Natives and Newcomers

Andrew Cantos

Cocoaheads ◆ Melbourne, June 2012

Solution Architect

SEEK Limited

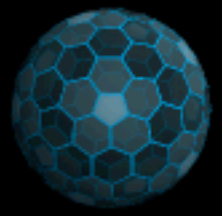
@strongpawn

Co-founder

Squz

Multimaze

Your World



Esfera

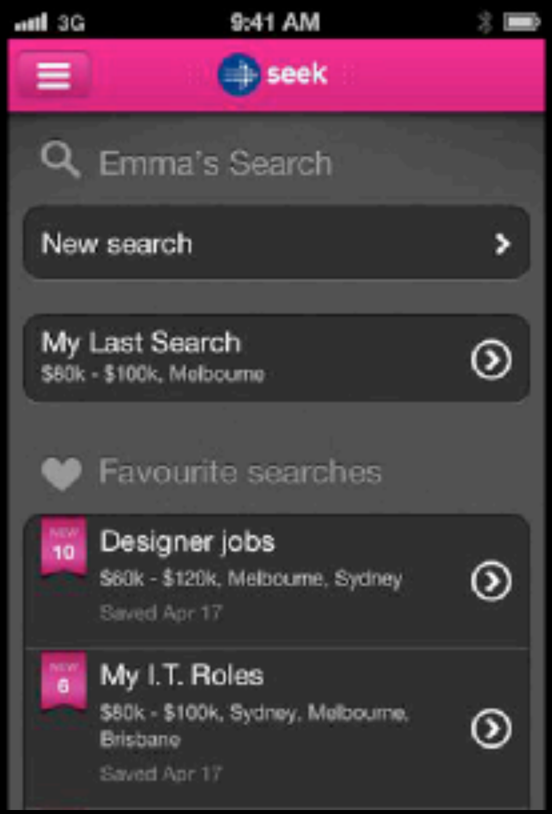
@squzgames

seek.com.au

- Australia's #1 employment website
- 3 million unique visitors per month
- 2 million page views per day

We needed an app
with sizzle,
and we needed it fast.

We launched in April.



Emma's Search

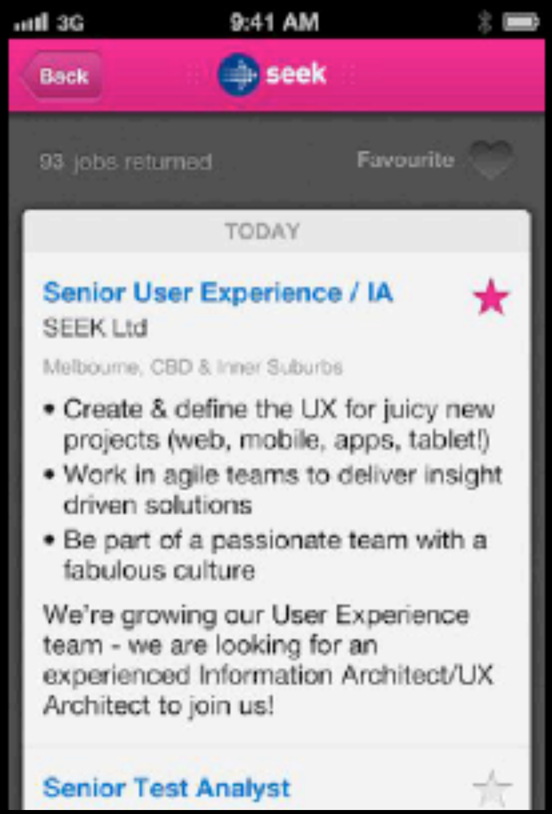
New search

My Last Search
$80k - $100k, Melbourne

Favourite searches

NEW 10 Designer jobs
$60k - $120k, Melbourne, Sydney
Saved Apr 17

NEW 6 My I.T. Roles
$80k - $100k, Sydney, Melbourne, Brisbane
Saved Apr 17



93 jobs returned Favourite

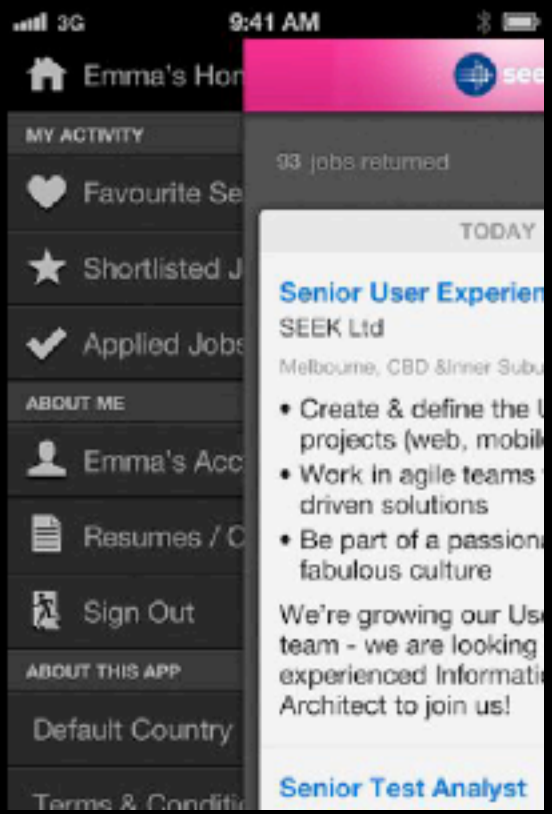
TODAY

Senior User Experience / IA
SEEK Ltd
Melbourne, CBD & Inner Suburbs

- Create & define the UX for juicy new projects (web, mobile, apps, tablet!)
- Work in agile teams to deliver insight driven solutions
- Be part of a passionate team with a fabulous culture

We're growing our User Experience team - we are looking for an experienced Information Architect/UX Architect to join us!

Senior Test Analyst



Emma's Hor

MY ACTIVITY
Favourite Se
Shortlisted J
Applied Jobs

ABOUT ME
Emma's Acc
Resumes / C
Sign Out

ABOUT THIS APP
Default Country
Terms & Conditi

93 jobs returned

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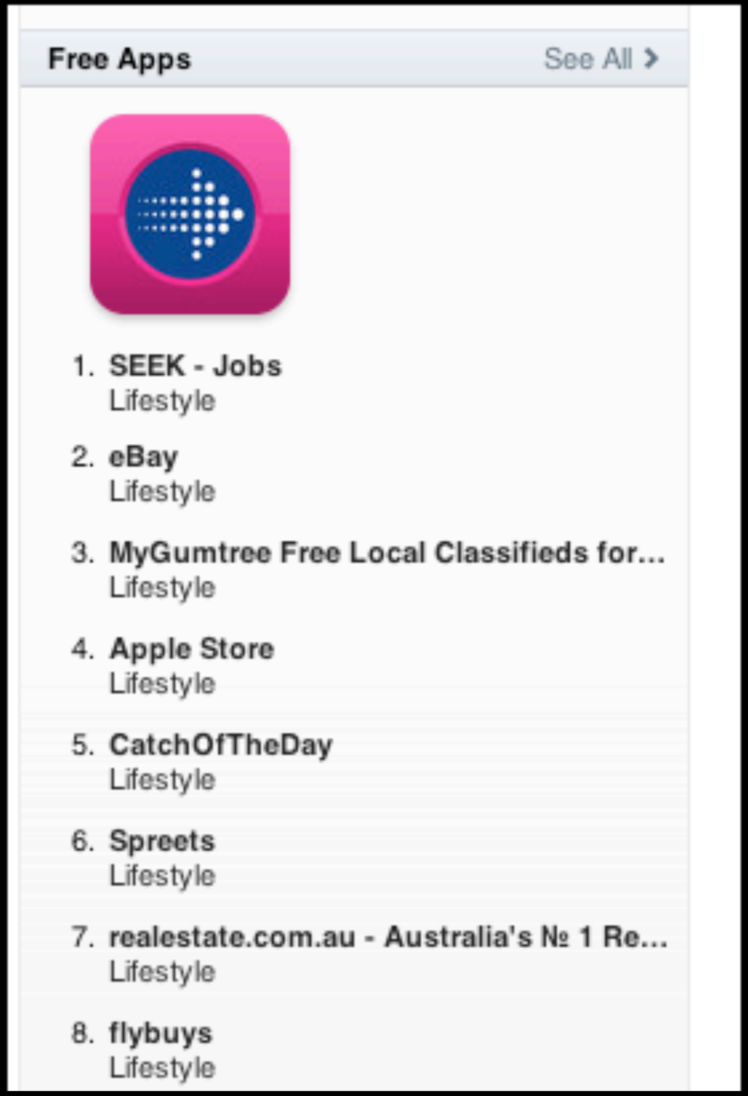
We hit #1 in lifestyle.



1. SEEK - Jobs
   Lifestyle
2. eBay
   Lifestyle
3. MyGumtree Free Local Classifieds for...
   Lifestyle
4. Apple Store
   Lifestyle
5. CatchOfTheDay
   Lifestyle
6. Spreets
   Lifestyle
7. realestate.com.au - Australia's № 1 Re...
   Lifestyle
8. flybuys
   Lifestyle

One little jobs app

2 problems...

Problem 1

Should we build it using native or web?

Problem 2

How should we expose our core services?

Key lessons

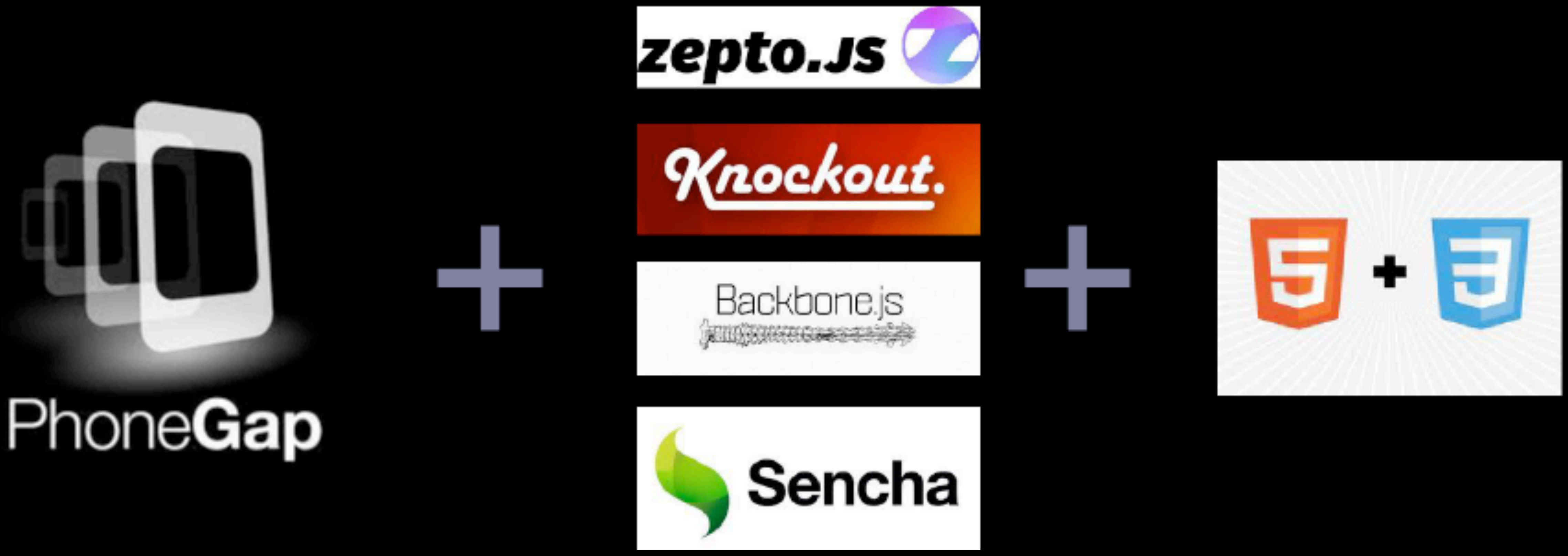
* Native iOS is hard to match for UX polish, but stay flexible and leverage web standards for building hybrid apps.

* Knowing how to create and leverage APIs is a valuable skill. Use the web as a platform.

Problem 1

Should we build it using native or web?

The allure of web technology



Priorities

Must have

- UX polish
- Speed to market

Less critical

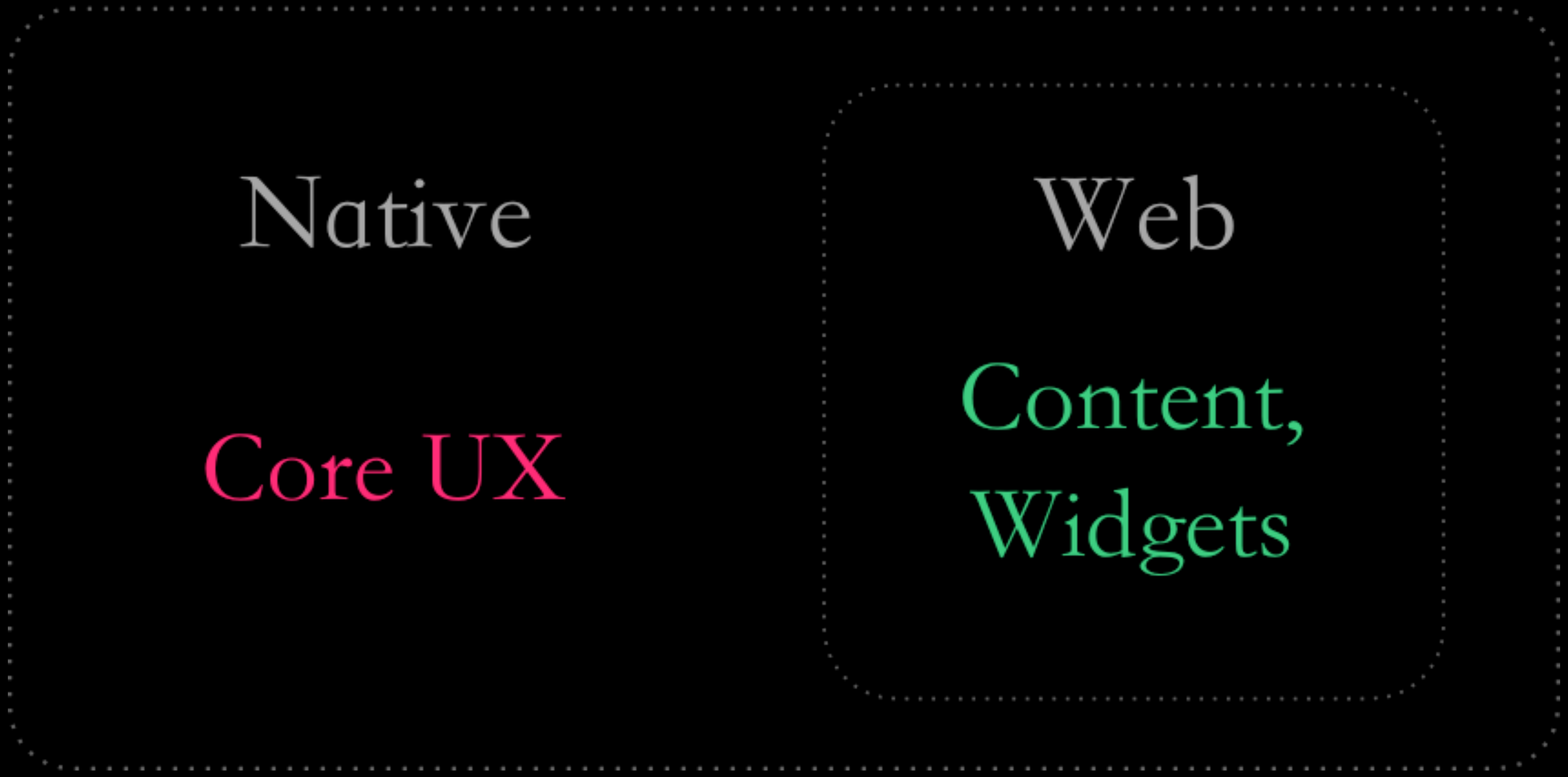
- High degree of UI flexiblity
- Cross-platform
- Low maintenance costs

Native vs Web shootout

Bouncy lists + swipes + other iOS nuances

Native wins, sort of.

Hybrid = Flexibility



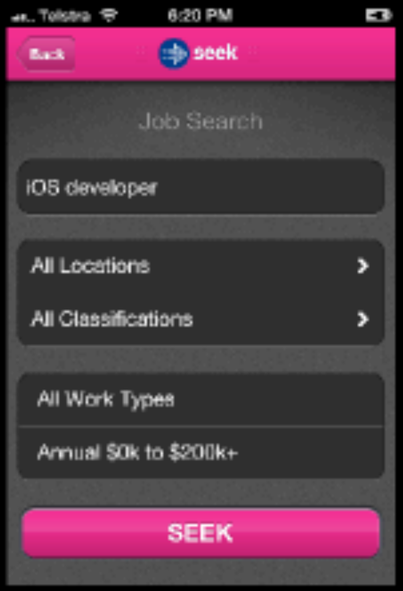
Native

Core UX

Web

Content, Widgets

Native



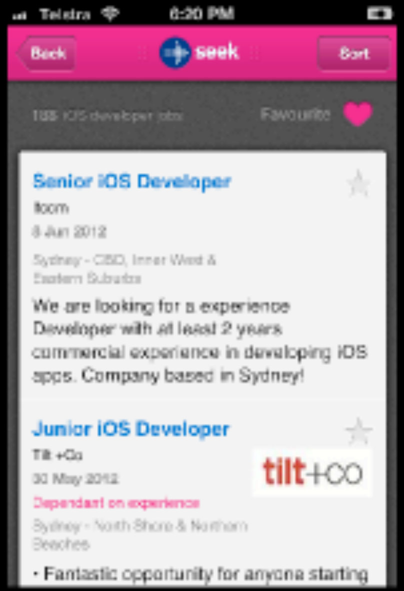
iOS developer

All Locations

All Classifications

All Work Types

Annual $0k to $200k+



188 iOS developer jobs

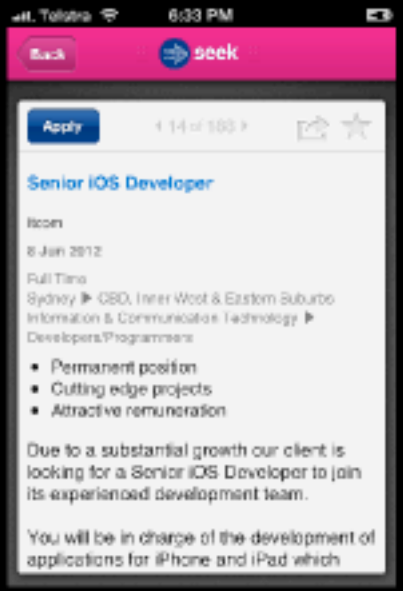
Senior iOS Developer
Itcom
8 Jun 2012
Sydney - CBD, Inner West & Eastern Suburbs

We are looking for a experience Developer with at least 2 years commercial experience in developing iOS apps. Company based in Sydney!

Junior iOS Developer
Tilt +Co
30 May 2012
Dependant on experience
Sydney - North Shore & Northern Beaches

- Fantastic opportunity for anyone starting

Web



Senior iOS Developer

Itcom

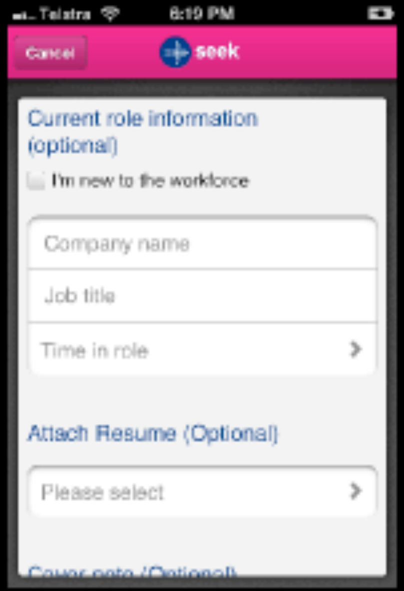
8 Jun 2012

Full Time
Sydney ▶ CBD, Inner West & Eastern Suburbs
Information & Communication Technology ▶ Developers/Programmers

- Permanent position
- Cutting edge projects
- Attractive remuneration

Due to a substantial growth our client is looking for a Senior iOS Developer to join its experienced development team.

You will be in charge of the development of applications for iPhone and iPad which



Current role information (optional)

□ I'm new to the workforce

Company name

Job title

Time in role ›

Attach Resume (Optional)

Please select ›

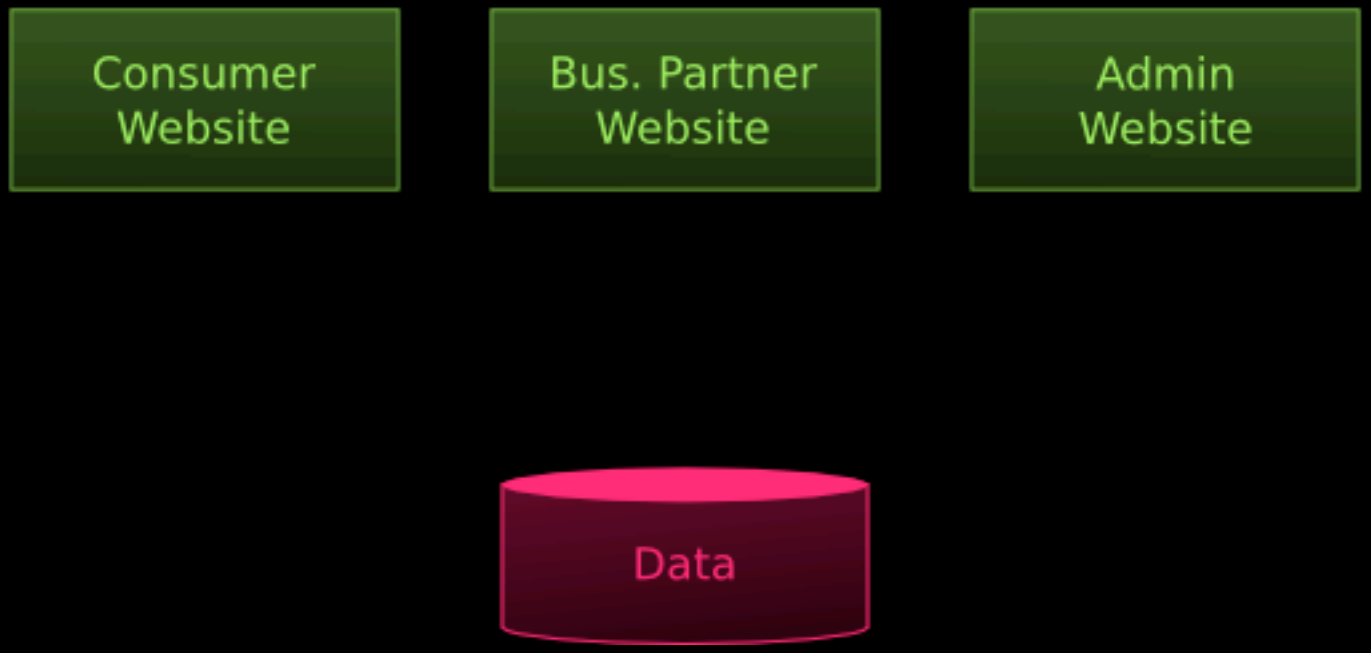
Cover note (Optional)

Problem 2

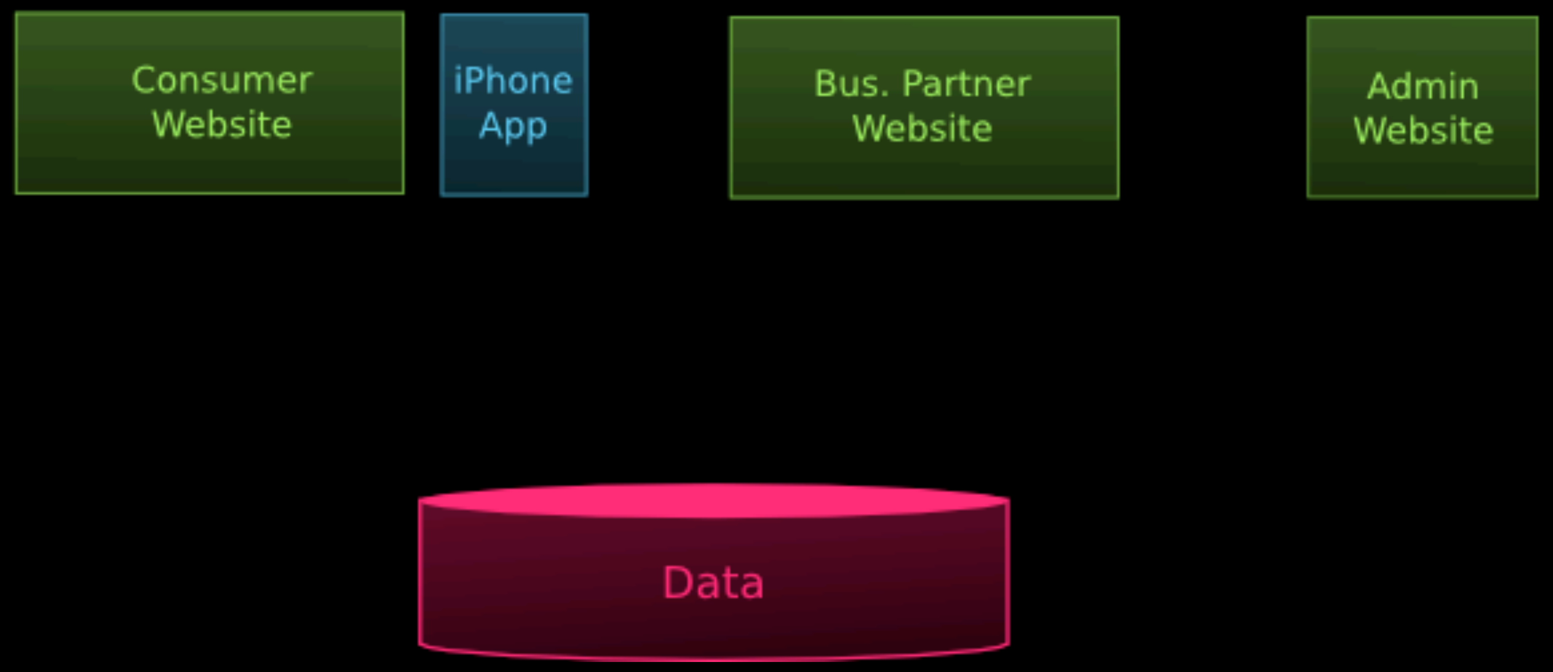
How should we expose our core services?

30,000 ft view

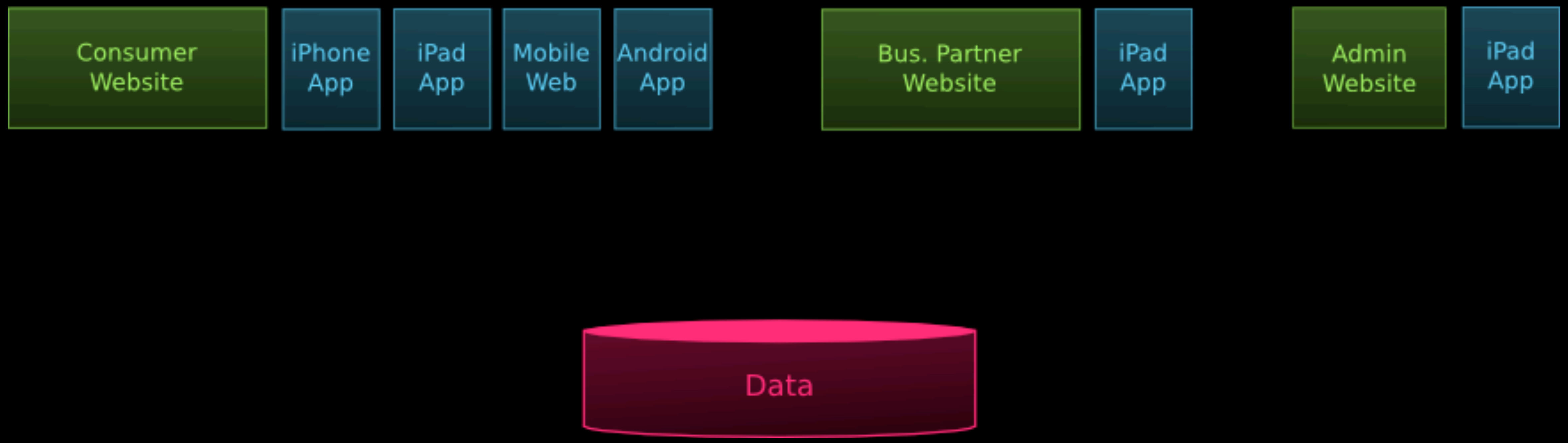
Old-school view



Let's do a mobile app



Cross-channel



Consumer Website

iPhone App

iPad App

Mobile Web

Android App

Bus. Partner Website

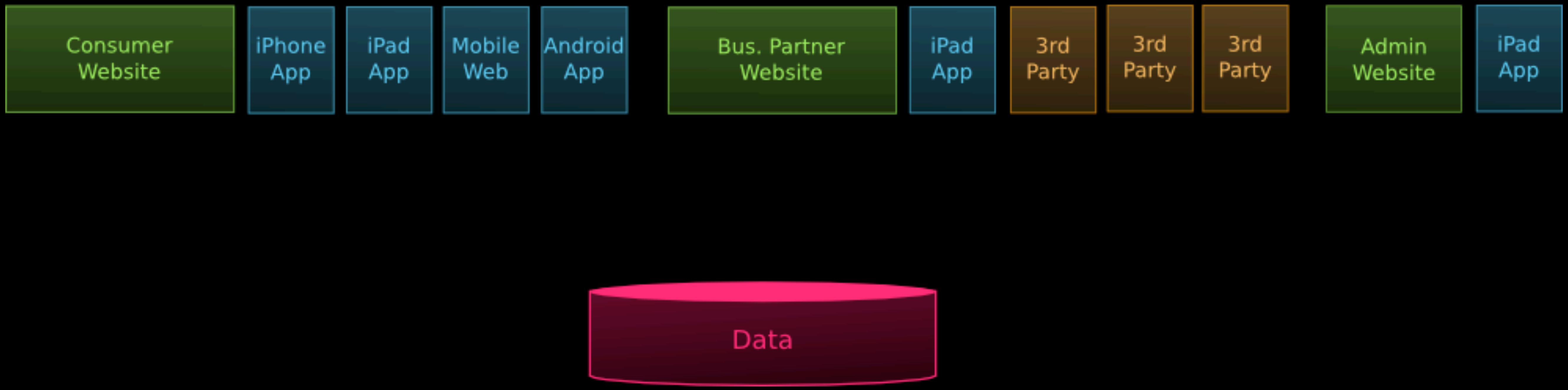
iPad App

Admin Website

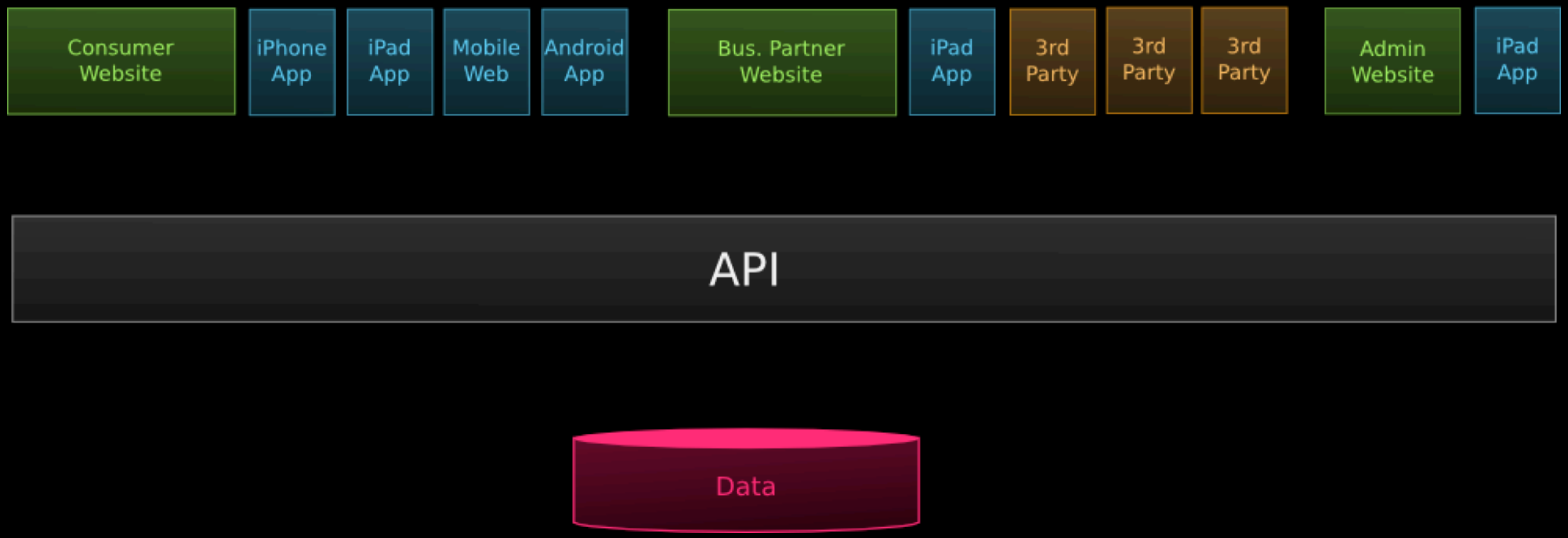
iPad App

Data

Integrating our partners



API = Platform



Consumer Website

iPhone App

iPad App

Mobile Web

Android App

Bus. Partner Website

iPad App

3rd Party

3rd Party

3rd Party

Admin Website

iPad App

API

Data

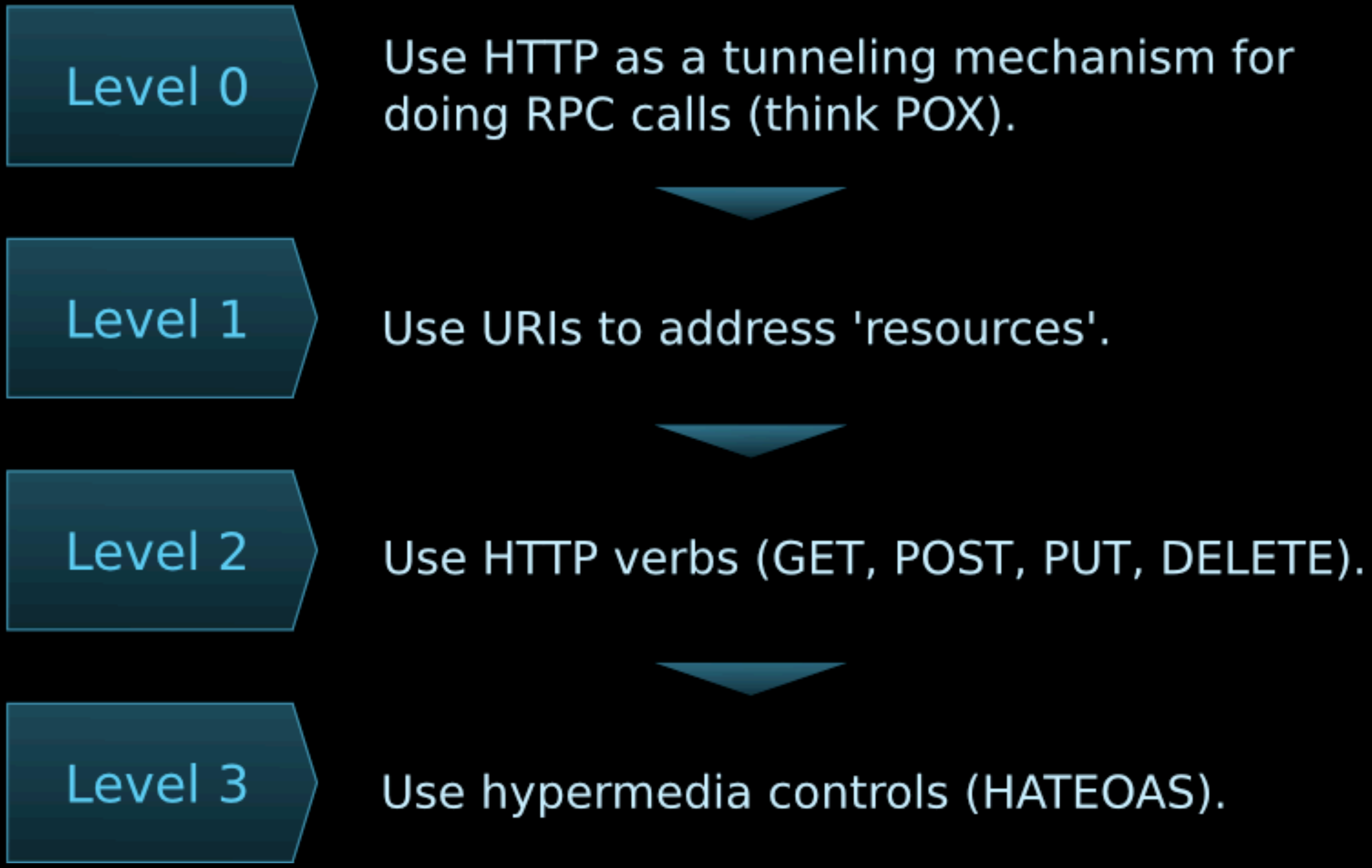
Steve Yegge's Platform rant

"A product is useless without a platform,
or more precisely and accurately,
a platform-less product will always be replaced
by an equivalent platform-ized product"

Use REST

Use the web as a platform
for building networked apps

Richardson Maturity Model



Level 0 — Use HTTP as a tunneling mechanism for doing RPC calls (think POX).

Level 1 — Use URIs to address 'resources'.

Level 2 — Use HTTP verbs (GET, POST, PUT, DELETE).

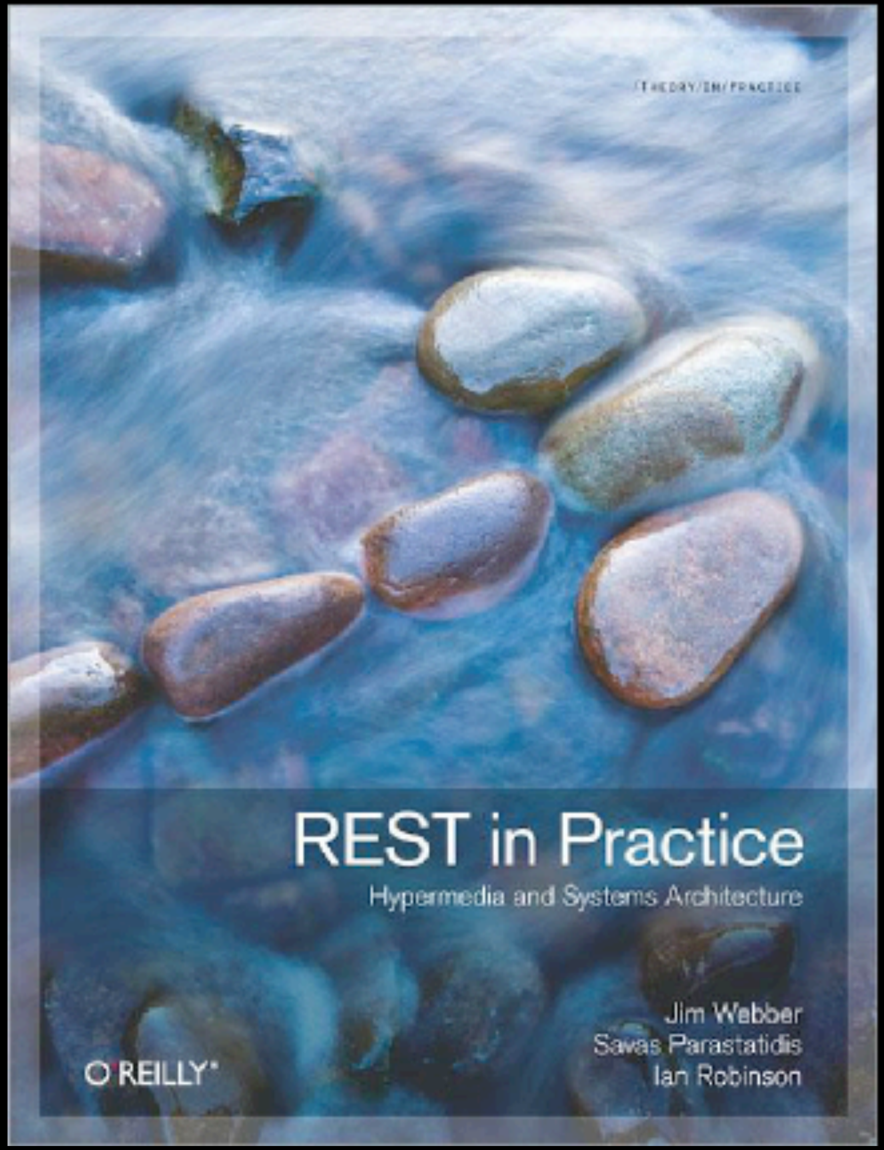
Level 3 — Use hypermedia controls (HATEOAS).

HATEOAS

Hypermedia As The Engine Of Application State

Checkout some successful examples

2 great resources



Web Services for the Real World
RESTful
Web Services
O'REILLY
Leonard Richardson & Sam Ruby
Foreword by David Heinemeier Hansson

Key lessons

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Thanks.

@strongpawn