

# Mobile Web

VS

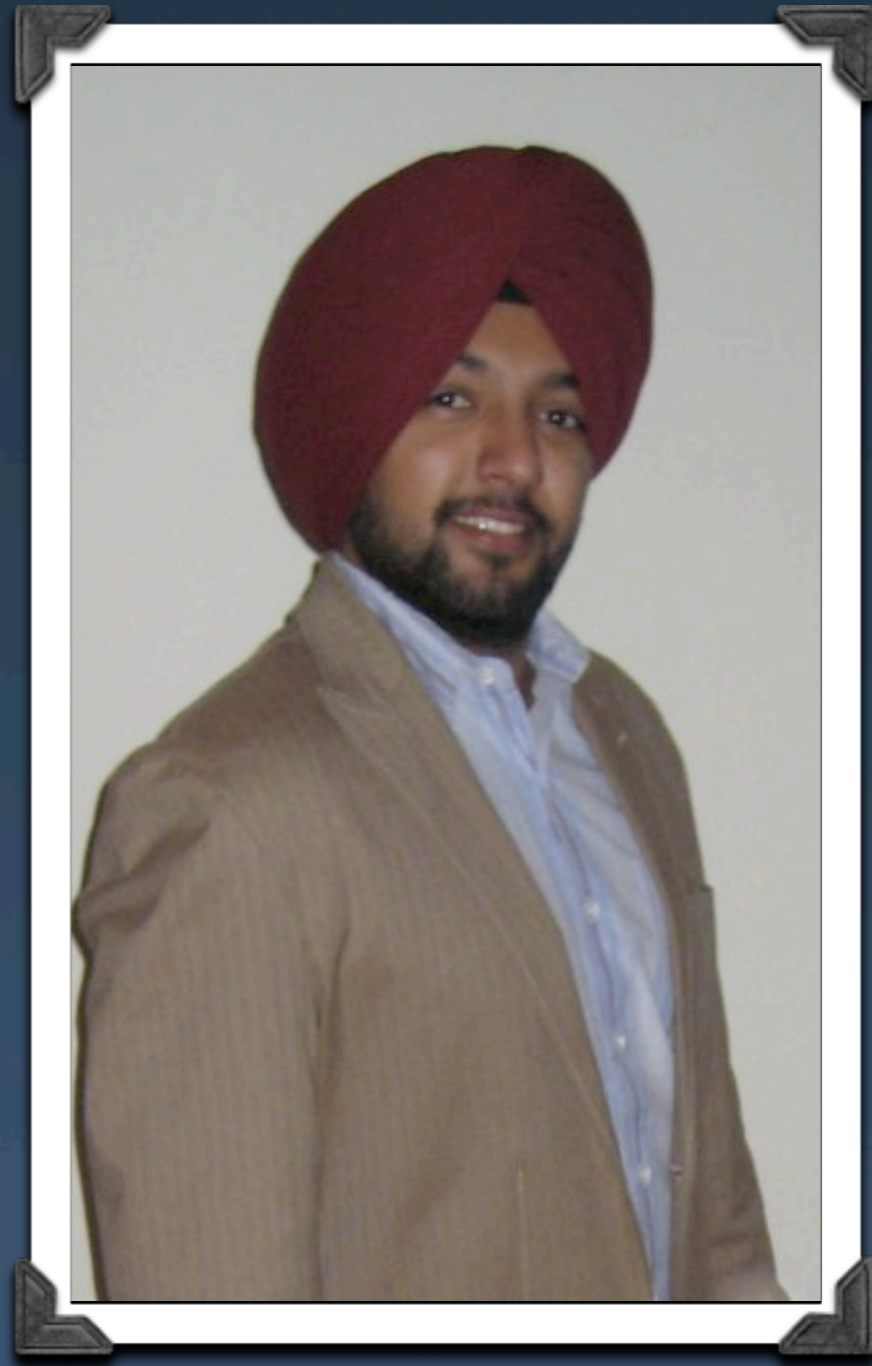
# Native Apps

Click Asia Masterclass, Singapore  
14<sup>th</sup> September, 2011

**Hello!**

# Nav

Navjot Pawera




# Product Designer

CueBlocks (startup)

Opera

buUuk



**bubblemotion**

SILICON VALLEY  
SINGAPORE  
TOKYO  
KUALA LUMPUR  
NEW DELHI  
MUMBAI  
BANGALORE  
MANILA  
JAKARTA  
MADRID

**Navjot Pawera**

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**Mobile** +65 9624 6234

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# Speaker

Conferences

Universities

IXD Sessions

# Mobile Web

Needs no introduction

# Mobile Web is BIG

Aug '09 - July '11

431%

An area chart with a white outline and a solid orange fill, showing a steady upward trend in mobile web usage over time. The chart starts at a low point on the left and rises significantly towards the right, ending at a much higher point. The background is a dark blue gradient.

# Mobile Web is BIG

Aug '09 July '11  
**NO STATS!**

431%

Mobile Web is HUGE  
People use phones, a LOT!  
Mobile web MATTERS

**I'm hungry**

Let's order Thai

# Search ....

SingTel 12:38 AM

Google Images Places News more

» thai food order 🔍

About 27,100,000 results.

**Thai Fusion** Ad

Authentic **Thai**. Join us for lunch, dinner or drinks.  
Free Parking.  
[www.thaifusion.com.sg](http://www.thaifusion.com.sg)

**Dining Out the Thai Way - Thai Food - About.com**

When visiting a **Thai** restaurant, think variety. 🔍



*Yum Thai*

**Call ...**

busy ....

hold .....

busy .....



*Yum Thai*

3G

10:00 AM



Yum Thai

# Select Order

Salad

Soup

Meal

3G

10:00 AM



Yum Thai

# Select Order

Salad

Soup

Meal

3G

10:00 AM



Yum Thai

# Select Meal

Fried Rice

Green Curry

Red Curry

Pad Thai

Fried Vegetables

3G

10:00 AM



Yum Thai

# Select Meal

Fried Rice

Green Curry

Red Curry

Pad Thai

Fried Vegetables

3G

10:00 AM



Yum Thai

# Pad Thai

Chicken

Beef

Vegetable

3G

10:00 AM



Yum Thai

# Pad Thai

Chicken

Beef

Vegetable

3G

10:00 AM



Yum Thai

## Review Order

1. Pad Thai Chicken  
**Total Bill: \$20**

Cancel

Next

3G

10:00 AM



## Contact Details

Phone Number

Address

Zip Code

Cancel

Confirm

3G

10:00 AM



## Contact Details

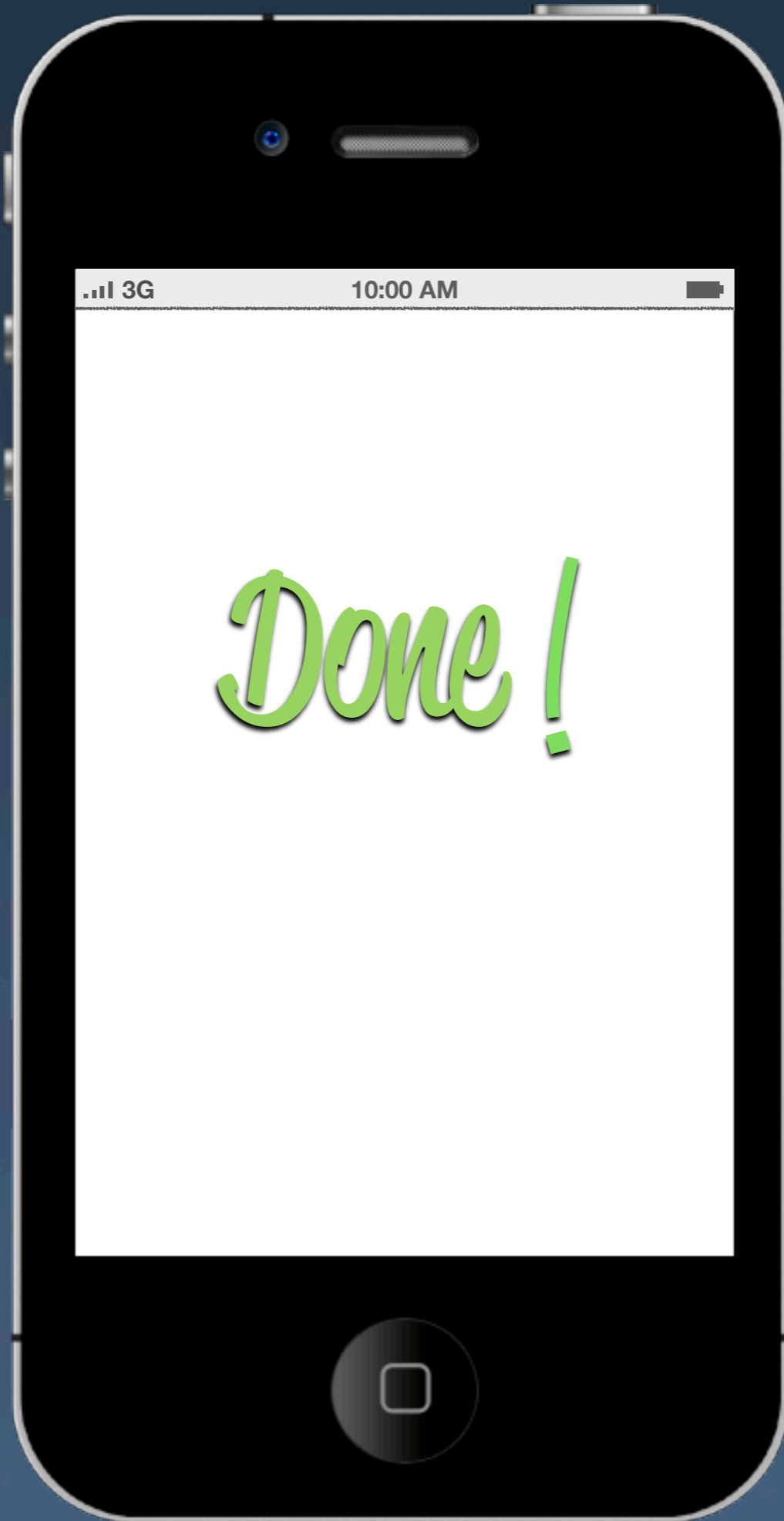
98765432

Orchard Road

90210

Cancel

Confirm



*Done!*



*Yum Thai*



*Yum Thai*

**ROCKS!**

# What did I use?

Mobile Website?

Native App?

# Does it matter?

Possible with either

# *Yum Thai*

What should they build?

# Web

Data every where,  
for every one,  
on any device.

# www.yumthai.sg



# iPhone App



# App



*iOS Android*

*Windows7 BB*

*Symbian Meego WebOS*

# Which platform?

Lets look back ... at the  
browser wars



“App wars are the new  
browser wars”

iOS 4



# Browser wars: lessons

Proprietary standards for sharing information hurt in the long run.

# Browser wars: lessons

Every user lost to an  
unsupported browser is lost  
business

# Leverage the web

*Works everywhere!*

# Native Apps

Extend capabilities

Innovate beyond the browser

# Native Apps

Platform integration

Access to hardware

Persistent Storage



# Native Apps

Do not default to a “better” UX



# Native Apps

Time

Resources

Cost

# A simple app

\$35,000

2 months

# A simple app

\$35,000

2 months

Per platform

# A simple app

iPhone + Android + Blackberry

\$100,000

# A simple app

iPhone + Android + Blackberry

+ iPad + OS Updates

\$150,000

# A simple app

iPhone + Android + Blackberry

+ iPad + OS Updates

\$150,000

6 months

# App Store

Entices people to create apps  
in the hope of getting noticed

# Tech Hype

Augmented reality in Shoe app  
to locate stores

# Branding

Cool factor – subjective

Excuse for spending marketing \$\$?

# Rethink your objective

Users or platforms?

# Crib

Why should I be excited that  
ESPRIT has an iPhone app?

\*my gf buys ESPRIT but uses a BB

# Crib

Cinema hall apps.

# The Pizza Hut experience



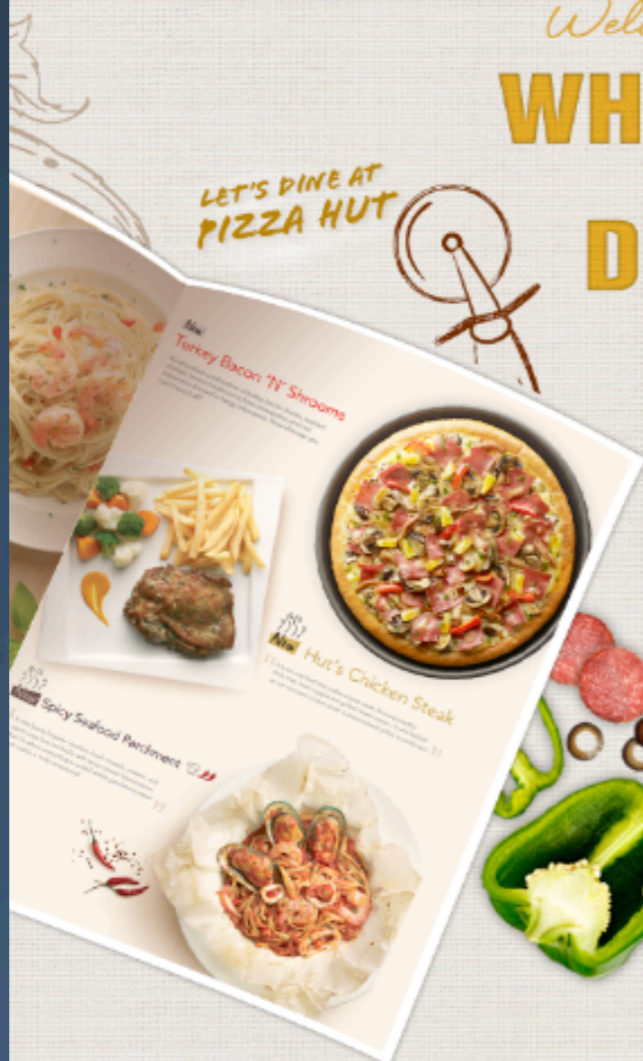
Welcome to Pizza Hut!

LET'S CALL FOR DELIVERY

WHAT WOULD YOU LIKE TO DO TODAY?

LET'S DINE AT PIZZA HUT

I'M GOING FOR ONLINE ORDERING





Welcome to Pizza Hut!

LET'S CALL FOR DELIVERY

WHAT WOULD YOU LIKE TO DO TODAY?

LET'S DINE AT PIZZA HUT



SingTel



10:11 PM



Pizza Hut Singapore

[www.pizzahutonline.com](http://www.pizzahutonline.com)



Google

[Internet Ordering Feedback](#)



[Internet Ordering Feedback](#)

Internet Ordering Feedback

# Order Online

Delivery Service

Online Ordering Service

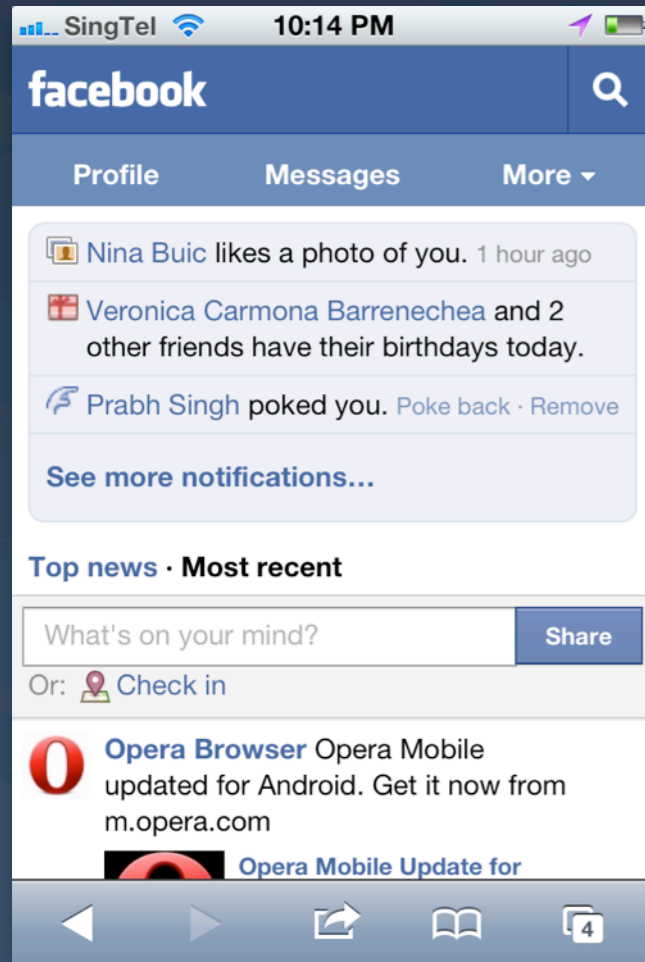
## How do you rate us on the following?

(Using a scale of 1-5, with 5 being very satisfied, and 1 being very dissatisfied)

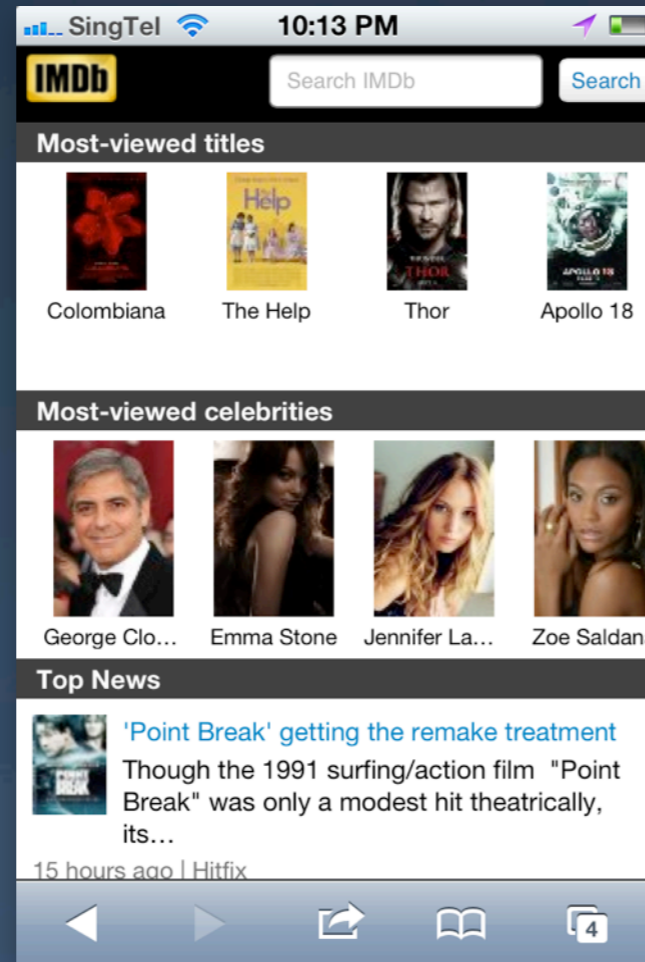
	1	2	3	4	5
Ease of Navigation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Download Speed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall Ordering Experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

“Create products for users,  
not platforms or  
operating systems”

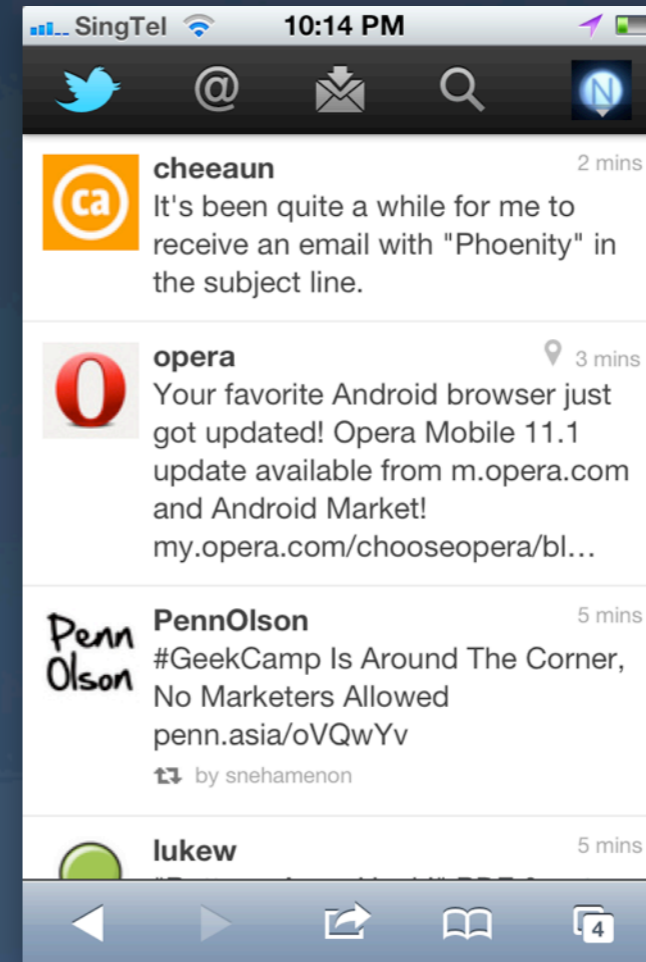
# Facebook



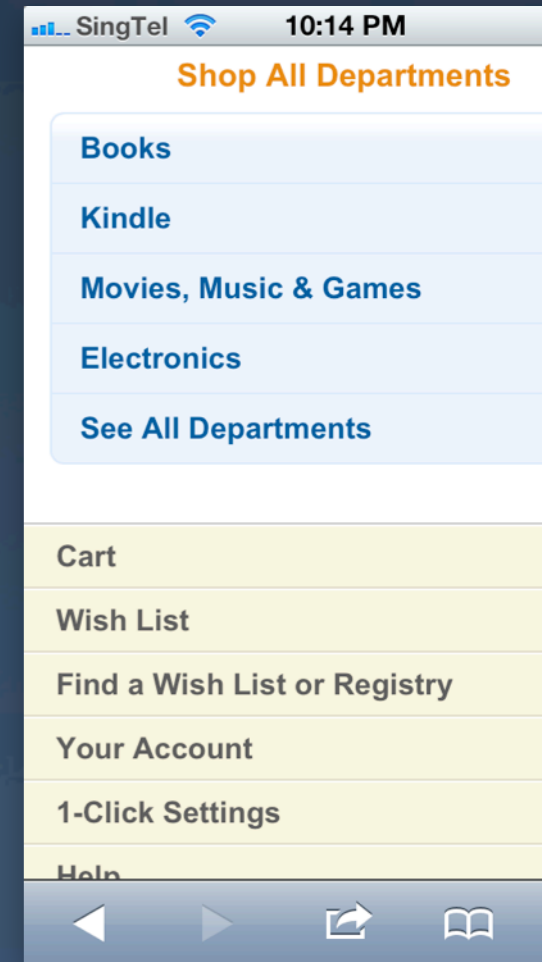
# IMDb



# Twitter



# Amazon



# Make the most

Web

Mobile  
Optimised

Native  
App

 **Navjot Pawera**  
Edit My Profile

FAVOURITES

- News Feed
- Messages 1
- Events 2
- Friends

APPS

- Simple Last.fm
- Application requests 1
- Game requests 1

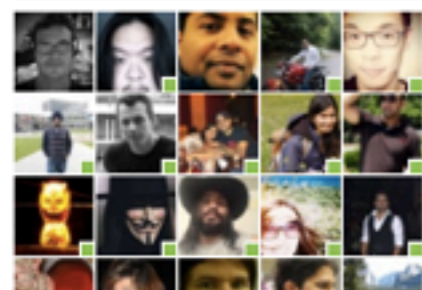
GROUPS

- UXSG
- SJOBA - St. John's ... 9
- Create group

PAGES

- 765 Studio 1

Friends on Chat




News Feed

Top news · Most recent 300+

Update status Add photo Ask question

What's on your mind?

 **Patrick Ian**  
My handstand video had problems on Vimeo, so here is the YouTube version. Which is also good for those who haven't seen it yet! =O See it, share it, comment, have fun! ;)




**Upside Down**  
www.youtube.com  
Going around the world, one handstand at a time. Because being normal is no fun... The song in this video is Upside Down by Jack Johnson. The rights of the s...

Like · Comment · Share · 6 hours ago · 


Jose Anto, Joyce Contreras, Jason Chartrand and 11 others like this.

View all 5 comments

 **Patrick Ian** So what were they?  
3 hours ago · Like

 **Susana Santos** Uauuuu, I'm impressed!!! Ta show de bola!;)   
3 hours ago · Like

Write a comment...

 **Joyce Contreras**  
For all my friends that are mothers or "soon to be". Here a video that I keep watching every now and then...  
My friend said "This tea shall give..."

Upcoming Events View all

What's the event?

- 2 event invitations
- Sachin Saggarr's birthday See all

People you may know See all

 **Anjali Batra**  
1 mutual friend  
Add Friend

 **Sachin Jagdale**  
Add Friend

Sponsored Create an advert

0.facebook.com

 Go to 0.facebook.com to use Facebook Mobile without data charges. Only available on Singtel.

Pokes

- Prabh Singh · Poke back ×
- Neha Ummat · Poke back ×
- Harsimran Singh Brar · Poke back ×
- Fiona Cra... ×
- Chat (16)

News Feed

Top news · Most recent 300+

SingTel 10:14 PM

facebook



Profile Messages More

Nina Buic likes a photo of you. 1 hour ago

Veronica Carmona Barrenechea and 2 other friends have their birthdays today.

Prabh Singh poked you. Poke back · Remove

See more notifications...

Top news · Most recent

What's on your mind?

Share

Or: Check in

Opera Browser Opera Mobile updated for Android. Get it now from m.opera.com

Opera Mobile Update for



Upcoming Events View all

What's the event?

- 2 event invitations
Sachin Saggarr's birthday See all

People you may know See all

Anjali Batra 1 mutual friend Add Friend

Sachin Jagdale Add Friend

Sponsored Create an advert

0.facebook.com advertisement: Go to 0.facebook.com to use Facebook Mobile without data charges. Only available on Singtel.

Pokes

- Prabh Singh · Poke back
Neha Ummat · Poke back
Harsimran Singh Brar · Poke back
Fiona Cra...

Chat (16)

SingTel 10:14 PM

facebook

Profile Messages More

- Nina Buic likes a photo of you. 1 hour ago
- Veronica Carmona Barrenechea and 2 other friends have their birthdays today.
- Prabh Singh poked you. [Poke back](#) · [Remove](#)

[See more notifications...](#)

Top news · Most recent

What's on your mind? [Share](#)

Or: [Check in](#)

**Opera Browser** Opera Mobile updated for Android. Get it now from [m.opera.com](http://m.opera.com)

[Opera Mobile Update for](#)

Navigation icons: back, forward, share, book, tabs (4)

SingTel 8:44 AM

facebook Most Recent

[Photo](#) [Status](#) [Check In](#)

- Francis Joseph is now friends with Stalin Thomas and 10 other people. 14 minutes ago · [Find Friends](#)
- Ng Wai Mun likes a link.  
 **AeroFS - File Sync without Servers**  
28 minutes ago
- Lucian Teo** Middle way or highway @ The Promontory @ Marina Bay  
 **The Promontory @ Marina Bay** [instagr.am](http://instagr.am)  
42 minutes ago via Instagram · [See 6 more posts from Instagram](#)
- Amrinder Sandhu** Indepth behind the scenes A/B testing at 37signals



Search All

Go

Register | Login | Help

The Internet Movie Database

Movies TV News Videos Community IMDbPro

Your Watchlist

SingTel 3G 9:32 AM



Featurette

Movies

TV

Celebrities

Top News

11h



R.I.P. John Calley

John Calley, the veteran Hollywood movie and TV producer whose lo...



Showtimes

Near You



Your Lists

Sign In

Ratings, Watchlist, IMDb Pro

SingTel 10:13 PM



Search IMDb

Search

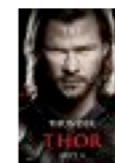
Most-viewed titles



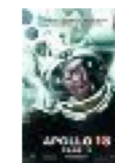
Colombiana



The Help



Thor

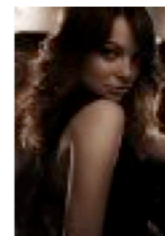


Apollo 18

Most-viewed celebrities



George Clo...



Emma Stone



Jennifer La...



Zoe Saldana

Top News



'Point Break' getting the remake treatment

Though the 1991 surfing/action film "Point Break" was only a modest hit theatrically, its...

15 hours ago | Hitfix



\$22.4M

\$8.93M


\$5.24M

SingTel 3G 9:39 AM

Shop Online

www.charleskeith.com/s Google

WE ARE ENHANCING CHARLESKEITH.COM  
TO CREATE THE PERFECT SHOPPING  
EXPERIENCE FOR YOU  
PLEASE COME BACK SOON!  
IF YOU WOULD LIKE US TO SEND YOU AN



SingTel 3G 9:41 AM

CHARLES & KEITH

Charles & Keith Collection

Back



- Campaign
- Behind the scenes
- Wallpapers
- Products
- Press releases

# Spend Money on Mobile

Just don't spend it like a little  
girl in a candy shop

**@isnav**

Thanks!