

THIS IS ANDROID.

Mobile Boot Camp

Adrian Mendoza, Marlin Mobile

Feb 2011



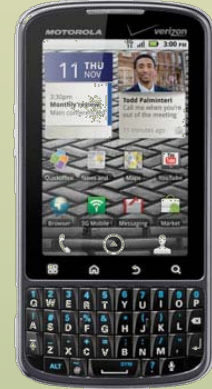
THIS IS ANDROID.



Open Source Mobile OS

THIS IS ANDROID.

WOW!
!



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OS versions (yum)

1.5 Cupcake



1.6 Donut



2.0/2.1 Éclair



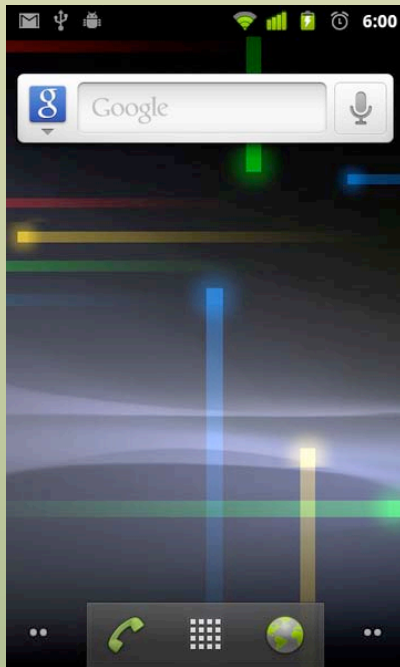
2.2 Froyo



2.3 Gingerbread

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Variations



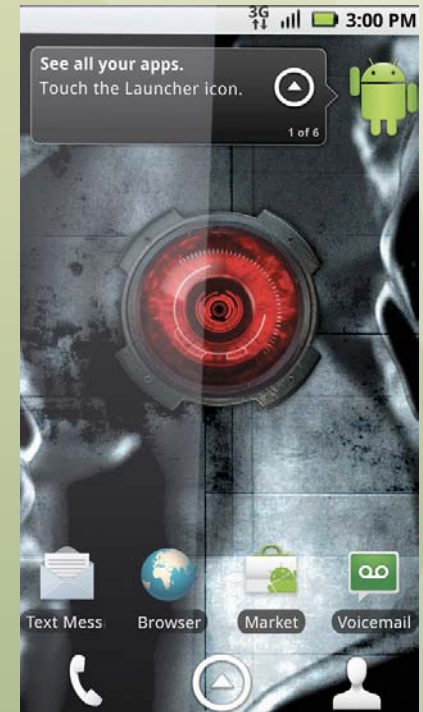
Base



HTC
Sense UI



Samsung
Touchwiz



Motorola
motoblur

Screen Sizes



320 x 480



480 x 800



480 x 854

Performance

Best Android Device for Mobile Shopping

Device	Marlin Speed (Kilobyte per second)
Samsung GALAXY Tab on T-Mobile	3.28
T-Mobile® G2 by HTC on T-Mobile	2.78
Samsung Vibrant on T-Mobile	2.56
Samsung GALAXY Tab on Verizon	2.40
Samsung GALAXY Tab on Sprint	2.36
Samsung Intercept on Sprint	0.74
Motorola Citrus on Verizon	0.71
HTC Hero on Sprint	0.70
Motorola CLIQ XT on T-Mobile	0.60
Motorola i1 on Sprint/Nextel	0.24

Top 5 (indicated by an upward arrow on the left side of the table)

Bottom 5 (indicated by a downward arrow on the right side of the table)

Source: Marlin Mobile

THIS IS ANDROID.

Getting Started

Where to Start

Getting information

- <http://www.android.com/>

Download the SDK

- <http://developer.android.com/>



Download



Step 1

- Download Java:
<http://www.oracle.com/technetwork/java/javase/downloads/index.html>

Step 2

- Download Eclipse: <http://www.eclipse.org/downloads/>

Step 3

- Download SDK
<http://developer.android.com/sdk/index.html>

Wait there is another

MOTODEV - all wrapped up in one download

- <http://developer.motorola.com/docstools/motodevstudio/download/>

A promotional banner for Motodev Studio for Android. The banner has a blue background. On the left, there is a logo consisting of a white letter 'A' inside a dark square with four small circles at the corners. To the right of the logo, the text 'MOTODEV STUDIO FOR ANDROID™' is written in white. Below this text, a smaller line of white text reads 'Unsurpassed workflow ease and a familiar integrated environment for creating Android apps.' At the bottom left of the banner, there is a yellow button with a right-pointing arrow and the text 'FREE DOWNLOAD'. On the right side of the banner, there is a white Android robot icon with a Motorola 'M' logo on its chest.

MOTODEV STUDIO FOR ANDROID™

Unsurpassed workflow ease and a familiar integrated environment for creating Android apps.

› FREE DOWNLOAD

THIS IS ANDROID.

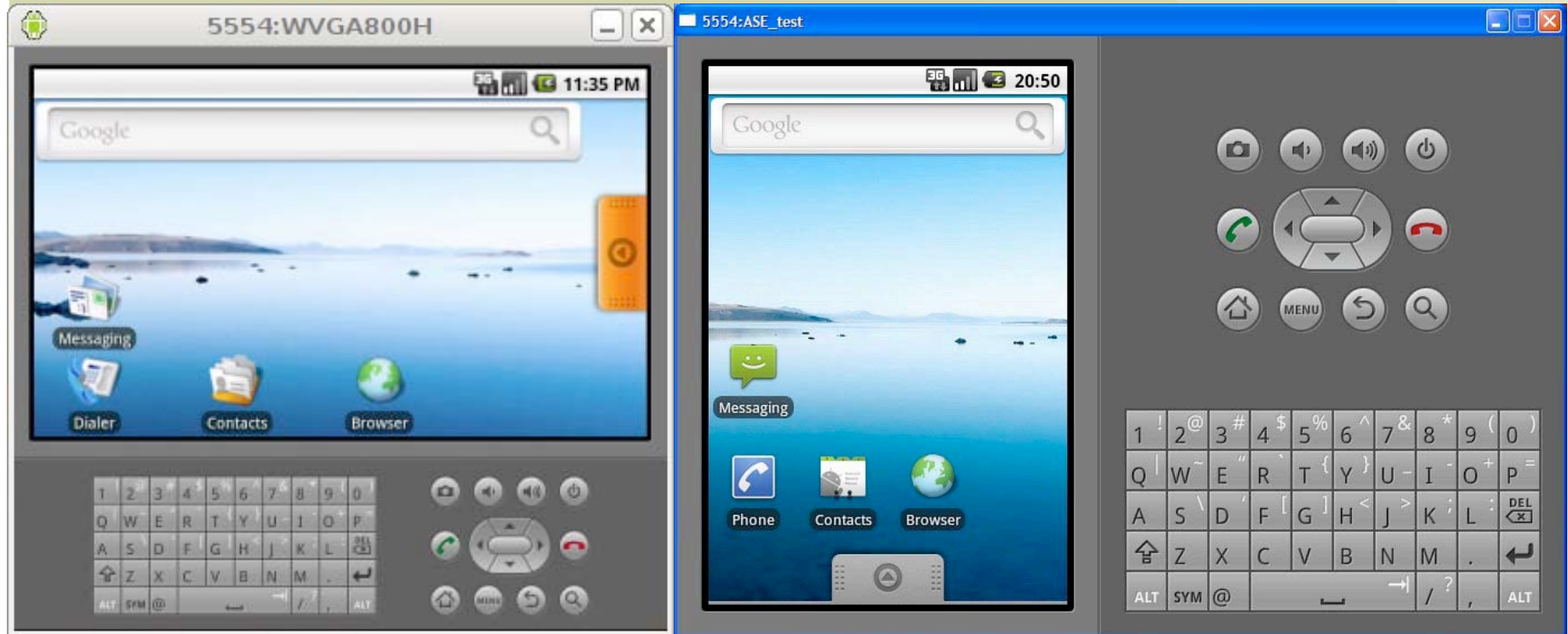
SDK DEMO!



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Android Emulator



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Getting Your App out There

Getting Started



Distribute your applications to users of Android mobile phones.

Android Market enables developers to easily publish and distribute their applications directly to users of Android-compatible phones.



Come one. Come all.

Android Market is open to all Android application developers. Once registered, developers have complete control over when and how they make their applications available to users.

Easy and simple to use.

Start using Android Market in 3 easy steps: register, upload, and publish.

Great visibility.

Developers can easily manage their application portfolio where they can view information about downloads, ratings and comments. Developers can also easily publish updates and new versions of their apps.

To learn more about how to use Android Market, visit the Android Market help center.

Sign in with your
Google Account

Email:

ex: pat@example.com

Password:

Stay signed in

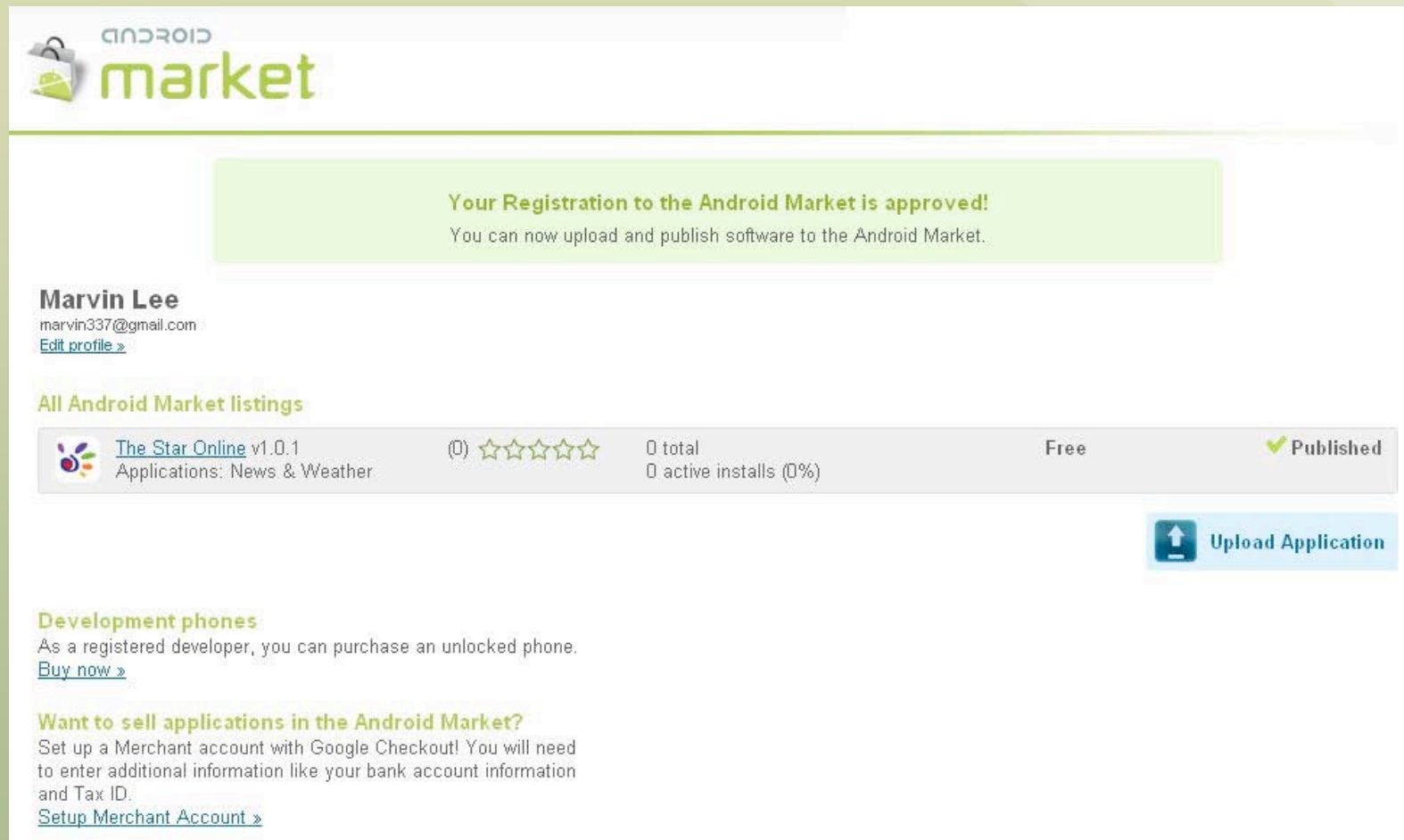
[Can't access your account?](#)

Don't have a Google
Account?
[Create an account now](#)

©2008 Google - [Android.com](#) - [Privacy Policy](#) - [Program Policies](#) - [Terms of Use](#)

- Requires Gmail account and \$25 !!!!!

Getting Started




The screenshot shows the Android Market developer dashboard for Marvin Lee. At the top left is the Android Market logo. A green notification box states: "Your Registration to the Android Market is approved! You can now upload and publish software to the Android Market." Below this, the user's name "Marvin Lee" is displayed along with the email "marvin337@gmail.com" and a link to "Edit profile". A section titled "All Android Market listings" shows a table with one application: "The Star Online v1.0.1" (Applications: News & Weather). The application has 0 reviews, 0 total installs, and 0 active installs (0%). It is listed as "Free" and "Published". To the right of the table is a blue "Upload Application" button. Below the table, there are two sections: "Development phones" with a link to "Buy now" and "Want to sell applications in the Android Market?" with a link to "Setup Merchant Account".

Android Market

Your Registration to the Android Market is approved!
You can now upload and publish software to the Android Market.

Marvin Lee
marvin337@gmail.com
[Edit profile »](#)

All Android Market listings

	The Star Online v1.0.1 Applications: News & Weather	(0) ★★★★★	0 total 0 active installs (0%)	Free	✔ Published
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[Upload Application](#)

Development phones
As a registered developer, you can purchase an unlocked phone.
[Buy now »](#)

Want to sell applications in the Android Market?
Set up a Merchant account with Google Checkout! You will need to enter additional information like your bank account information and Tax ID.
[Setup Merchant Account »](#)

The App Markets



Vs.

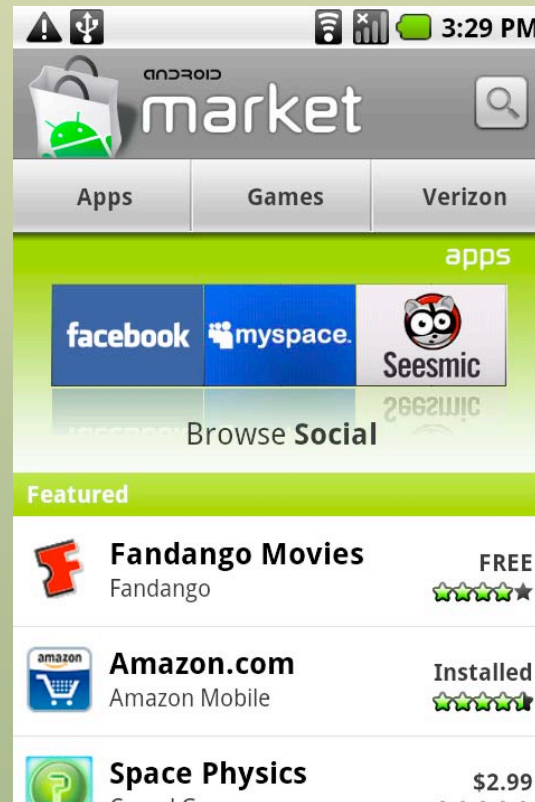
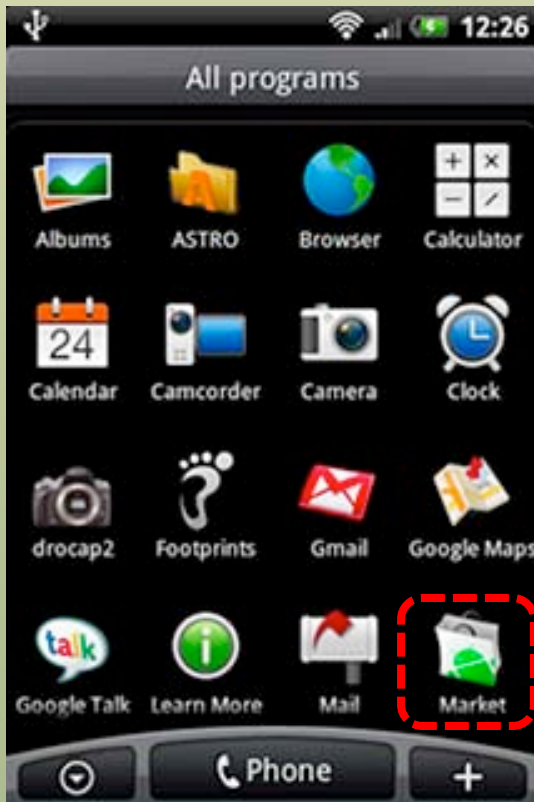


Android Market vs. iTunes App Store

- Android does not require a key to publish to the market
- Cost is \$25 compared to the \$99 apple developer account
- Unlike Apple, there is no formal app review process
- Developers can install, test, and run Apps on their phones without having to request a key
- Developers do not need the Market to distribute the app unlike the apple app store

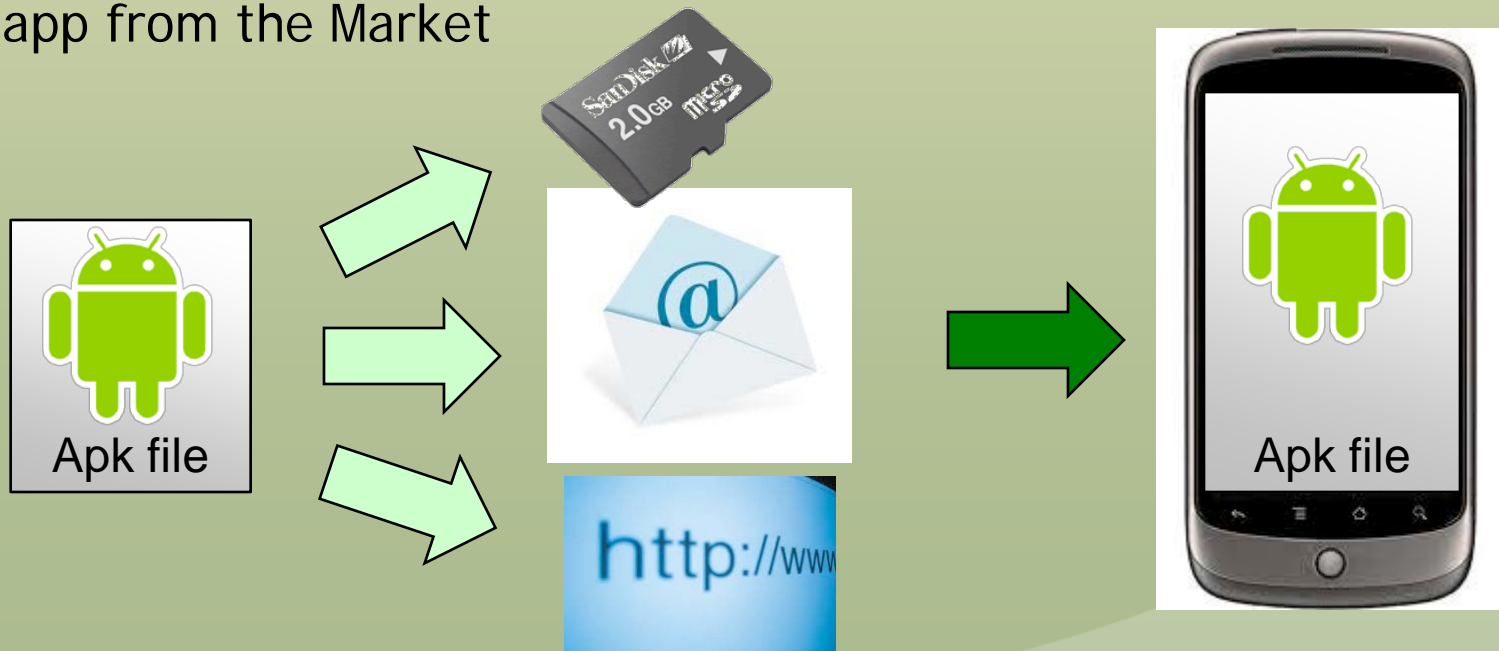
The Android Market

- Users access the Market from a preinstalled App on their Android device
- The Market requires a gmail to access it



Sideloading

- Unlike the iPhone, where apps can only be distributed and installed from iTunes; Android Apps can be distributed outside of the Android Market.
- Apps can be email, shared, and downloaded from any URL. This is commonly known as "sideloading"
- Updates to an App can only be pushed to the user if they downloaded the app from the Market



QR Codes

- QR codes allows users to scan this barcode and get directed to the URL of the App on the Android Market or any URL where the app is stored.
- QR codes can be printed on paper or displayed on a screen



Oh No!!

WAIT! AT&T does NOT allow sideloading of Apps

- AT&T Android phones only allow apps to be downloaded and installed directly from the Android Market
- Apps can be installed from the Android SDK, when a phone is connected in debug mode (Huh!? this is developer speak)



Who is Adrian?



Adrian's career is highlighted by over 10 years of design and user experience in the handheld, pharmaceutical, financial, and educational sectors. His first studio, Synthesis3, worked with several Palm OS software companies in creating their brand for both a web and retail presence. In the financial and education sector, customers included Sovereign Bank, Houghton Mifflin, MIT and Harvard. Adrian has consulted in UX and Information Architect lead roles for Fidelity's E-business design group, Thomson Financial, and T.Rowe Price. Adrian earned his Bachelors from the University of Southern California and his Masters from the Harvard Graduate School of Design.

Currently he is the UX principal at [Mendoza Design](#) a Brookline MA based UX consultancy; and the mobile UX principal at [Marlin Mobile](#) a user experience, optimization, and performance company. Additionally he is a senior lecturer at the School of Art and Design at Suffolk university in Boston, MA.

Questions? Contact

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Follow Adrian on Twitter [@marlinUX](#)

Or read his mobile UX blog at <http://www.marlinmobile.com/blog/>