12 Tips on Rapid Mobile Application Development

Hello and thank you for attending the webinar on 26th June, 2012 on '**12 Tips on Rapid Mobile Application Development**'.

We hope you find the webinar informative and as promised here are the 'Question and Answers' that were asked and discussed during webinar.

Q. What do you mean by seasonal apps? OR are there any examples of seasonal applications?

- A seasonal app is something similar or based to an event that is going to happen. For instance, if Halloween is an event, then there are a lot of applications that usually pop out at that time. If holiday season is coming up then majority of the stores, may it be super stores or may it be smallest of all stores, if they want to reach out to more and more customers then they can come up with their own applications. If a car company is going to launch a new car, then just as a teaser they would release applications that tell about the car and at the same time give more information about probably the nearest places to visit or more probably more information about the car or features. So these are examples of seasonal apps where the application is probably less sticker as compared to complex apps like CRM and the user would use it for two or three month and then forget about it.

Q. How are submission and distribution different?

- Usually developers tend to mix both of them. Submission is a process in which you take your application and pass them to be reviewed by the publisher. Whereas distribution takes place after submission wherein you put-in links to the store or you give your application to your users either over the internet or through the stores. These are two different entities and one should not confused.

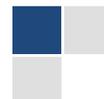## Q. What would be an example of a common library?

- In a common library we could include a module of login and use it across your applications. There could be other useful modules, if you are using RESTful APIs you can have a common network library that communicates to your server and use it across your multiple applications.

Q. Does Harbinger have a compatibility test matrix for devices?

- Yes, we have a test matrix which comprises from different device types like iPhone and iPad, different screen resolutions as Android has different screen resolutions and handset manufacturers. Hence we have a matrix ready with how and which aspects we should be testing on it.

Q. What is Harbinger's experience when it comes to app submissions?

- App submission is a completely different ballgame as compared to building the application. Since the publisher is an external entity that plays a role in this process. A lot depends on how quickly does the publisher responds. Normally a submission takes anything between 24 to 48 hours to get the app approved, whereas Apple's store is more of a manual and people driven process. Our best experience with Apple store is that apps have been approved in a span of may

be 20 hours and during Christmas season the reviewers usually go on vacation and application may take nearly two weeks to get reviewed. For us it's a varied experience.

Q. What artifacts are requested by reviewer?

- Artifacts usually required by the reviewer comprises of: nature/category of the application. Proper description of what the application is and what it's not. Proper information about what OS features such as Push Notifications, in-app purchase, etc does the application use. Sometimes, depending on the application, it is better to provide details such as whether the application is Hybrid or native, dummy login details for an application that is totally driven over authentication, etc.

Q. Where can I find a list of Harbinger's apps?

- Visit us on our website - www.harbinger-systems.com to know about our mobile app development services. We have listed sample mobile app case studies on our website. You can search for 'Harbinger Systems' on the Apple store, Google store (Play) and Windows store.

Q. What is your experience around Android customization?

- Android has already provided customization and is already open source and easy to customize. As many of us know Android has few vulnerabilities and security threats, we can dive into the existing code and add security aspects to it. This is a very good area to customize. Many started having their custom Android OS published on varied devices and/or manufacturers. This is another reason Android is gaining up the market.

Thank you and it was nice to have you in webinar.

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Regards,

Harbinger Systems Team