

# Technology choices behind mobile apps

Arabian Travel Market  
May 2012

**Future Platforms**



lastminute.com



Microsoft

NOKIA



## 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)

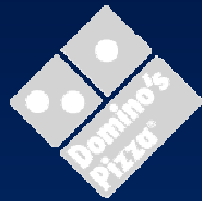
A disciplined process focused on **quality**

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



HOTELS

lastminute.com

search

where would you like to go?

featured city:

amsterdam

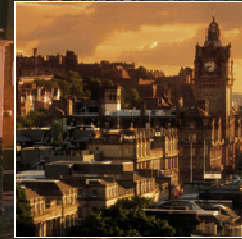
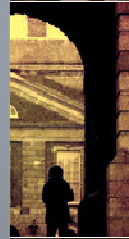


DUI

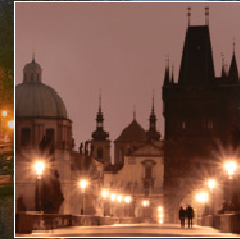
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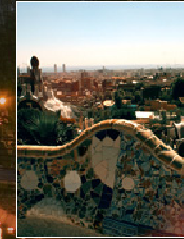
europe



EDINBURGH



PRAGUE



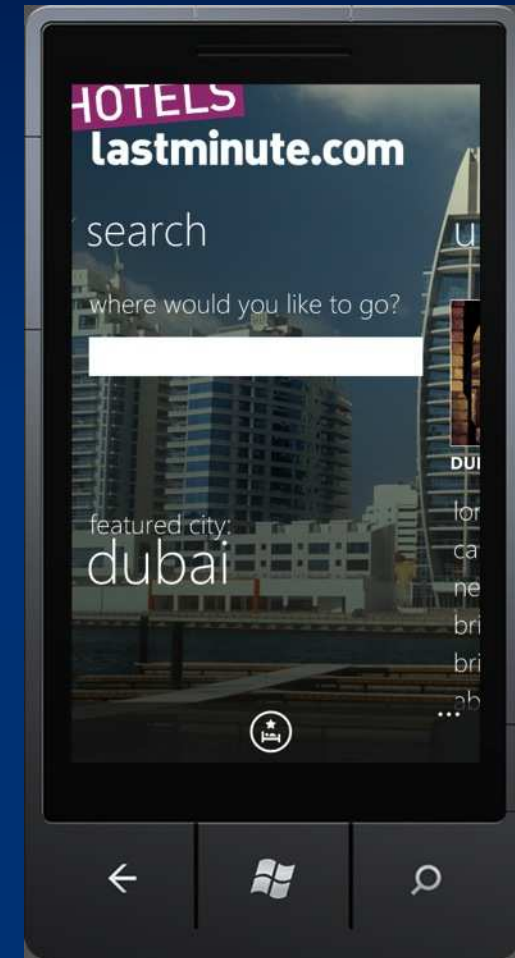
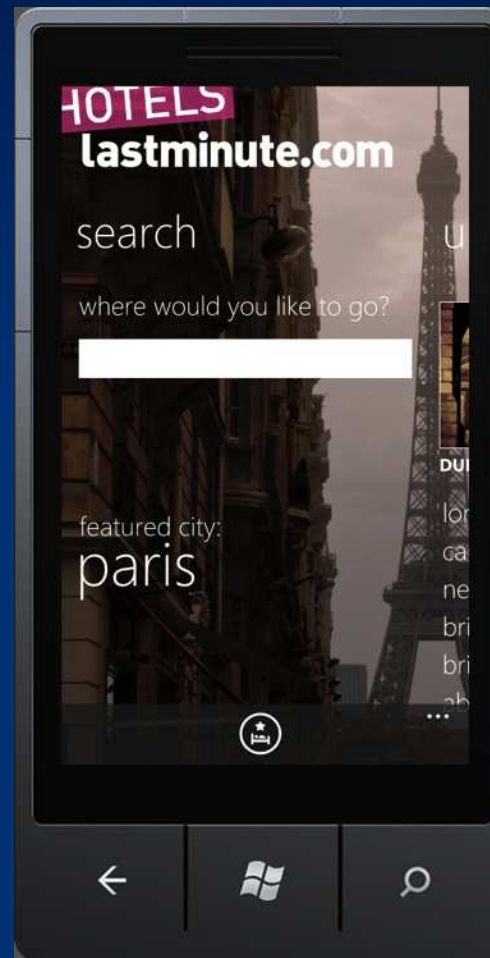
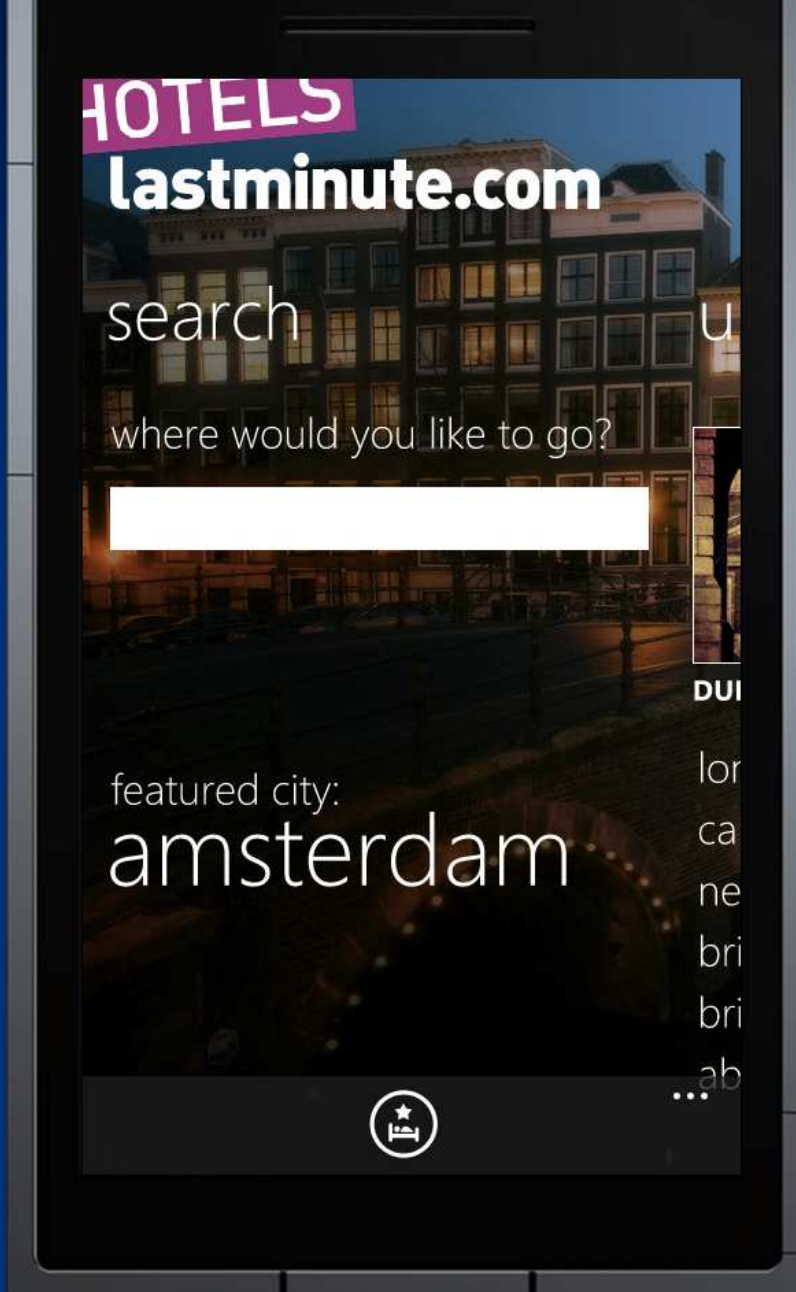
BARCELONA

riga  
rome  
toulouse  
skopje  
turin  
sofia

# They like to play

The customer experience

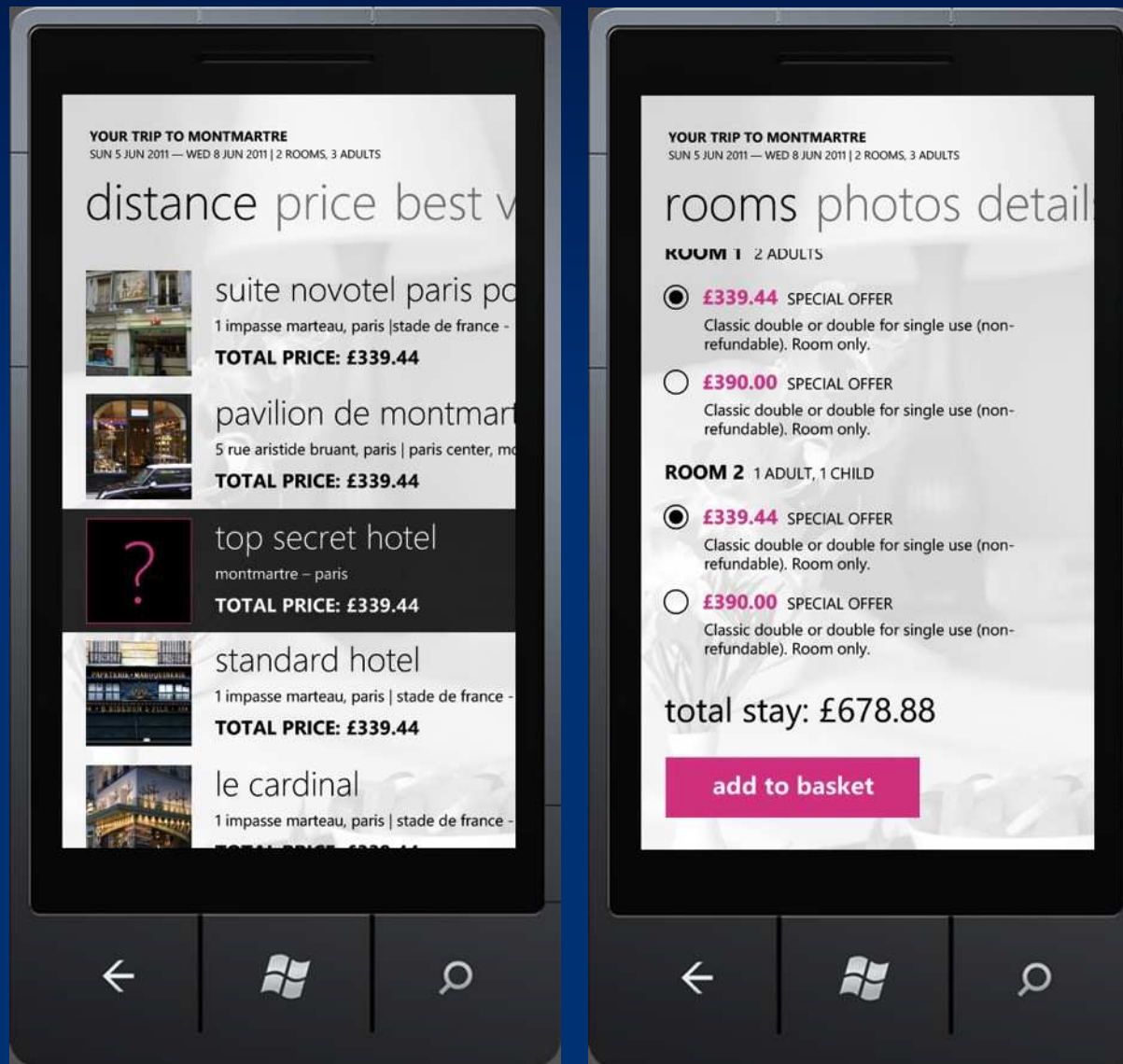




**They like to play**  
The customer experience

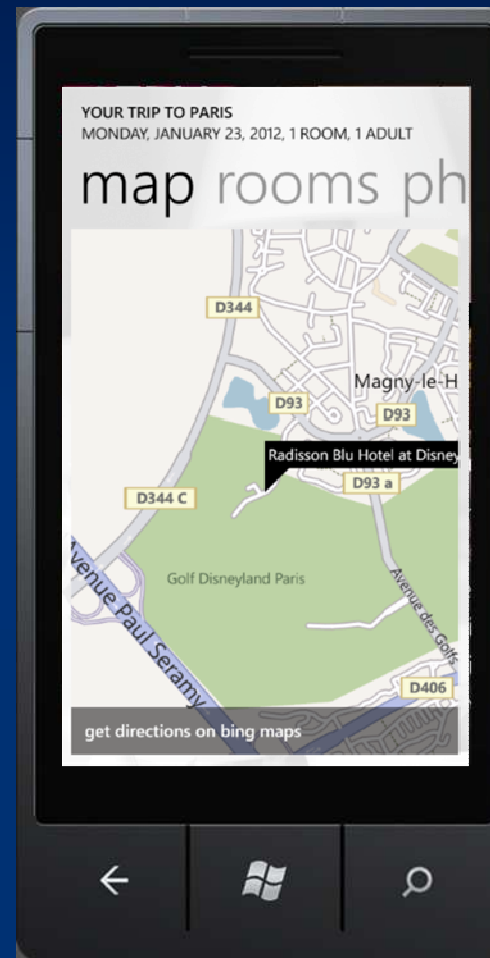
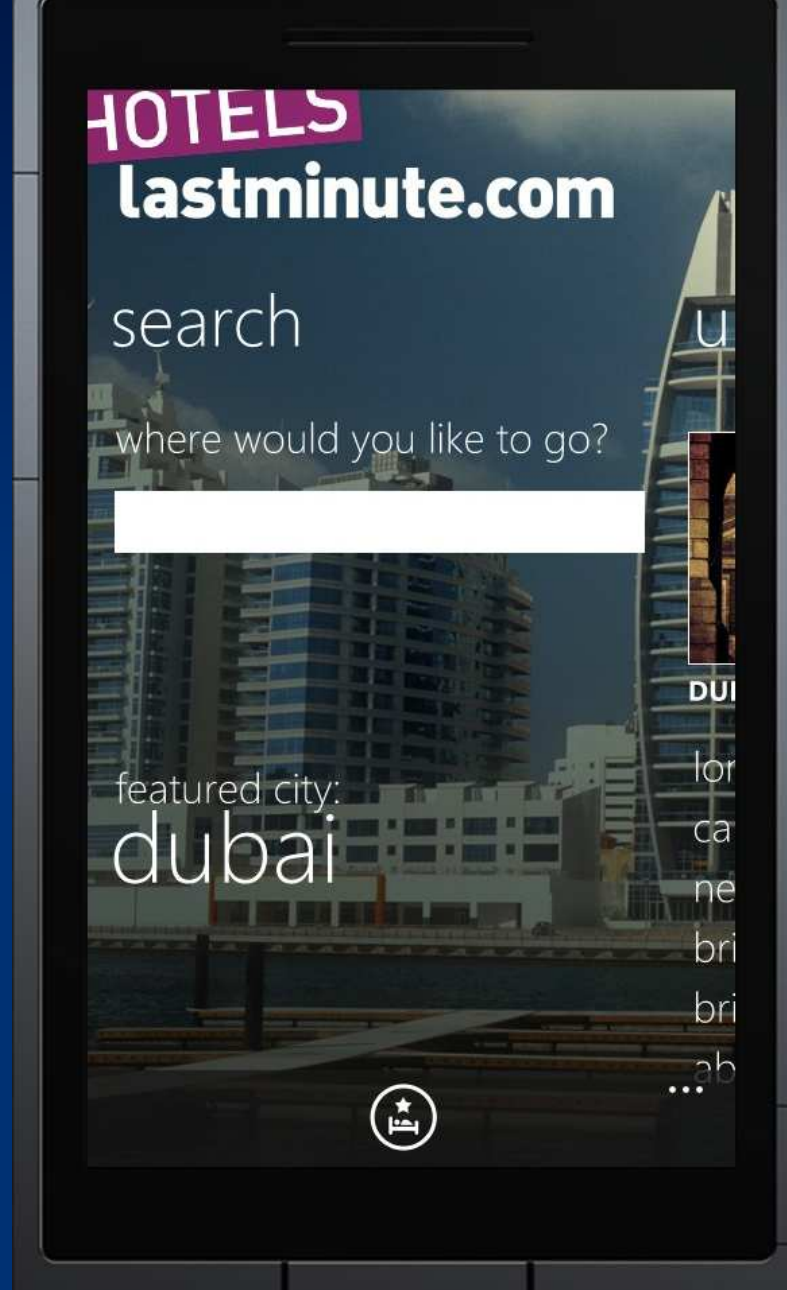






**They value usability & speed**  
The customer experience





# 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





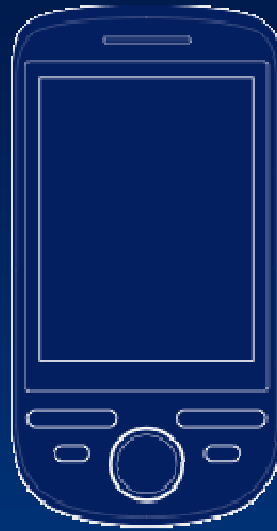


# Technology choices

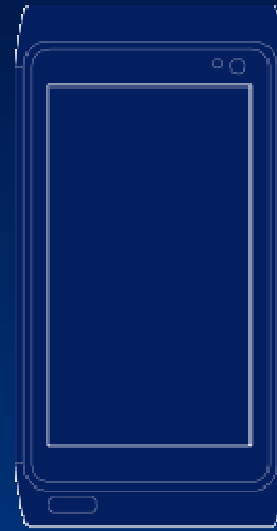




iOS



Android



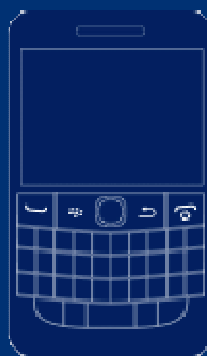
Nokia



WP7



Bada



Blackberry



J2ME

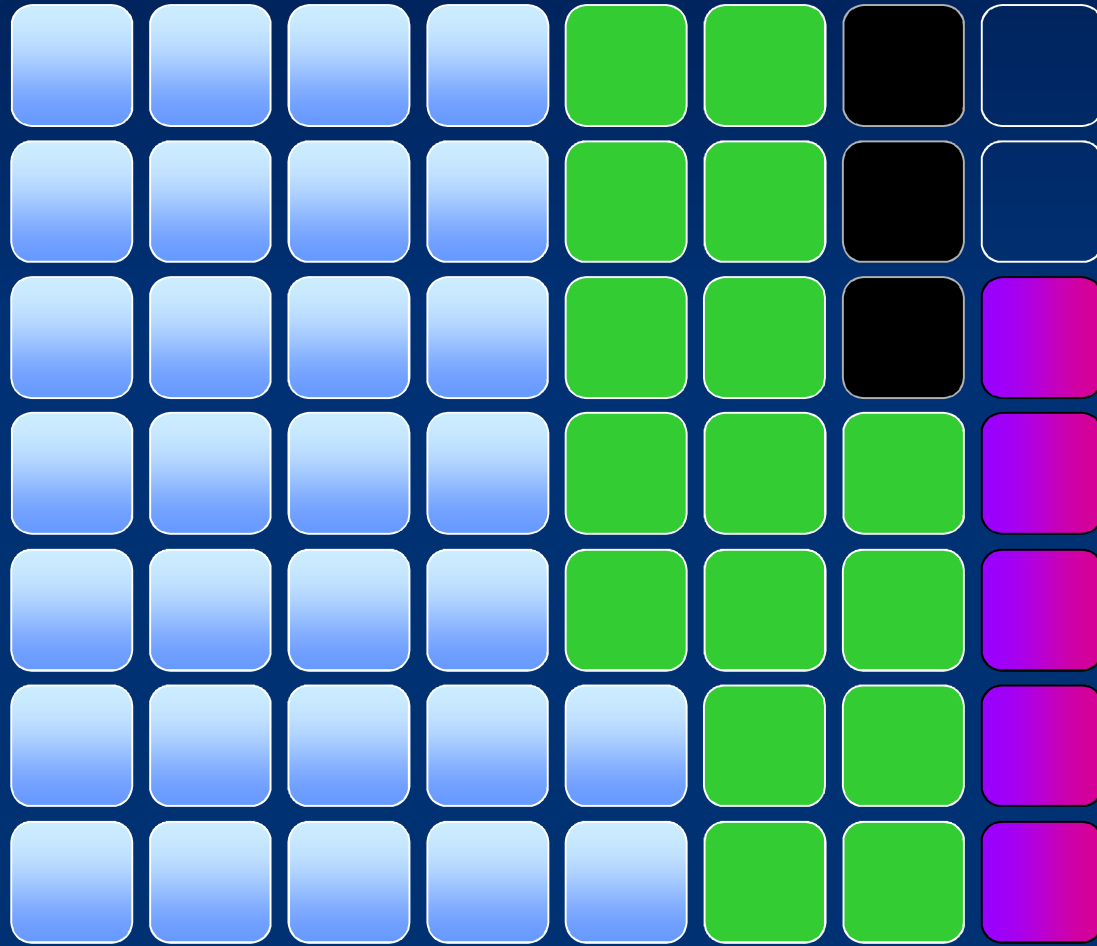


More!

# Consider target platforms

Technology choices



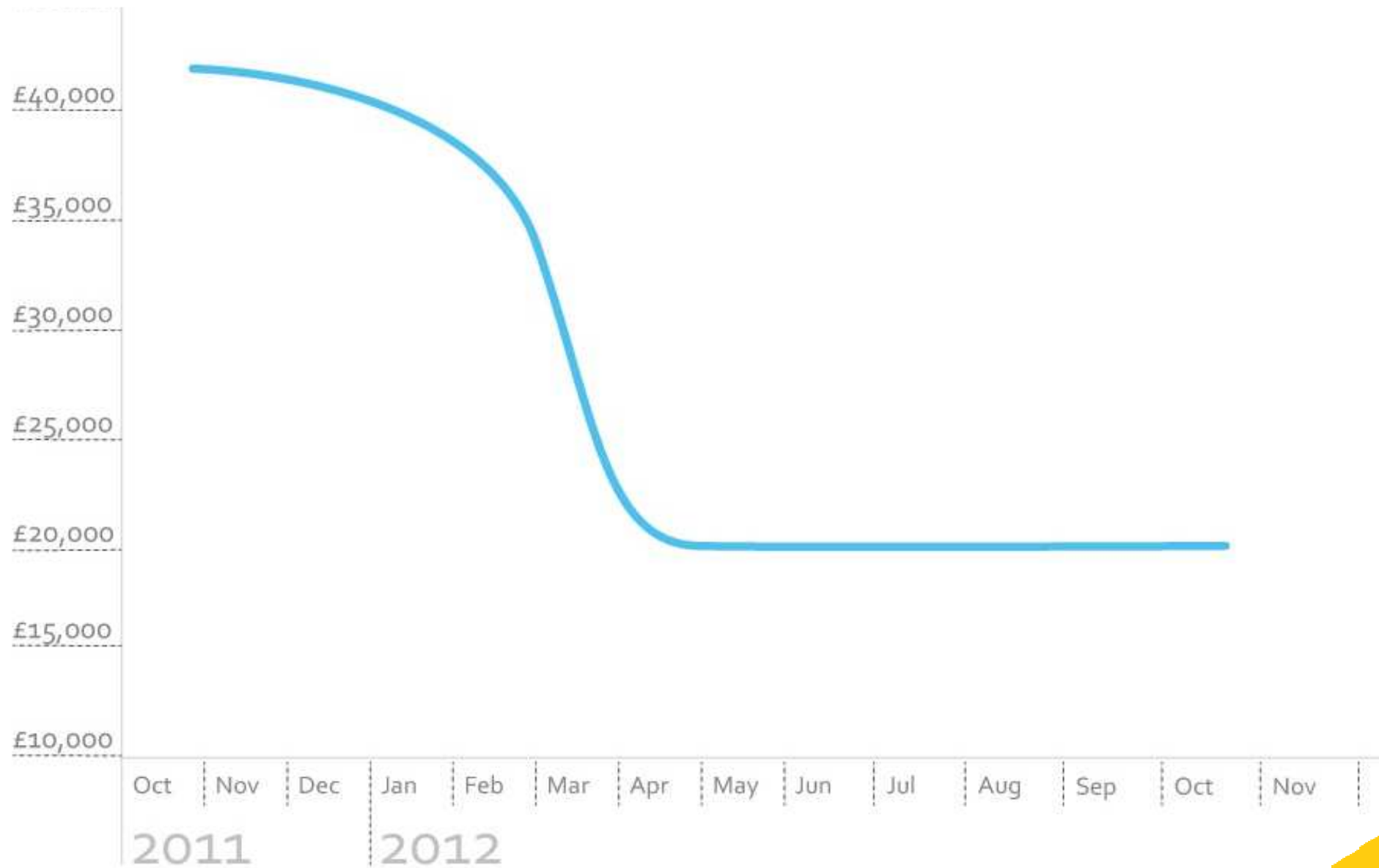


January 2011 app downloads

**(not all platforms are equal)**

Technology choices





**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





## Mobile site

Cross-platform

Existing skillset

Native browser

No app store

No notifications



## Hybrid

App store distribution

Rendered html / webview

As good as libraries

Large app size



## Native

Can include html

Can share code

OS tools

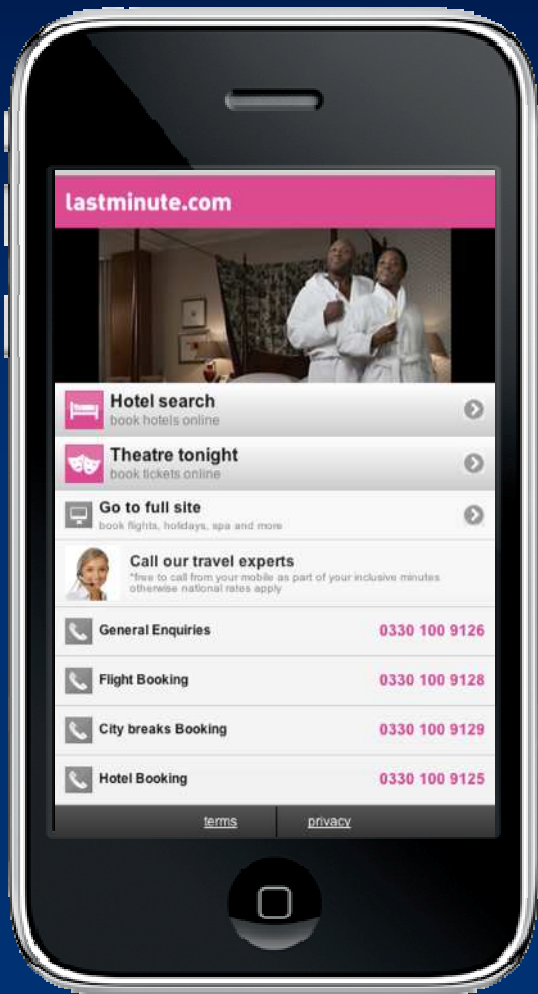
Rare skillset

# There isn't a single solution

## Technology choices



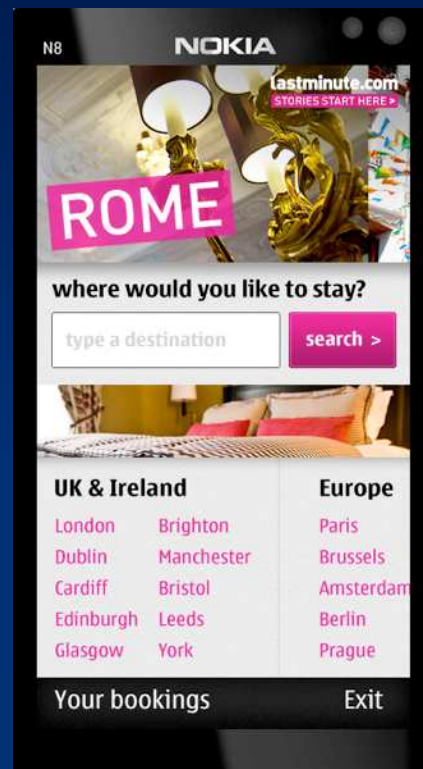




Mobile site

iOS/Android

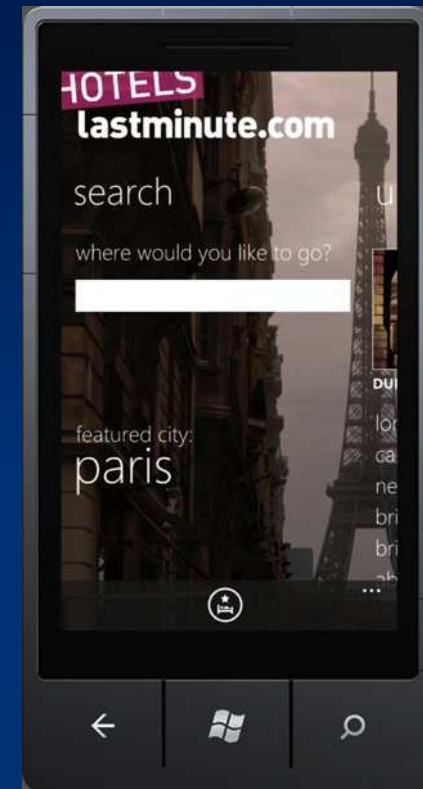
Hotel & Tickets



Hotels on Qt

Focus on Hotels

Branded experiences



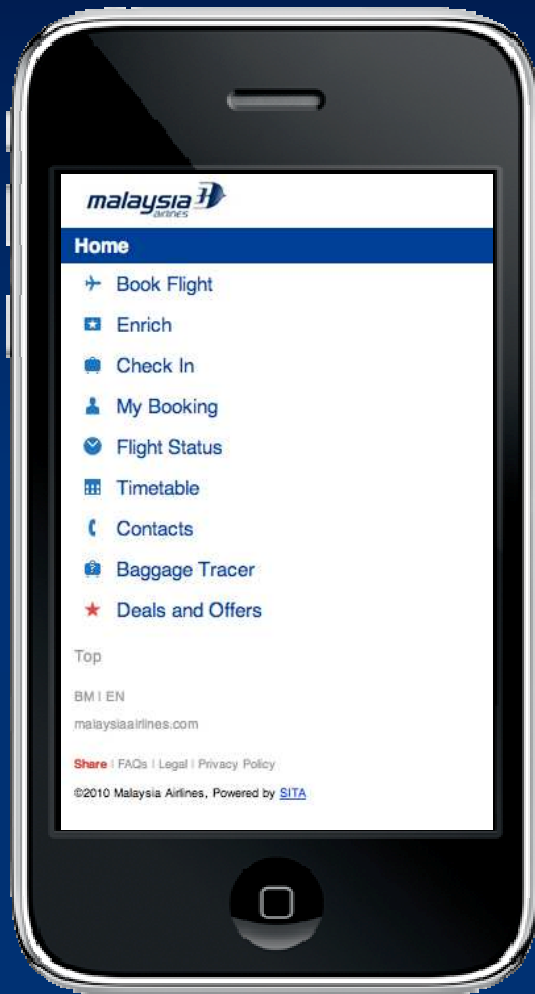
Hotels on WP7

# Mobile site & native apps (Lastminute)

Technology choices





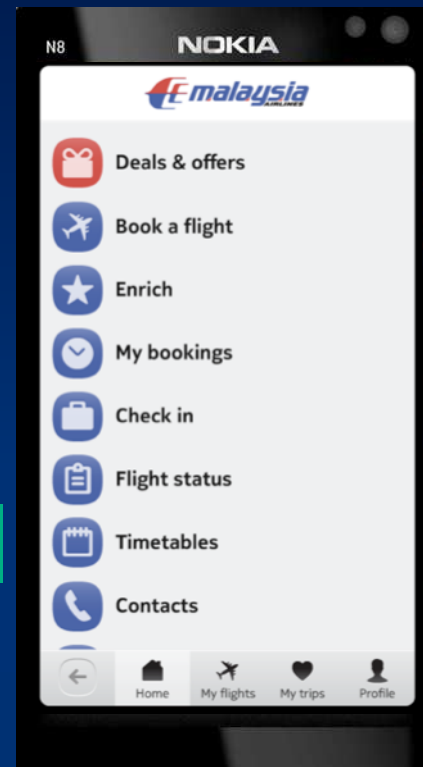


Mobile site

Booking

Post-purchase

Check-in



Hybrid apps on Nokia, iOS, Android

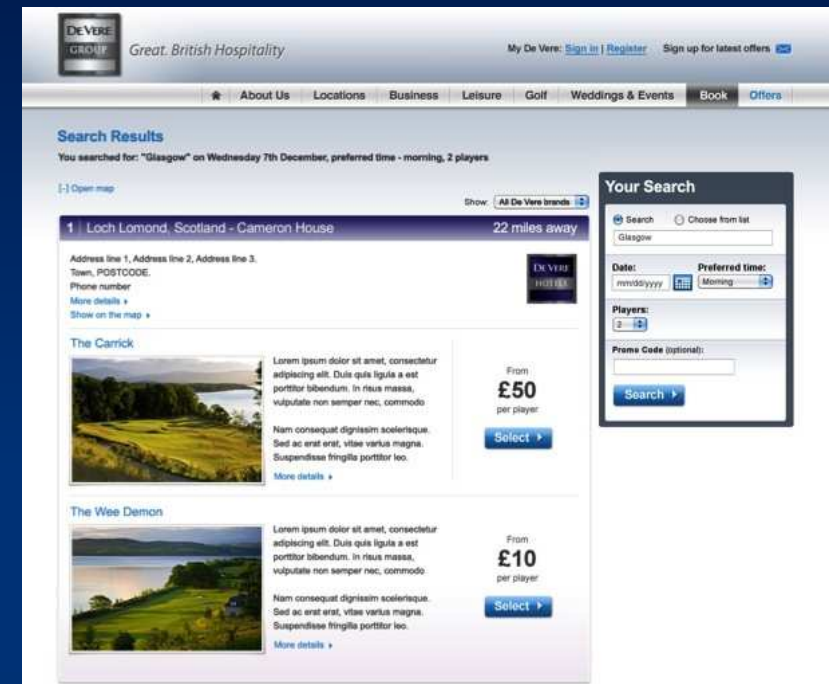
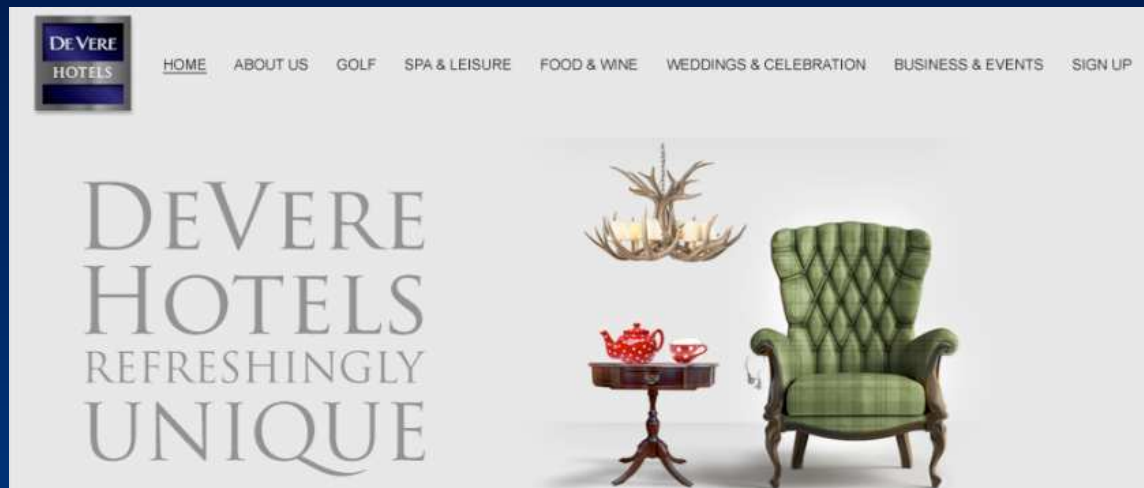
Offline itinerary

Offline boarding pass

# Mobile site & hybrid apps (Sita for MH)

Technology choices

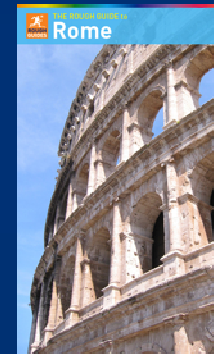
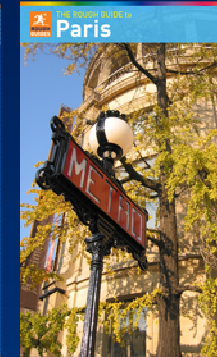
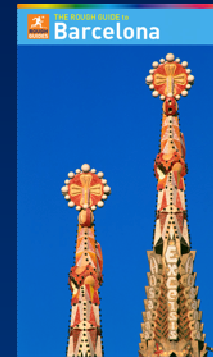
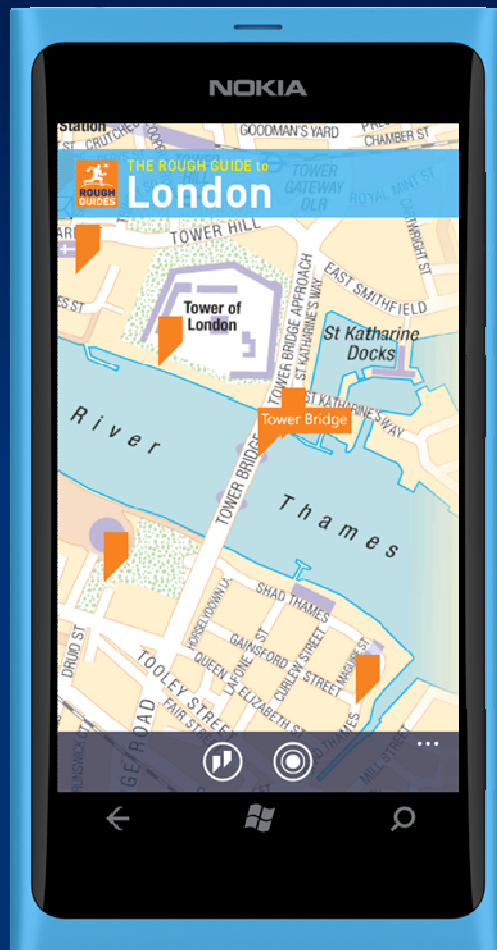




# Enabling rapid innovation (DeVere)

## The wider context





Native apps on iOS, Android & Windows Phone 7

Stand-alone apps

Travelling scenario

# Native apps (Rough Guides)

What consumers experience





A detailed background image of a technical map, likely a flight or navigation chart. It features various colored lines (red, blue, green, yellow) representing different types of routes or boundaries. Text labels on the map include 'FI(2)G', 'Horn 4/60', 'note 2', 'Pilot', 'WG', 'FI.G.35', 'ingör', '9.9', '11.3', '13.8', '24', '25', '28', '32', '36', '40', '41', '63', '9v.50', 'LF1105', 'RW', 'M', 'S', 'N', 'G', 'R', 'W5', 'W8', 'W9', 'W10', 'W11', 'W12', 'W13', 'W14', 'W15', 'W16', 'W17', 'W18', 'W19', 'W20', 'W21', 'W22', 'W23', 'W24', 'W25', 'W26', 'W27', 'W28', 'W29', 'W30', 'W31', 'W32', 'W33', 'W34', 'W35', 'W36', 'W37', 'W38', 'W39', 'W40', 'W41', 'W42', 'W43', 'W44', 'W45', 'W46', 'W47', 'W48', 'W49', 'W50', 'W51', 'W52', 'W53', 'W54', 'W55', 'W56', 'W57', 'W58', 'W59', 'W60', 'W61', 'W62', 'W63', 'W64', 'W65', 'W66', 'W67', 'W68', 'W69', 'W70', 'W71', 'W72', 'W73', 'W74', 'W75', 'W76', 'W77', 'W78', 'W79', 'W80', 'W81', 'W82', 'W83', 'W84', 'W85', 'W86', 'W87', 'W88', 'W89', 'W90', 'W91', 'W92', 'W93', 'W94', 'W95', 'W96', 'W97', 'W98', 'W99', 'W100'.

Considerations

User experience

Target platforms

Cost of ownership

Backend infrastructure & roadmap

It's not Html5 vs. Native

Start with one

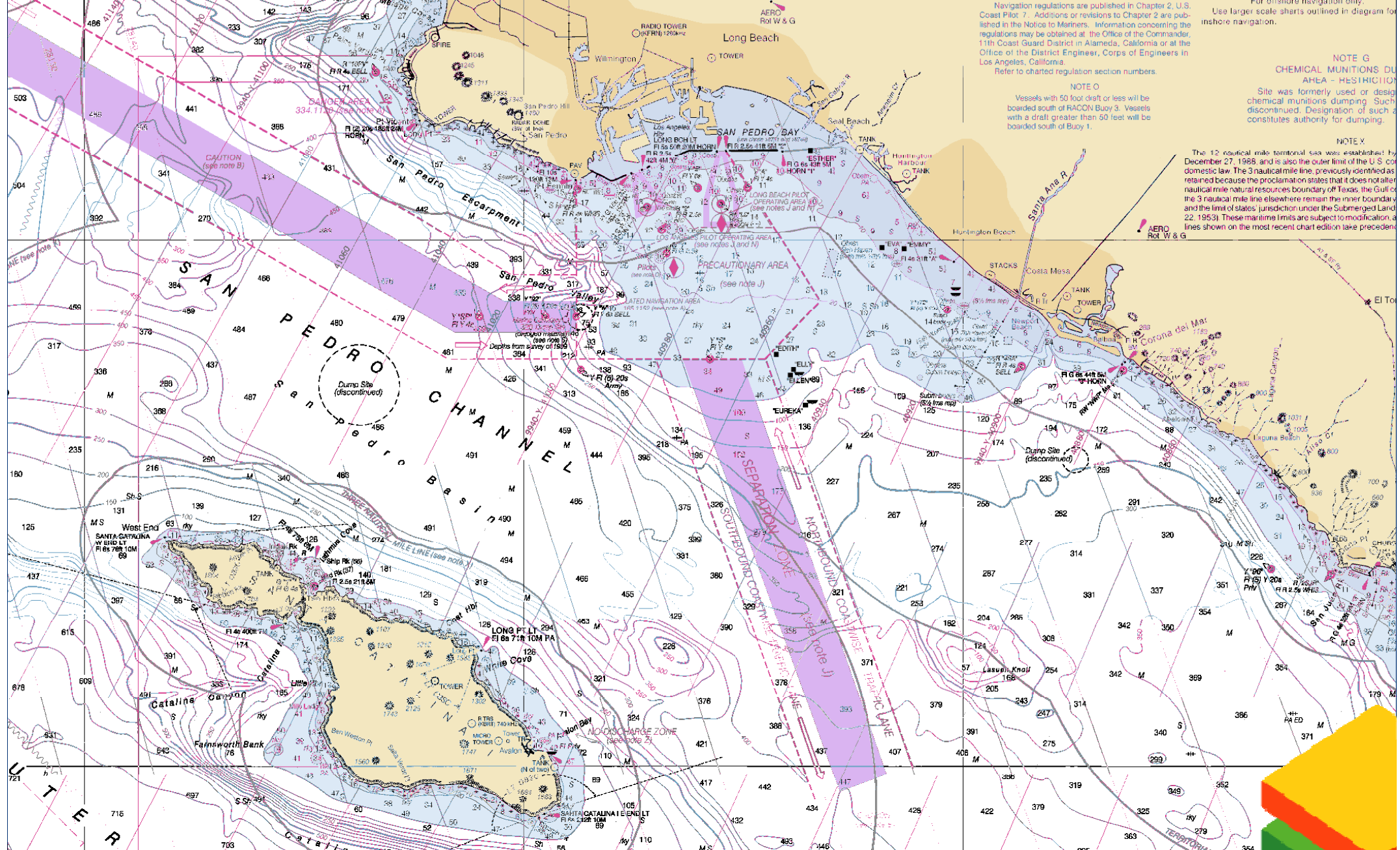
Measure and adapt

# Reaching the mobile audience

## Technology choices







Putting mobile in context  
The wider context







Navigation regulations are published in Chapter 2, U.S. Coast Pilot 7. Additions or revisions to Chapter 2 are published in the Notice to Mariners. Information concerning the regulations may be obtained at the Office of the Commander, 11th Coast Guard District in Alameda, California or at the Office of the District Engineer, Corps of Engineers in Los Angeles, California.

Refer to charted regulation section numbers.

NOTE O  
Vessels with 50 foot draft or less will be boarded south of RACON buoy 3. Vessels with a draft greater than 50 feet will be boarded south of buoy 1.

NOTE G  
CHEMICAL MUNITIONS DUMPING AREA - RESTRICTED  
Site was formerly used for design chemical munitions dumping. Such discontinued. Designation of such a constitutes authority for dumping.

NOTE X  
The 12 nautical mile territorial sea was established by December 27, 1988, and is also the outer limit of the U.S. domestic law. The 3 nautical mile line, previously identified as related because the proclamation states that it does not alter nautical mile natural resources boundary off Texas, the Gulf of Mexico, the 3 nautical mile line elsewhere remains the inner boundary, and the limit of states' jurisdiction under the Submerged Lands Act, 1953. Those maritime limits are subject to modification, a line shown on the most recent chart edition take precedence.

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