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Appcelerator Titanium Mobile Framework; Nitobi PhoneGap; MonoDroid and MonoTouch; Summary; Chapter 2: Diving into Mobile: App or Website?; Mobile Web Presence; Mobile Content; Mobile Browsers; Mobile Applications; You're a Mobile App If . . .; When to Create an App; Benefits of a Mobile App; Marketing; Quick Response Codes; The Advertising You Get from the App Market; Third-Party Markets; Your App as a Mobile Web App; Summary; Chapter 3: Creating Consumable Web Services for Mobile Devices; What Is a Web Service? Examples of Web Services; Advantages of Web Services; Web Services Languages (Formats); eXtensible Markup Language (XML); JavaScript Object Notation (JSON); Transferring Nontextual Data; Creating an Example Web Service; Using the Microsoft Stack; Using the Linux Apache MySQL PHP (LAMP) Stack; Debugging Web Services; Tools; Advanced Web Service Techniques; Summary; Chapter 4: Mobile User Interface Design; Effective Use of Screen Real Estate; Embrace Minimalism; Use a Visual Hierarchy; Stay Focused; Understanding Mobile Application Users; Proximity; Closure; Continuity; Figure and Ground Similarity; The Social Aspect of Mobile; Usability; Accessibility; Understanding Mobile Information Design; Information Display; Design Patterns; Content Structure and Usage; Understanding Mobile Platforms; Android; iOS; BlackBerry OS; Windows Phone 7; Mobile Web Browsers; Using the Tools of Mobile Interface Design; User Acceptance Testing; Information Design Tools; Summary; Chapter 5: Mobile Websites; Choosing a Mobile Web Option; Why Do People Use Your Website on Mobile Devices?; What Can Your Current Website Accommodate?; How Much Do You Want to Provide for Mobile Users?; Adaptive Mobile Websites

Sommario/riassunto

Create applications for all major smartphone platforms Creating applications for the myriad versions and varieties of mobile phone platforms on the market can be daunting to even the most seasoned developer. This authoritative guide is written in such a way that it takes your existing skills and experience and uses that background as a solid foundation for developing applications that cross over between platforms, thereby freeing you from having to learn a new platform from scratch each time. Concise explanations walk you through the tools and patterns for developing for all the mobi
