BrightAct mobile :: product :: design

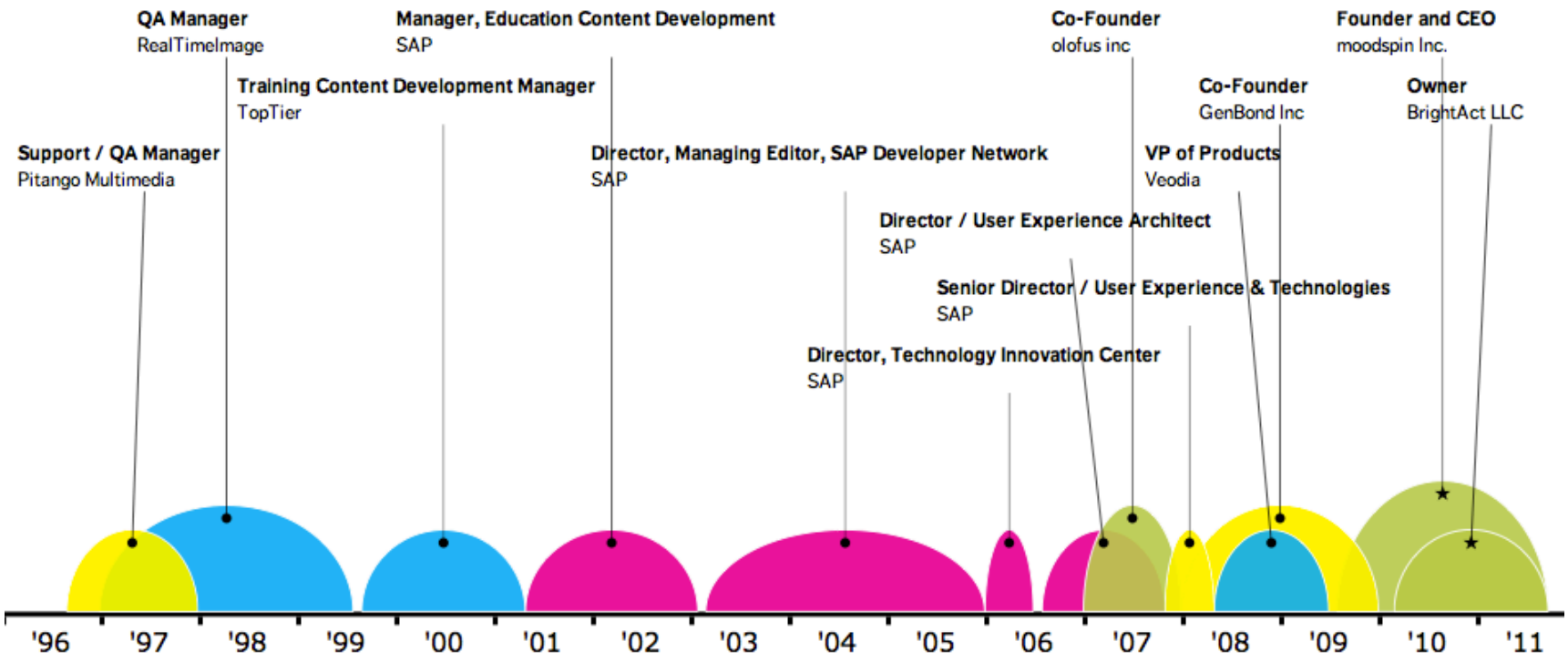
MANAGING PRODUCTS IN THE MOBILE APP WORLD

Etay Gafni
etay@brightact.com

SVPMA
Silicon Valley Product Management Association
networking • training • career acceleration

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Who am I?



© Copyright 2011. BrightAct LLC. All Rights Reserved.

Worked with

(★ = mobile)

SAP ★
ORACLE ★
YAHOO! ★
Model N ★
TeleTech ★
EMC² ★
Badgeville
Vector Economics
Baynote
VERIX
OOYALA ★
B2LEAD SOCIAL WHITE PAPER
Lifera ★
DEMO RIGHT ★
moodspin ★
GenBond Cross Generations Media
ANONYMOUS ★

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Planning to discuss with you

Tech

People

Products

© Copyright 2011. BrightAct LLC. All Rights Reserved.

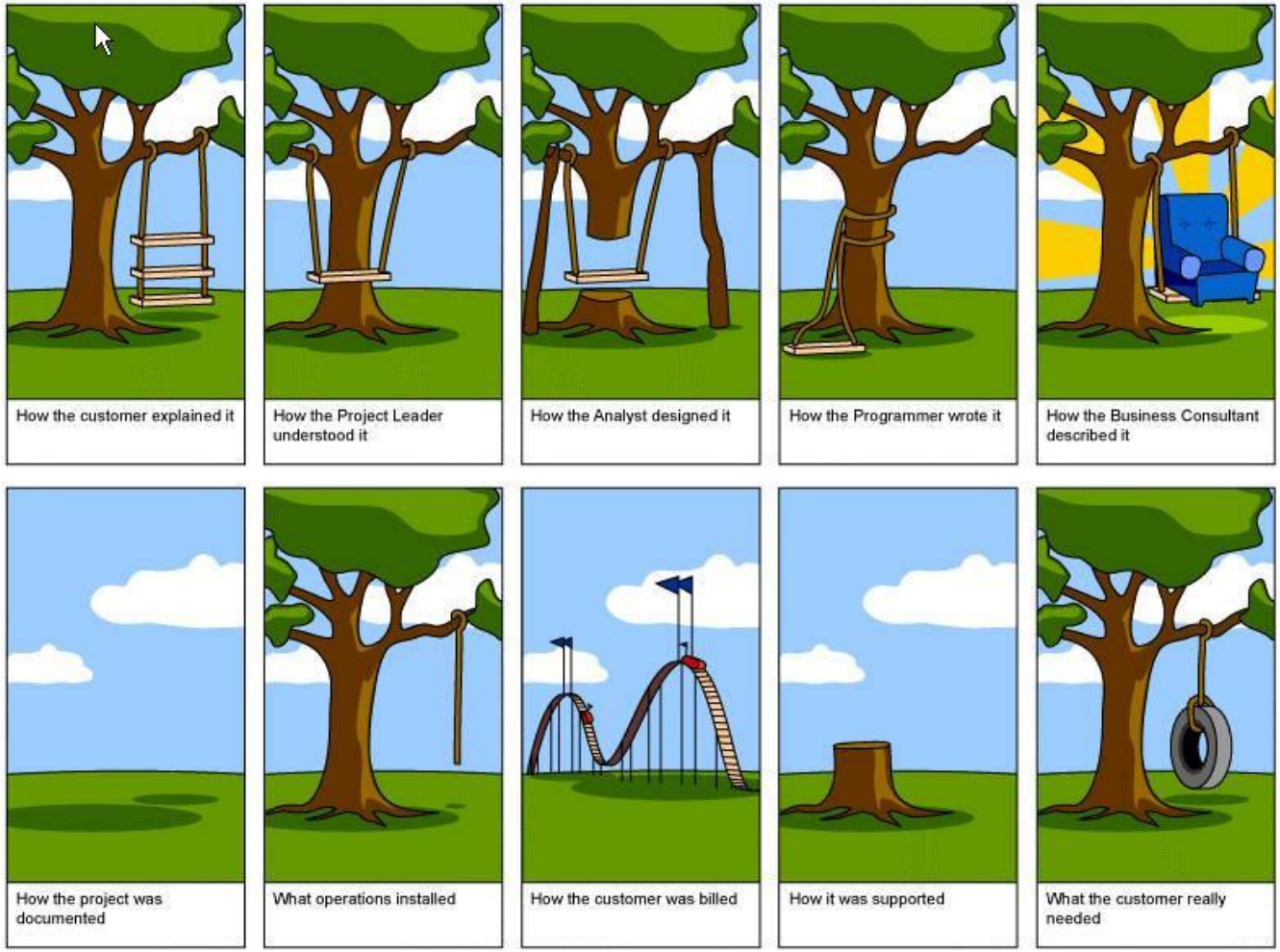
Fireside Chat

© Copyright 2011. BrightAct LLC. All Rights Reserved.

People

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Expectations & Communications



© Copyright 2011. BrightAct LLC. All Rights Reserved.

I use mobile, therefore…

© Copyright 2011. BrightAct LLC. All Rights Reserved.

I use mobile, therefore…

I understand the user

I am the user

I'm an expert

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Why (do you do it today) ?

How (do you do it today) ?

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Tech

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Challenges

© Copyright 2011. BrightAct LLC. All Rights Reserved.

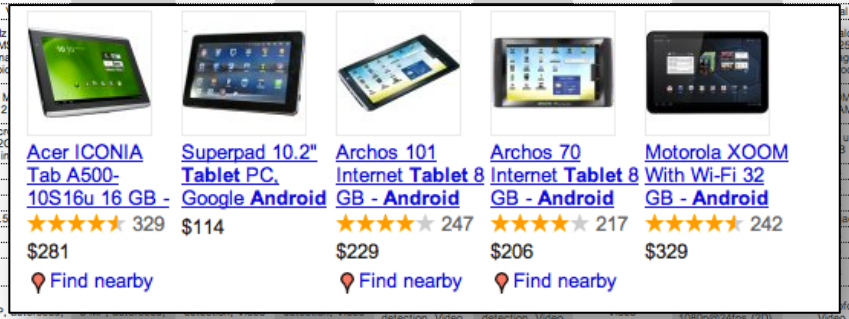
Challenges

Devices: screen's resolutions, input, CPU, memory

OS: iOS, Android, Windows, RIM (aka RIP)

All
Available
Confirmed
Rumored

	ECHO	OPTIMUS 3D (THRILL)	OPTIMUS BLACK	Revolution	OPTIMUS 2X (G2X)	XPERIA Pro	XPERIA Neo	XPERIA Arc	XPERIA PLAY	DROID BIONIC	Galaxy S II	4G LTE	INFUSE	Pyramid	EVO 3D	DESIRE S
State	Confirmed	Confirmed	Confirmed	Confirmed	Confirmed	Confirmed	Confirmed	Confirmed	Available	Confirmed	Confirmed	Confirmed	Confirmed	Rumored	Confirmed	Confirmed
Manufacturer	KYOCERA	LG	LG	LG	LG	Sony Ericsson	Sony Ericsson	Sony Ericsson	SONY-ERICSSON	MOTOROLA	Samsung	SAMSUNG	SAMSUNG	HTC	HTC	HTC
Release date	2011, Q2	2011, April	2011, Q2	2011, Q2	2011, April	2011, Q2	2011, April	2011, April	2011, April	2011, Q2	2011, Q2	2011, Q2	2011, Q2	2011, Q2	2011, Q2	2011, April
Network	2G CDMA 800 / 1900, 3G CDMA2000 1xEV-DO	2G GSM 850 / 900 / 1800 / 1900, 3G HSDPA 900 / 1900 / 2100	2G GSM 850 / 900 / 1800 / 1900, 3G HSDPA 900 / 1700 / 2100	2G CDMA 800 / 1900, 3G CDMA2000 1xEV-DO / LTE 700	2G GSM 850 / 900 / 1800 / 1900, 3G HSDPA 900 / 2100	2G GSM 850 / 900 / 1800 / 1900, 3G HSDPA 850 / 900 / 1900 / 2100	2G GSM 850 / 900 / 1800 / 1900, 3G HSDPA 850 / 900 / 1900 / 2100	2G GSM 850 / 900 / 1800 / 1900, 3G HSDPA 800 / 850 / 900 / 1900 / 2100	2G GSM 850 / 900 / 1800 / 1900, 3G HSDPA 850 / 800/ 900 / 1900/ 2100	2G CDMA 800 / 1900, 3G CDMA2000 1xEV-DO / LTE	2G GSM 850 / 900 / 1800 / 1900, 3G HSDPA 850 / 900 / 1900 / 2100	2G CDMA 800 / 1900, 3G CDMA2000 1xEV-DO / LTE 700	2G GSM 850 / 900 / 1800 / 1900, 3G HSDPA 850 / 1900 / 2100	2G GSM 850 / 900 / 1800 / 1900, 3G HSDPA 900 / 2100	2G CDMA 800 / 1900, 3G CDMA2000 1xEV-DO	2G GSM 850 / 90 / 1800 / 1900, 3G HSDPA 900 / 210
Carriers	Sprint			Verizon						Verizon		Verizon				
Price																
OS version	Android OS, v2.2 (Froyo)	Android 2.2 (Froyo) upgradable	Android 2.2 (Froyo) upgradable	Android OS, v2.2 (Froyo)	Android OS, v2.2 (Froyo)	Android 2.3 (Gingerbread)	Android 2.3 (Gingerbread)	Android 2.3 (Gingerbread)	Android 2.3 (Gingerbread)	Android 2.2 (Froyo)	Android 2.3 (Gingerbread)	Android 2.2 (Froyo)	Android 2.2 (Froyo)	Android 2.3 (Gingerbread)	Android 2.3 (Gingerbread)	Android 2.3 (Gingerbread)
Screen size	3.5 inches	4.3 inches	4.0 inches	4.3 inches	4.0 inches	3.7 inches	3.7 inches	4.2 inches	4.0 inches	4.3 inches	4.3 inches, Gorilla Glass display	4.3 inches	4.5 inches, Gorilla Glass display	4.3 inches	4.3 inches	3.7 inches
Screen resolution	480 x 800	480 x 800 pixels	480 x 800	480 x 800	480 x 800	480 x 854	480 x 854	480 x 854	480 x 854	540 x 960	480 x 800	480 x 800	480 x 800	540 x 960	540 x 960	480 x 800
Touchscreen	Capacitive, Multi-touch, dual displays	3D capacitive, multi-touch	Capacitive, Multi-touch	Capacitive, multi-touch	Capacitive, Multi-touch	Capacitive, multi-touch	Capacitive, multi-touch, LED-backlit LCD	Capacitive, Multi-touch, LED-backlit LCD	Capacitive, Multi-Touch, LED-backlit LCD	Capacitive, Multi-touch	Capacitive, Multi-touch, Super AMOLED Plus	Capacitive, Multi-touch, Super AMOLED Plus	Capacitive, Multi-touch, Super Amoled Plus	Capacitive, multi-touch	Capacitive, Multi-touch, 3D	Capacitive, Multi-touch
Keyboard	virtual	virtual	Virtual	virtual	Virtual	QWERTY	Virtual									
Processor	1GHz Qualcomm QSD 8650 Snapdragon Scorpion processor	1GHz Dual-core ARM Cortex-A9 proccessor	1 GHz TI OMAP 3630 processor	1GHz Qualcomm MSM8655 Snapdragon	1GHz Dual-core Nvidia Tegra 2 ARM Cortex-A9	1 GHz Qualcomm MSM8255 Snapdragon processor	1GHz Qualcomm MSM8255 Snapdragon Scorpion processor	1GHz								
Memory	512 MB RAM, 1024 MB ROM	512 MB RAM, 8 GB internal storage	512 MB RAM, 2 GB internal storage	16 GB internal storage	512 MB RAM, 8 GB internal storage	512 MB RAM, 320 MB internal storage	320 MB internal storage	320								
Memory slot	microSD up to 32GB, 8GB included	microSD, up to 32GB	microSD up to 32GB	microSD up to 32GB	microSD up to 32GB	microSD up to 32GB, 8 GB included	microSD up to 32GB, 8 GB included									
Wi-Fi	Yes	Yes	Yes	Yes	Yes	Yes	Yes									
USB	Yes	Yes	Yes	Yes	Yes	Yes	Yes									
Bluetooth	Yes	Yes	Yes	Yes	Yes	Yes	Yes									
Headphones	3.5mm jack	3.5mm jack	3.5mm jack	3.5mm jack	3.5mm jack	3.5mm jack	3.5mm jack									
GPS	Yes	Yes	Yes	Yes	Yes	Yes	Yes									
Compass	Yes	Yes	Yes	Yes	Yes	Yes	Yes									
Accelerometer	Yes	Yes	Yes	Yes	Yes	Yes	Yes									
Camera	5 MP, autofocus, Video 720p HD, Secondary camera	Dual 5 MP, autofocus,3D photos, Video 1080p@24fps (2D), 720p@30fps (3D), Secondary camera	5 MP, AF, Video 720p@30fps, Secondary 2 MP camera	5 MP, autofocus, Video 1080p, Secondary 1.3 MP camera	8 MP, AF, face detection, Video 1080p@24fps, 720p@30fps, Secondary 1.3 MP camera	8 MP, AF, face detection, Video 720p@30fps, Secondary VGA camera	8 MP, AF, face detection, Video 720p@30fps, Secondary camera	8 MP, face detection, Video 720p@30fps	Video, Secondary camera	720p@30fps, Secondary 0.3MP VGA camera	1080p@30fps, Secondary 2 MP camera	detection, Video, Secondary 1.3 MP camera	detection, Video 1080p, Secondary 1.3 MP camera	720p@30fps, Secondary 1.3 MP camera	1080p@24fps (2D), 720p@30fps (3D), Secondary 1.3 MP camera	Video 720p@30fps, Secondary camera



© Copyright 2011. BrightAct LLC. All Rights Reserved.

Products

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Mobile is fast … back to basics

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Know your audience (external)

Who is going to buy the product?

How is going to service/configure the product?

How is going to experience the product?

What do your customer do/use now?

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Know your audience (Internal)

Who initiate the product? (marketing, development, sales)

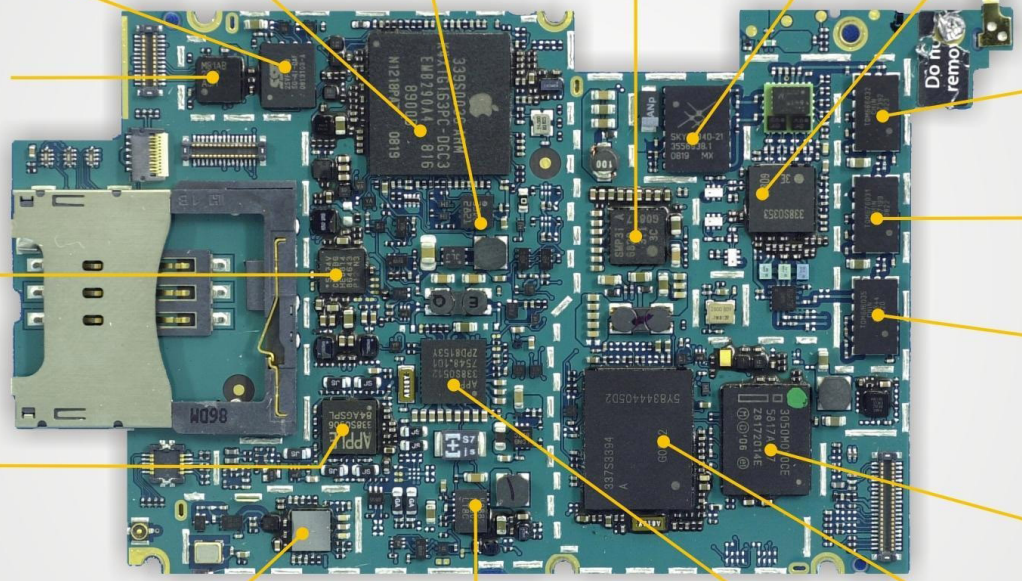
Who is supporting the product and why?

What are the internal alternatives?

What are the internal matrix to define success?

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Learning form hardware…



© Copyright 2011. BrightAct LLC. All Rights Reserved.

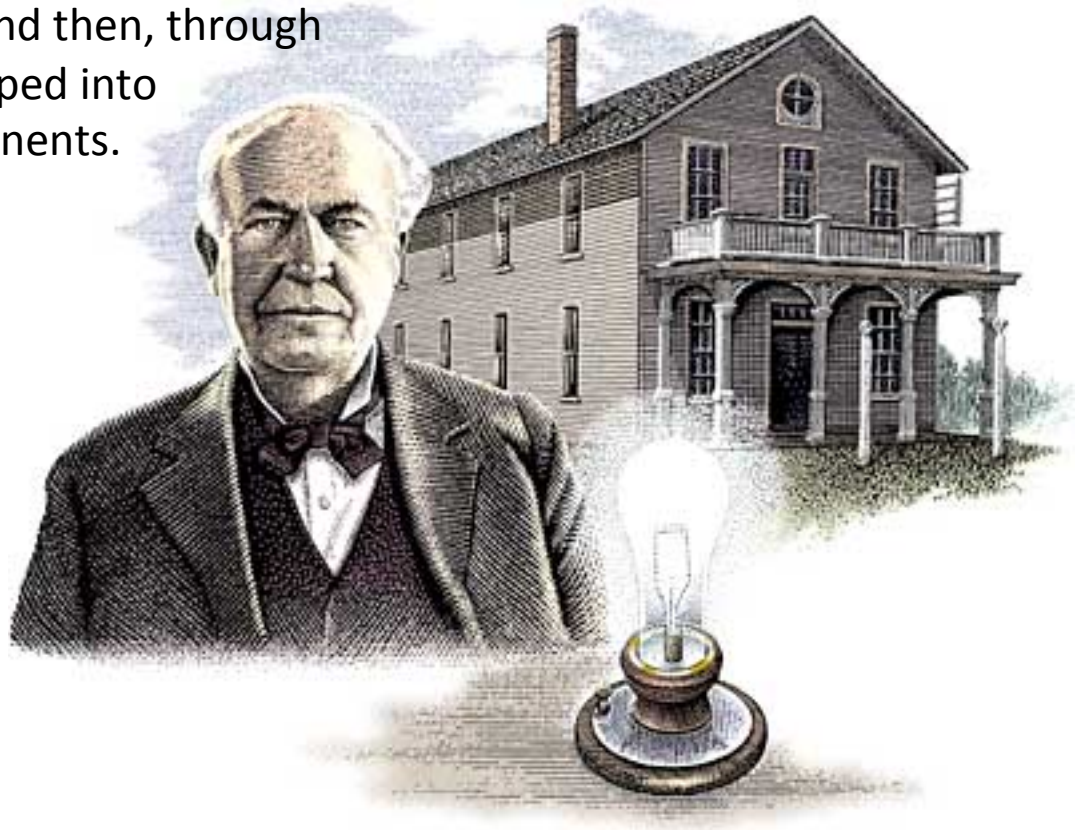
The mantra

Test
~~Fake~~ it until you make it

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Fail small, fail often, fail cheap

Before Edison could make his millions, every element had to be invented and then, through careful **trial and error**, developed into practical, reproducible components.



http://inventors.about.com/library/inventors/bledison.htm

© Copyright 2011. BrightAct LLC. All Rights Reserved.

What do you need to get started?

© Copyright 2011. BrightAct LLC. All Rights Reserved.

I need …

Developers

Tools

Approval

© Copyright 2011. BrightAct LLC. All Rights Reserved.

You need YOU!

Your time, your knowledge, your team

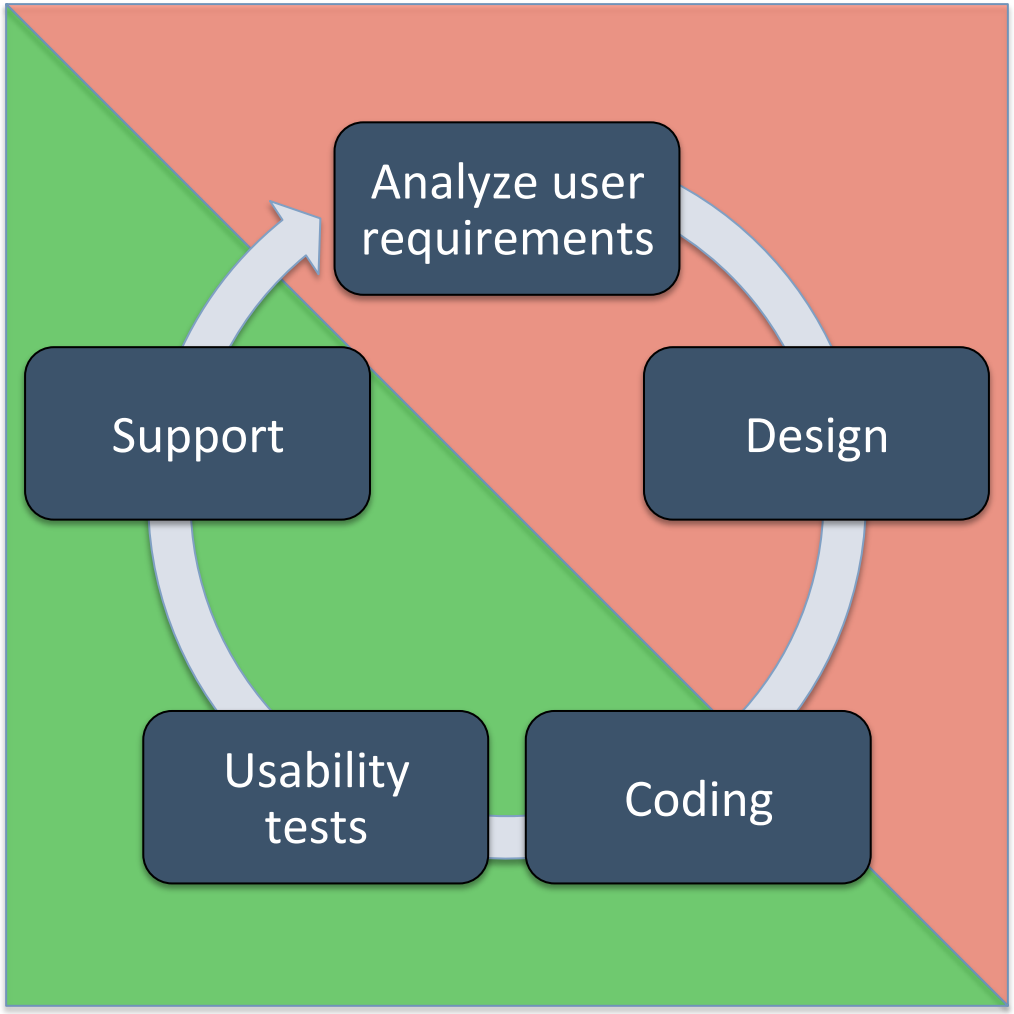
Your tools, your processes, your network

© Copyright 2011. BrightAct LLC. All Rights Reserved.

How do I justify it?

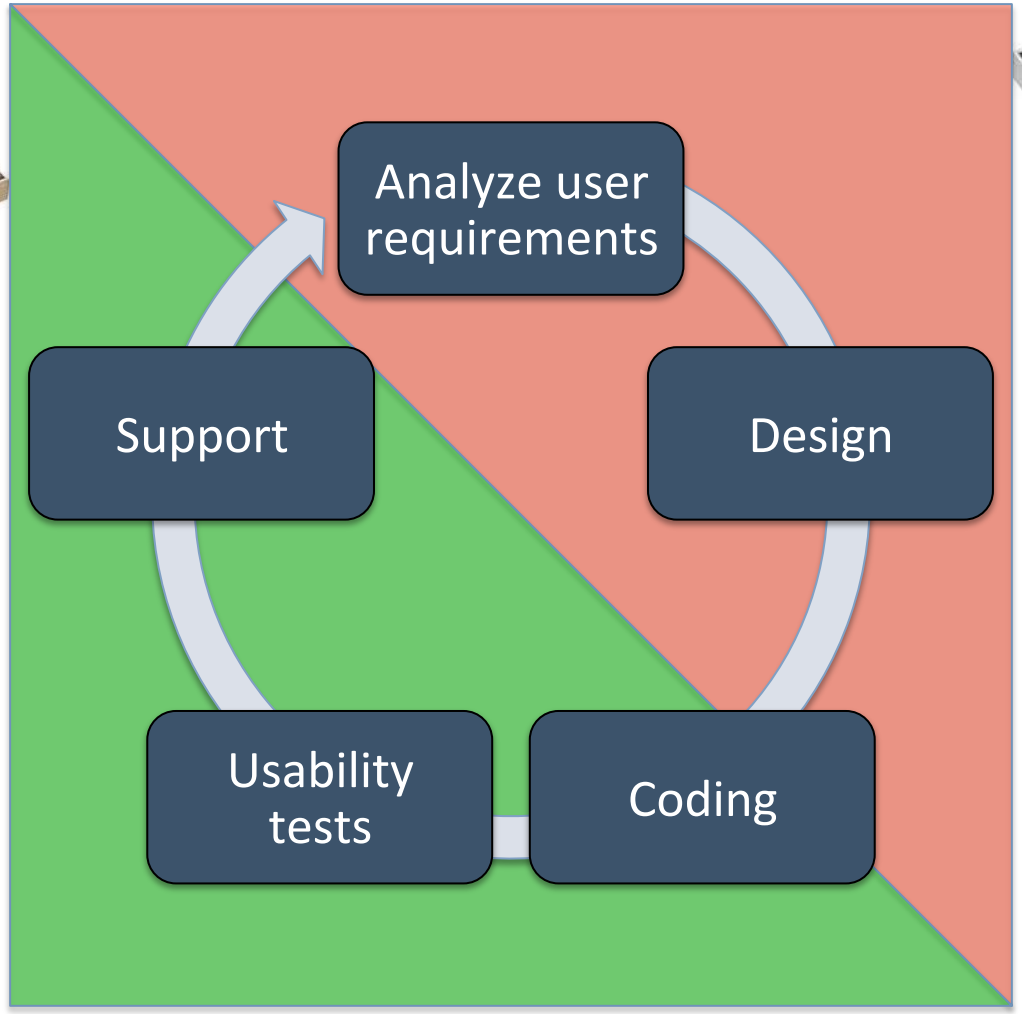
© Copyright 2011. BrightAct LLC. All Rights Reserved.

Check Points (Internal / External)



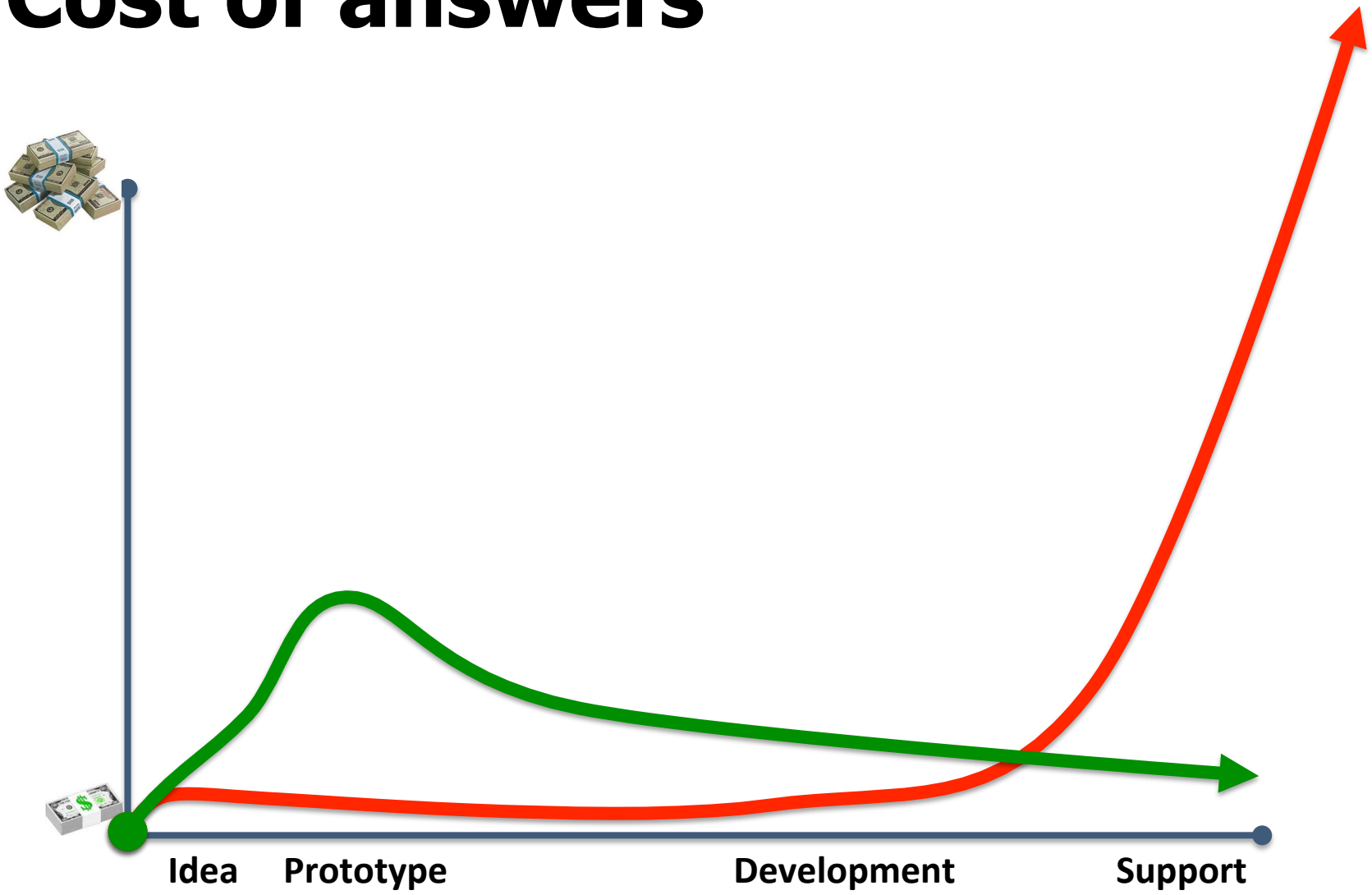
© Copyright 2011. BrightAct LLC. All Rights Reserved.

Cost of change



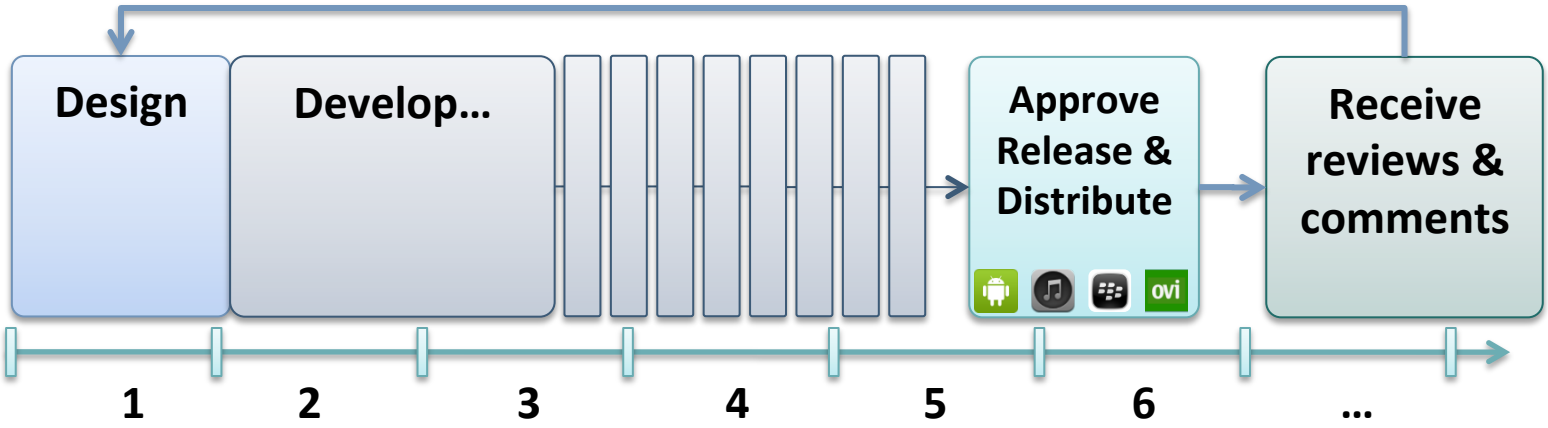
© Copyright 2011. BrightAct LLC. All Rights Reserved.

Cost of answers



© Copyright 2011. BrightAct LLC. All Rights Reserved.

Traditional Process

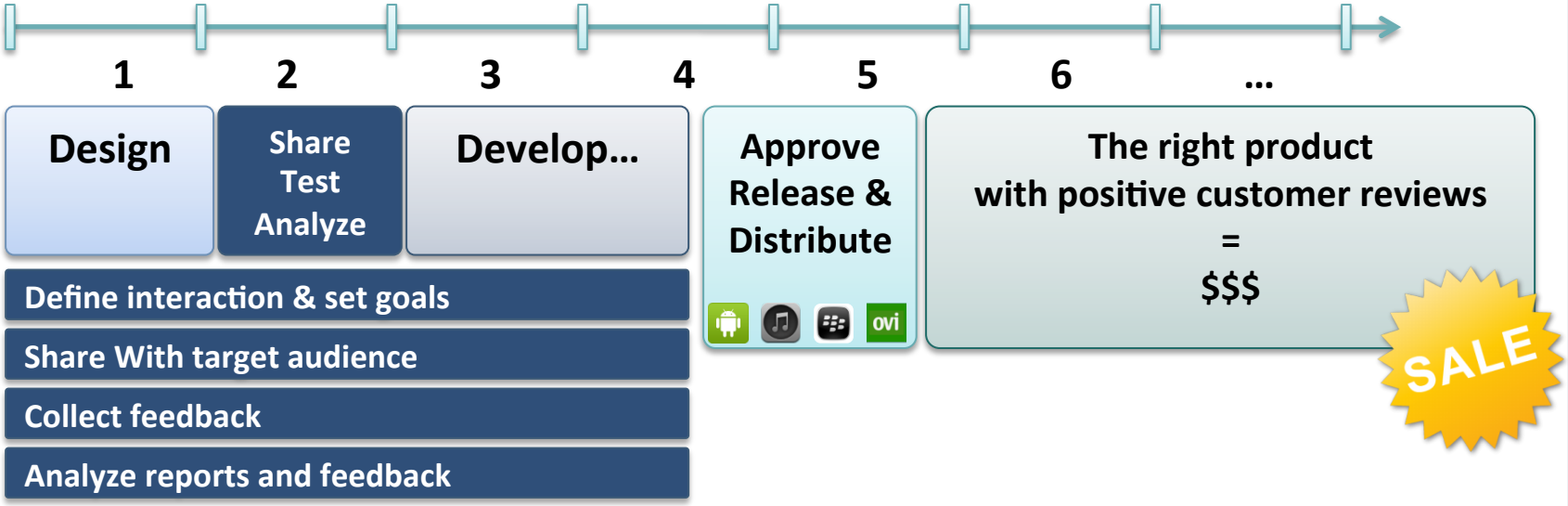


- Is there **real demand** for this feature / application / service?
- Did we **prioritize** and **validate** features with our customers?
- How can we **create detailed specs** for our distributed development team?
- How soon can we **monetize** it?
- Will my **competitor** see my application before my customers?

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Rapid (mobile) prototyping

- Get constant feedback from customers
- Build the right offering – with clear specs
- Shorter time-to market

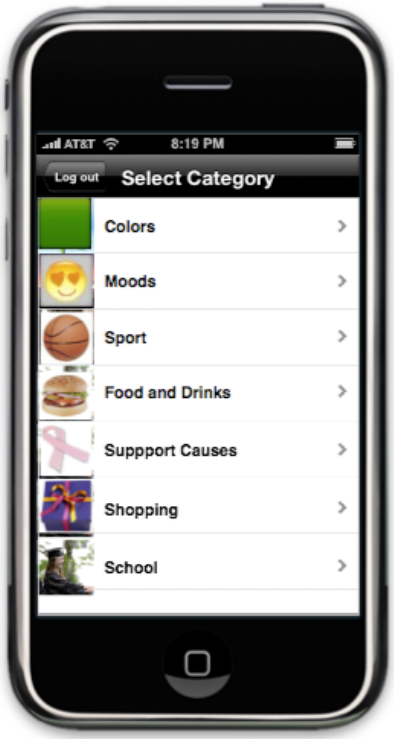


© Copyright 2011. BrightAct LLC. All Rights Reserved.

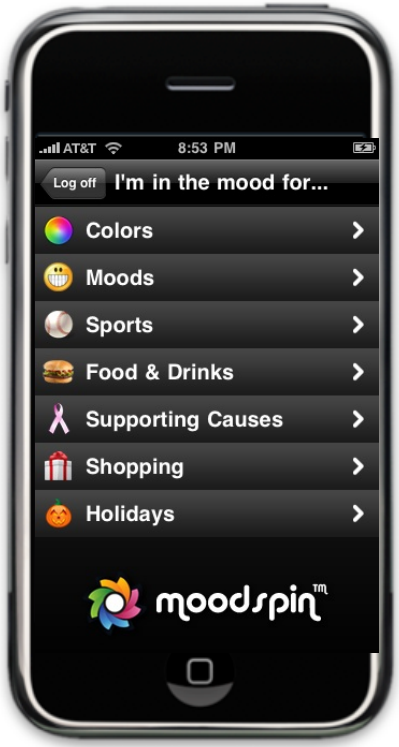
Examples of prototypes

Wire Frames

VP Frame

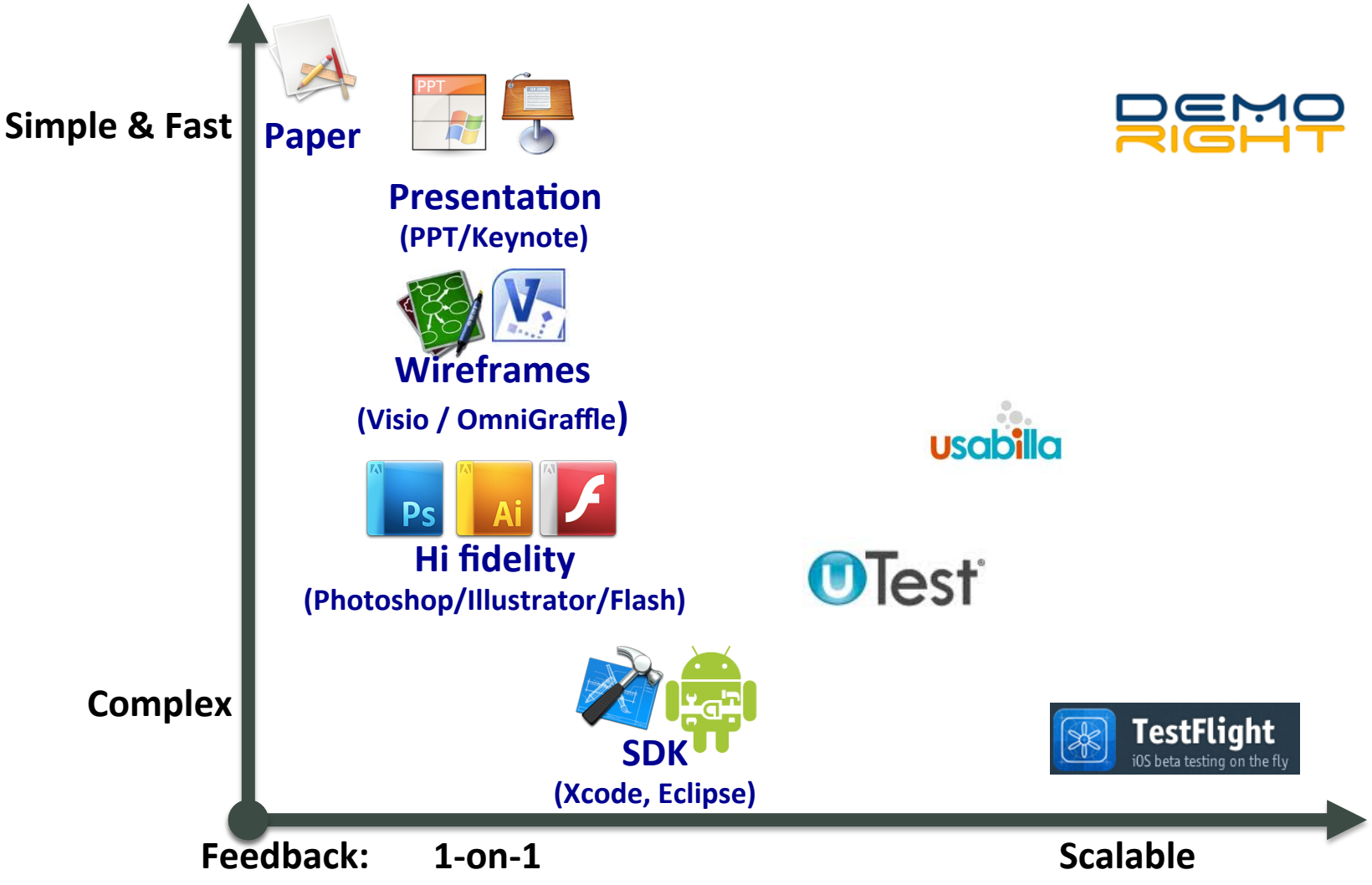


High Fidelity



© Copyright 2011. BrightAct LLC. All Rights Reserved.

Tool kit



© Copyright 2011. BrightAct LLC. All Rights Reserved.

Templates

Presentation
(PPT/Keynote)

http://keynotopia.com
http://mockapp.com/

Wireframes
(Visio / OmniGraffle)

http://graffletopia.com
http://www.artfulbits.com/products/free/aiprototyping.aspx

Hi fidelity
(Photoshop/Illustrator/Flash)

http://www.teehanlax.com/blog/ipad-sketch-elements-ai/
http://www.teehanlax.com/blog/iphone-gui-psd-30/
http://320480.com/
http://www.matcheck.cz/androidguipsd/

SDK
(Xcode, Eclipse)

http://developer.apple.com/xcode
https://developer.android.com

Updated list on http://www.demoright.com/static/get-started

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Where do we fail…

Feedback…

© Copyright 2011. BrightAct LLC. All Rights Reserved.

Demo :: Event Application

© Copyright 2011. BrightAct LLC. All Rights Reserved.

http://bit.ly/svpma-pc

http://bit.ly/svpma-m

Etay Gafni
etay@brightact.com

SVPMA
Silicon Valley Product Management Association
networking • training • career acceleration

© Copyright 2011. BrightAct LLC. All Rights Reserved.

http://brightact.com/svpma/

Etay Gafni
etay@brightact.com

SVPMA
Silicon Valley Product Management Association
networking • training • career acceleration

© Copyright 2011. BrightAct LLC. All Rights Reserved.