

Creating Great Mobile Apps

Professor Larry Heimann
Carnegie Mellon University
Mobile Application Design & Development

**I
N
T
E
R
A
C
T
I
O
N**

What is
design
really
about?

**T
R
A
D
E
O
F
F
S**

So what makes a great mobile app?

Understanding the mobile mental model

- “I’m micro-tasking.”
- “I’m local.”
- “I’m bored.”

Play To The Strengths Of Mobile

- Communications
- Spontaneous
- Geo-sensitive
- Short periods of use
- Focused activity
- Form-factor/size limitations

No Text Zone?

Not exactly ... more like the minimal text zone

Making intuitive apps

The “rule of thumb”

Finding the right project idea

Blue Ocean Innovation

Winning by creating an
uncontested market space
and making the competition
irrelevant

“Red Ocean” versus “Blue Ocean”

Red Ocean Strategy	Blue Ocean Strategy
Compete in existing market space	Create uncontested market space
Beat the competition	Make the competition irrelevant
Exploit existing demand	Create and capture new demand
Make the value-cost trade-off	Break the value-cost trade-off
Align the whole system of a firm's activities with its strategic choice of differentiation <i>or</i> low cost	Align the whole system of a firm's activities in pursuit of differentiation <i>and</i> low cost

Solving a pain point

Seeking an audience

What is your app's “life span”?

Looking at one past project in more detail

Emote

Storytelling with Your Feelings

Select A Story:

Where is Bo?

Summer Camp

Baseball Game

First Day of School

Wait, where's Bo? He is usually here begging for a bite to eat!!!



Look surprised to continue

Little Bo is at his favorite fountain, splashing in the water. You and William run to give Bo a hug. You both found Bo!

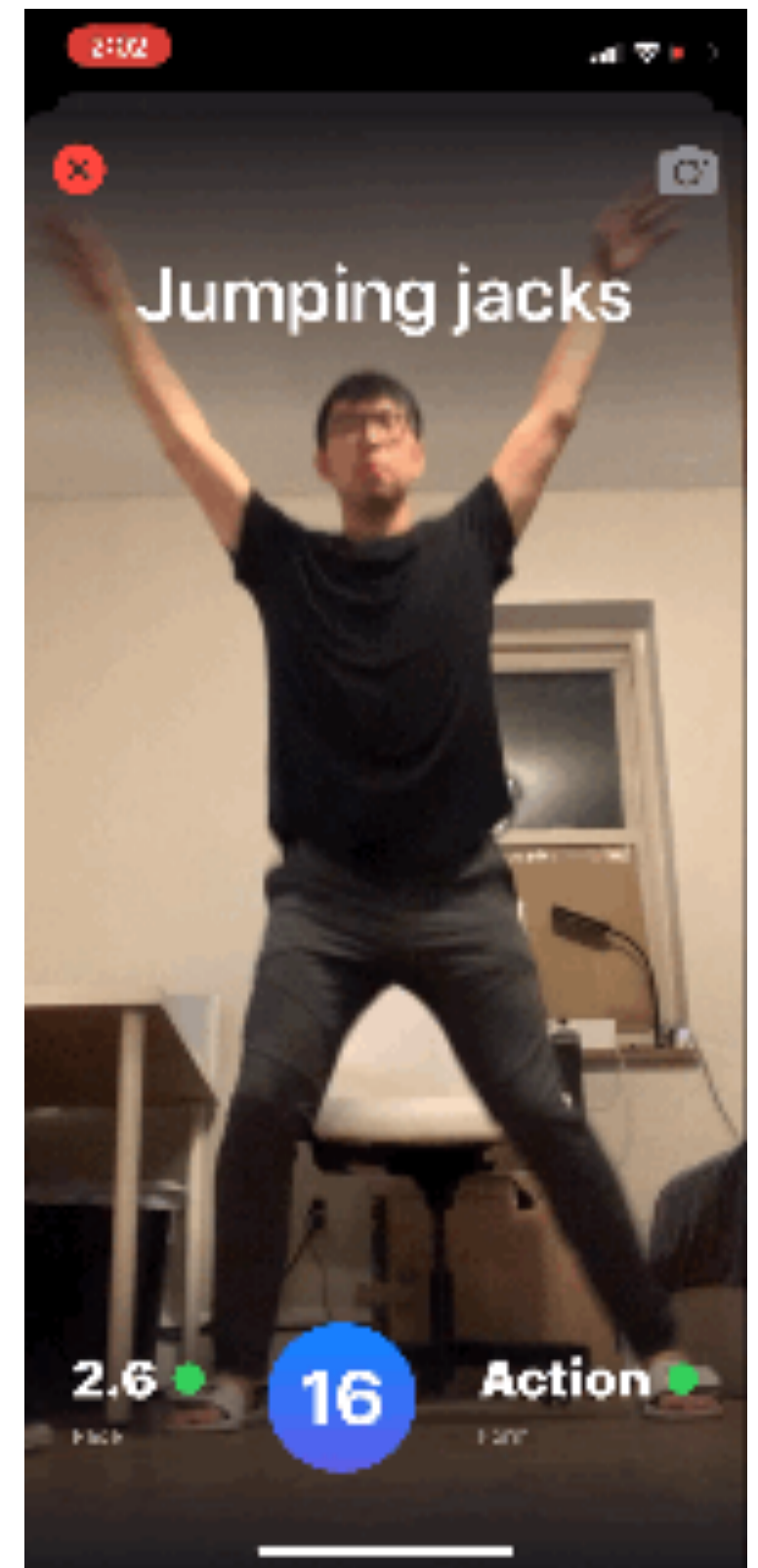
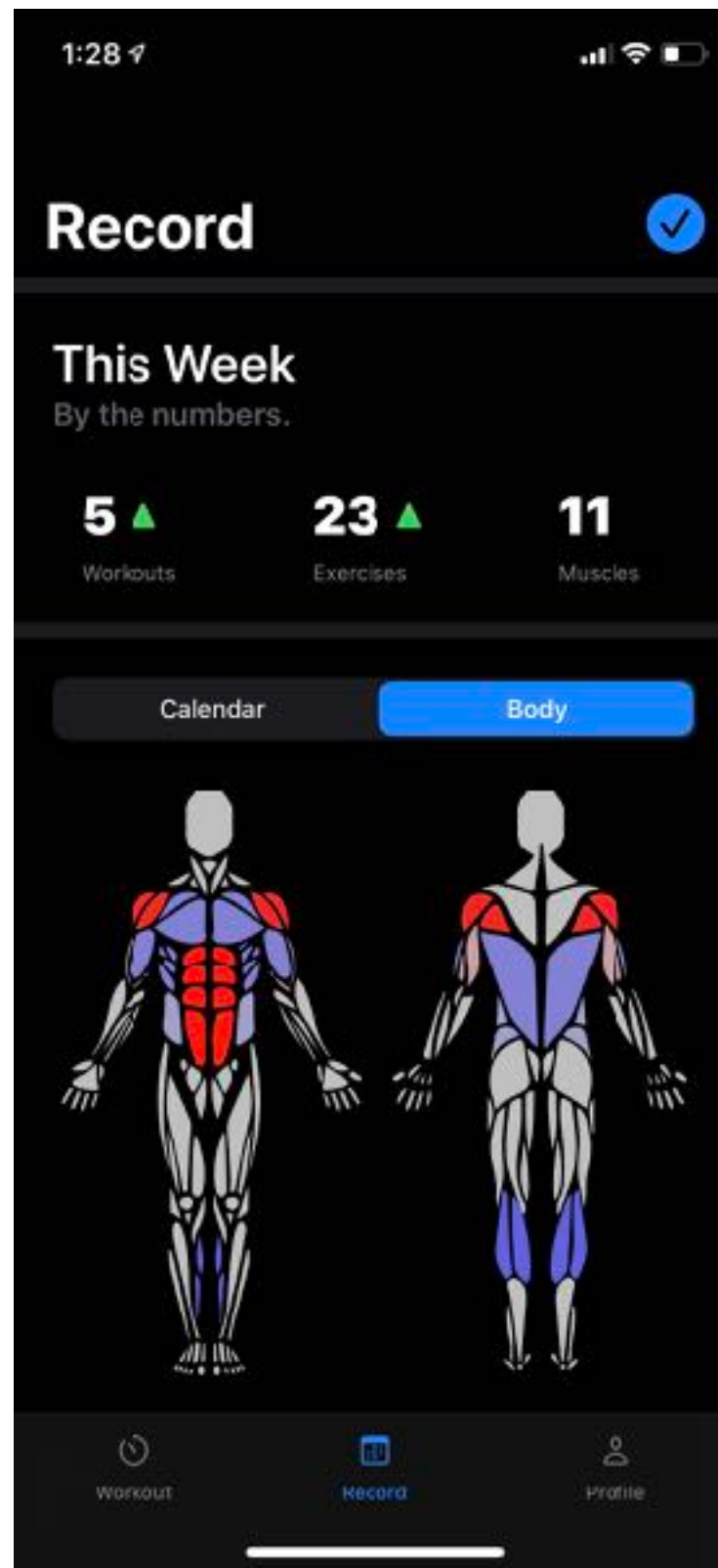
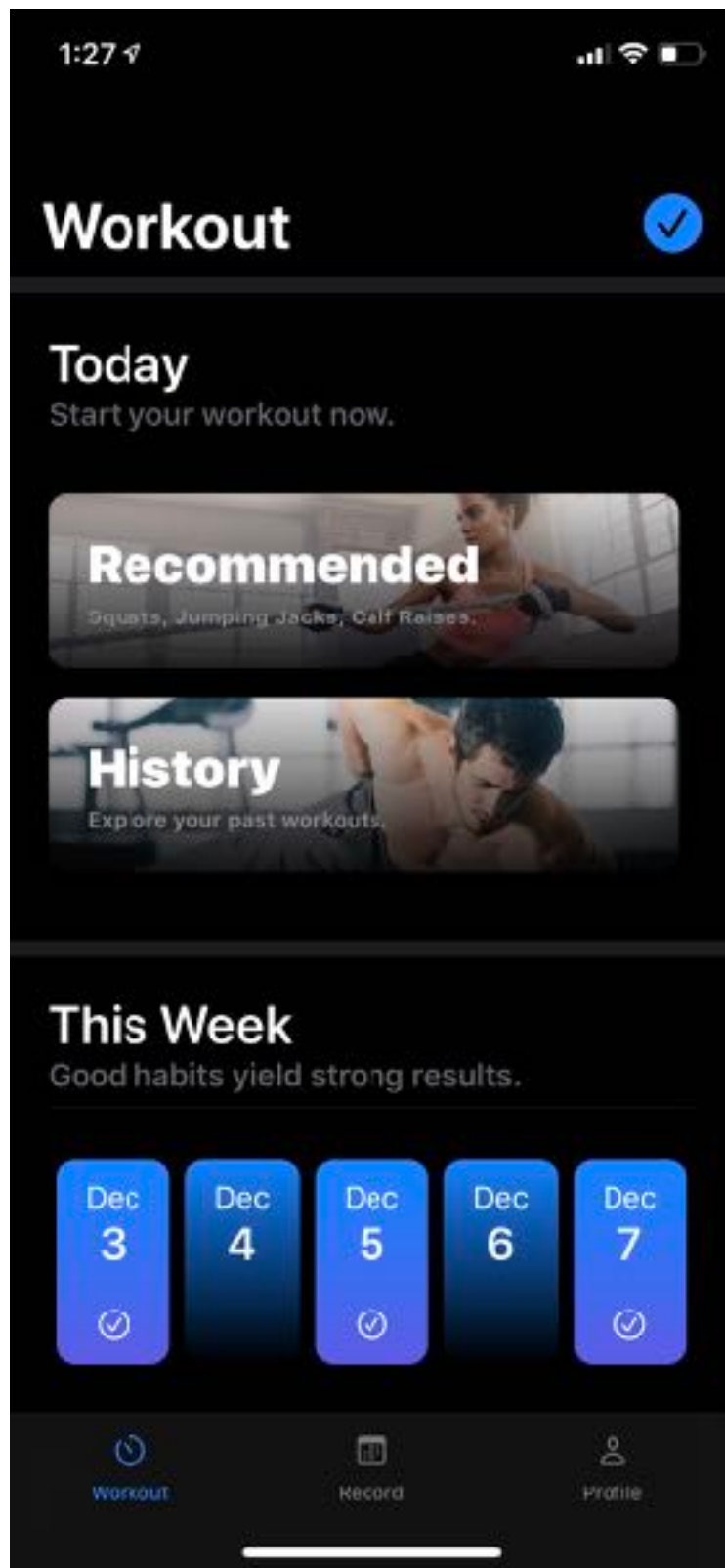


Smile to finish

Emote

Becca Kern &
Natalya Buchwald

Other past class apps



Fitnetic

Calvin Liu
Wilson Yu
Christina Chou



TimeFeed

For your historical curiosities

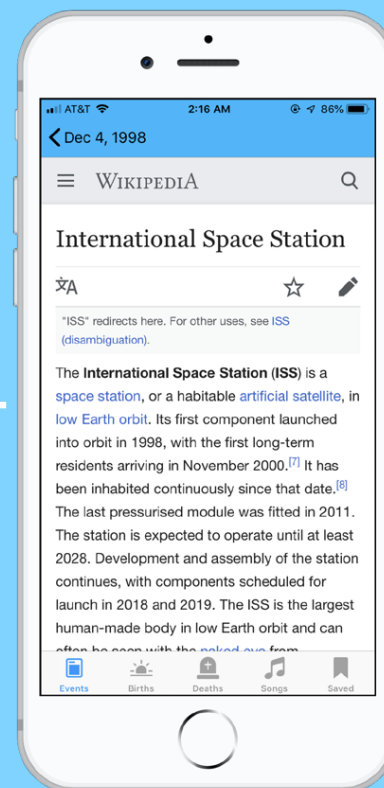
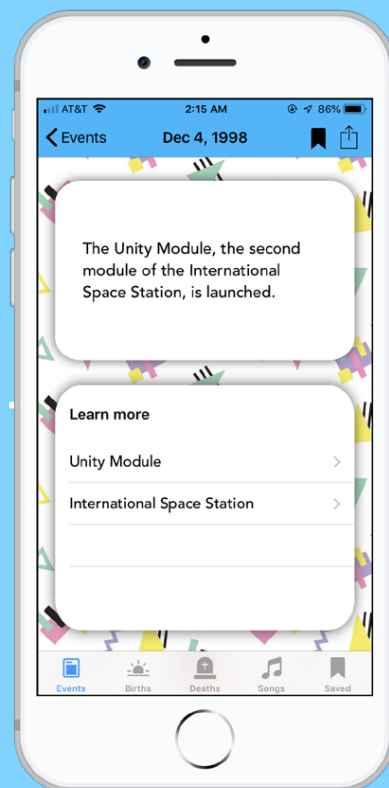
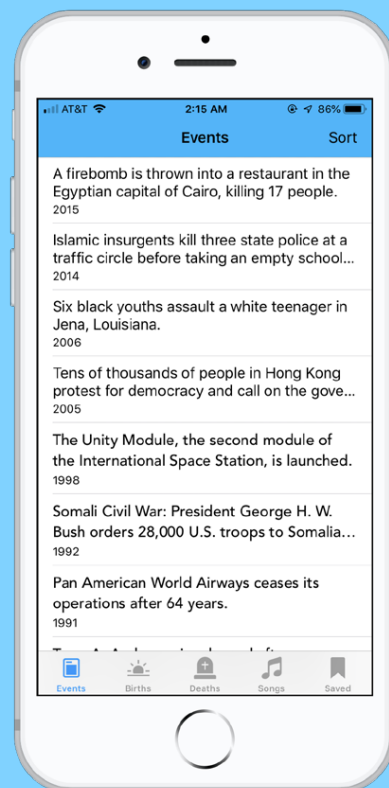
Dylan Hyun
Manuel Lopez

When you're historically curious where do you turn?

Turn to TimeFeed. Your all encompassing today-in-history app.

- Read about events from all of history
- Wish famous people a happy birthday
- See who met their end
- Find the #1 song for any year
- Explore endlessly with Wikipedia
- Listen immediately with Spotify
- Share your new knowledge with your friends
- Save to avoid losing info for a year

I wonder what happened today in 1992.



Who's birthday can I celebrate today?



Other successful apps

Less successful apps

Examples of apps that failed
because they *did not account*
for either **desirability**,
feasibility, or **viability**