

## 03. Mobile Media

Faculty of Art & Design  
Chair of Interface Design

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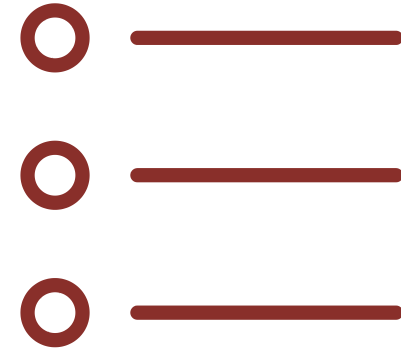


<http://www.uni-weimar.de/medien/wiki/IFD:MobileMediaDesign-SS16>

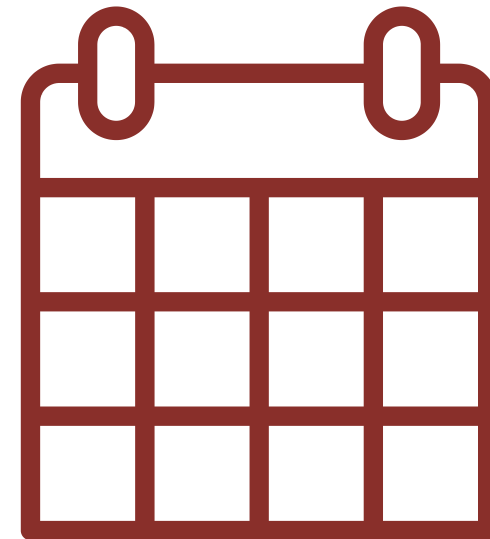


# Summary

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# Schedule & Assignments







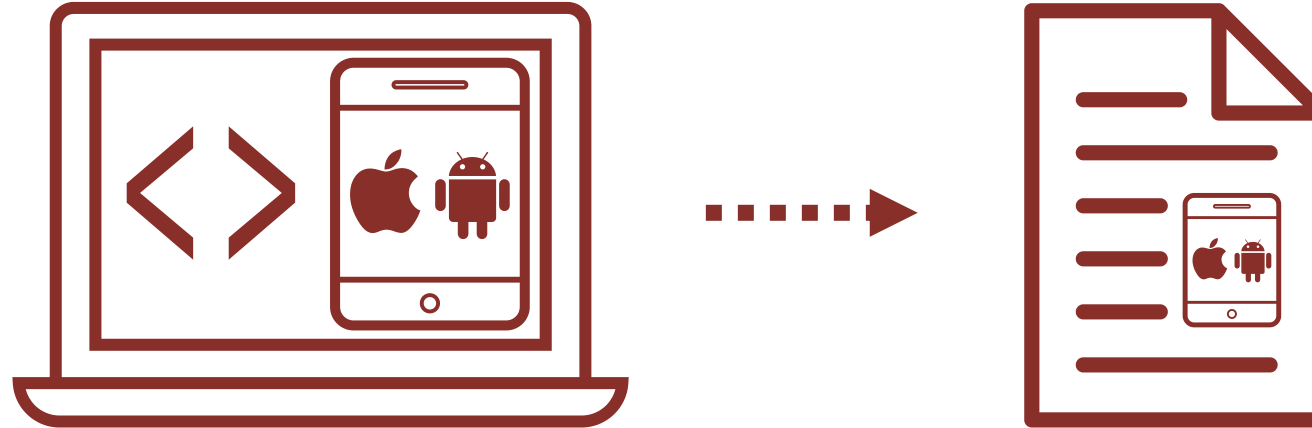
# Course Schedule and Details

- 18.04 MMD 01 - Introduction | MMD 02 - Media & Mediatization
- 25.04 **MMD 03** - Mobile Media & Apps | **MMD 04** - UNESCO WHS Tourism in Germany / Project Description
- 09.05 **MMD 05** - Mobile Guidelines | **MMD 06** - Icon Design / Project Consultation
- 23.05 **MMD 07** - References & Writing / Project Consultation
- 13.06 Students' Prototype Presentations
- 20.06 Students' Prototype Presentations
- 04.07 **MMD 08** - Closing Lecture & Feedback
- 31.07 Deadline for the paper/essay: 23:59



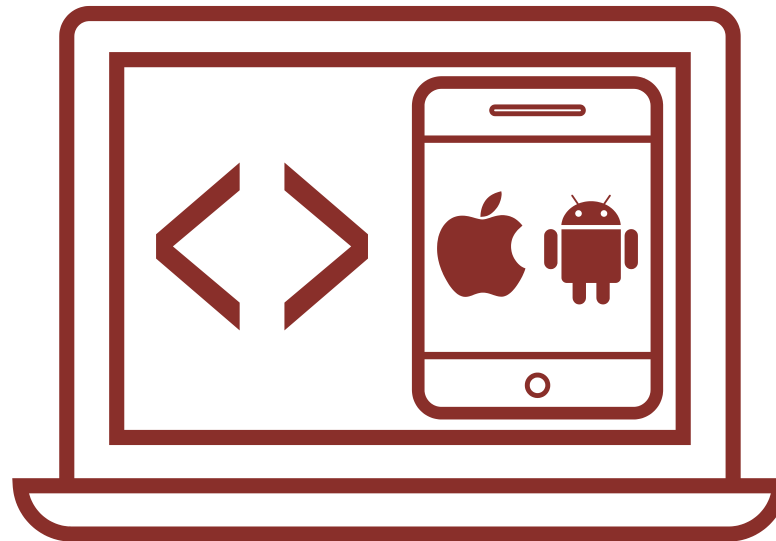
# Homework - Assignment

This class will be graded based on **one** assignment **divided** in **two** major **tasks**, which are complementary.



# Homework - Assignment

**1/2: Prototype Presentation** – around 7 minutes (60%) (Pecha Kucha style)



# Homework - Assignment

The student should provide the entire mock-up for accessing a **pre-defined tasks**.

For instance, if the user wants to select a feature from the welcome screen, which steps (and **how many “taps”** should be done) until **achieve the desired information**.



# Homework - Assignment



# Homework - Assignment

## Case Groups: Students and Adult Tourist Visitors



# Homework - Assignment

- **18.04** MMD 01 - Introduction | MMD 02 - Media & Mediatization
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# Homework - Assignment

## **2/2: Short essay production**

– 1000 words + samples and references (40%)



# Homework - Assignment

The topic of the essay can be an academic report regarding the prototype presentation, connected to the topic of cultural heritage for mobile media.

What will be evaluated in this assignment: ability to express in written format, content structure and content quality, plus the correct use of references.

# Mobile Media





# Mobile Media

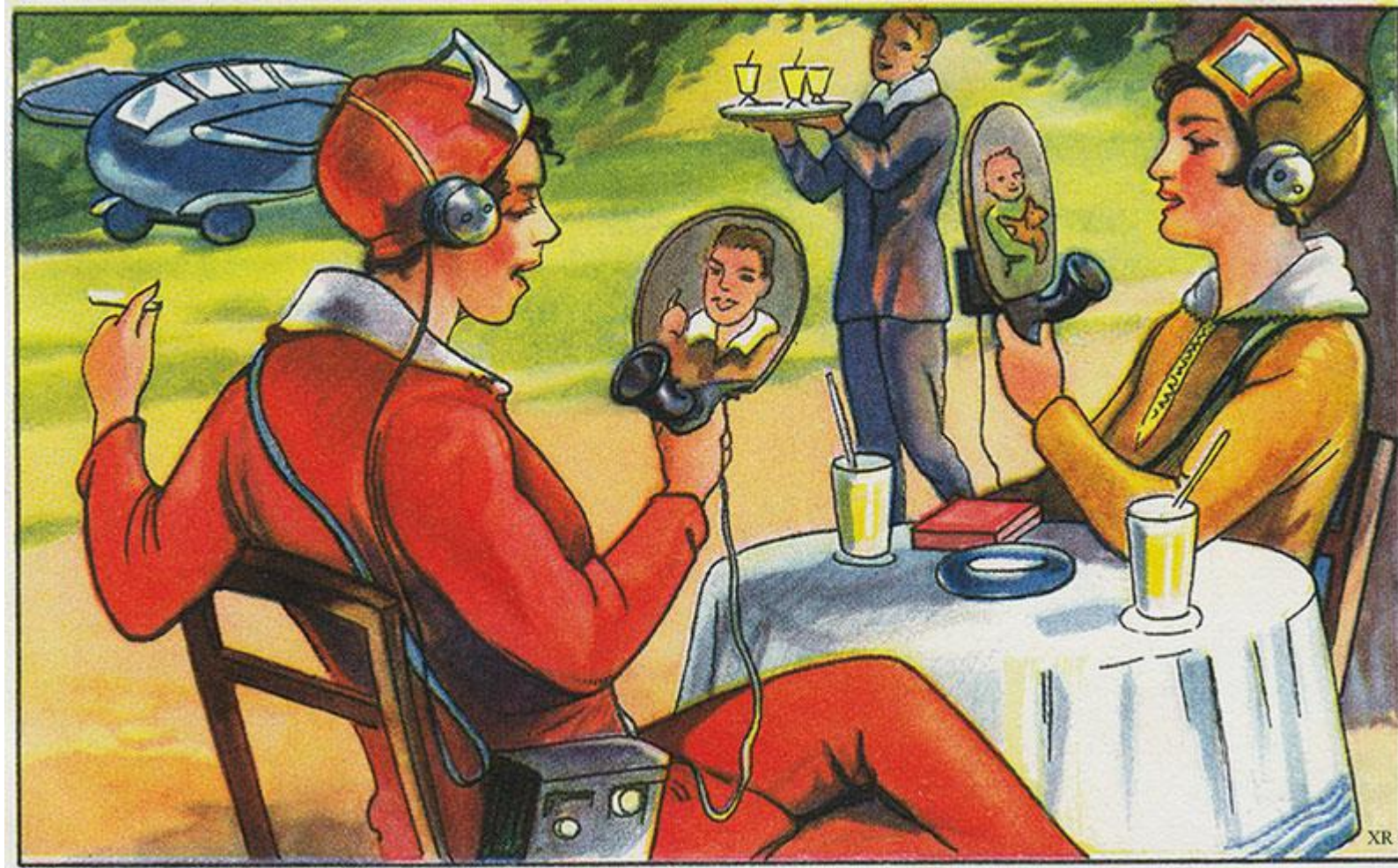


Image source: <http://retrobuffet.com/2015/08/29/retro-futurism-past-visions-of-the-future/>

# Mobile Media

**“Mobile media are not a new phenomenon.** Books, newspapers, and magazines; portable music players such as an MP3-player or portable game consoles; or just an ordinary car radio can be classified as mobile media.”

(Transatlantic Dialogue & European Institute for the Media, 2006, p. XI)

# Mobile Media

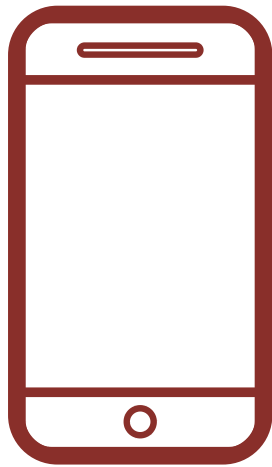
“The relevant question is what is actually moving: **information, devices, or people?** The mobile media (...) focus on (...) all **three elements**. People can move freely without being disconnected; devices are portable; and information moves freely and can reach specific recipients.”

(Transatlantic Dialogue & European Institute for the Media, 2006, p. XI)





# Mobile Media



# Mobile Media

## The Evolution of Devices

CREATING A NEW WORLD WITH ELECTRONICS



How soon will you be able to see over the phone?

It may be sooner than you think. For the remarkable new Hughes TONOTRON—now used for high-fidelity transmission of maps and other navigational pictures to ships and aircraft—will make possible “face-to-face” telephone calls to and from your office or home.

The TONOTRON is only one example of Hughes Products leadership in research and development of electron tubes and related advances in electronics, such as transistors and diodes. It is with products like these that science will bring about the dynamic electronics era—in which you will have on-the-wall television, electronic control of factory production, and countless other marvels.

As one of the country’s largest electronics research and manufacturing firms, Hughes Products backs its semiconductors, cathode ray tubes, and industrial systems and controls with a long record of technical accomplishments. These include the “thinking” FALCON air-to-air missile, and the self-directing Hughes Automatic Armament Control which is standard equipment on all Air Force interceptors.

Undoubtedly there is a time- and money-saving application of Hughes electronic products to your own business. A Hughes Products sales engineer will welcome the opportunity to work with your staff. Please write: Hughes Products, Los Angeles 45, California.

HUGHES TONOTRON

RELY ON HUGHES FOR SEMICONDUCTORS  
...ELECTRON TUBES...INDUSTRIAL  
SYSTEMS AND CONTROLS.

**HUGHES PRODUCTS**

# Mobile Media

## The Evolution of Devices

(Fling, 2009, pp. 1–10)

- the Traditional Telephone



# Mobile Media

## The Evolution of Devices

(Fling, 2009, pp. 1–10)

- the Brick Era (1973–1988)
  - Cordless
  - Mobility





# Mobile Media

## The Evolution of Devices

(Fling, 2009, pp. 1–10)

- the Candy Bar Era (1988–1998)
  - 2G Technology
  - SMS
  - Play “Snake Game”





# Mobile Media

## The Evolution of Devices

(Fling, 2009, pp. 1–10)

- the Feature Phone Era (1998–2008)
  - Photo Camera
  - Listen Music
  - Internet
  - 2.5G



# Mobile Media

## The Evolution of Devices

(Fling, 2009, pp. 1–10)

- the Smartphone Era (from 2002)
  - Larger Screen
  - Wi-Fi
  - QWERTY
  - PDA-Style



# Mobile Media

## The Evolution of Devices

(Fling, 2009, pp. 1–10)

- the Touch Era (from 2007)
  - Micro Personal Computer
  - Touch Screen
  - Gesture-Based Interactions
  - 3G



# Mobile Media

Tomi Ahonen, describes mobile as “the seventh mass media.”

(Ahonen apud Fling, 2009, p. 34)

1. The Printing Press
2. Recordings
3. Cinema
4. Radio
5. Television
6. The Internet
7. Mobile

# Mobile Media

“The seventh mass medium (...) is mobile technology. The mobile industry actually started around the same time as the Web, but it took it years for us to consider it a **mass medium**. The mobile medium is actually quite deceiving; it would be easy to see it as an extension of the previous media, but mobile **is** actually quite **unique** (...).”

(Fling, 2009, p. 37)



# Mobile Media

1. The Printing Press  
+
2. Recordings  
+
3. Cinema  
+
4. Radio  
+
5. Television  
+
6. The Internet

7. Mobile

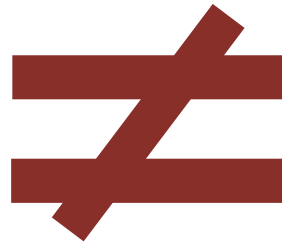
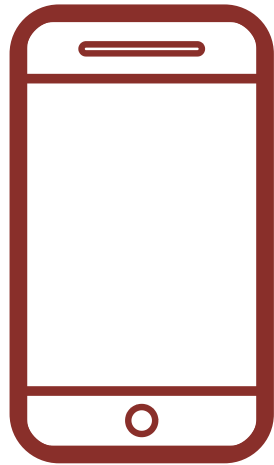
# Mobile Media

1. The +
2. Reco +
3. Cine +
4. Radi +
5. Telev +
6. The



## 7. Mobile

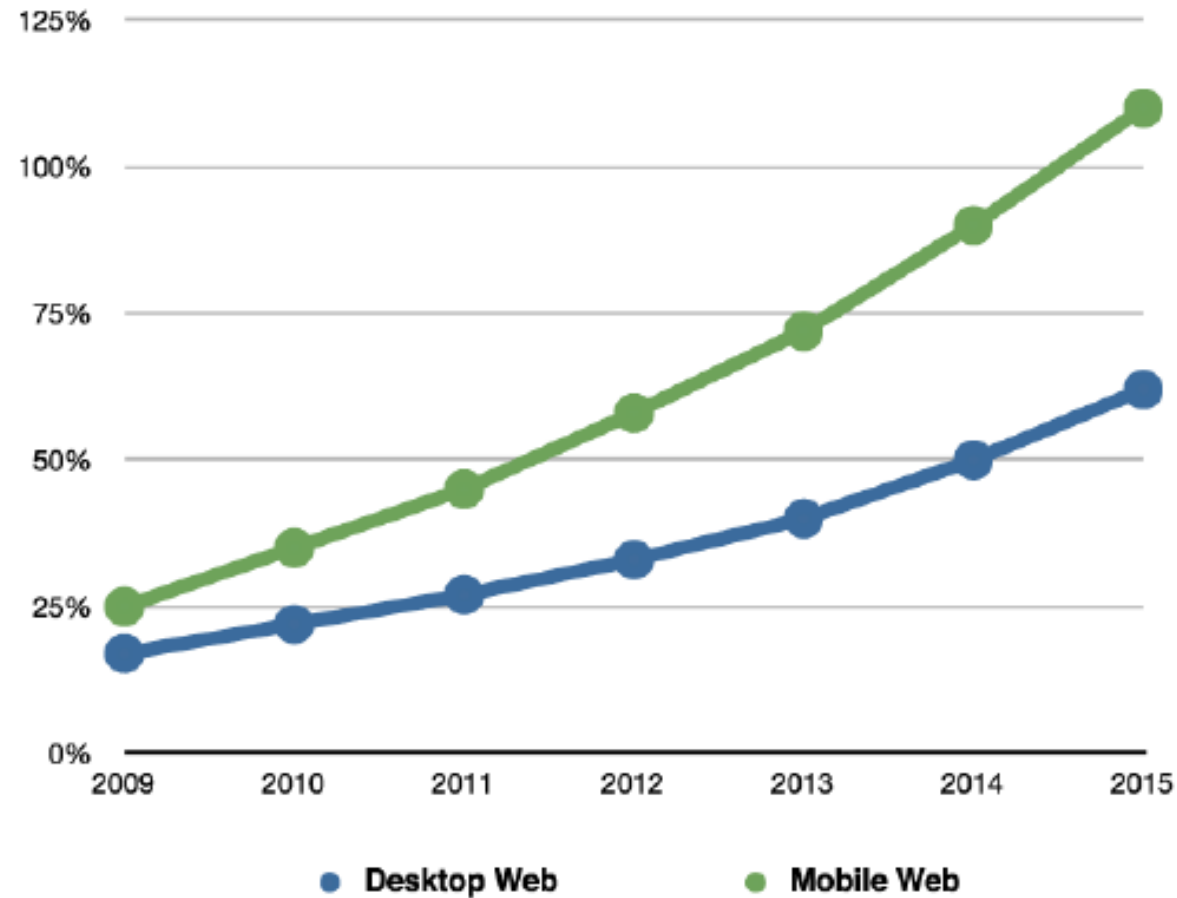
# Mobile Media



# Mobile Media

“The growth of mobile phone usage and the development in mobile phone technology has probably had the most significant impact on the way we communicate with each other (with the exception of the internet) over the past 10 years or so.” (Love, 2005, p. 7)

# Mobile Media



(Fling, 2009, p. 33)



# Mobile Media

(...) [U]sability of mobile computer systems can benefit from making them “context-aware” in the sense that contextual information is used to tailor information and functionality to the given situation (...).

(Kjeldskov & Paay, 2010, p. 14:2)

# App Market



# What is an App?

Nowadays the word **App** is well known for those who are familiar with **mobile** technology, being often associated to **smartphones**, but its origin and use remotes way before the so-called smartphone era.

# What is an App

The word **App** is an abbreviation for “**Application**”. According with Oxford Dictionary, the common definition of Application is:

*“A program or piece of software designed and written to fulfill a particular purpose of the user”* (“application - definition of application in English from the Oxford dictionary,” n.d.).



# What is an App?

Consequently, the definition of App is:

*“An application, especially as downloaded by a user to a mobile device”*

(“app - definition of app in English from the Oxford dictionary,” n.d.).

In other words, it is possible to define App as a piece of **software**, **developed for mobile devices**, being built-in by manufactures or developed by third-parts to be downloaded by the users.

# App Market

With the advent of the touch-screen era, and consequently the release of App markets, such as [Apple] App Store and [Google] Android Market, changed the mobile scenario with built-in and several third-part downloadable Apps options.

# App Market

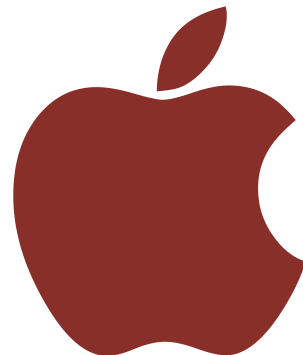
This new scenario, with **downloads** and **customization** possibilities, allied with technological advances, makes on the common sense to refer as “smartphone” just those devices with touch screen;

The use of the term “touch screen era” is not popular among the users, so henceforth anytime when “**smartphone era**” is mentioned, it includes the devices with **touch-screen**.

# Apple App Store

The Apple App Store was released in 10 July 2008, with 502 Apps available.

On July 2015 it was estimated around 1.5 million Apps available for download, being the second most popular market. ("Number of apps available in leading app stores 2015 | Statistic," n.d.).



# Android Market / Google Play

On 22 October 2008, the Android market was released with a modest number of **62 Apps** (Siegler, n.d.).

This situation changed very fast, due to its open source platform; on **July 2015** it was estimated **1.6 million Apps** available, being the biggest market on global range.

On 6 March 2012 the Android market was re-branded as Google Play.





# Other Platforms

The mobile App market is not exclusive for Apple iOS and Google Android.

There are other OS with their own markets, such as BlackBerry OS, Symbian OS, webOS, Firefox OS, Ubuntu Touch (Strain, n.d.), but some of them didn't resist the concurrence with the popular ones, and had been discontinued.

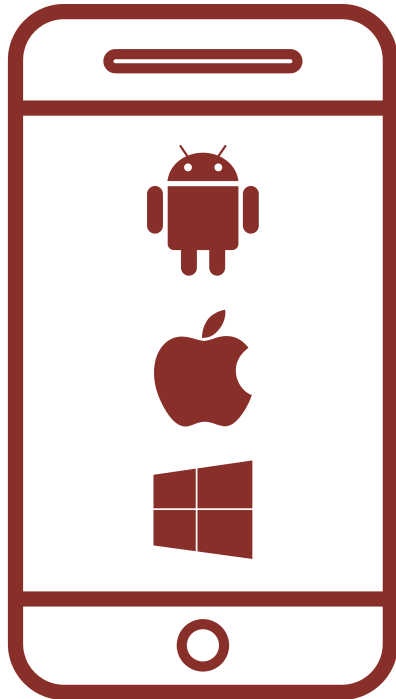
It is important to stress that Windows Phone is nowadays running on **third position** on market share with alleged over **500.000 Apps** on 30 September 2014 ("Microsoft now has over 500,000 apps in its Windows Phone and Windows stores," n.d.).

# Types



# Types & Options

Native



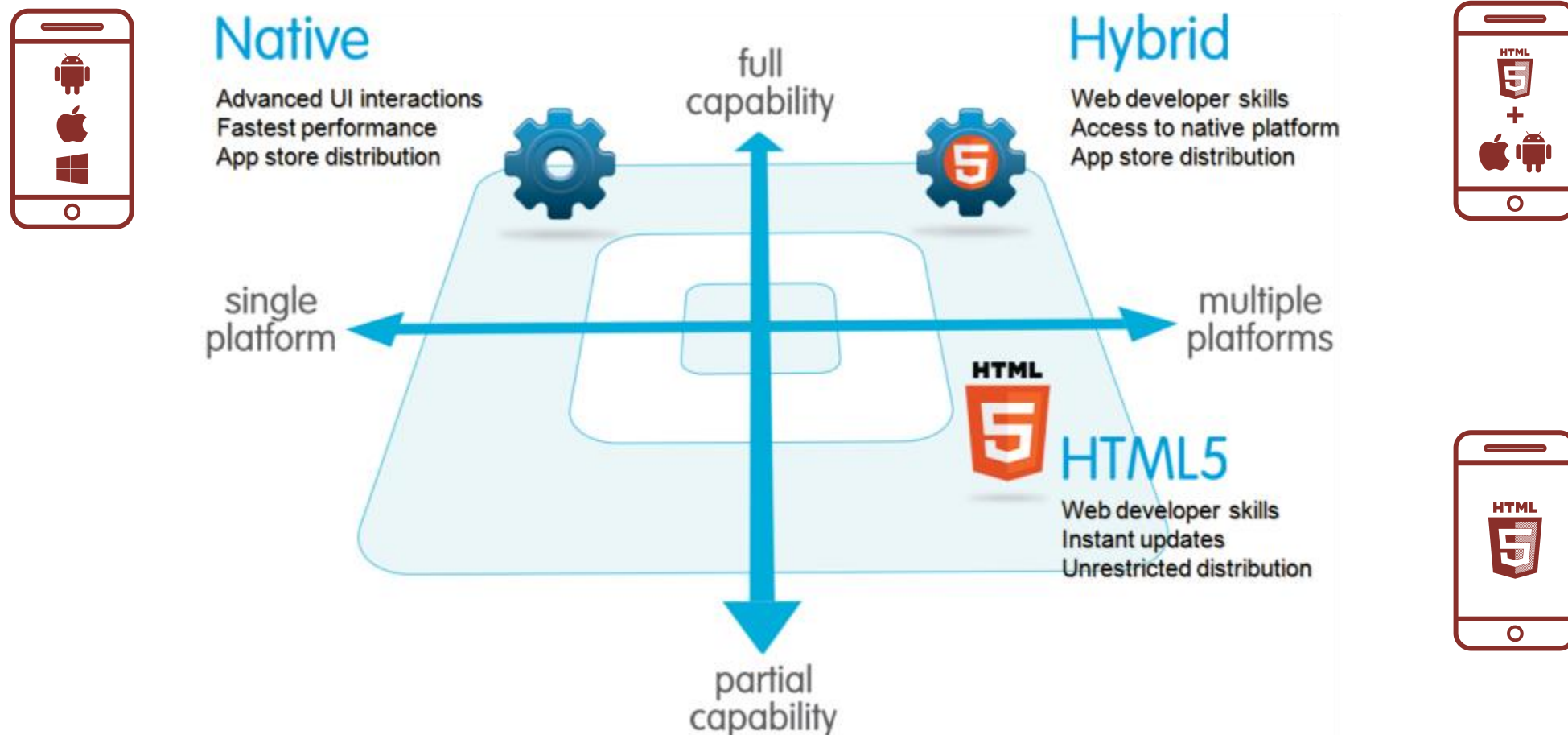
Hybrid



Web



# Types & Options



Source: [http://wiki.developerforce.com/page/Native,\\_HTML5,\\_or\\_Hybrid:\\_Understanding\\_Your\\_Mobile\\_Application\\_Development\\_Options](http://wiki.developerforce.com/page/Native,_HTML5,_or_Hybrid:_Understanding_Your_Mobile_Application_Development_Options)

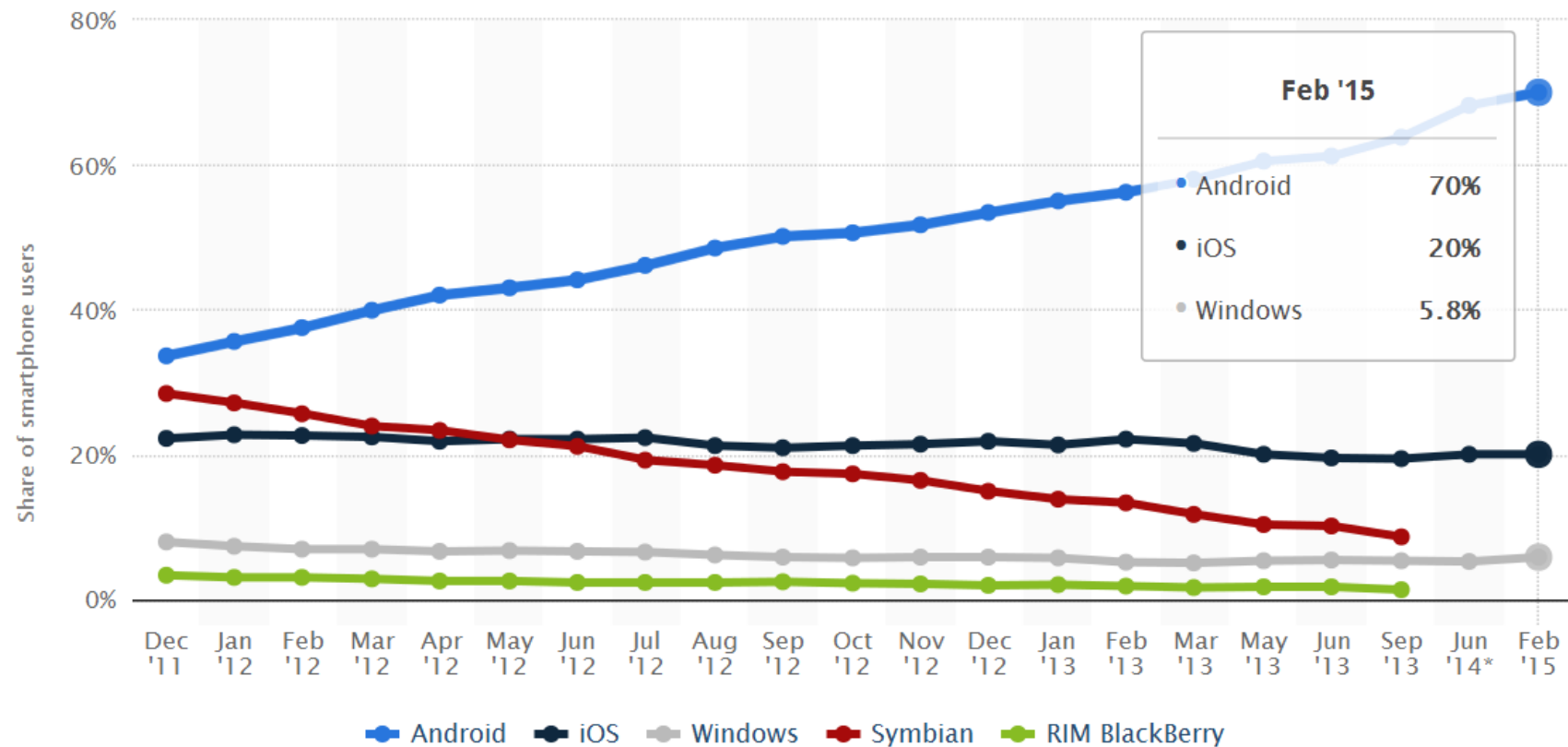
# Types & Options

	Native	HTML5	Hybrid
<b>App Features</b>			
Graphics	Native APIs	HTML, Canvas, SVG	HTML, Canvas, SVG
Performance	Fast	Slow	Slow
Native look and feel	Native	Emulated	Emulated
Distribution	Appstore	Web	Appstore
<b>Device Access</b>			
Camera	Yes	No	Yes
Notifications	Yes	No	Yes
Contacts, calendar	Yes	No	Yes
Offline storage	Secure file storage	Shared SQL	Secure file system, shared SQL
Geolocation	Yes	Yes	Yes
<b>Gestures</b>			
Swipe	Yes	Yes	Yes
Pinch, spread	Yes	No	Yes
Connectivity	Online and offline	Mostly online	Online and offline
Development skills	ObjectiveC, Java	HTML5, CSS, Javascript	HTML5, CSS, Javascript

Source: [http://wiki.developerforce.com/page/Native,\\_HTML5,\\_or\\_Hybrid:\\_Understanding\\_Your\\_Mobile\\_Application\\_Development\\_Options](http://wiki.developerforce.com/page/Native,_HTML5,_or_Hybrid:_Understanding_Your_Mobile_Application_Development_Options)



# iOS & Android (December 2011 – February 2015)

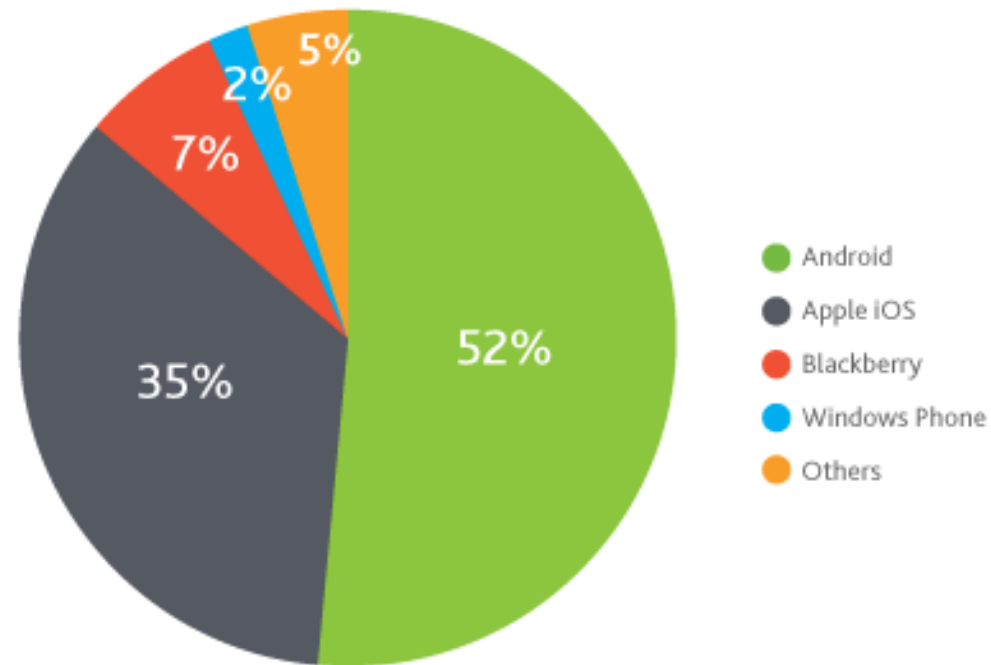


Market share of smartphone operating systems in Germany from December 2011 to February 2015

# iOS & Android

## Top U.S. Smartphone Operating Systems by Market Share

Q3 2012, Nielsen Mobile Insights



Read as: During Q3 2012, 52% of smartphone owners had a handset that runs on the Android operating system

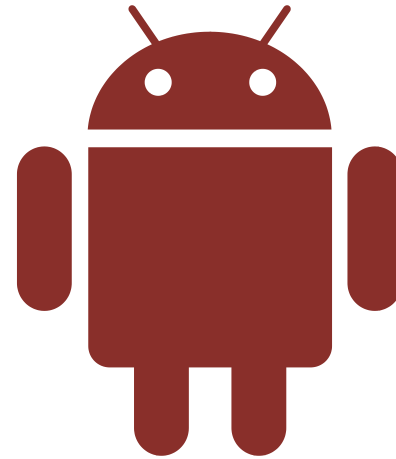
Source: Nielsen



Source: <http://www.nielsen.com/us/en/newswire/2012/nielsen-tops-of-2012-digital.html>

# iOS & Android

Two most popular mobile platforms



# History of Mobile Apps

Created by  
Matt Strain

Director of Mobile Acquisition of  
AVG Technologies

# A History of Mobile Apps



## A HISTORY OF MOBILE APPS

Created by Matt Strain

Director of Mobile Acquisition  
of AVG Technologies



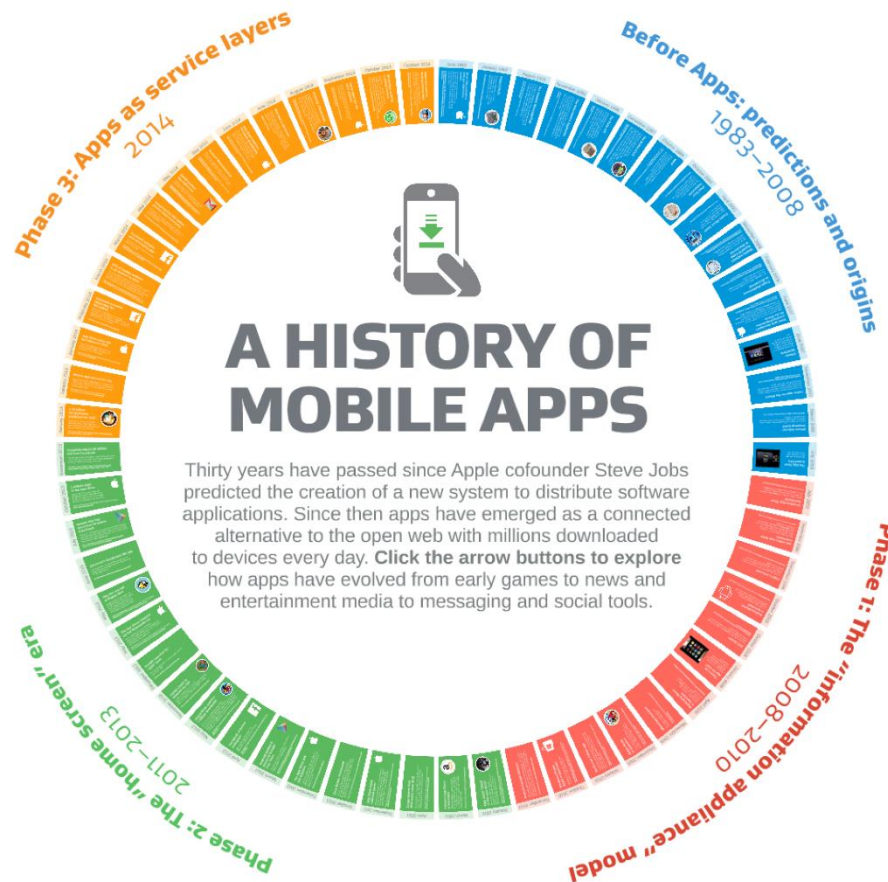
<https://prezi.com/rwc6qmvqkrt-/a-history-of-mobile-apps/>

Thirty years have passed since Apple cofounder Steve Jobs predicted the creation of a new system to distribute software applications. Since then apps have emerged as a connected alternative to the open web with millions downloaded to devices every day.

(...)How apps have evolved from early games to news and entertainment media to messaging and social tools.



# A History of Mobile Apps



## Before Apps:

predictions and origins  
1983-2008

## Phase 1:

"Information appliance" model  
2008-2010

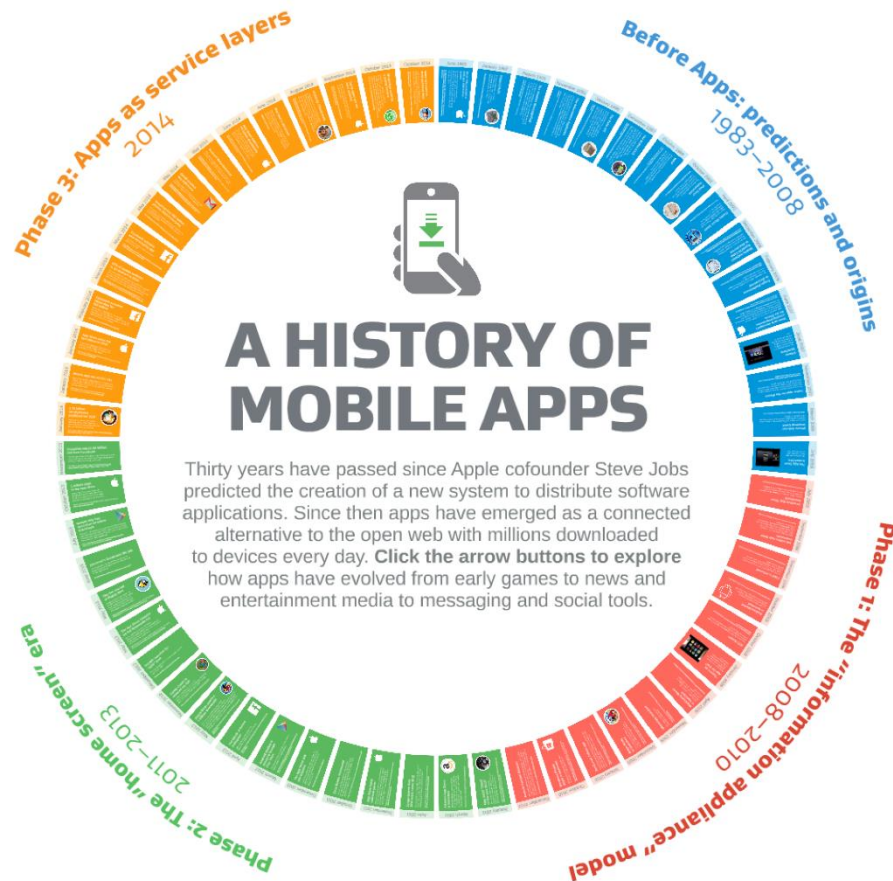
## Phase 2:

The "home screen" era  
2011-2013

## Phase 3:

Apps as service layers  
2014

# A History of Mobile Apps



## Before Apps:

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Apps as service layers  
2014

## A History of Mobile Apps

Before Apps: predictions and origins 1983-2008

June 1983

### Steve Jobs predicts a software distribution system



At a conference in Aspen themed "the future isn't what it used to be" Jobs discusses a software distribution center similar to a record store where systems can be bought over phone lines

<http://lifelibertytech.com/2012/10/02/the-lost-steve-jobs-speech-from-1983-foreshadowing-wireless-networking-the-ipad-and-the-app-store/#>.

# A History of Mobile Apps

Before Apps: predictions and origins 1983-2008

January 1987

## Psion EPOC

An early handheld computer, the Psion Epoc uses a Symbian operating system which has basic applications such as a diary



<http://manifesto.co.uk/history-mobile-application-development/>

Image: [http://pdadb.net/img/psion\\_s5mx\\_pro.jpg](http://pdadb.net/img/psion_s5mx_pro.jpg)



## A History of Mobile Apps

Before Apps: predictions and origins 1983-2008

August 1993

### The Newton MessagePad

The Newton Message Pad is designed and built by Apple and contains built in apps such as web, e-mail, calendar and address book, and can recognize ordinary cursive handwriting

<http://archive.wired.com/gadgets/mac/commentary/cultofmac/2002/08/54580>



Image: [http://apple-history.com/images/models/nmp\\_130.gif](http://apple-history.com/images/models/nmp_130.gif)



## A History of Mobile Apps

Before Apps: predictions and origins 1983-2008

November 1993

### The Informative Appliance

A Business Week article from 1993 predicts "the future information appliances will instantly make the connections to a world of digitized entertainment, communications, and data on the superhighway or over the airwaves"

<http://www.businessweek.com/stories/1993-11-21/the-information-appliance>

## A History of Mobile Apps

Before Apps: predictions and origins 1983-2008

January 1996

### The Palm OS

Although the Palm OS was not the first PDA, it is described as the first that 'got it right', launching an industry, penetrating popular culture, and paving the way for an entirely new class of devices

<http://www.technobuffalo.com/2011/03/31/palm-the-rise-and-fall-of-a-legend/>



Image: <http://www.iq2communications.com/wp-content/uploads/2015/01/slide05.jpeg>

# A History of Mobile Apps

Before Apps: predictions and origins 1983-2008

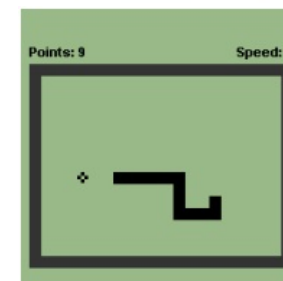
December 1997

## The Nokia 6110

Snake has appeared in many different forms over the decades, its first appearance took place in the mid-1970s when it was called Blockade. In 1997 it found itself in people's pockets on their Nokia phones setting the bar for mobile games

<http://lumiaconversations.microsoft.com/2010/11/25/the-evolution-of-snake/>

Images: <https://www.intomobilephones.co.uk/application/media/handsets/f2547.jpg>  
<https://dsor5wahmliea.cloudfront.net/site-assets/nokia3.jpg>



## A History of Mobile Apps

Before Apps: predictions and origins 1983-2008

October 2001

### iPod First Generation

The first generation iPod is released with built in apps such as Solitaire and Brick, and offering "1,000 songs in your pocket"

<https://www.apple.com/pr/products/ipodhistory/>



## A History of Mobile Apps

Before Apps: predictions and origins 1983-2008

April 2003

### iTunes Music Store

Apple launches the iTunes Music Store with 200,000 songs at 99¢ each and sells 1 million songs in its first week

<https://www.apple.com/pr/products/ipodhistory/>





## A History of Mobile Apps

Before Apps: predictions and origins 1983-2008

June 2007

### Third party developers creating programmes for the iPhone



Apple announce developers can create Web 2.0 applications which look and behave just like the applications built into iPhone, and which can seamlessly access iPhone's services, including making a phone call, sending an email and displaying a location in Google Maps

<http://www.apple.com/pr/library/2007/06/11iPhone-to-Support-Third-Party-Web-2-0-Applications.html>

## A History of Mobile Apps

Before Apps: predictions and origins 1983-2008

June 2007

### iPhone launched

The 'revolutionary' first iPhone is released to great success selling 270,000 phones during the first 30 hours of sales



<https://www.youtube.com/watch?v=9hUIxyE2Ns8>



# A History of Mobile Apps

Before Apps: predictions and origins 1983-2008



Edited version (3min): <https://youtu.be/61dZ7DeCPyE>

Complete version (1h19min): <https://www.youtube.com/watch?v=9hUlxyE2Ns8>

## A History of Mobile Apps

Before Apps: predictions and origins 1983-2008

November 2007

### Native apps for the iPhone

Steve Jobs comments that "when you bought a phone the carrier dictated what you had on the phone. iPhone was the first phone where we said you worry about the network, we'll worry about the phone"

<http://9to5mac.com/2011/10/21/jobs-original-vision-for-the-iphone-no-third-party-native-apps/>

## A History of Mobile Apps

Before Apps: predictions and origins 1983-2008

March 2008

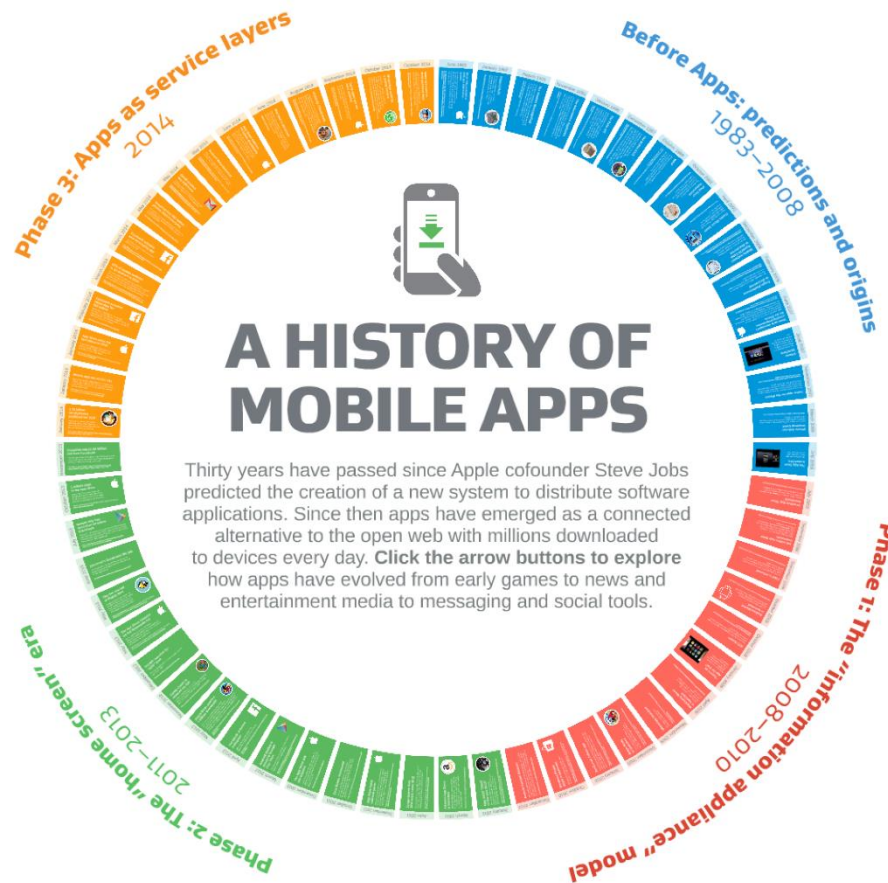
## iPhone Software Roadmap Event

Apple announce a 70:30 deal between developers and themselves and explain how third party native apps will be created for the iPhone

<https://developer.apple.com/programs/ios/distribute.html>



# A History of Mobile Apps



## Before Apps:

predictions and origins  
1983-2008

## Phase 1:

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The "home screen" era  
2011-2013

## Phase 3:

Apps as service layers  
2014

## A History of Mobile Apps

**Phase 1:** The "information appliance" model 2008 - 2010

July 2008

**10 million App Store downloads**

Within a week of launch, 10 million downloads are counted in the App Store and more than 800 native applications are available for download



<http://www.macworld.com/article/1134484/appsphones.html>

Image: [http://applenapps.com/wp-content/uploads/2011/07/app\\_store\\_15-billion-apps.jpg](http://applenapps.com/wp-content/uploads/2011/07/app_store_15-billion-apps.jpg)

## A History of Mobile Apps

Phase 1: The "information appliance" model 2008 - 2010

September 2008

100 million App Store downloads

Within 60 days of the App Store launch, Steve Jobs reveals there have been over 100 million downloads and that there are over 3,000 applications available for download in 62 countries worldwide

<http://www.macworld.com/article/1135453/appstore.html>

## A History of Mobile Apps

Phase 1: The "information appliance" model 2008 - 2010

September 2008

### Fitbit is released

The first wearable mobile tool is launched which tracks users 24 hours a day to produce a record of steps taken, calories burned, and even the quality of users sleep

<http://www.technologyreview.com/news/410806/self-surveillance/page/1/>



fitbit

Image: <http://assets-cdn.myfitnesspal.com/images/apps/fitbit.jpg?1323151615>

## A History of Mobile Apps

Phase 1: The "information appliance" model 2008 - 2010

October 2008

### Android Market is launched

Google's Android Market becomes the second major distributor of mobile applications and the App Store's key rival



[http://www.techhive.com/article/152613/google\\_android\\_ships.html](http://www.techhive.com/article/152613/google_android_ships.html)

Image: <http://logos.wikia.com/wiki/File:Android-market-logo-470x300.jpg>



# A History of Mobile Apps

Phase 1: The "information appliance" model 2008 - 2010

October 2008

## HTC Dream

Referred to as "The Googlephone" the HTC Dream becomes the first smart phone to use the Android mobile operating system



<http://www.engadget.com/2008/08/18/htc-dream-fcc-approved-android-clear-for-launch/>

Image: <http://mobilesretro.com/wp-content/uploads/2014/12/htc-g1-dream.png>

## A History of Mobile Apps

Phase 1: The "information appliance" model 2008 - 2010

January 2009

"There's an app for that"

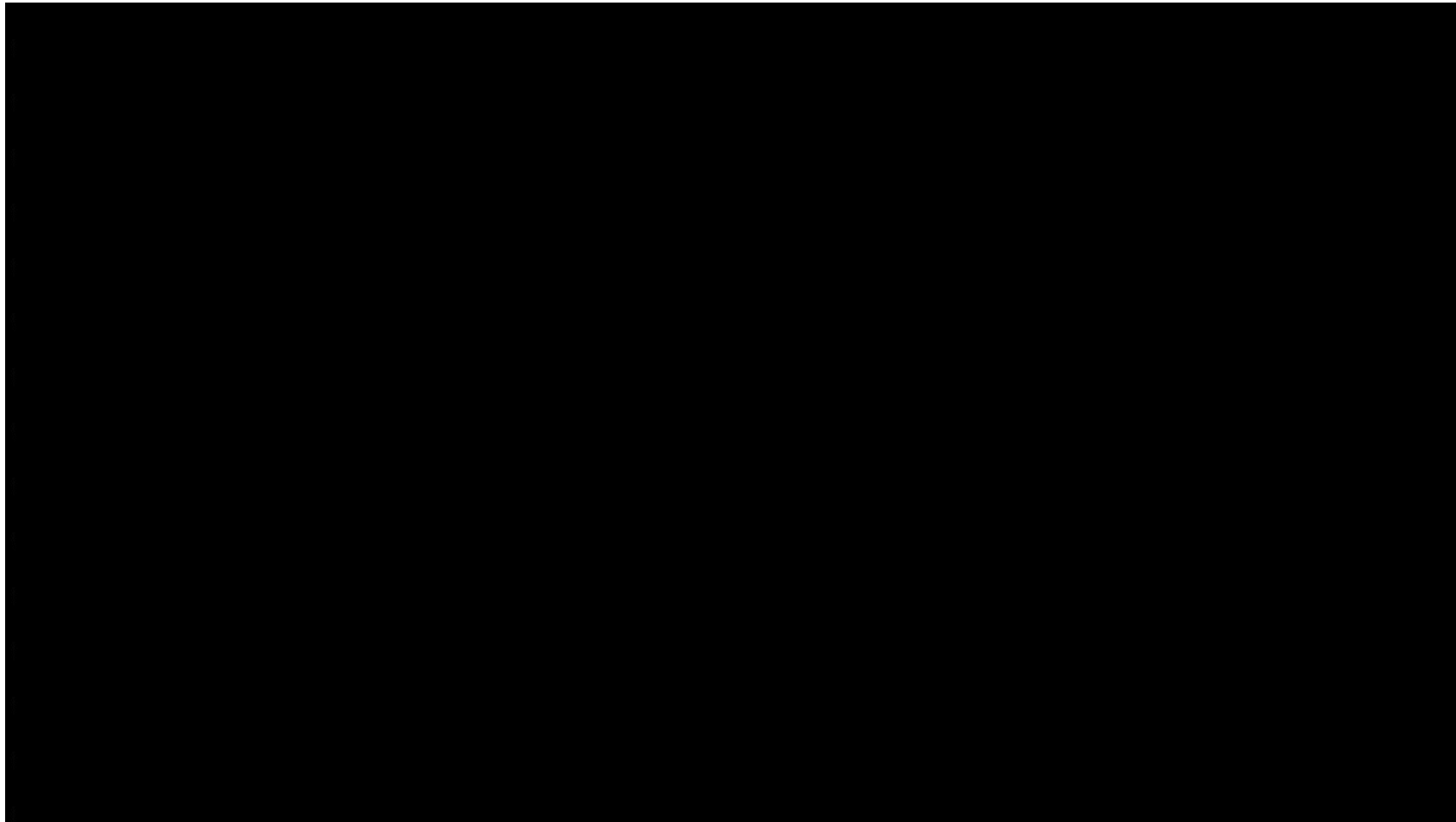
Apple runs a world-wide campaign know simply as "there's an app for that." It becomes a common catchphrase



<https://youtu.be/Mc-pV2YYOAs>

# A History of Mobile Apps

## Phase 1: The "information appliance" model 2008 - 2010



"There's an app for that" (2009) <https://youtu.be/Mc-pV2YYOAs>

## A History of Mobile Apps

Phase 1: The "information appliance" model 2008 - 2010

April 2009

### Blackberry World is launched

The Blackberry World Store becomes the third major distributor of mobile applications to rival Apple and Google



<http://press.blackberry.com/press/2009/pressrelease-2223.html>

## A History of Mobile Apps

Phase 1: The "information appliance" model 2008 - 2010

November 2009

### WhatsApp launched

The instant messaging app  
company is established



<http://www.cnet.com/news/who-is-whatsapp-co-founder-and-ceo-jan-koum/>

Image: <http://neurogadget.com/wp-content/uploads/2015/08/WhatsApp-2.12.2621.jpg>



## A History of Mobile Apps

Phase 1: The "information appliance" model 2008 - 2010

December 2009

### Angry Birds is launched

The number-one paid app on iTunes in 68 countries, as well as the best-selling paid app of all time.



<http://www.wired.co.uk/magazine/archive/2011/04/features/how-rovio-made-angry-birds-a-winner>

Image: [http://assets.rovio.com/UserFiles/Image/RovioProducts//800x600\\_293.png](http://assets.rovio.com/UserFiles/Image/RovioProducts//800x600_293.png)

## A History of Mobile Apps

**Phase 1:** The "information appliance" model 2008 - 2010

January 2010

### ZunZuneo Cuban app

A text based social network is created by the US government that allows Cubans to communicate with each other amid government-imposed internet restrictions

<http://www.theguardian.com/world/2014/apr/10/senate-committee-cuban-twitter-usaid-zunzuneo>

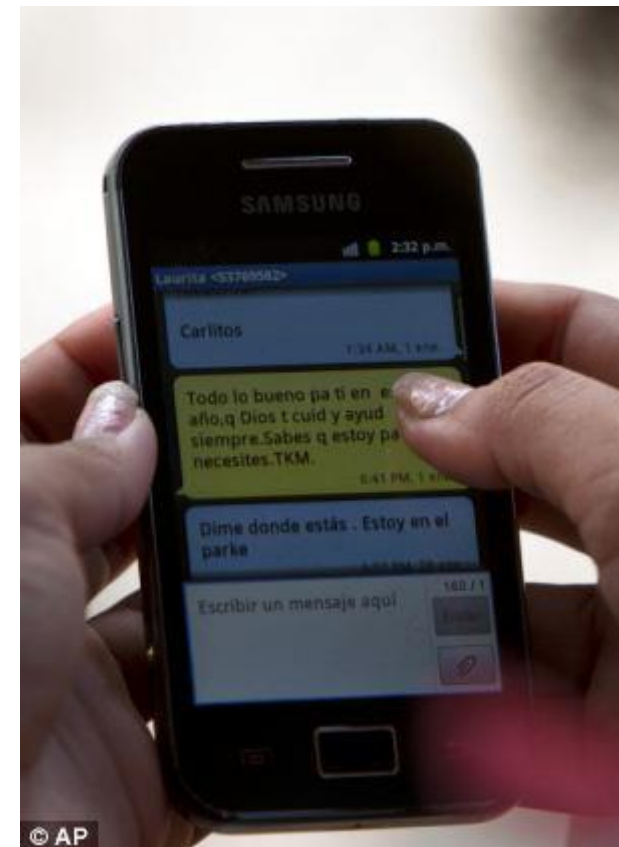


Image: [http://i.dailymail.co.uk/i/pix/2014/04/04/article-2596707-1CC9CAFF00000578-713\\_306x423.jpg](http://i.dailymail.co.uk/i/pix/2014/04/04/article-2596707-1CC9CAFF00000578-713_306x423.jpg)

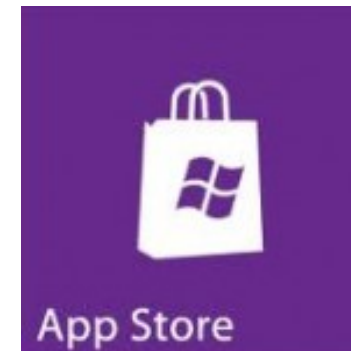
## A History of Mobile Apps

Phase 1: The "information appliance" model 2008 - 2010

October 2010

### Windows Phone Store is launched

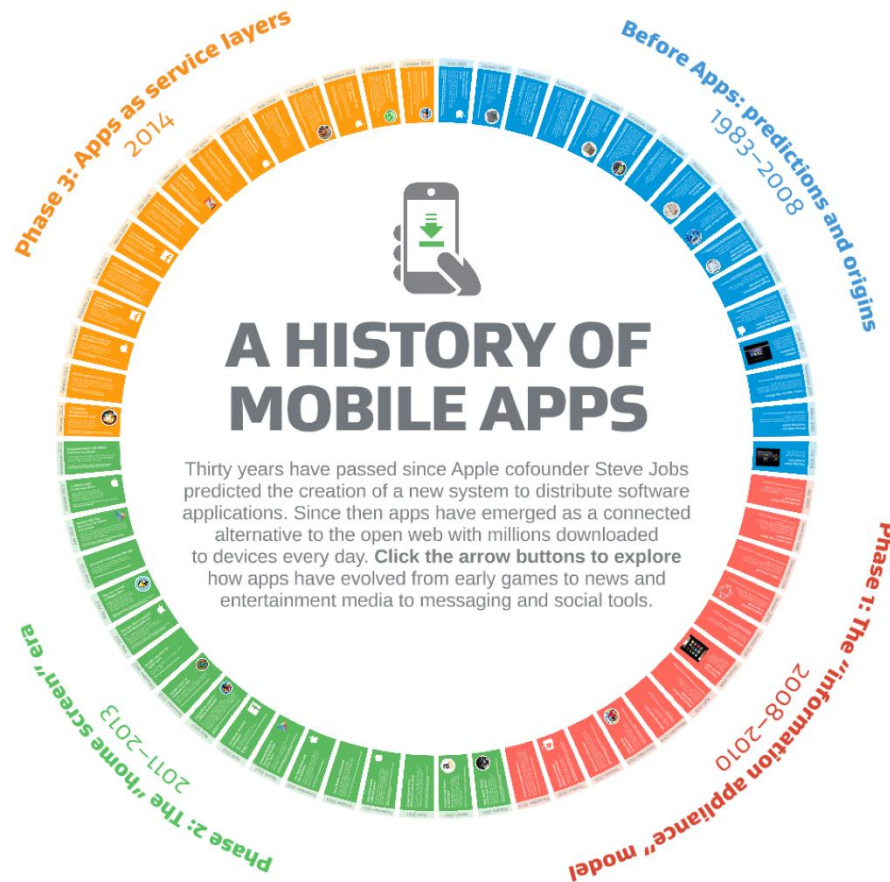
Windows becomes the fourth major distributor of mobile applications



<http://blog.inner-active.com/2012/03/after-16-months-windows-phone-has-70k-apps-how-long-did-it-take-ios-and-android/>

Image: <http://www.tracyandmatt.co.uk/wp/wp-content/uploads/2013/10/app-store-e1380803714398-150x150.jpg>

# A History of Mobile Apps



## Before Apps:

predictions and origins  
1983-2008

## Phase 1:

"Information appliance" model  
2008-2010

## Phase 2:

The "home screen" era  
2011-2013

## Phase 3:

Apps as service layers  
2014



## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

January 2011

### App voted "Word of the year 2010"

One of the most convincing arguments from the voting floor was from a woman who said that even her grandmother had heard of it

<http://www.american-dialect.org/app-voted-2010-word-of-the-year-by-the-american-dialect-society-updated>



# A History of Mobile Apps

## Phase 2: The "home screen" era 2011 - 2013

March 2011

## Amazon App Store is launched

Although offering a similar product to the Play Store Amazon's sales pitch to customers is trust and ease of use. For developers, its access to Amazon's vast customer base

<http://www.wired.com/2011/03/amazon-android-app-store-2/>

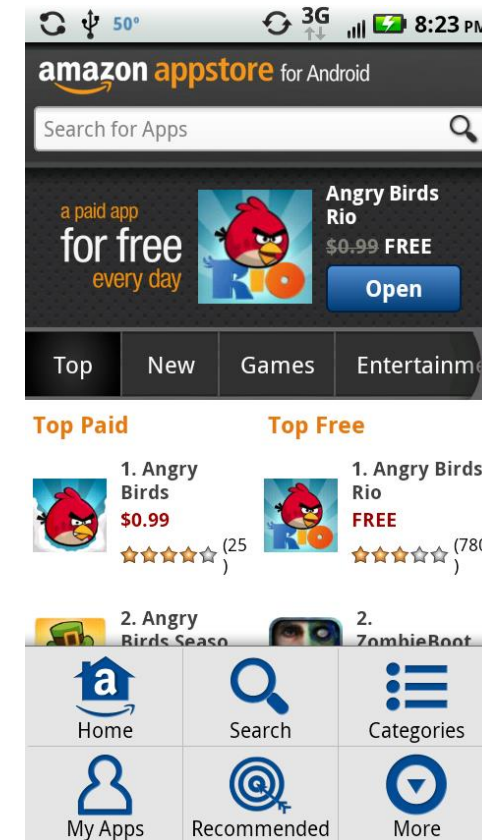


Image: <http://geeknewscentral.com/wp-content/uploads/2011/03/android-amazon-app-store-menu.png>

## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

June 2011

## Zynga Games lose 36M users since 2012

The FarmVille user base falls from 60 million to 26 million, this is a clear sign that consumers are shifting to games found on mobile devices

<http://online.wsj.com/articles/zynga-loss-widens-as-company-struggles-to-generate-another-hit-1415309188>



Image: [http://static.giantbomb.com/uploads/original/11/118911/1858485-farmville\\_1.jpg](http://static.giantbomb.com/uploads/original/11/118911/1858485-farmville_1.jpg)

## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

September 2011

### App Store bans satirical game

Removal of game that includes references to child labour and factory-worker suicides reignites debate about how Apple treats apps differently to music, books and films

<http://www.theguardian.com/technology/appsblog/2011/sep/14/apple-phone-story-rejection>



Image: <http://phandroid.s3.amazonaws.com/wp-content/uploads/2011/09/PhoneStory1-200x300.jpg>

## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

December 2011

### The App Store and job creation

Apple reveal that "the app revolution has added more than 291,250 iOS jobs to the U.S. economy since the introduction of iPhone in 2007"

<https://www.apple.com/about/job-creation/>



## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

March 2012

### Android Market is renamed Google Play Store

The new look store is available as  
part of the latest Android 2.2  
mobile update

[http://www.telegraph.co.uk/technology/google/9128419/  
Google-renames-Android-Market-Google-Play.html](http://www.telegraph.co.uk/technology/google/9128419/Google-renames-Android-Market-Google-Play.html)





## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

April 2012

### Facebook acquires Instagram

With a price tag of \$1 billion,  
the highest ever paid for an  
app company



<http://fortune.com/2012/04/09/breaking-facebook-buying-instagram-for-1-billion/>

Image: <http://www.socialmediadelivered.com/wp-content/uploads/2013/07/facebook-buys-instagram-for-1-billion-0.jpg>

## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

May 2012

### Angry Birds reaches 1 billion downloads

The milestone comes just days after Rovio announced some figures from its 2011 financial year, when it made €75.4m of revenues and €48m of earnings before taxes, ending the year with 200m monthly active users across all platforms

<http://www.theappside.com/2012/05/09/angry-birds-passes-1bn-downloads/>

## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

November 2012

### Candy Crush is released on iOS

Candy Crush becomes the most downloaded iOS app of 2013 the year finishing above Facebook, Angry Birds, and YouTube

<http://mixtopten.com/top-10-downloaded-ios-apps-2013/>



Image: <http://www.digibuzzme.com/wp-content/uploads/2013/09/ccspresskit.jpg>

# A History of Mobile Apps

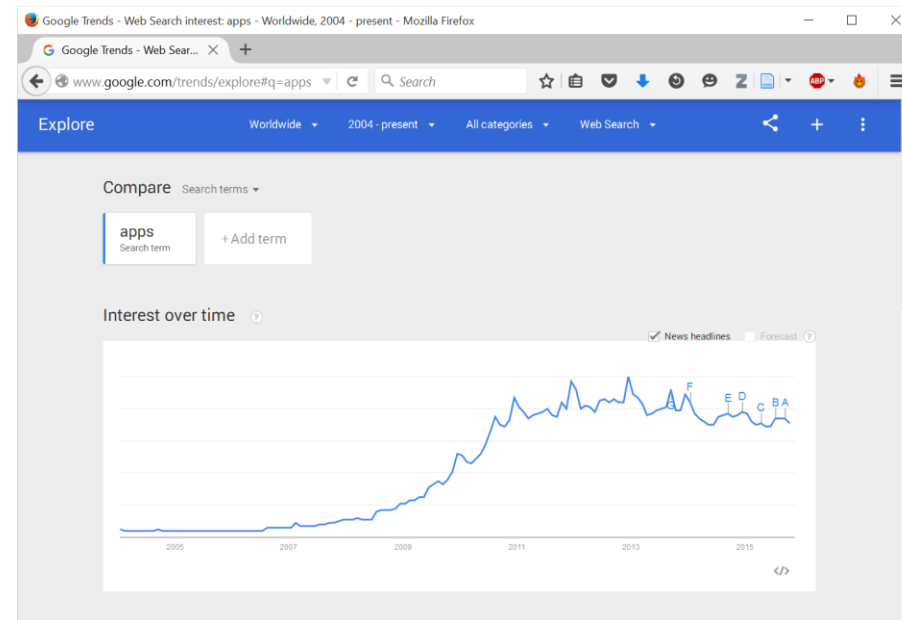
## Phase 2: The "home screen" era 2011 - 2013

December 2012

## Google searches for "apps" peak

The search term has remained popular since its rapid rise in 2007

<http://www.google.com/trends/explore#q=apps>



## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

May 2013

### The App Store releases its top downloads list

As the App Store reaches 50 billion downloads Apple releases its top downloads. Angry Birds tops the paid while the Facebook app tops the free downloads

<http://appadvice.com/appnn/2013/05/apple-unveils-new-lists-of-all-time-top-apps-as-it-counts-down-to-50-billion-downloads>



## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

May 2013

### The rise and fall of Flappy Bird

Flappy Bird is downloaded over 50 million times only to be pulled by its creator Dong Nguyen in February 2014 due to his fears of the games addictive qualities



<http://www.rollingstone.com/culture/news/the-flight-of-the-birdman-flappy-bird-creator-dong-nguyen-speaks-out-20140311>

Image: <http://www8.pcmag.com/media/images/348906-7-tips-for-high-scores-on-flappy-bird.jpg>

## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

June 2013

### Universal's Despicable Me app

The Despicable Me app makes the top ten for 2013 showing traditional media moving towards mobile applications

<http://mixtopten.com/top-10-downloaded-ios-apps-2013/>



Image: [http://www.universal-now.com/uploads/1/6/4/4/16449276/6625079\\_orig.png?233](http://www.universal-now.com/uploads/1/6/4/4/16449276/6625079_orig.png?233)

## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

July 2013

### Google Play has more than 50 billion downloads

Senior Vice President of Google Sundar Pichai reveals there are more than one million apps currently available for download at the Google Play store which account for more than 50 billion downloads

<http://www.theverge.com/2013/7/24/4553010/google-50-billion-android-app-downloads-1m-apps-available>

## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

October 2013

### 1 million apps in the App Store

Apple CEO Tim Cook reveals all downloads from the App Store have resulted in a total of \$13 billion being paid out to developers over the years

<http://www.theverge.com/2013/10/22/4866302/apple-announces-1-million-apps-in-the-app-store>

## A History of Mobile Apps

Phase 2: The "home screen" era 2011 - 2013

November 2013

### Snapchat rejects \$3 billion bid from Facebook

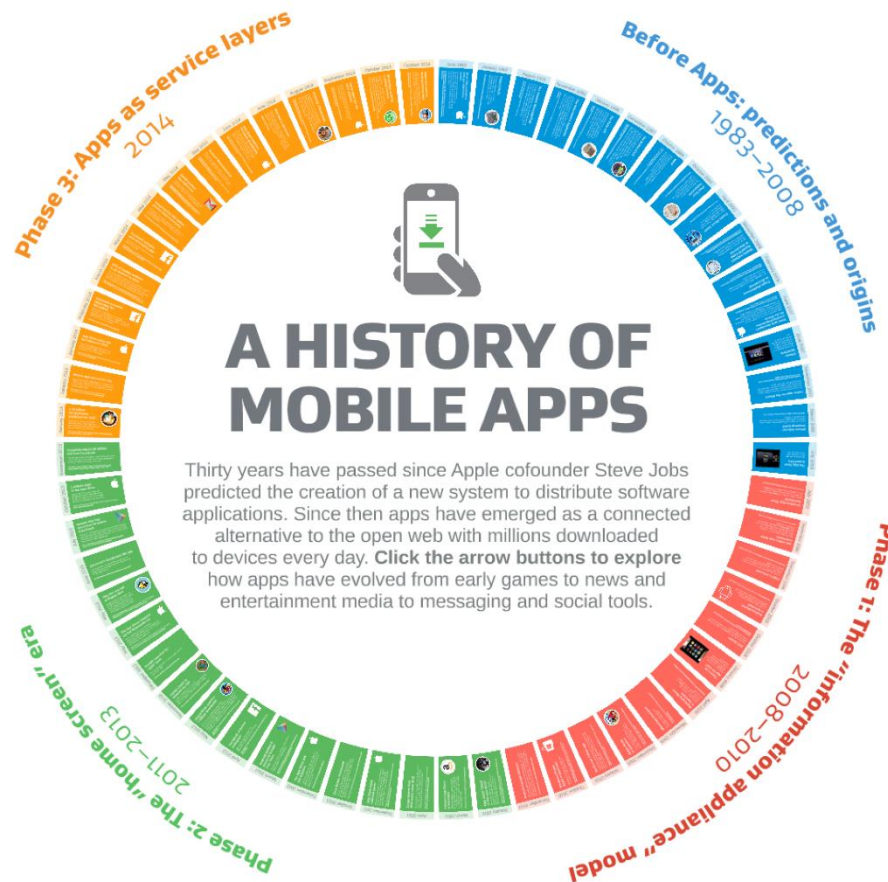
The attempted bid for Snapchat from Facebook is seen as a way to tackle the issue of declining engagement among Facebook's teenage user base



<http://www.forbes.com/sites/jeffbercovici/2013/11/13/facebook-wouldve-bought-snapchat-for-3-billion-in-cash-heres-why/>



# A History of Mobile Apps



## Before Apps:

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## Phase 1:

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The "home screen" era  
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## Phase 3:

Apps as service layers  
2014

## A History of Mobile Apps

### Phase 3: Apps as service layers - 2014

January 2014

1.75 billion smartphones predicted for 2014

Mobile phone users are rapidly switching over to smartphones as devices become more affordable and 3G and 4G networks advance

<http://www.emarketer.com/Article/Smartphone-Users-Worldwide-Will-Total-175-billion-2014/1010536>

## A History of Mobile Apps

### Phase 3: Apps as service layers - 2014

January 2014

## Mobile app use on the rise

Data from Nielsen shows that U.S. Android and iPhone users age 18 and over spend 65 percent more time each month using apps than they did just two years ago

<http://www.nielsen.com/us/en/insights/news/2014/smartphones-so-many-apps--so-much-time.html>

## A History of Mobile Apps

### Phase 3: Apps as service layers - 2014

January 2014

## App Store sales top \$10 billion in 2013

Customers spend over \$10 billion on the App Store in 2013, including over \$1 billion in December alone

<https://www.apple.com/uk/pr/library/2014/01/07App-Store-Sales-Top-10-Billion-in-2013.html>

## A History of Mobile Apps

### Phase 3: Apps as service layers - 2014

February 2014

## Facebook acquires WhatsApp for \$19 billion

WhatsApp co-founder Jan Koum says he plans to operate the firm "independently and autonomously". He also becomes a member of Facebook's board of directors

<http://www.bbc.co.uk/news/business-26266689>





## A History of Mobile Apps

### Phase 3: Apps as service layers - 2014

March 2014

## 97% of mobile malware is on Android in 2014

The percentage of apps carrying malware on Google's official Play Store was found to be just 0.1%. The majority comes from small, unregulated third party app stores predominantly in the Middle East and Asia



<http://www.forbes.com/sites/gordonkelly/2014/03/24/report-97-of-mobile-malware-is-on-android-this-is-the-easy-way-you-stay-safe/>

Image: <http://siliconangle.com/files/2011/12/android-malware.jpg>

## A History of Mobile Apps

### Phase 3: Apps as service layers - 2014

March 2014

### Facebook releases new messaging app

Half a billion people adopt  
Messenger within six months



<http://www.forbes.com/sites/parmyolson/2014/11/10/facebook-half-a-billion-people-now-use-messenger/>

## A History of Mobile Apps

### Phase 3: Apps as service layers - 2014

May 2014

Snapchat has 700 million photos shared everyday

The instant messaging company continues its rise in popularity after rejecting a \$3 billion takeover bid from facebook

<http://www.businessinsider.com/snapchat-growth-2014-5?IR=T>

# A History of Mobile Apps

## Phase 3: Apps as service layers - 2014

May 2014

### Gmail reaches app milestone

Google's Gmail application becomes the first stand-alone app to hit 1 billion downloads



<http://www.theguardian.com/technology/2014/may/16/gmail-android-app-one-billion-installations-google-milestone>

# A History of Mobile Apps

## Phase 3: Apps as service layers - 2014

May 2014

## Android Wear launched

This latest Google product acts as a major new platform for developers to build wearable apps



<http://www.businessinsider.com/wearable-apps-inside-the-race-to-create-a-new-app-ecosystem-2014-3?IR=T>

Image: <http://pocketnow.com/wp-content/uploads/2014/07/smartwatch-lineup-android-wear-pebble-gear-fit.jpg>



## A History of Mobile Apps

### Phase 3: Apps as service layers - 2014

June 2014

## App Store reaches 75 billion downloads

The App Store, which reaches users in 155 countries, is calculated to have generated more than \$15 billion for Apple's 9 million registered developers

<http://appleinsider.com/articles/14/07/10/apple-inc-reaches-sixth-anniversary-of-the-app-store>

# A History of Mobile Apps

## Phase 3: Apps as service layers - 2014

June 2014

### Wut Wut is launched

Wut Wut is an example of an app that runs via notifications and signals a change in what user want from an app. The app does not need to be opened to reveal content

<http://www.wutwut.com/>



## A History of Mobile Apps

### Phase 3: Apps as service layers - 2014

June 2014\*

## Uber protests in Berlin, Madrid, London and Paris

Uber Technologies Inc., the car-sharing service that's rankling cabbies across the U.S., is fighting its biggest protest from European drivers who say the smartphone application threatens their livelihoods.



<http://www.bloomberg.com/news/articles/2014-06-10/uber-protests-spread-across-europe-as-taxi-app-backlash-grows>

\* Not in the original file: <https://prezi.com/rwc6qmvqkrt-/a-history-of-mobile-apps/>

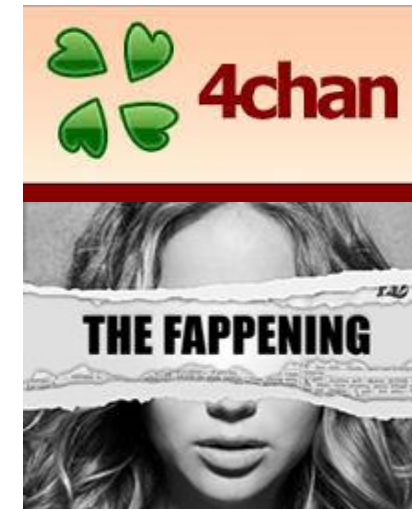
# A History of Mobile Apps

## Phase 3: Apps as service layers - 2014

August 2014

### Celebrity iCloud hack

Described as a "very targeted attack" a collection of more than 500 private celebrity pictures are hacked via iCloud and distributed via 4chan. Many of these pictures were taken privately and distributed through messaging apps



<http://www.theguardian.com/commentisfree/2014/sep/07/celebgate-icloud-naked-selfies-jennifer-lawrence>

Images: <http://cdn.inquisitr.com/wp-content/uploads/uncat/4chan-logo.jpg>  
<https://mir-s3-cdn-cf.behance.net/projects/202/21233933.54627f4281a3d.jpg>

## A History of Mobile Apps

### Phase 3: Apps as service layers - 2014

September 2014

## Game apps are the most popular

20.3% of App Store downloads are games, with 10.36% educational apps and 1.9% social networking

<http://www.statista.com/statistics/270291/popular-categories-in-the-app-store/>





## A History of Mobile Apps

### Phase 3: Apps as service layers - 2014

October 2014

### WhatsApp used as a public service

WhatsApp is used by the BBC as an Ebola health information service to provide audio, text message alerts and images to help people get the latest public health information to combat the spread of Ebola

<http://www.bbc.co.uk/news/world-africa-29573964>

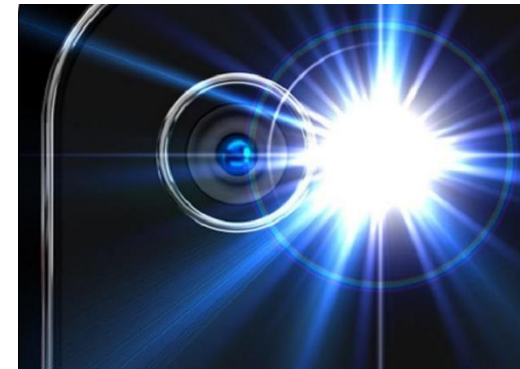
## A History of Mobile Apps

### Phase 3: Apps as service layers - 2014

October 2014

## Apps are used to steal personal data

The Flash Torch app, which has over 50M downloads, is revealed to steal sensitive customer details such as banks details



<http://www.ibtimes.co.uk/free-torch-apps-used-by-gangs-steal-bank-details-1471951>

Image: <http://d.ibtimes.co.uk/en/full/1406429/torch-app-free-flashlight-malware.jpg>

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- [HD] Steve Jobs - iPhone Introduction in 2007 (Complete) - YouTube. (n.d.). Retrieved October 10, 2015, from <https://www.youtube.com/watch?v=9hUlxyE2Ns8>
- Microsoft now has over 500,000 apps in its Windows Phone and Windows stores. (n.d.). Retrieved October 11, 2015, from <http://www.windowscentral.com/microsoft-now-has-over-500000-apps-its-windows-phone-and-windows-stores>

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Thank You!

# Mobile Media Design



# 03. Mobile Media

Faculty of Art & Design  
Chair of Interface Design

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