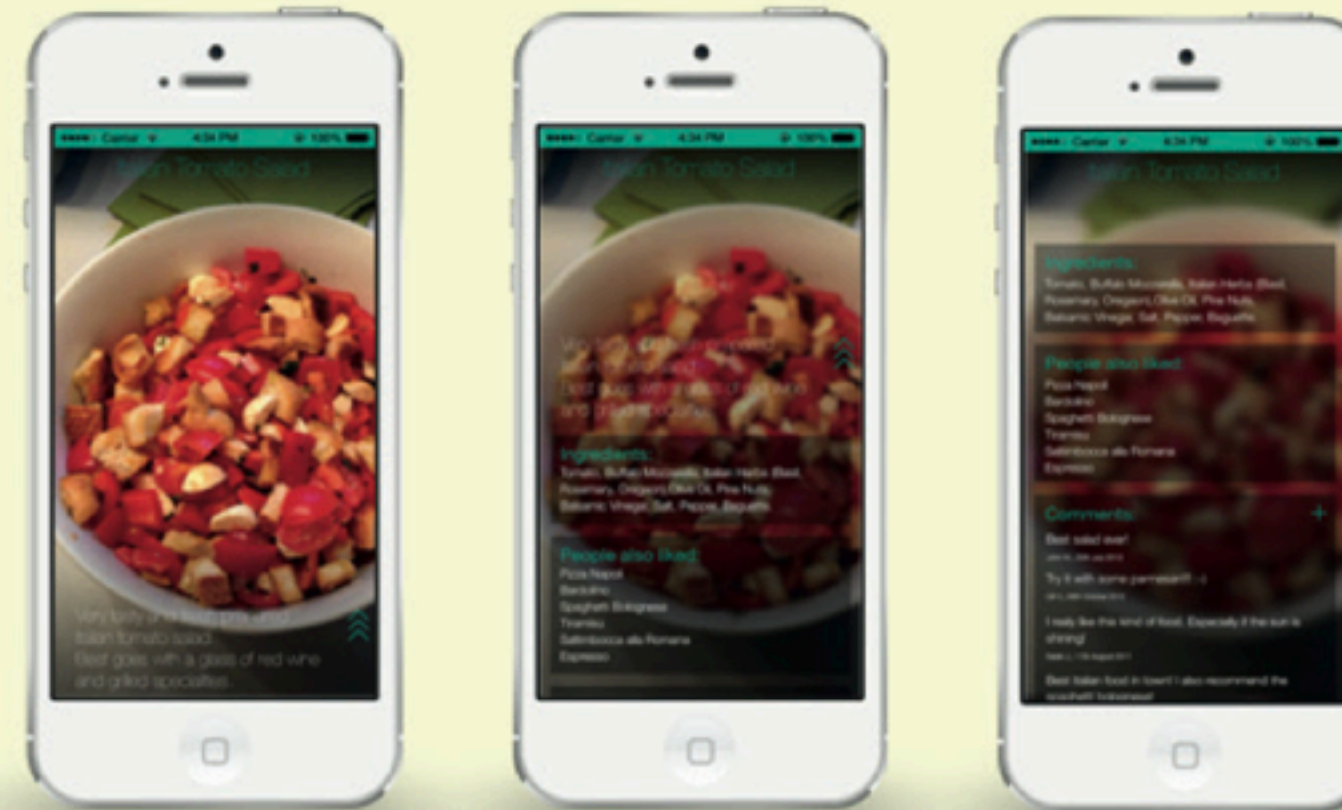
Android:



iOS:

Inhalt als Indikator:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed luctus vel risus quis sollicitudin. Donec vitae consequat eros. Pha-

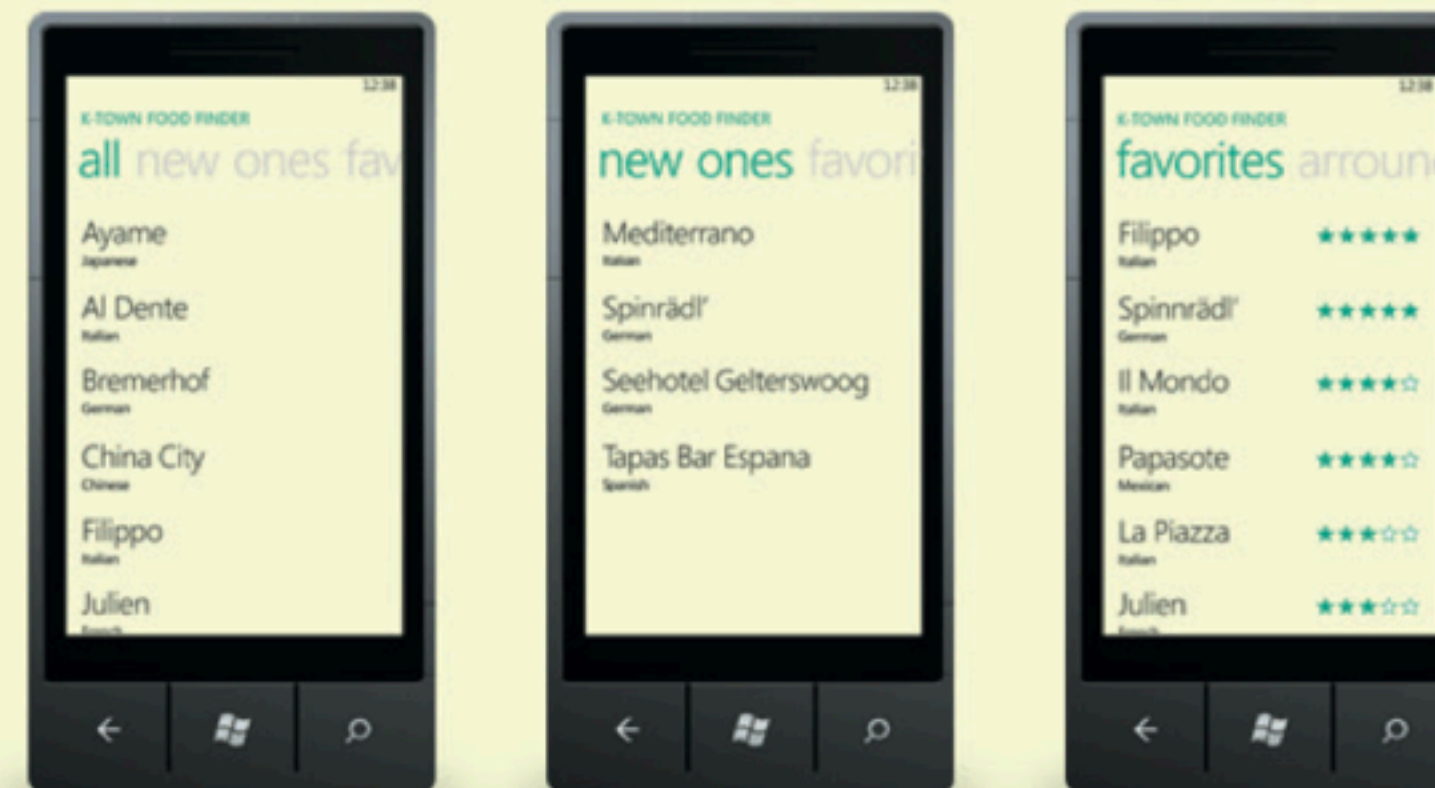


Animation als Indikator (Beispiele):



Die Animation bewegt sich hoch/runter um die Interaktion zu triggern

Windows 8:



Steffen Hess, Felix Kiefer.
Mobile User Experience
Pattern.
Konsistente UX für Android,
iOS und Windows Phone.
Tagungsband Useability
Professionals, GermanUPA,
Bremen 2013, S. 92-96

Allgemein:

Android:

Information Exploration

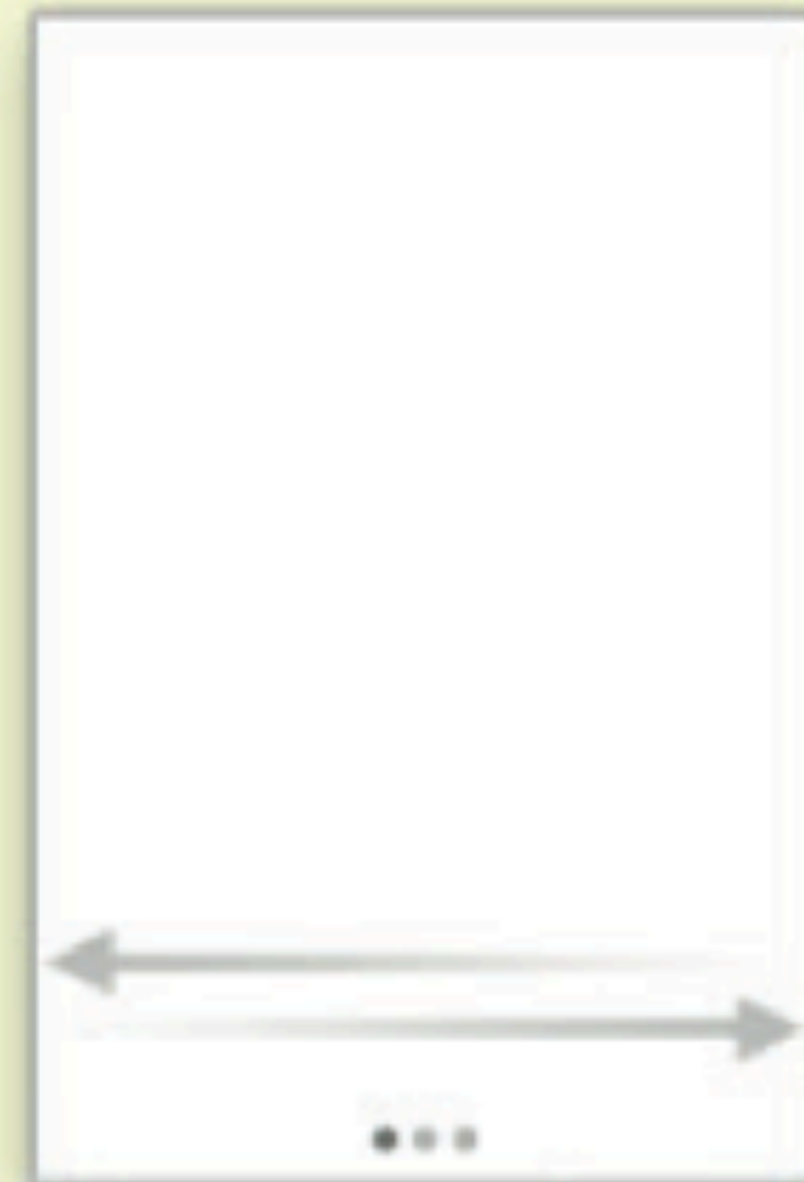
UI-Elemente als Indikatoren (Beispiele):



Grasp



Page Curl



Page Indicator

Inhalt als Indikator:

iOS:

nsus quis som-
citudin. Donec
vitae conse-
quat eros. Pha-

Animation als Indikator (Beispiele):

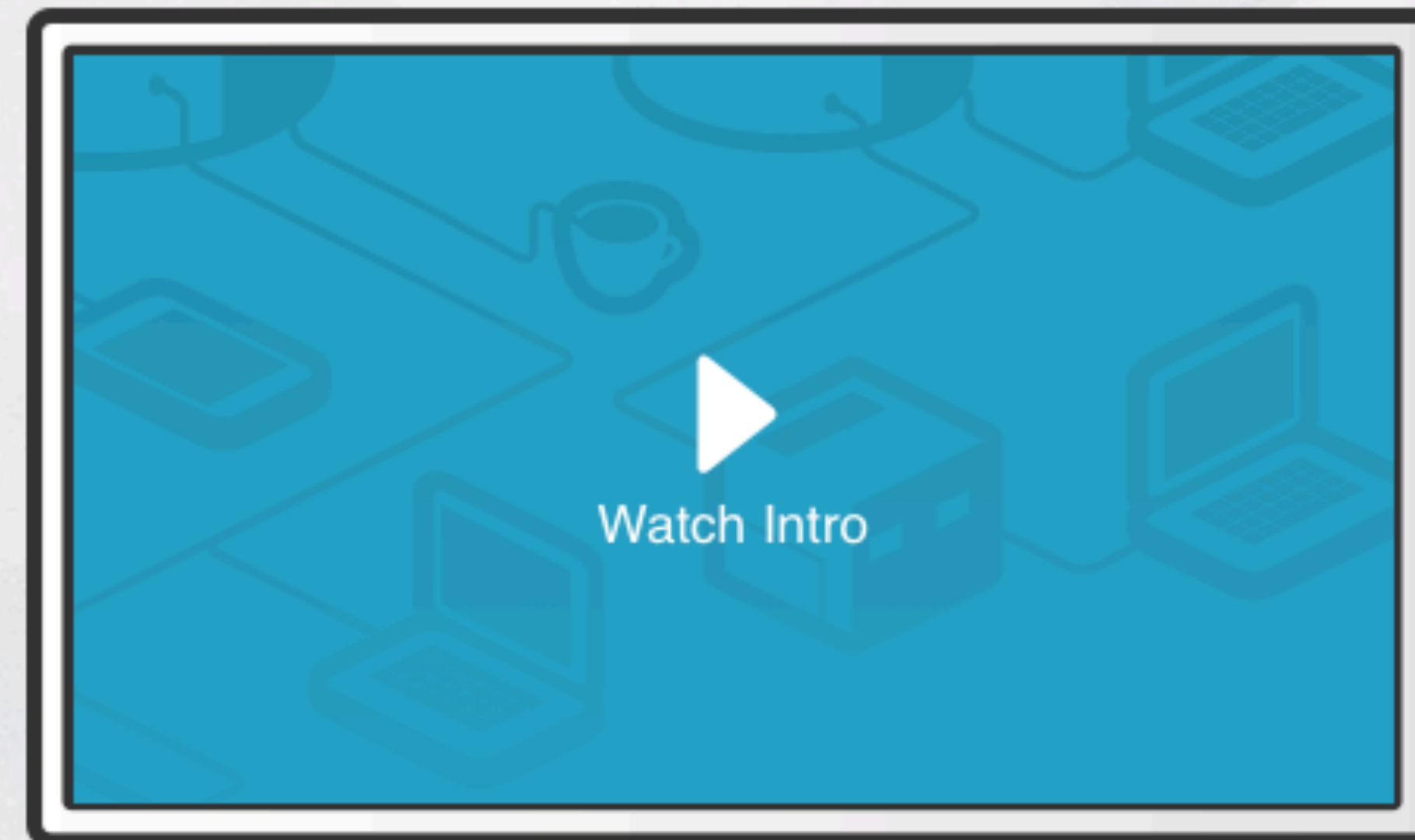


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<http://tv.adobe.com/watch/building-mobile-apps-with-phonegap-build/>



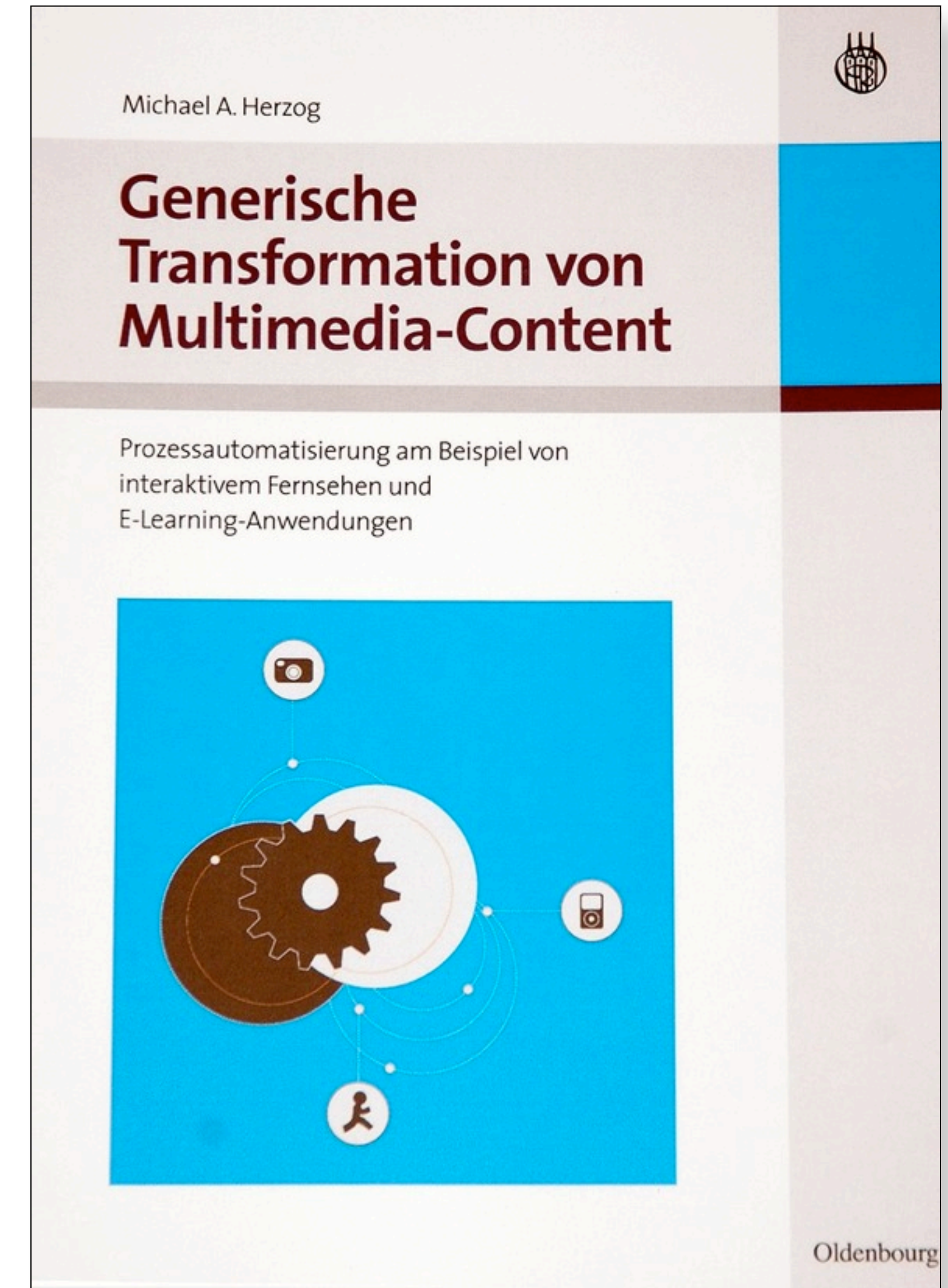
Wrap your app with
PhoneGap



Deploy to **mobile**
platforms!



Literatur zum Thema



THINK CROSS-CHANGEMEDIA

- Teilnehmen
- Programm
- Sprecher
- Presse
- Hintergrund
- Kontakt

Die Cross Media Konferenz 2014

<http://www.crossmedia-konferenz.de>

20.-22. März 2014 Hochschule Magdeburg-Stendal

The central content area features a cluster of ten hexagonal tiles arranged in a honeycomb pattern. Each tile contains text and images related to the conference:

- Top-left:** Logo for Hochschule Magdeburg • Stendal (h²).
- Top-middle:** Image of a conference entrance with the CROSS MEDIA logo.
- Top-right:** Text: "Ilona Wuschig Prof. für Medien und TV Geburtshelfer von Cross Media" next to a photo of Ilona Wuschig speaking.
- Middle-left:** Photo of a man speaking at a podium.
- Middle-center:** Text: "Jetzt teilnehmen: Call for Paper als Referent, Workshopleiter, mit Poster" on a green background.
- Middle-right:** Photo of an audience seated in a lecture hall.
- Bottom-left:** Text: "Vortrag I-TV Wiedergeburt des Video-Textes Björn Stockleben" on a pink background.
- Bottom-center:** Text: "Programmkomitee" on a white background.
- Bottom-right:** Photo of two men sitting at a table, and another photo of a pink sign with a white arrow pointing left.

// Wiederauflage des erfolgreichen Erstlings

// Wissenschaftler und Praktiker treffen sich auf Augenhöhe