Windows Phone

Put people first.

AALTO

Teemu Tapanila
Windows Phone Aalto Community

People vs. Icons

Windows Phone.

Microsoft

Windows Phone

Put people first.

Windows Phone puts people at the center making it easier to connect and share with friends, family and colleagues, so you never miss a moment.

Modern communication built in.

- People Hub with Facebook, LinkedIn and Twitter, built in.

- Group friends, pin them to Start for live updates and text, email and IM them all at once.

- Facebook Chat, Messenger, check-ins, and photo tagging built in.

A smarter way to app.

- Pin apps to the Start screen for live updates at a glance.

- Apps connected to your searches make them easier to discover and use.

Internet beyond the browser.

- A fast, beautiful web experience with Internet Explorer 9 and hardware acceleration.

- Local Scout provides suggestions and prioritized local search results on restaurants, shopping and things to do.

Microsoft

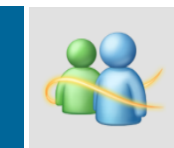# Windows Phone

Put people first.

It's the only phone that gives you:
Modern communication built in.

A **People Hub** with one touch access to Facebook, LinkedIn and Twitter, all built right in.

Group your friends, pin them to your Start screen to get live updates and text, email and IM them all at once.

Facebook Chat, Messenger, check-ins and photo tagging built in.

So now it's easier to connect and share. Windows Phone. Put people first.

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A smarter way to app.

Pin apps to the Start screen for live updates at a glance.

Apps connected to your searches make them easier to discover and use.

Microsoft

Windows Phone

Marketplace

Great Momentum

- Major brands have joined the platform
  - Facebook, NBA, ESPN, USA TODAY, New York Times, Groupon, Netflix and thousands more

Quick facts:

- 1,500,000 Windows Phone 7 SDKs downloaded
- 45,000 registered developers in marketplace
- 20,000 applications published (6/20)

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Marketplace

INCREASED USER DISCOVERABILITY

Worldwide distribution

Single easy-to-find marketplace on device and PC

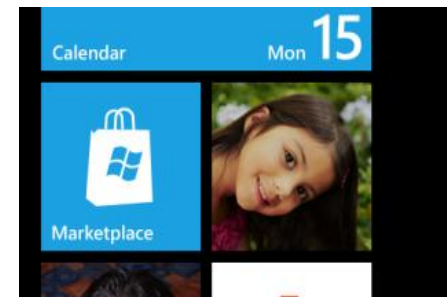Daily, local merchandising to promote the very best apps

DEEPEN CUSTOMER CONNECTION

Trial API

Mobile Operator billing support

Push Notification, update and glanceable live tiles

EASILY MANAGE YOUR BUSINESS

Simple Program. Single self-service portal

Transparent policies. Predictable, fast process

Beta distribution service

Your app on Windows Phone

- Your Windows Phone app helps you to build deeper customer relationships and loyalty
  - Live Tiles – Higher visibility and recurring customer engagements
  - AppConnect – Your app is their when customers need it
- High fidelity and richness of platform ensures users are coming back and stay engaged
- Take a leading position in your category of the Windows Phone marketplace

Windows Phone

Developer Tools

Windows Phone application development

- Use your existing .NET and Visual Studio skills to create rich and powerful applications
- Developers coming from other platforms enjoy short ramp-up times and helpful resources provided by the Microsoft Developer Network
  - Visual Studio 2010 Express for Windows Phone
  - Windows Phone Emulator
  - Silverlight 4 Tools
  - XNA Game Studio 4.0
 - Microsoft Expression Blend for Windows Phone

Create an integrated experience for 3rd-party apps

Applications that follow the Metro design language enable end-users to immediately navigate and use your app.

Microsoft
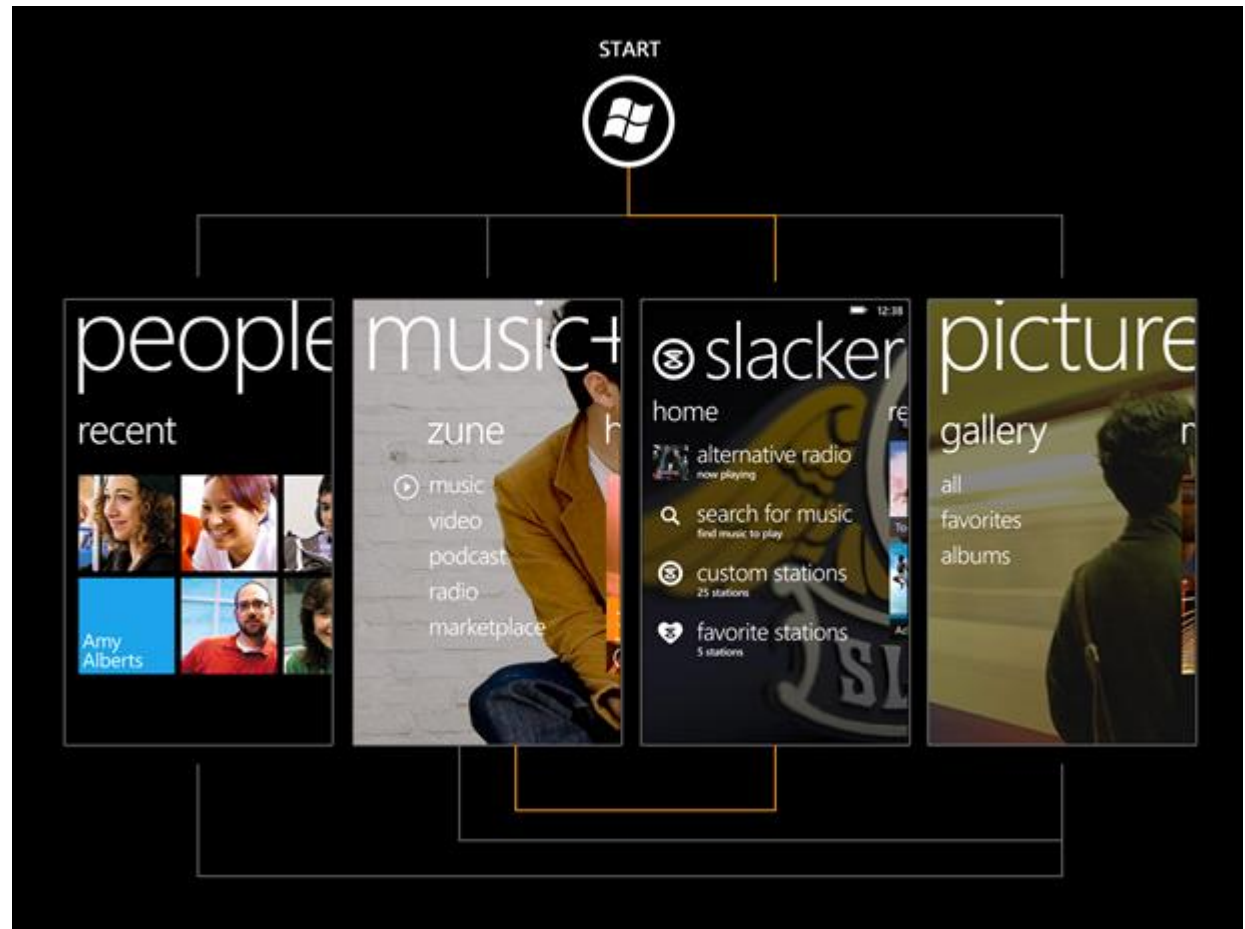
AppConnect

- In the Pictures, Music, and Video Hub
    - Suggests an installed app, when it can be most relevant and useful
- Connects your app to BING search results
    - Movies, Places and Products
    - Drives app visibility, installation and usage
    - Search result includes app suggestions and triggers download or start of the app with context

Windows
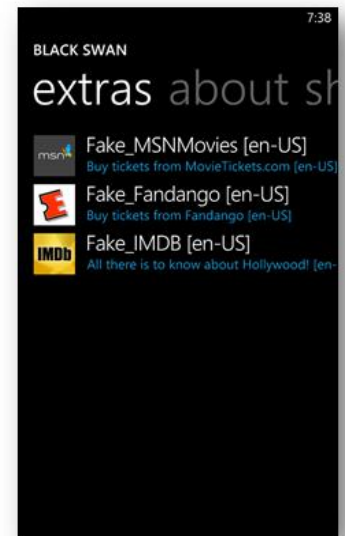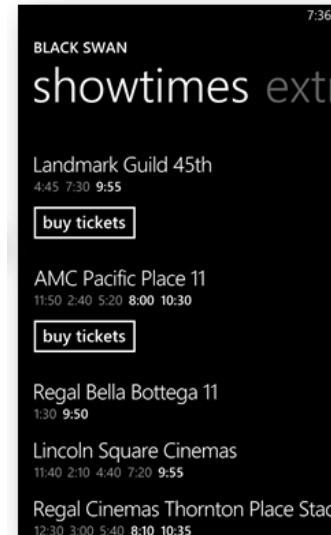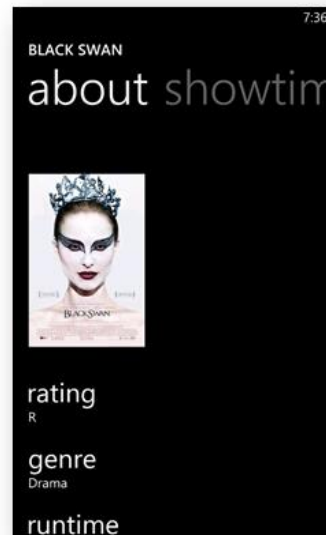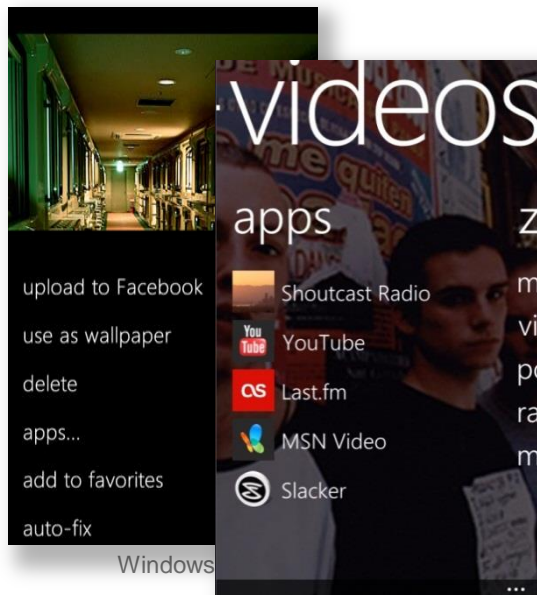
2011 platform enhancements

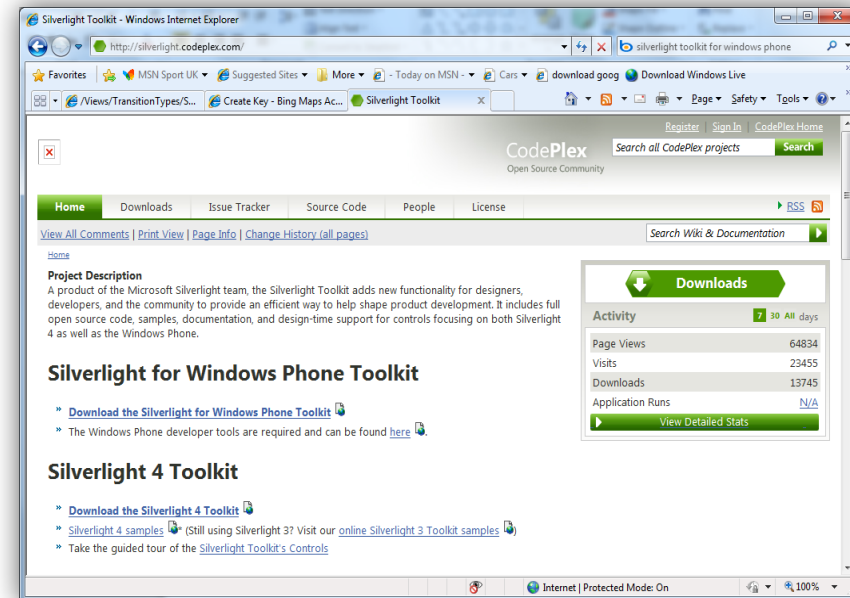- Copy and paste functionality via first major update – available now
- Twitter integration directly into the People Hub in 2011
- Support for Office documents in the cloud in 2011
- Dramatically enhanced Web browser experience based on IE9 in 2011 (focus on HTML 5)
- A new wave of multitasking applications in 2011
- Camera and Sensor API access
- Silverlight & XNA integration
- Augmented reality

Silverlight Toolkit for Windows Phone

- A product of the Microsoft Silverlight team

- The Silverlight Toolkit adds tons of additional controls 'out of band' from the official product control set

- Includes full open source code, samples, documentation, and design-time support for controls

- Refresh every 3 months or so
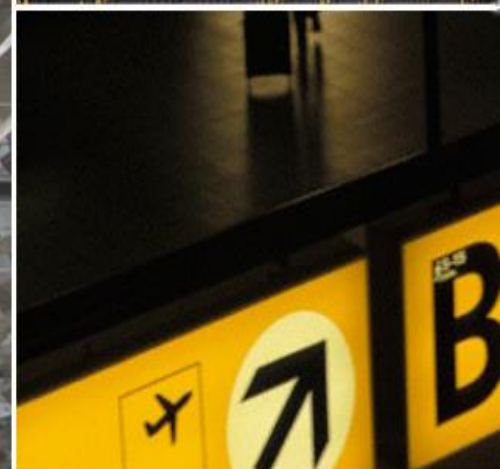 - Bug fixes
  - New controls

- http://silverlight.codeplex.com

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Demo time!

Windows Phone

Metro design

ERCO

↑ 🚃 Skytrain 轻轨列车
Kereta Penghubung
スカイトレイン

↑ ✈ Departure 离境
Keberangkatan
出発

↑ GST Refund 消费税退款
Pengembalian GST
消費税払い戻し

↑ 💱 Money Changer 货币兑换
Pengurup Wang
両替所

Arrivées Arrivals

Observations
Remarks

B

Arrival B

13:00 Tokyo
13:05 Calgary
13:05 Oslo
13:05 Hong Kong   LH92   Please wait
13:05 New York   BA209   Please wait
13:15 New York   AC9303 Please wait
         San Francisco BG002   Please wait
13:30 New York   CO8223 Please wait
13:40 Miami   EK002   Please wait
13:50 Stockholm   BD3704 Please wait
14:00 Dhaka   BD4855 Please wait
14:00 New York   AA047   Please wait
14:00 Dubai   LH9374 Please wai
14:05 Copenhagen   Please
14:25 Vancouver   Plea
14:35 Chicago   CO8231 Plea
   San Francisco   MS778   Pl
   Angeles   D4865   PV

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Windows Phone and Metro

- To make life easier for us the Metro style is "baked in" to the Windows developer tools
- The default appearance, behaviour and fonts of the user elements all match the style
- If you want to find out more about Metro on phone you can read the "User Experience Design Guidelines"

  http://msdn.microsoft.com/en-us/library/hh202915.aspx

Windows Phone.

Tools for the job : Graphical Design

- Great design separates the graphical design aspects from the programming
  - The designer works on the look and feel of the application
  - The programmer implements the required behaviours
- Silverlight is designed to support this
- A Silverlight designer can use the "Expression Blend" to specify the appearance of the user interface

Metro Templates and Components

- Visual Studio provides a set of Metro project templates
- Each of them maps onto a particular style of application

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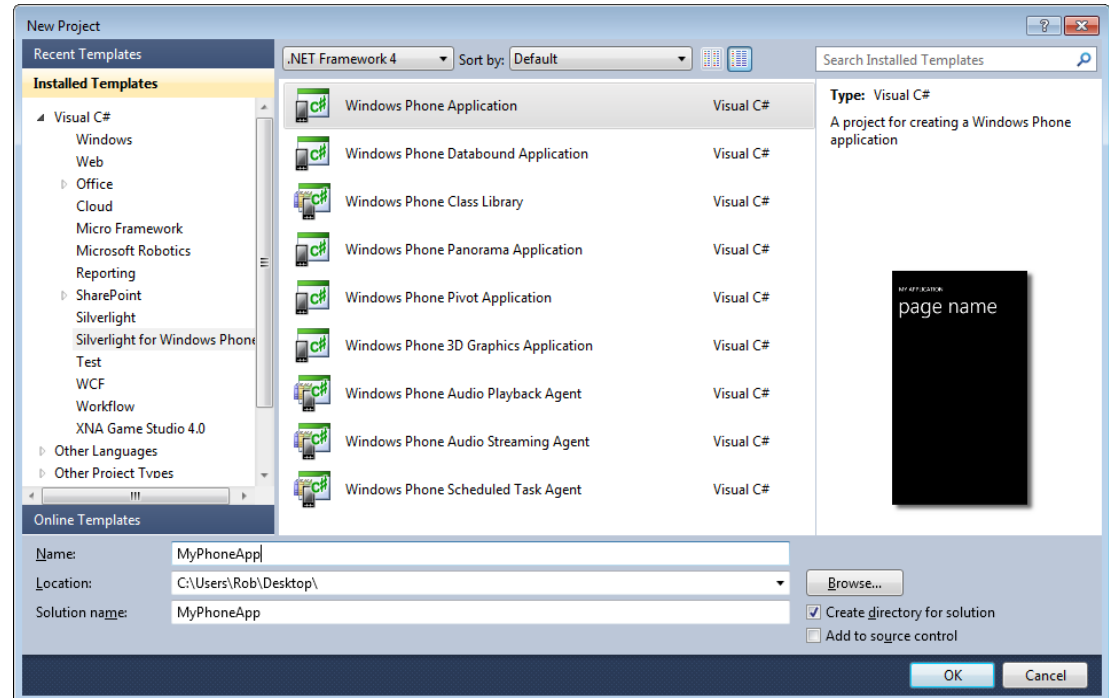
Application Types and Templates

- The three application types provide quite different user experiences
- Select the one that you feel is the most appropriate

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Silverlight display elements

- Application title
- Page title
- First number
- Plus text
- Second number
- Equals button
- Result text

Adding Machine

Add

0

+

0

equals

0

2
3
Windows Phone.

Microsoft
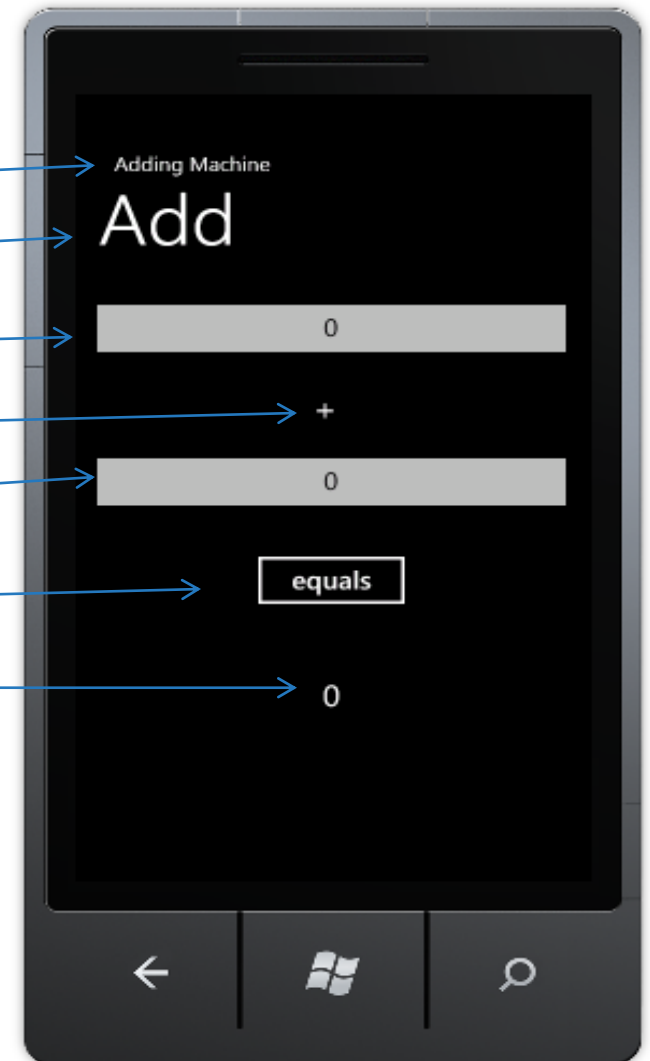
Silverlight element class hierarchy

- The Silverlight class hierarchy is quite complex
- Everything is based on the FrameworkElement class which contains the fundamental properties of all elements
- You can derive your own components if you wish
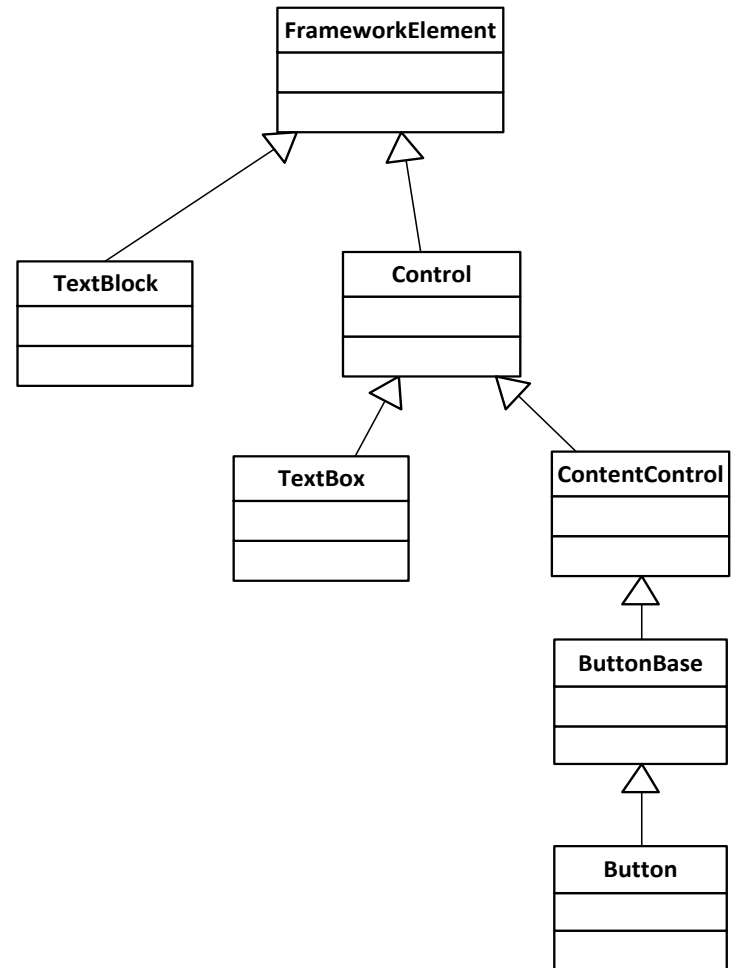
Elements in AddingMachine

- The adding machine actually contains three different types of Silverlight display element

- TextBox

  - Used to receive user input from the keyboard

- TextBlock

  - Used to display messages to the user

- Button

  - Used to cause events in the application

Microsoft

Elements and XAML

```xml
<Grid x:Name="ContentPanel" Grid.Row="1" Margin="12,0,12,0">
    <TextBox Height="72" HorizontalAlignment="Left"
            Margin="8,19,0,0" Name="firstNumberTextBox"
            Text="0" VerticalAlignment="Top" Width="460"
            TextAlignment="Center" />
 . . .
    <Button Content="equals" Height="72"
            HorizontalAlignment="Left"
            Margin="158,275,0,0" Name="equalsButton"
            VerticalAlignment="Top" Width="160"
            Click="equalsButton_Click" />
 . . .
</Grid>
```

- XAML is the markup language that describes the Silverlight UI components

Microsoft

Demo time!

Q&A

Windows Phone

Put people first.

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