

# Offline Mobile Apps with XForms



Improve your Time to Market

21 November 2013

[www.inventivedesigners.com](http://www.inventivedesigners.com)

# About me

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# Agenda

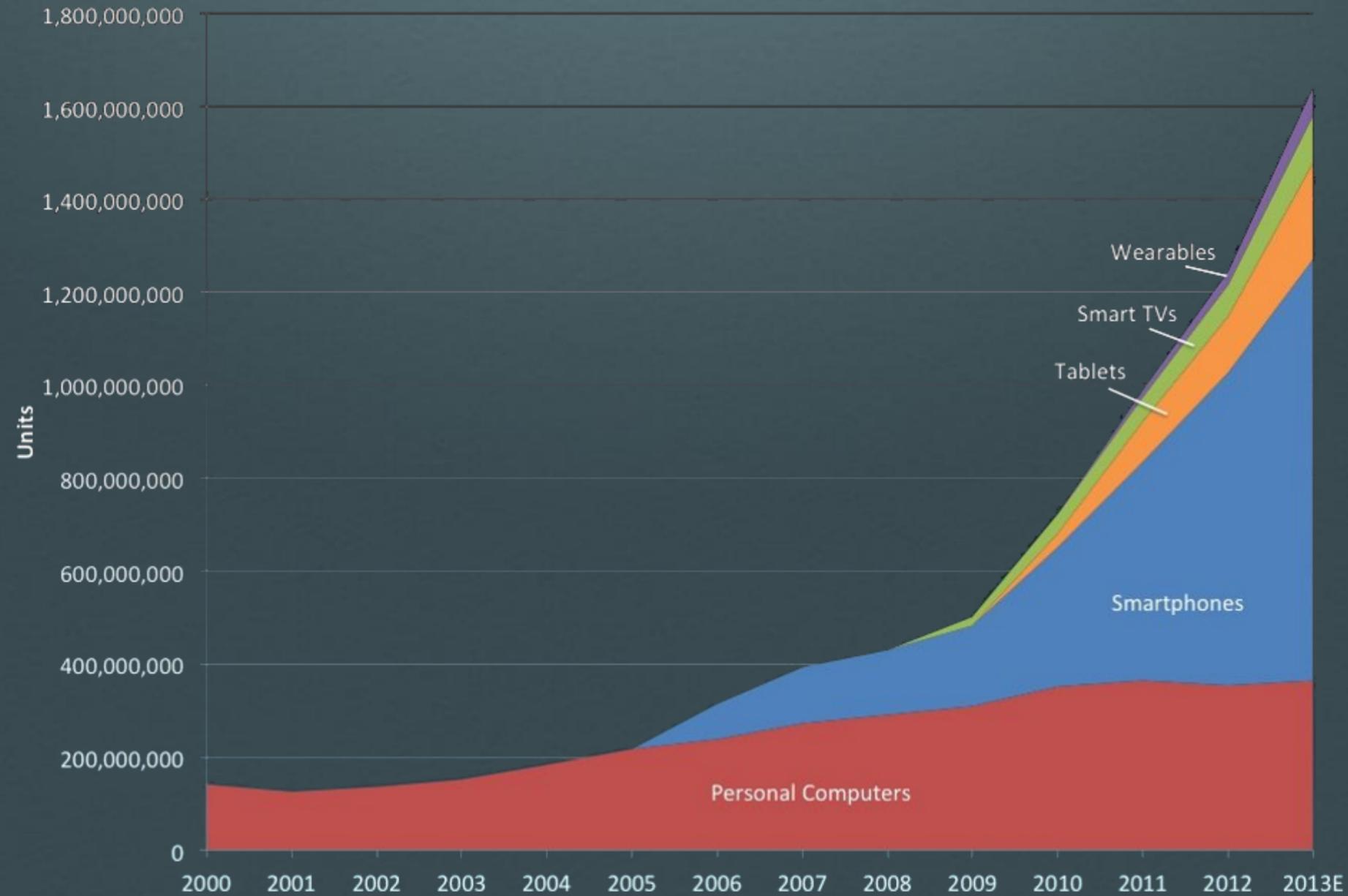
Mobile App Development

Offline First Principle

Why we use XForms

Demos

# Global Internet Connected Device Shipments



Source: Gartner, IDC, Strategy Analytics, Company Filings, BI Intelligence Estimates

# Interact With Your Customers

- In the past
  - Static information presented on paper
  - Paper forms had to be filled in by hand
- In digital world
  - Information via email or PDF
  - Paper forms transformed to e-forms
- In mobile world
  - Mobile interactive communications
  - Apps and mobile websites

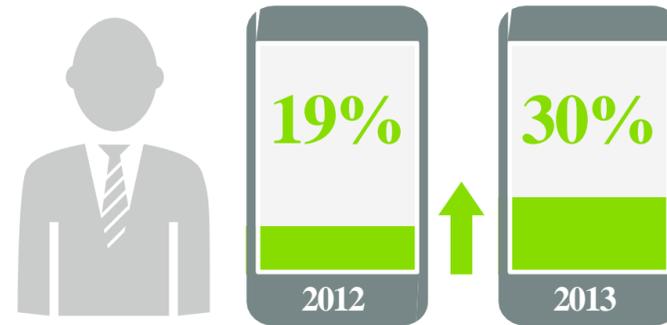
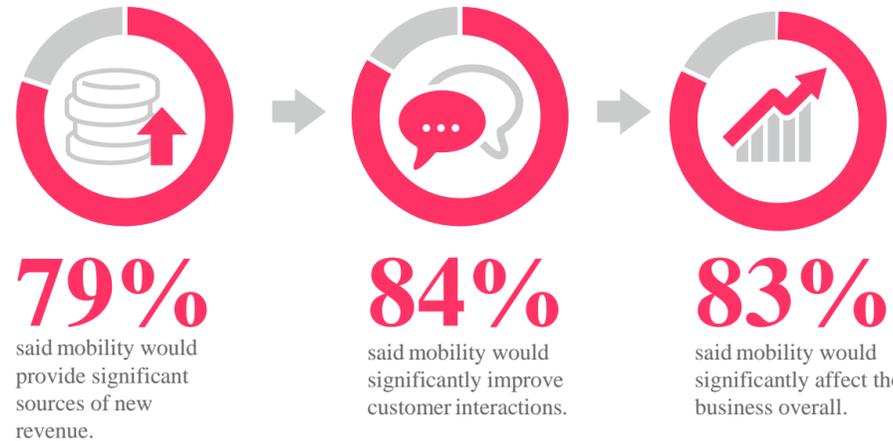
➔ Rethink the interaction models



# The Accenture 2013 CIO Mobility Survey

## CIOs worldwide see mobility as key revenue generator and primary channel for customer engagement

This year's mobile investments are targeting revenue generation and the consumer experience.



46% plan to make workflow changes to better incorporate mobility in the business.



73% believe mobility will impact their business as much, or more than, the web revolution of the late 90s.



43% improving field and customer service delivery with instant data access, capture and processing.

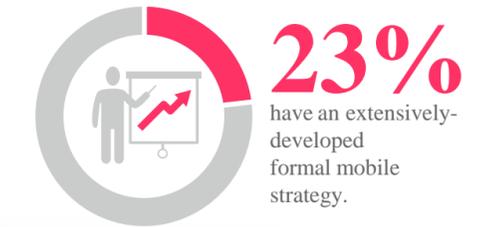
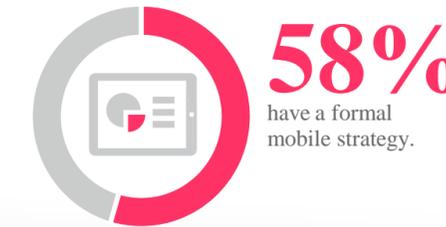


36% engaging customers via mobile devices.



34% driving revenue through transactions on mobile devices.

Progress in mobile strategy varies



# App Development

- Developed by developers
- Including the visualization of information

*“Building a good banking app can easily take many man-years to build, without even considering the maintenance afterwards.”*



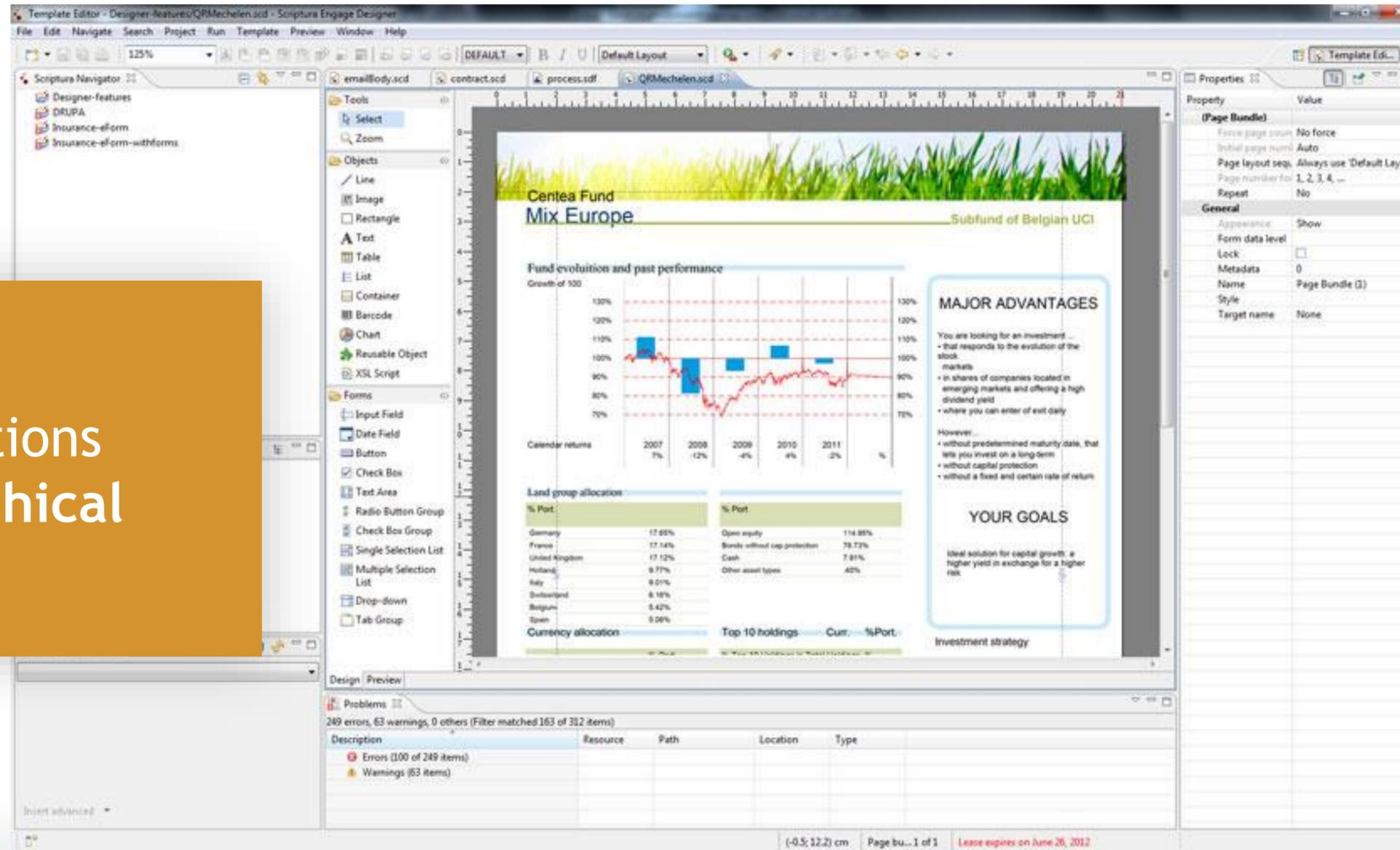
# Paradigm Shifts

- Documents
  - 15 years ago, documents were scripted/programmed
  - Now, they're graphically designed
- Electronic Forms / Web Applications
  - Have gone through the same
- Mobile apps
  - Are currently custom built by programmers
  - More and more apps need to be maintained
  - Shift towards graphical design



# Communication Designer

Design your communications using a graphical tool.



# Multichannel

Communicate with your customers in the way they prefer.



# Demo

Graphical design of interactive forms

# Why we use XForms

- Open standard defined by W3C
- Cross device (Desktop and Mobile)
- Host language independent (XSL-FO and HTML)
- Extensibility / Declarative
- Model View Controller / Self contained
- Plays nicely in the XML stack



# Connectivity

- Mobile devices are **almost** always and everywhere online
- But bad or no cellular connectivity:
  - In particular areas on trains
  - In some buildings (especially in lifts and basements)
  - On planes
- And only 20% of shipped tablets are cellular enabled



Offline First Principle



# Mobile Sync

- Sync relevant assets
- Multiple users on a single tablet
- Multiple devices for a single user
- Unstable network connections
- Scalability



# Demo

Dynamic statements using XForms on a tablet

# XForms enables the next step in the evolution of mobile apps



# Questions?

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