



Mobile App Design: A Panel Discussion

2011 CMDC Mobile Tech Research Institute

<http://www.dtc-wsuv.org/cmdc/mobileapps-panel-2011.pdf>

PRESENTATION

The Mobile Tech Research Initiative (MTRI), built on a partnership between the university and its local community, aims at revitalizing the region's economy by introducing a new, creative, green industry—the development of mobile apps for smart phones and tablets.

MTRI students and faculty work with local businesses and organizations to create mobile apps that are user-friendly, aesthetically pleasing and aimed for a real world user-base and market. At the same time, participants learn and help guide a range of design and development skills in an dynamic and evolving new field.

Dene Grigar and Aaron May: Introduction

- research into apps
- multimedia design: from desktops to smart phones
- rules of the road: Apple App Store guidelines
- real world experience: Dick Hannah
- following up: versions 1.0-1.2 -1.3, Android App

John Barber: Usability and Interface Design

- the mobile user's situation
- prioritizing the offerings of the app and its the interface
- user contexts that are less than ideal

Will Luers: Web Tools for App Development

- html5 + css3 + javascript
- the jquery mobile framework
- phonegap : packaging a native app

Brett Opegaard: Best Practices in Mobile Storytelling

- strengths of the medium
- mobile storytelling
- immersion and interactivity: best practices

Michael Rabby: Classroom Dynamics

- student and faculty learning
- question and answer

RESOURCES

Introduction

[MTRI course website](#)

[Dick Hannah](#)

Usability Research

[Keynotopia.com](#)

App Development

[HTML5](#)

[jQuery Mobile Framework](#)

[Scratch](#)

[Phonegap](#)

[IOS Development](#)

[Android Development](#)

Mobile Storytelling

[Fortvancouvermobile.net](#)

[Mobilestorytelling.net](#)

[USC Mobile Media Lab](#)

[MIT Mobile Lab](#)

[Londinium \(case study\)](#)

[Dene Grigar](#)
[John Barber](#)
[Will Luers](#)
[Brett Opegaard](#)
[Michael Rabby](#)
Aaron May