Technology choices behind mobile apps

Arabian Travel Market
May 2012

Future Platforms

lastminute.com

MECCA bingo.com

AA

Microsoft

NOKIA

orange

CNBC

BBC

4

Experienced

- Over 100 apps launched pre-iPhone
- 11 years of experience in mobile
- In-house development across 6 platforms

Creative & innovative

- BBC **Innovation Labs** winners (2007)
- **Over The Air** winners (2008, 2009)
- Vodafone Mobile Clicks finalist 2010
- Mobile World 2010 Most innovative app
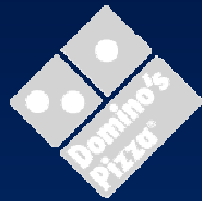- BT Music Awards – Best app (2011)

A disciplined process focused on **quality**

Nokia and Microsoft partners

About Future Platforms

Delivering mobile since 2000

Directors originally launched Good Technology

Working with Domino's Pizza since 2005 on e-commerce, social, in-store & mobile

Working with DeVere Hotels since 2009 on e-commerce

About Future Platforms
Cross-platform digital agency

Let's start from the customer

The customer experience

"Mobile hotel queries have grown almost 3000% in three short years" Google

Researched upcoming trip **61%**

Reserved or booked a hotel, flight, etc. **43%**

Checked into hotel, flight, etc. **53%**

Thinktravel, 2011

170M App downloads per day (worldwide)

79% Games & social (US)

8% Travel & other

10M Travel & other downloads per day

Flurry, Dec '11

Downloaded a travel app

Personal **38%**   Business **54%**

What are they doing?

The customer experience

They like convenience

The customer experience
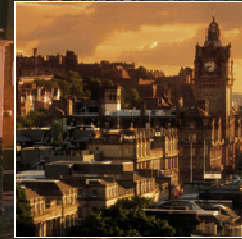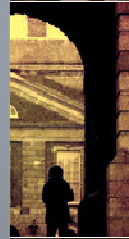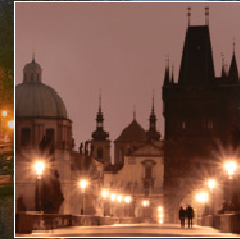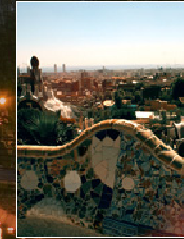
They like to play
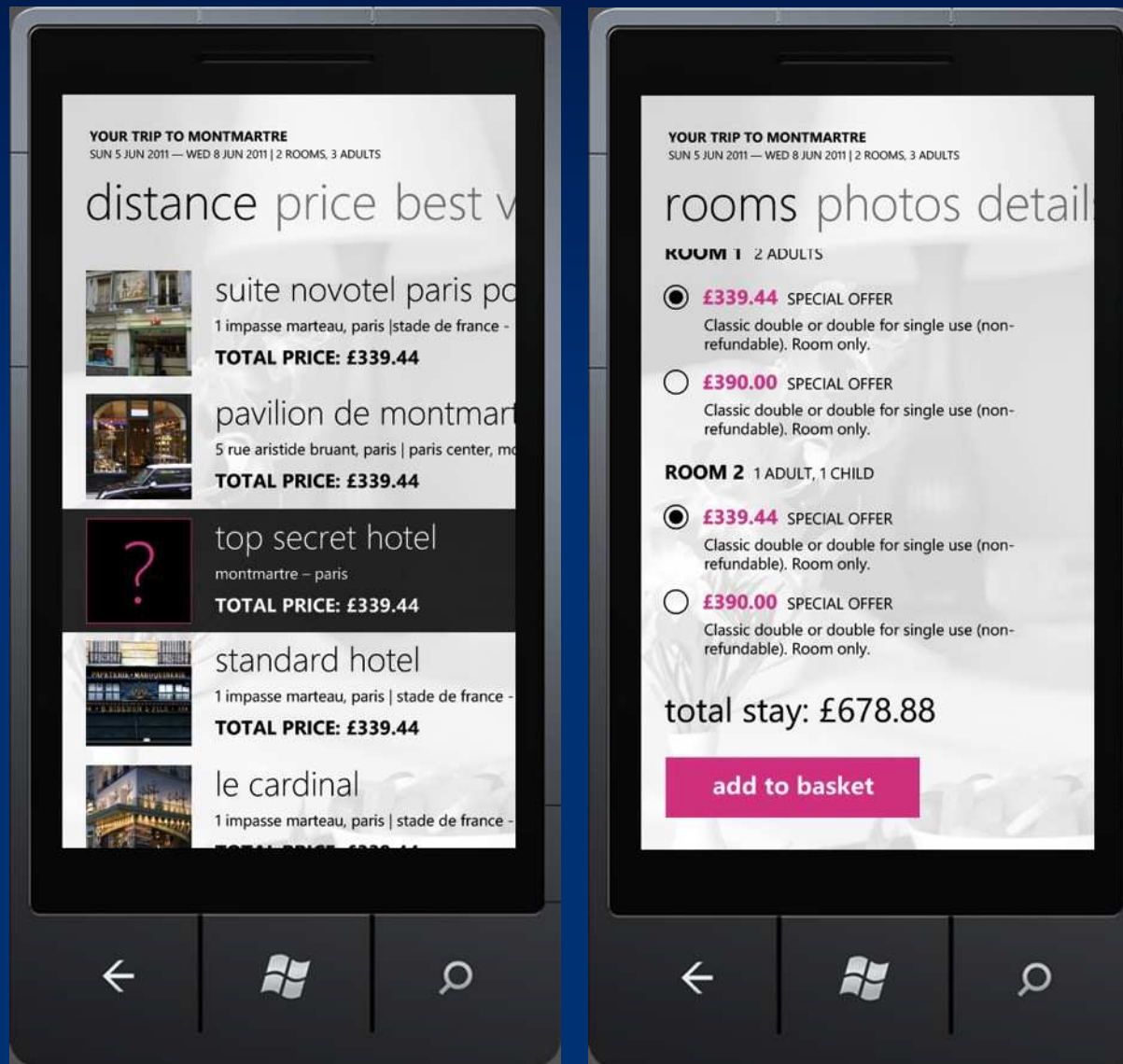
The customer experience
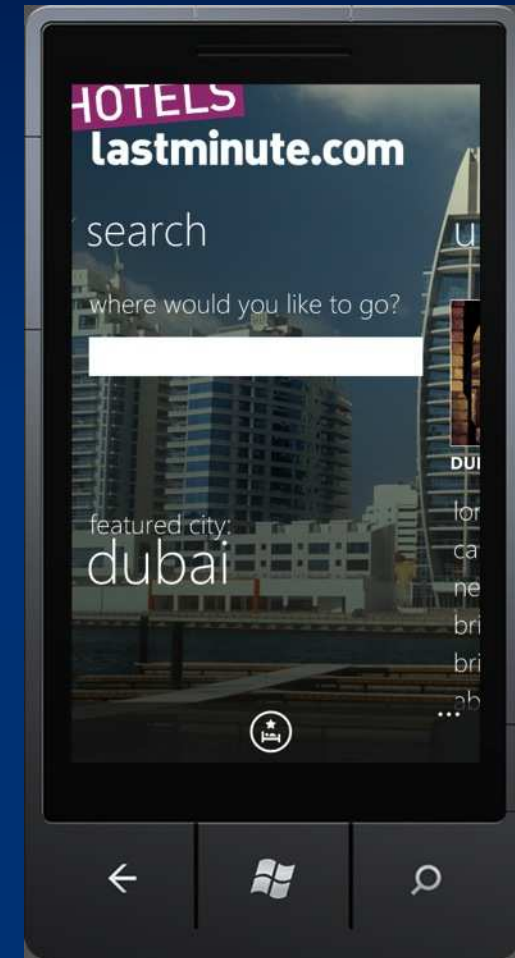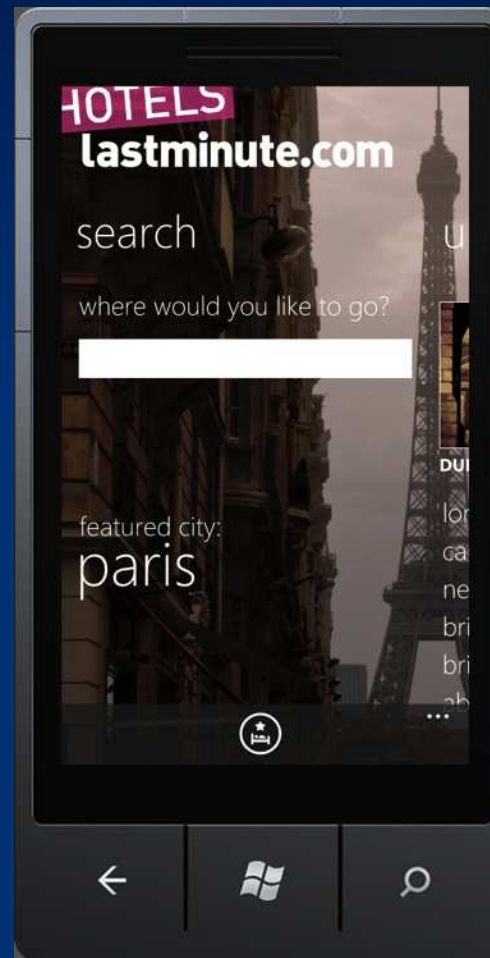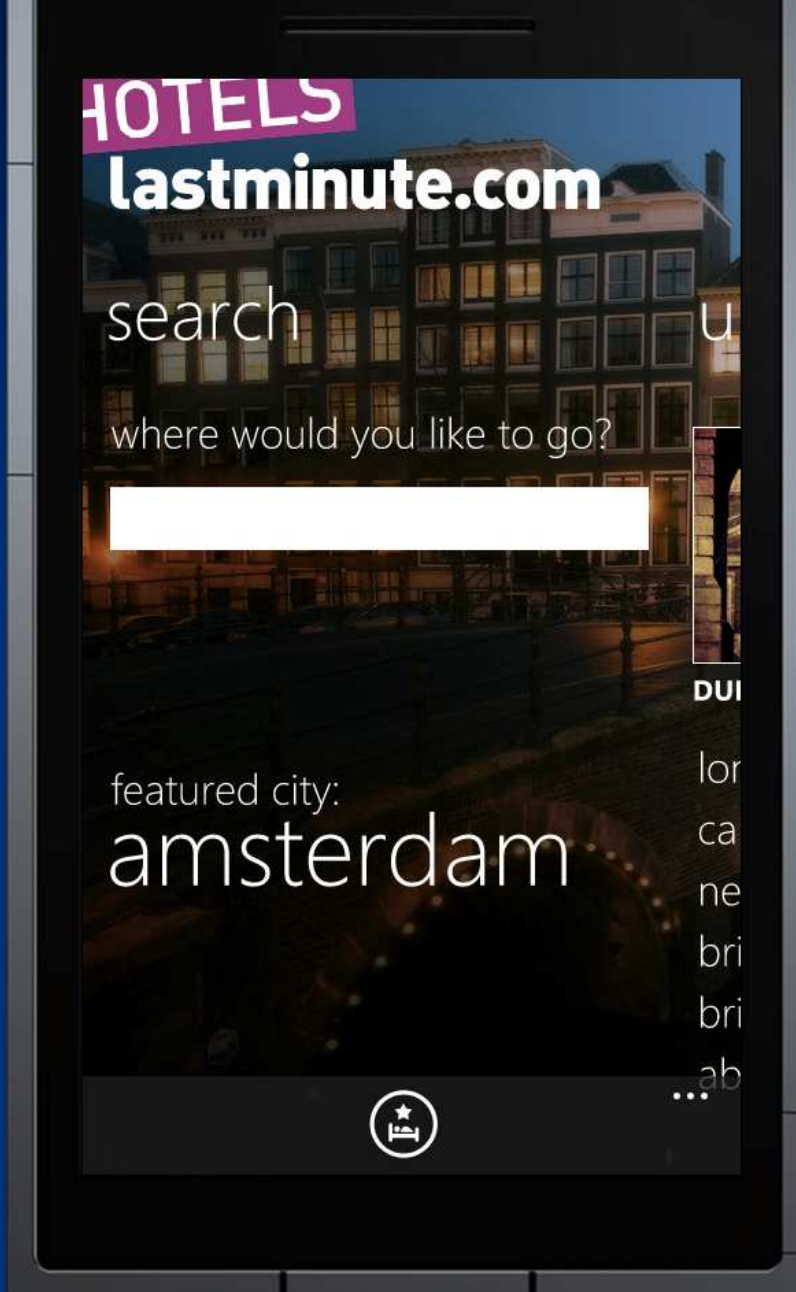
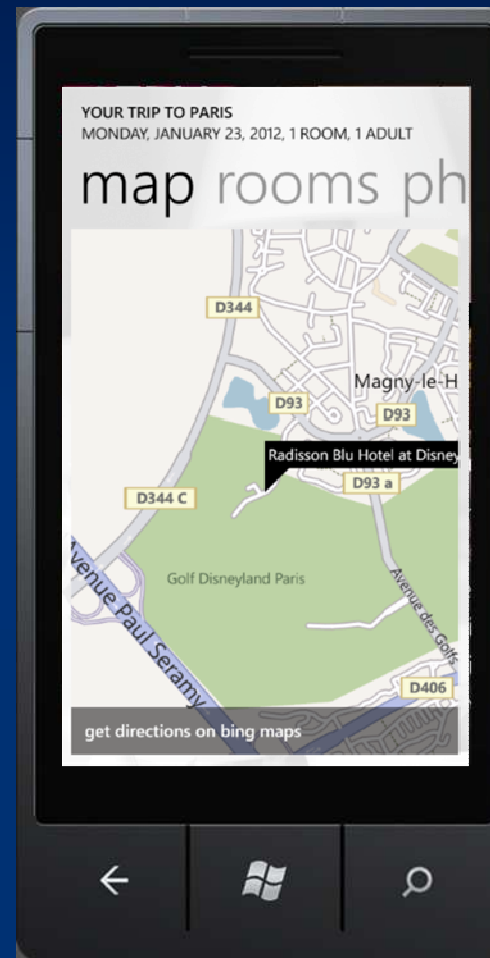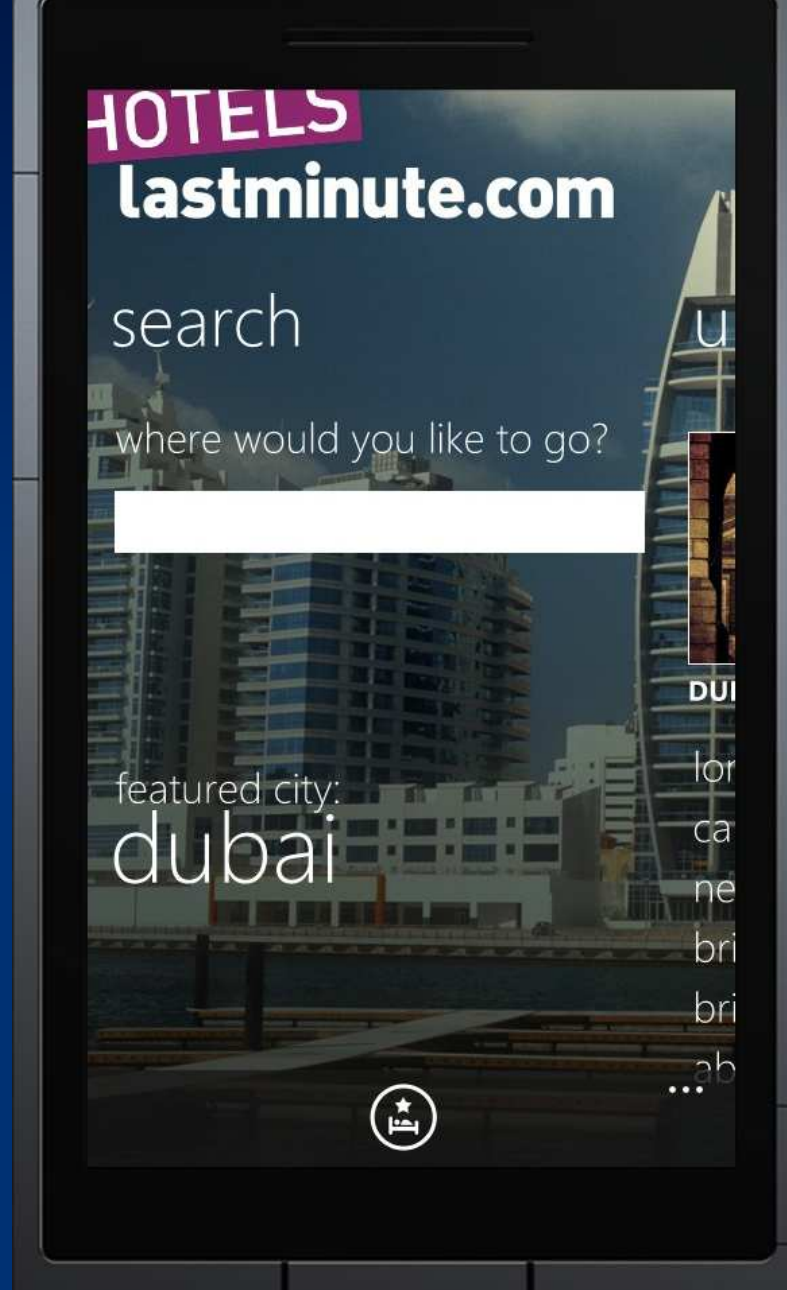**They like to play**

The customer experience

They value usability & speed

The customer experience

More convenience

The customer experience

They are increasingly using mobile

They mix Mobile web & Apps

Customer experience matters

Convenience

Rich & engaging

Usability & speed
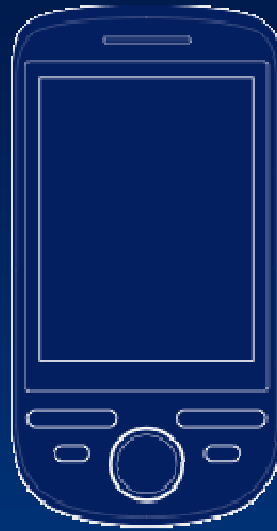
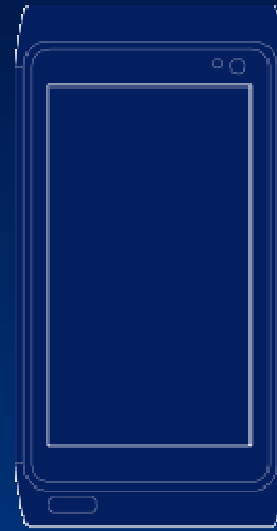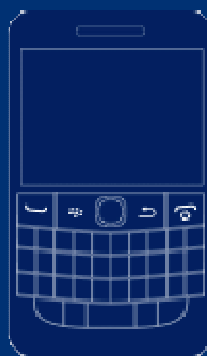**What are they telling us?**

The customer experience

How do we reach our audience?

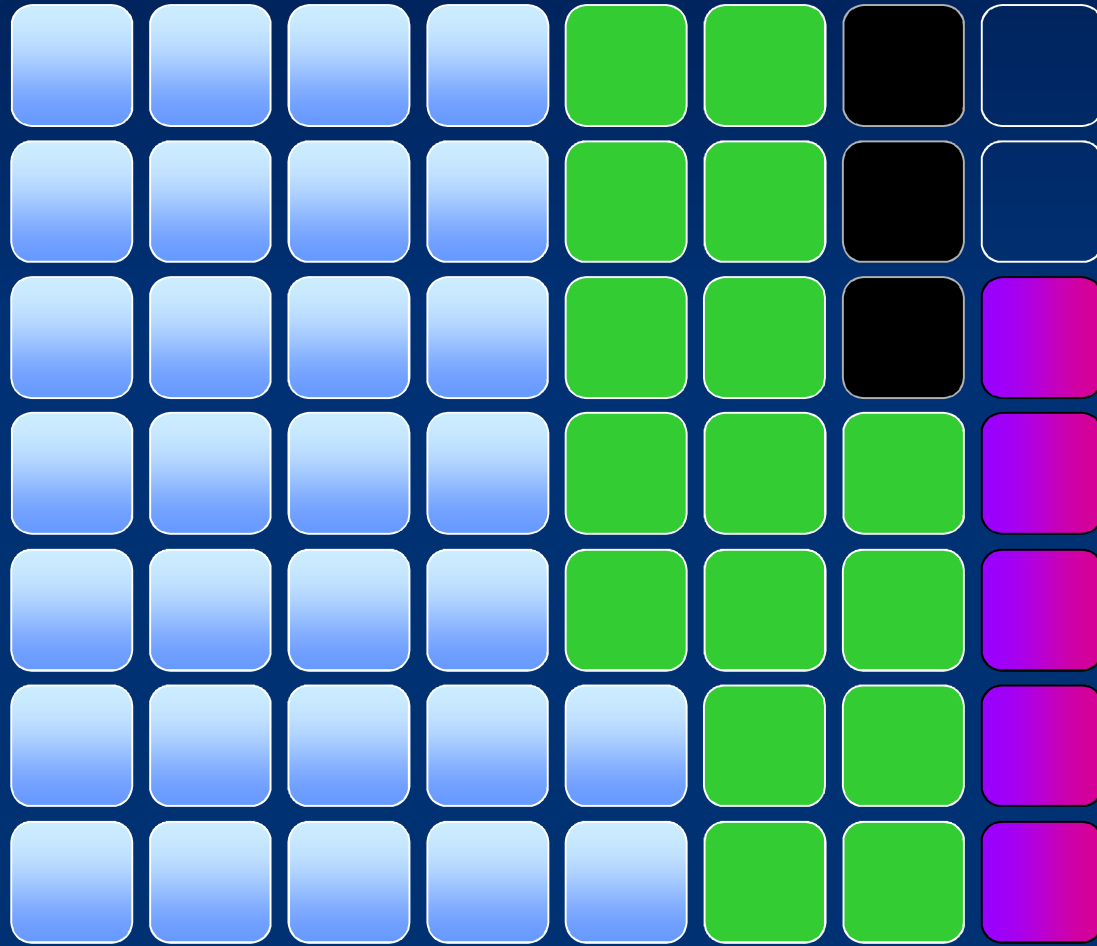Technology choices

iOS

Android

Nokia

WP7

Bada

Blackberry

J2ME

More!

Consider target platforms

Technology choices

January 2011 app downloads

(not all platforms are equal)

Technology choices

£40,000
£35,000
£30,000
£25,000
£20,000
£15,000
£10,000

Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov

2011 | 2012
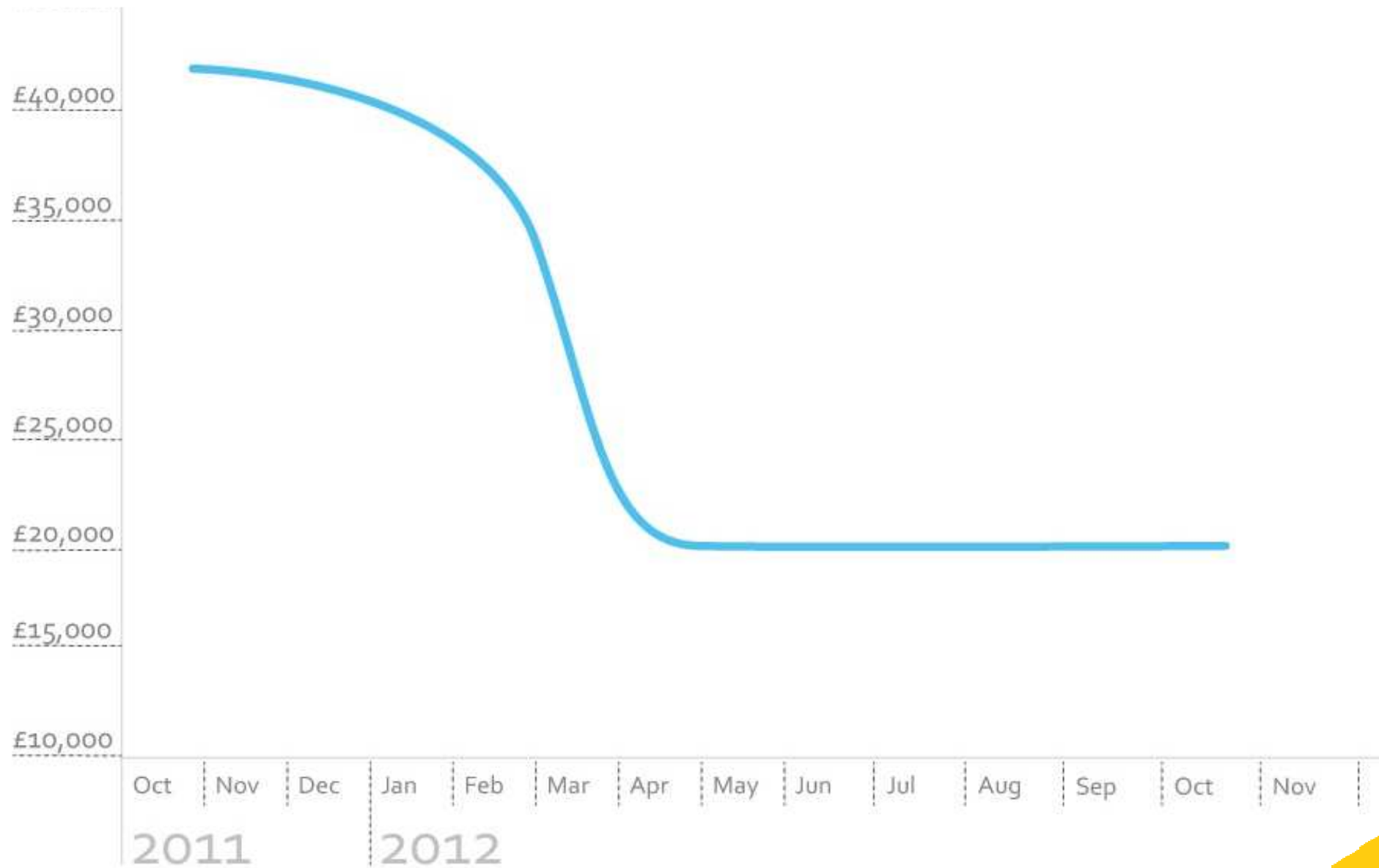
Consider cost of ownership
Technology choices

Consider your infrastructure
Technology choices

Don't forget them

Technology choices

Mobile site

Hybrid

Native

Implementation options

Technology choices

HTML 5

Mobile site

Cross-platform

Existing skillset

Native browser

No app store

No notifications

Sencha

JQTOUCH

titanium

Hybrid

App store distribution

Rendered html / webview

As good as libraries

Large app size

Native

Can include html

Can share code

OS tools

Rare skillset

There isn't a single solution
Technology choices
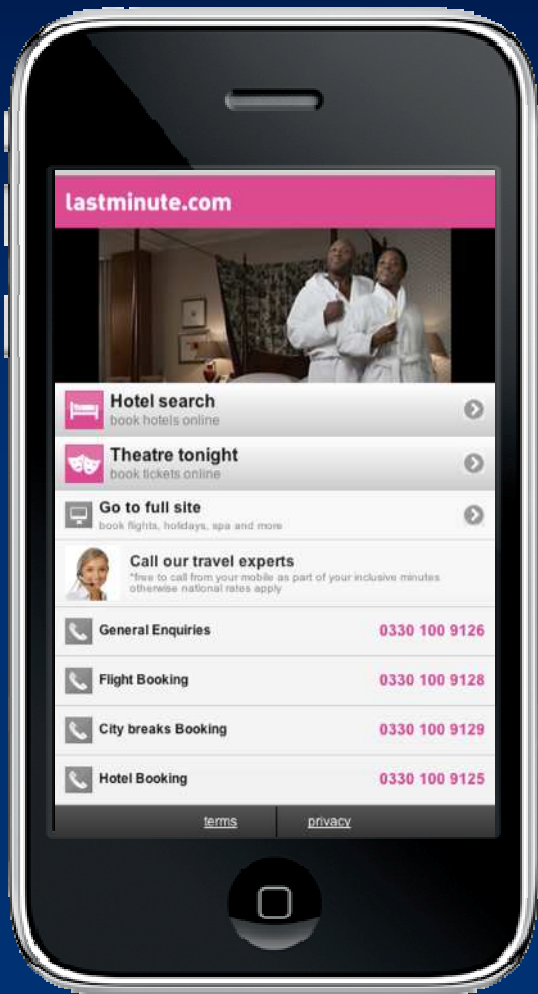
iOS/Android

Hotel & Tickets
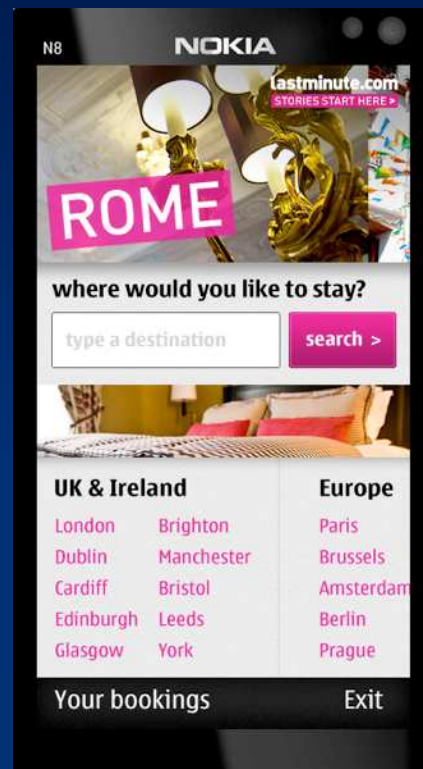
Mobile site

Hotels on Qt

Focus on Hotels

Branded experiences
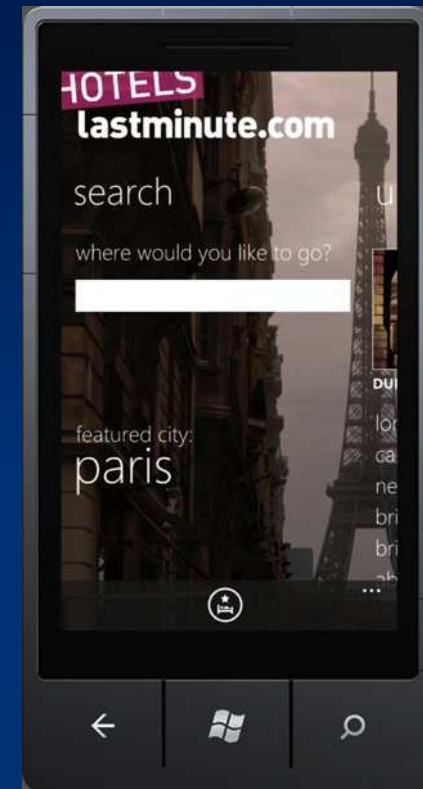
Hotels on WP7

Mobile site & native apps (Lastminute)
Technology choices
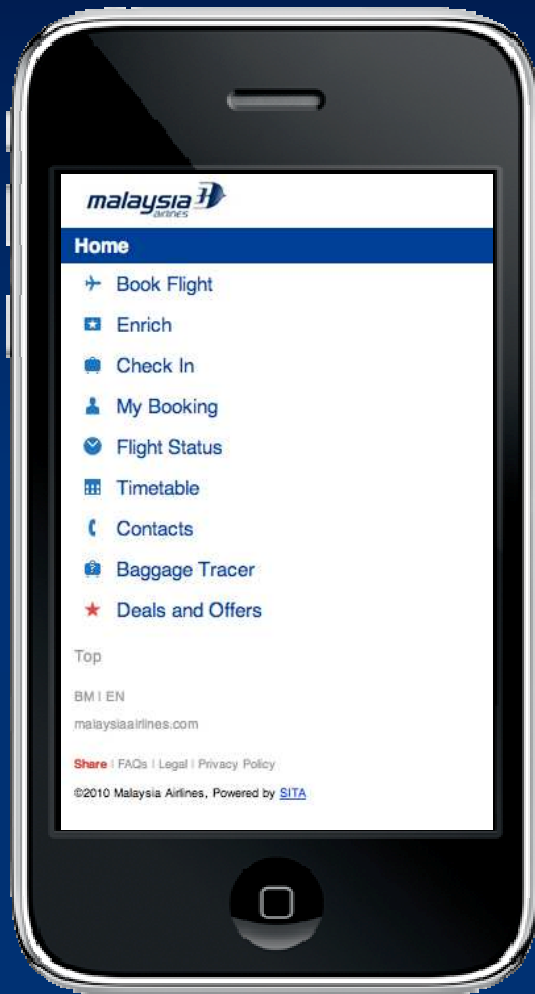
Booking

Post-purchase

Check-in
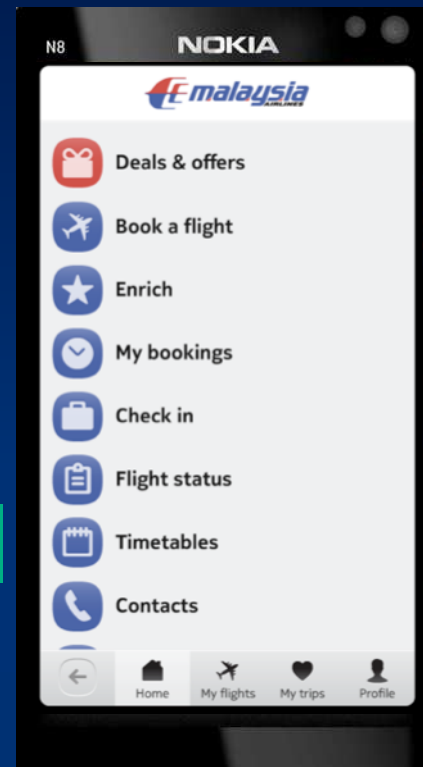
Mobile site

Hybrid apps on Nokia, iOS, Android

Offline itinerary

Offline boarding pass

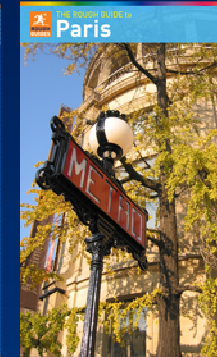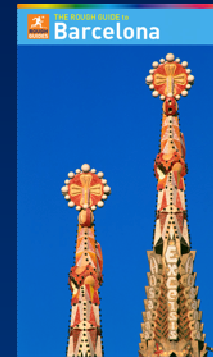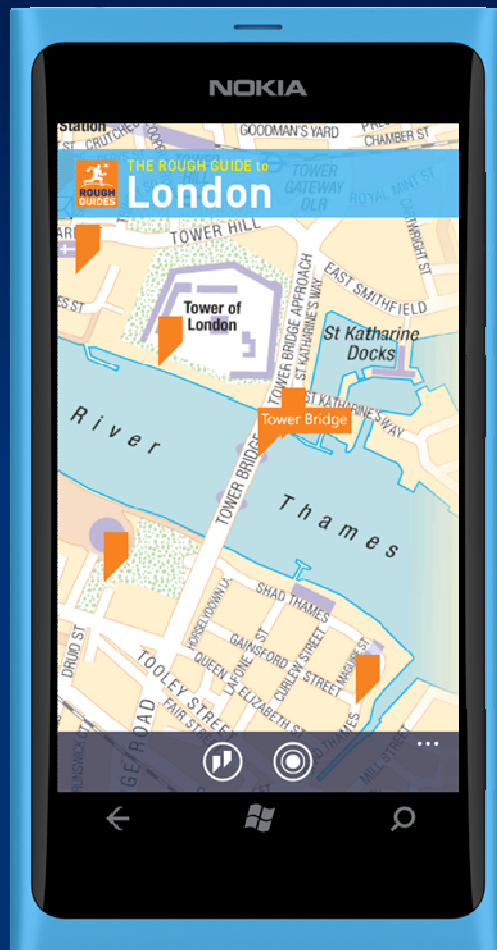# Mobile site & hybrid apps (Sita for MH)
Technology choices
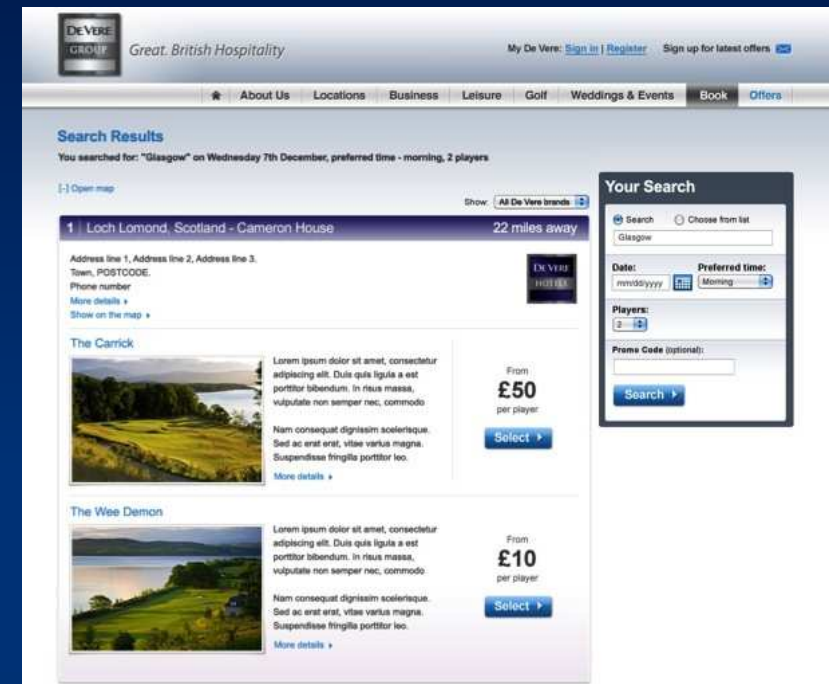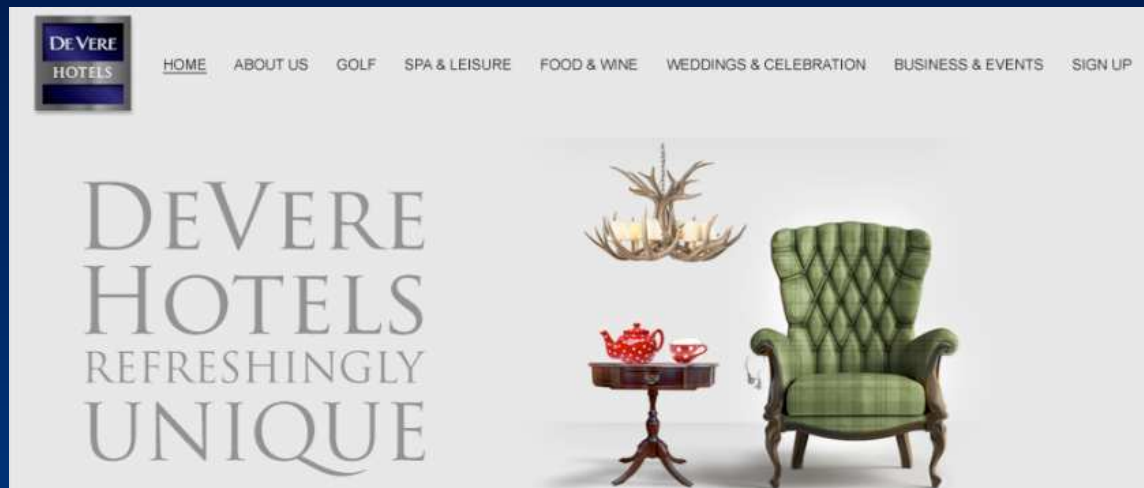
Enabling rapid innovation (DeVere)
The wider context
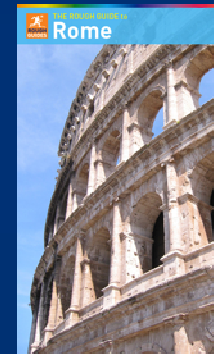
Native apps on iOS, Android & Windows Phone 7

Stand-alone apps

Travelling scenario

Native apps (Rough Guides)
What consumers experience

Considerations

User experience

Target platforms

Cost of ownership

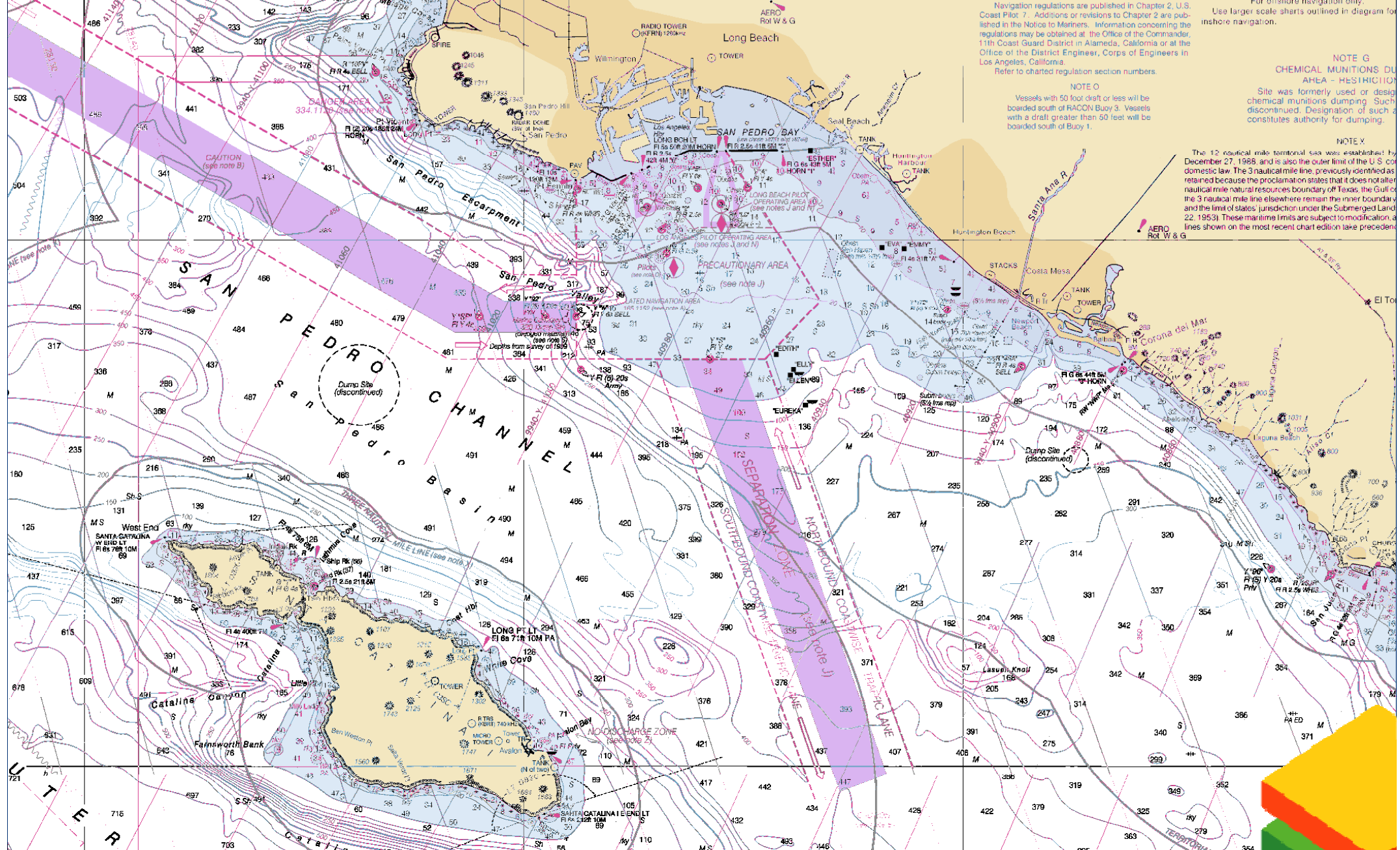Backend infrastructure & roadmap

It's not Html5 vs. Native

Start with one

Measure and adapt

Reaching the mobile audience

Technology choices

Putting mobile in context

The wider context

Thank you.

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