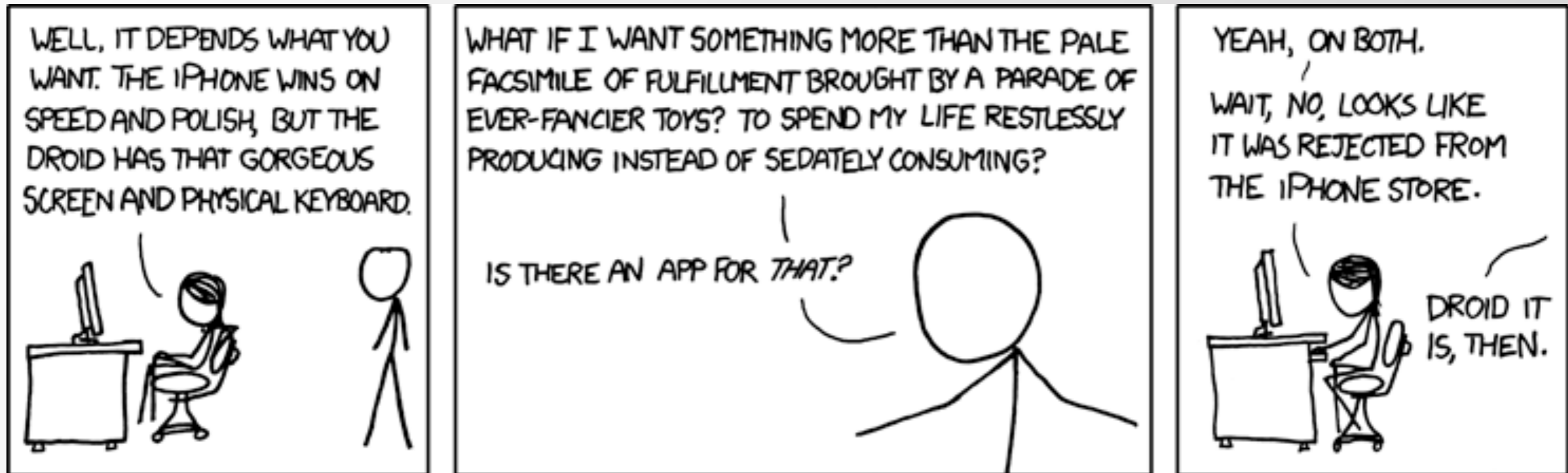


# Aftonbladet eller Expressen?



Cadec 2012  
@johannescarlén  
Johannes Carlén  
Callista Enterprise AB

<http://xkcd.com/662/>

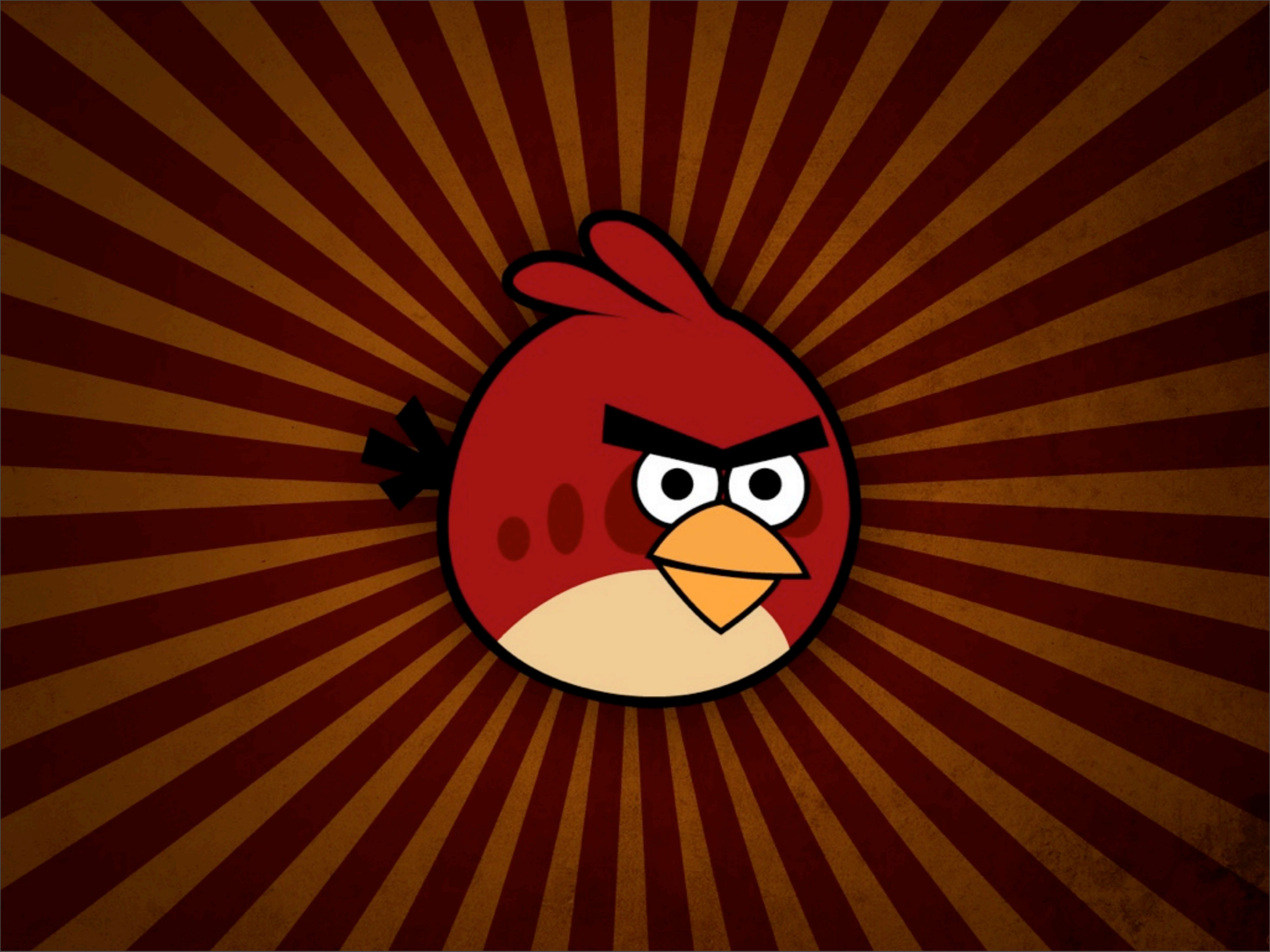
App app app.. vänta nu lite..



Ok, you're supposed to build a mobile app!?



Your boss sees your mobile app project as...



...a success already!

Telenor SE 20:13 37%

## Översikt

Senast uppdaterad 20:13 Uppdatera

Översikt Aktier Övriga VP Index

OMXSPI -0,55% OMXS30 -0,53% OSEBX -0,87%

Aktier och rätter

Namn	+/-	Senast
ABB Ltd	-0,50	134,40
Alfa Laval	-0,30	132,00
Assa Abloy B	-0,80	173,20
AstraZeneca	0,20	321,60
Atlas Copco A	2,00	155,20

Telenor SE 20:14 37%

## GP

Nyheter Sport Kultur&Nöje

**Spöknäten fiskar för alltid**  
Övergivna och glömda ligger de gamla fisknäten på havsbotten...

**Basement lägger ner**  
I februari lägger Basement Restaurang & Bar ner verksa...

**Vikarie åtalas för misshandel**  
Vikarien ska ha tryckt in naglarna i halsen, tagit strupgrepp och med högklackade skor ha tr...

**Stora tågförseningar under måndagen**  
Tågtrafiken på Göteborg C till och från Alingsås, Stockholm, Trollhättan och Uddevalla stoppad...

**Hedersmordrättegång ställdes in**  
Den 21-åriga kvinnan anmälde sin bror för att ha

Nyheter Senaste Teknik&Trender iPhonetips Mer

Telenor SE 20:18 32%

## Extended Trip Planner

västtrafik

From Current Position

To Ävägen 17C, 412 51 Göteborg

Date onsdag, 18 januari 2012

Time 13:00 Departure Arrival

Search

© 2011 Västtrafik, HaCon Ingenieurgesellschaft mbH, CaperWhite GmbH. No warranty for accuracy of information.

Favorites Trip Planner Vicinity Timetable Info

You know the result will look something like this... numbers, news and forms. Sexy only because it is a mobile app.



Frustration



Long nights

know thy user





Consumers



Internal users



B2B

# ~~USER~~ CRIMINAL MINDS

BEHAVIORAL ANALYSIS UNIT  
FBI

~~QUANTICO~~  
GÖTEBORG



Profiles your users



You don't always know how your app will be used.



What about the platforms?



Choice made already? Think again!



Java developers => Android? Noooo!





App used from a boat at sea or from a bus with a variety of connection speed. <http://www.flickr.com/photos/edenpictures/3008828741/sizes/o/in/photostream/>

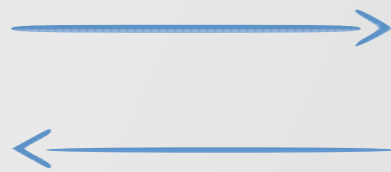


Or used from a warehouse with fast wifi?

# SPOILER ALERT!



Services →



**Mediation Component**



**Existing System Landscape  
(unaware of mobile devices)**

New interfaces to your existing backend



Go native



The native platforms



The app stores

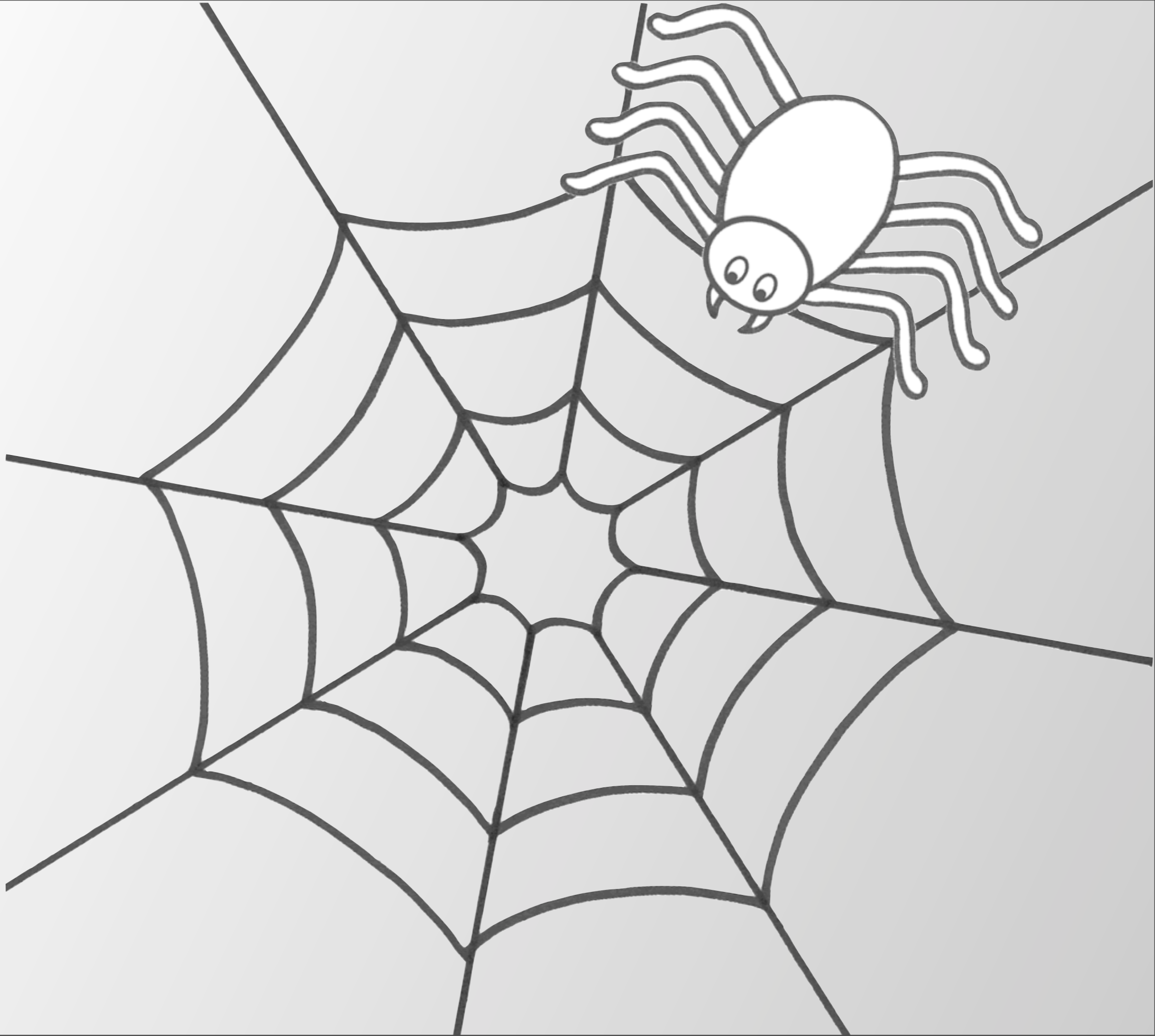


Using native apps?



Heavy graphics or fast processing?





Or build a serverside web app



Not so sexy within the web browser

# FINANCIAL TIMES



**Stop that cyberthief**  
Cost of online robberies down the line



**New year trepidation**  
Andrew Hill on the perils of prediction

**DOW**  
Closes in 9 min  
**+1.64%** to 12,417

**S&P 500**  
Closes in 9 min  
**+1.65%** to 1,278



Europe iPad edition

7:25 PM

Previous edition Dec 2, 2011

Refresh

## Jobless data show twin-speed Europe



Divergence of eurozone economies source of tension since sovereign debt crisis struck, with northern countries recording much stronger growth

6:58 PM

## US manufacturing accelerates to six-month high



Data support signs of firmer economic growth in the final quarter of 2011 and help stocks add to early gains

8:28 PM

## Risk assets lifted by manufacturing data



Oil surges as Iran ratchets up tensions with US, while economic data from Europe and the US cheer investors as they return from new year holidays

### Global market map



Delayed by at least 20 minutes



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- Movies
- Search
- My Pages
- Watchlist
- Help
- Logout

# Headweb

- Start
- News
- Popular
- Best rated
- Upcoming



**Léon**  
Action | 1994



**Pulp Fiction**  
Crime | 1994



**Kärlekspassio...**  
Drama | 1981



**Nyckeln till Fri...**  
Drama | 1994



**Soraya M.**  
Drama | 2008



**Sagan om Rin...**  
Äventyr | 2001



**Dagboken**  
Romantik | 2004



**En blomma i A...**  
Drama | 2009



**Mullvaden 2: V...**  
Drama | 1982



**Anvil! The Sto...**  
Dokumentär | 2008



Swedish movie streaming web site headweb.com. Nice "app feeling"



dōjō



BACKBONE.JS {less}

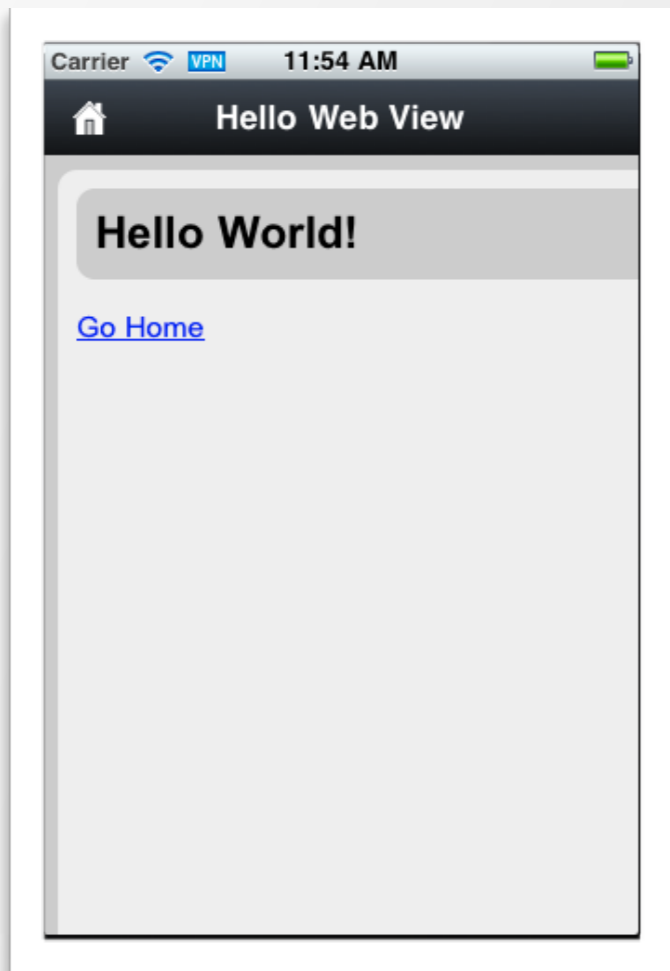
Bootstrap, from Twitter



Get the app feeling with open source tools.

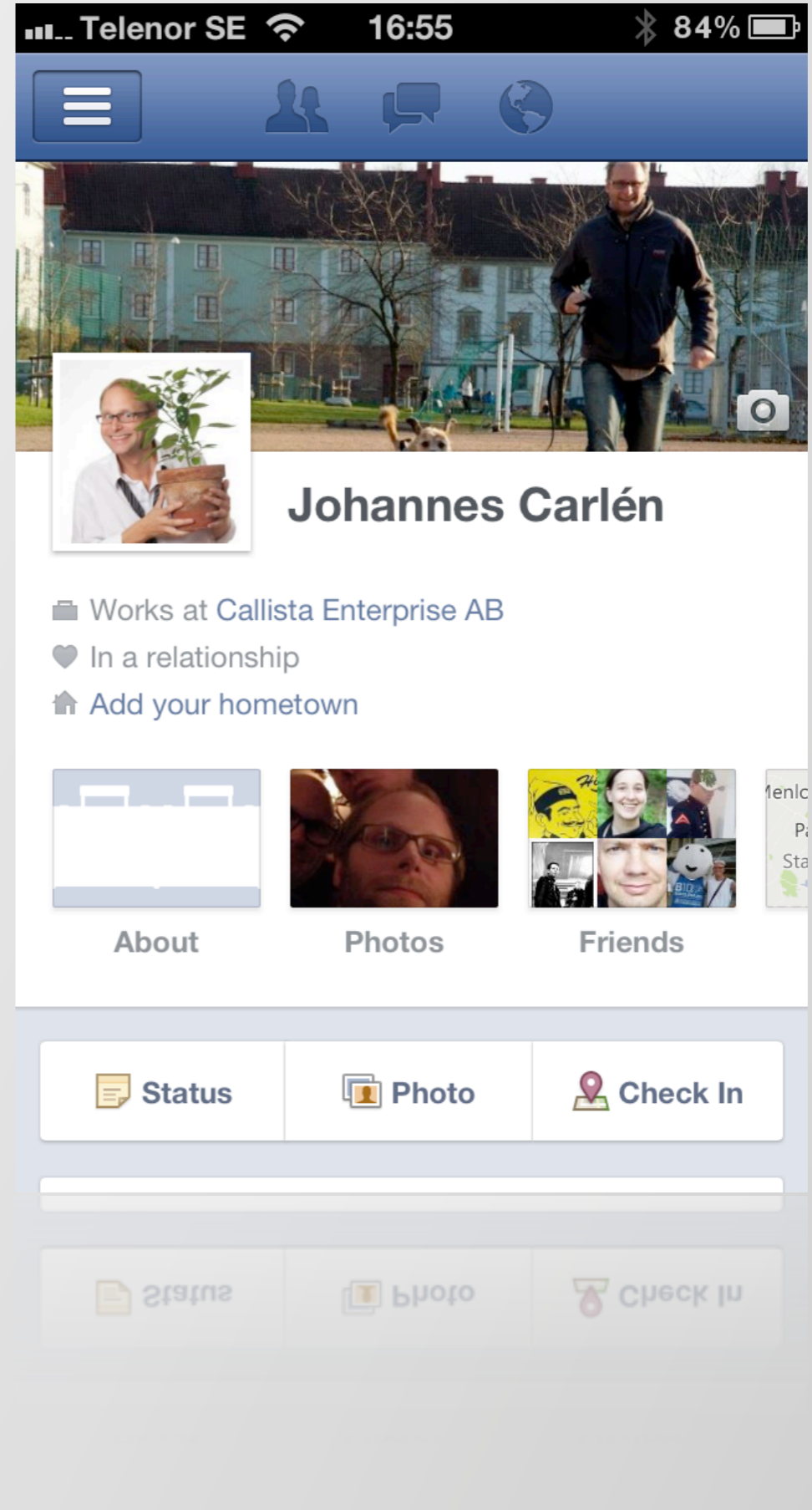
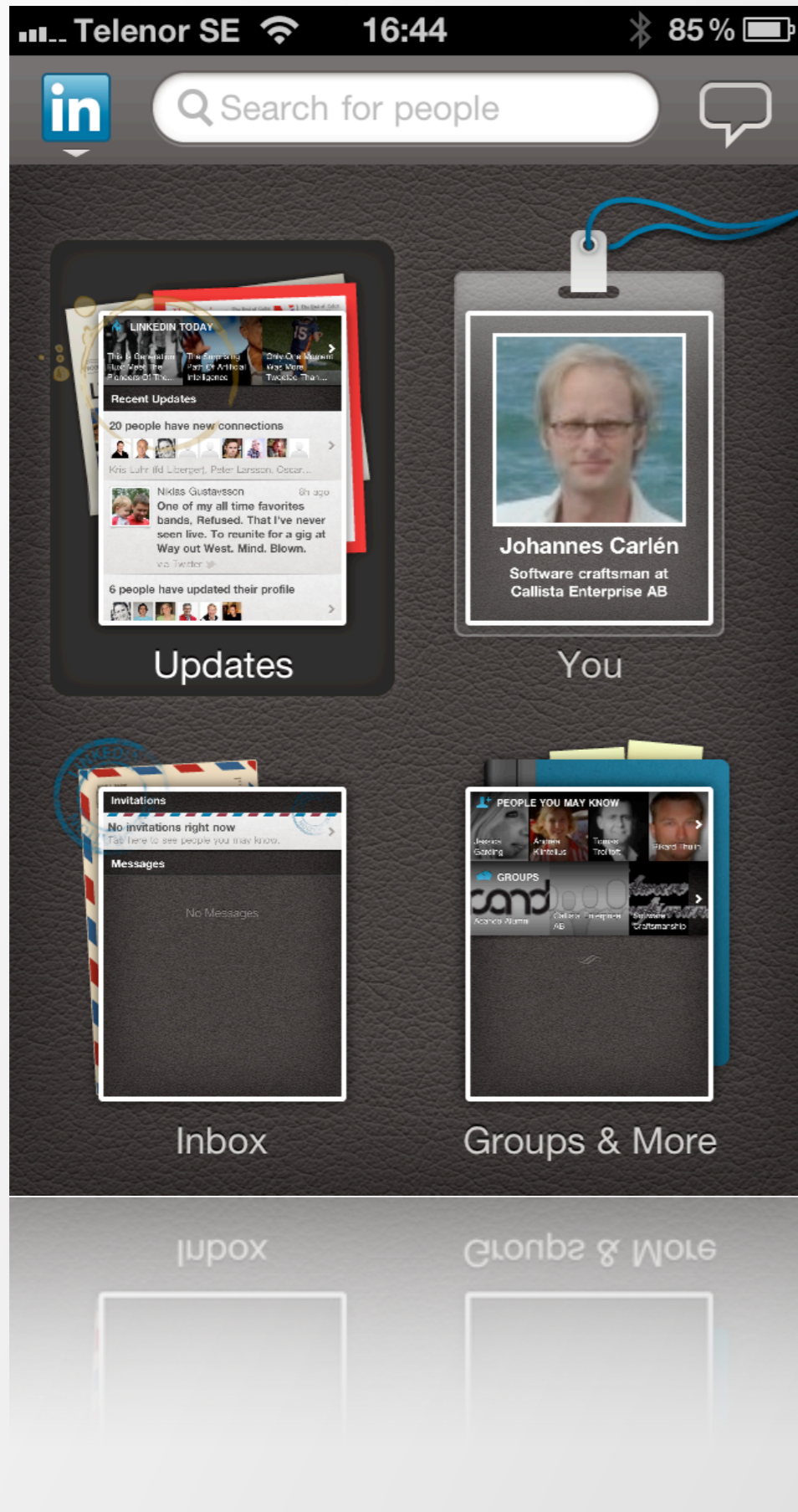


Build a hybrid app



# PhoneGap

Simple web view in native app. Need access to phone? Use PhoneGap/Apache Cordova!



Hybrid apps





dōjō



BACKBONE.JS {less}

Bootstrap, from Twitter



Same tools to get the app feeling.

App Stores / marknadsföring

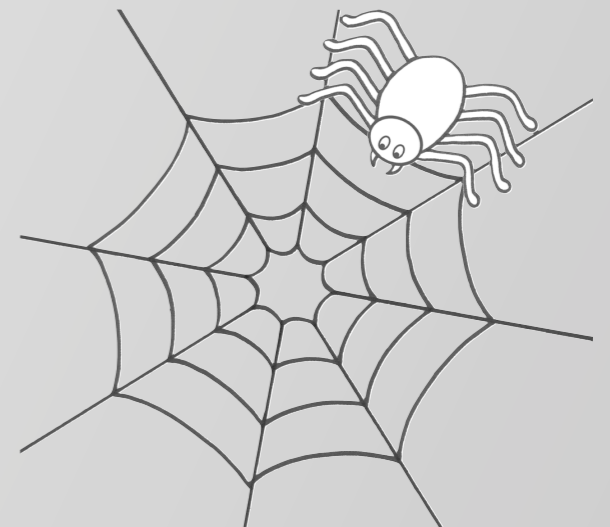
Specialkompetens per plattform

HTML5 / CSS3

Grafik / faster processing

Adressbok / Kamera / Notiser / etc

Appkänslan





Security



 Secure



https://



All platforms has reasonably good interface for making secure http calls with ssl/tls



**Use OAuth with caution.**

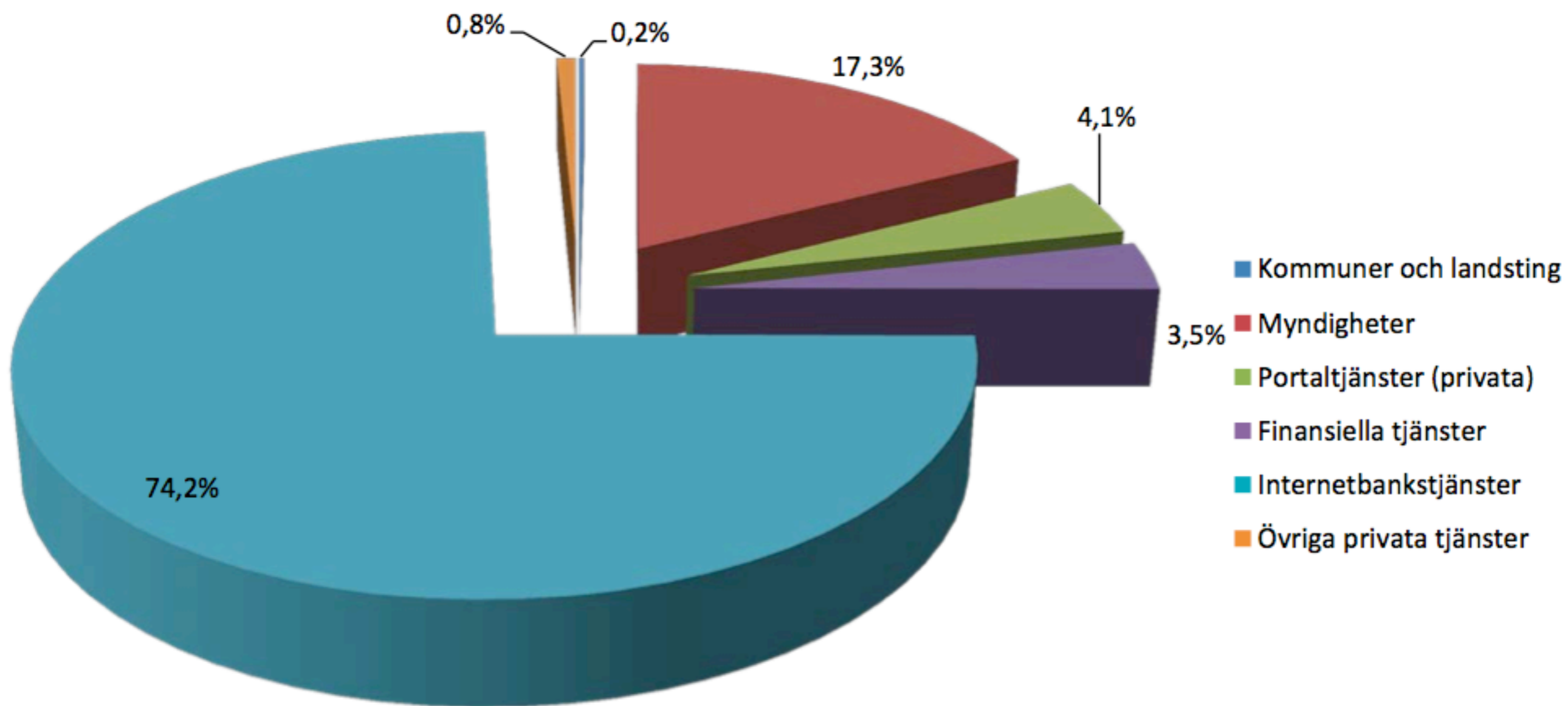
**Ok with web apps. Not fully secure within native apps.**

**Stealing Passwords is Easy in Native Mobile Apps Despite OAuth <http://welcome.totheinter.net/2011/01/12/stealing-passwords-is-easy-in-native-mobile-apps-despite-oauth/>**

Jag vill  
använda  
BankID  
i mina  
tjänster.

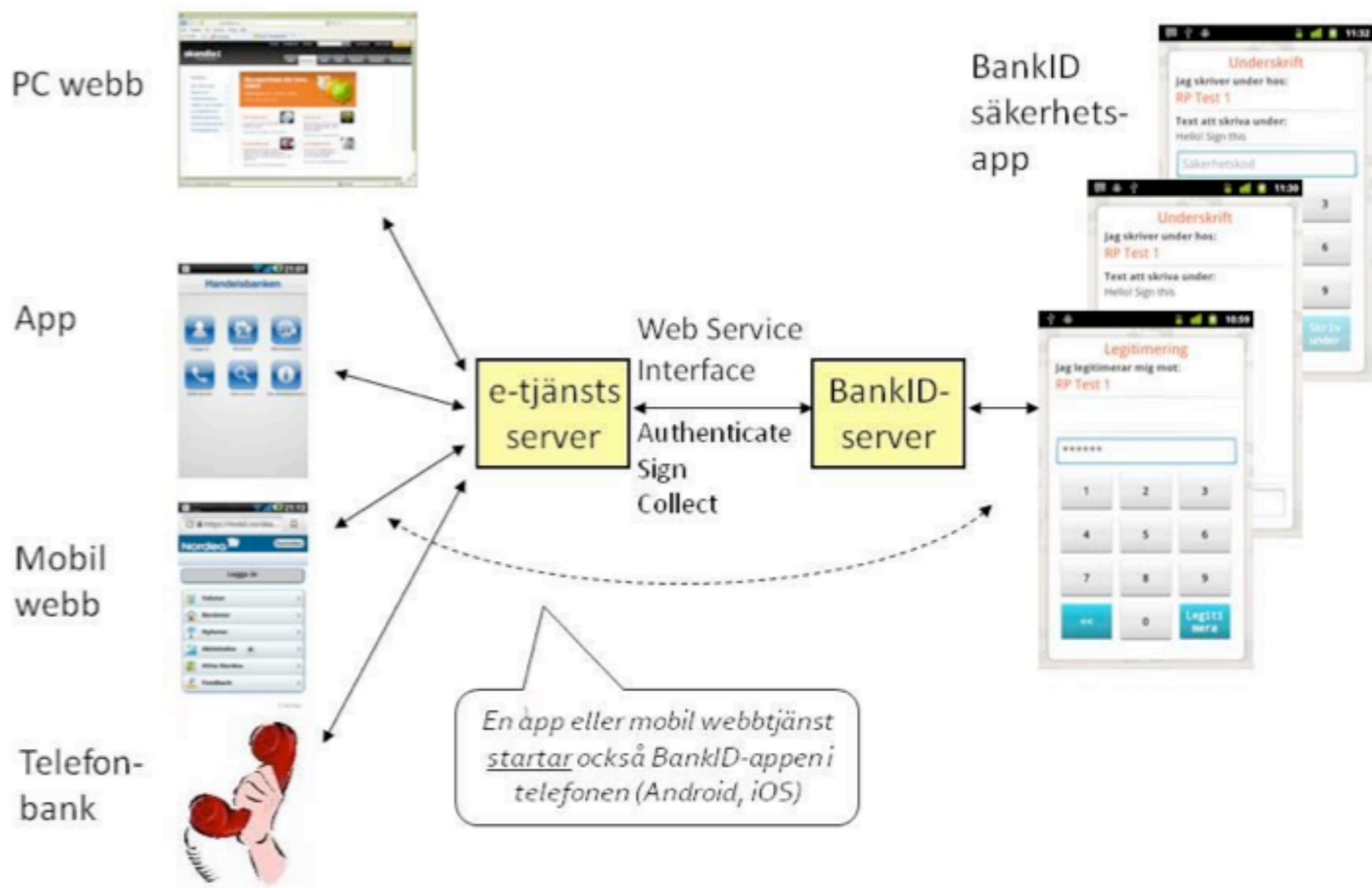


Mobilt bankid. <http://bankid.com/>  
Strong authentication.



*Källa: Finansiell ID-Teknik BID AB  
november 2011*

Mostly used by government and authorities. About 7% private initiative.



Mobilt bankid app. Used for authentication from web/native apps/mobile web.





Create a solid foundation for your mobile app project

TACK!



@johannescarlen

The end.