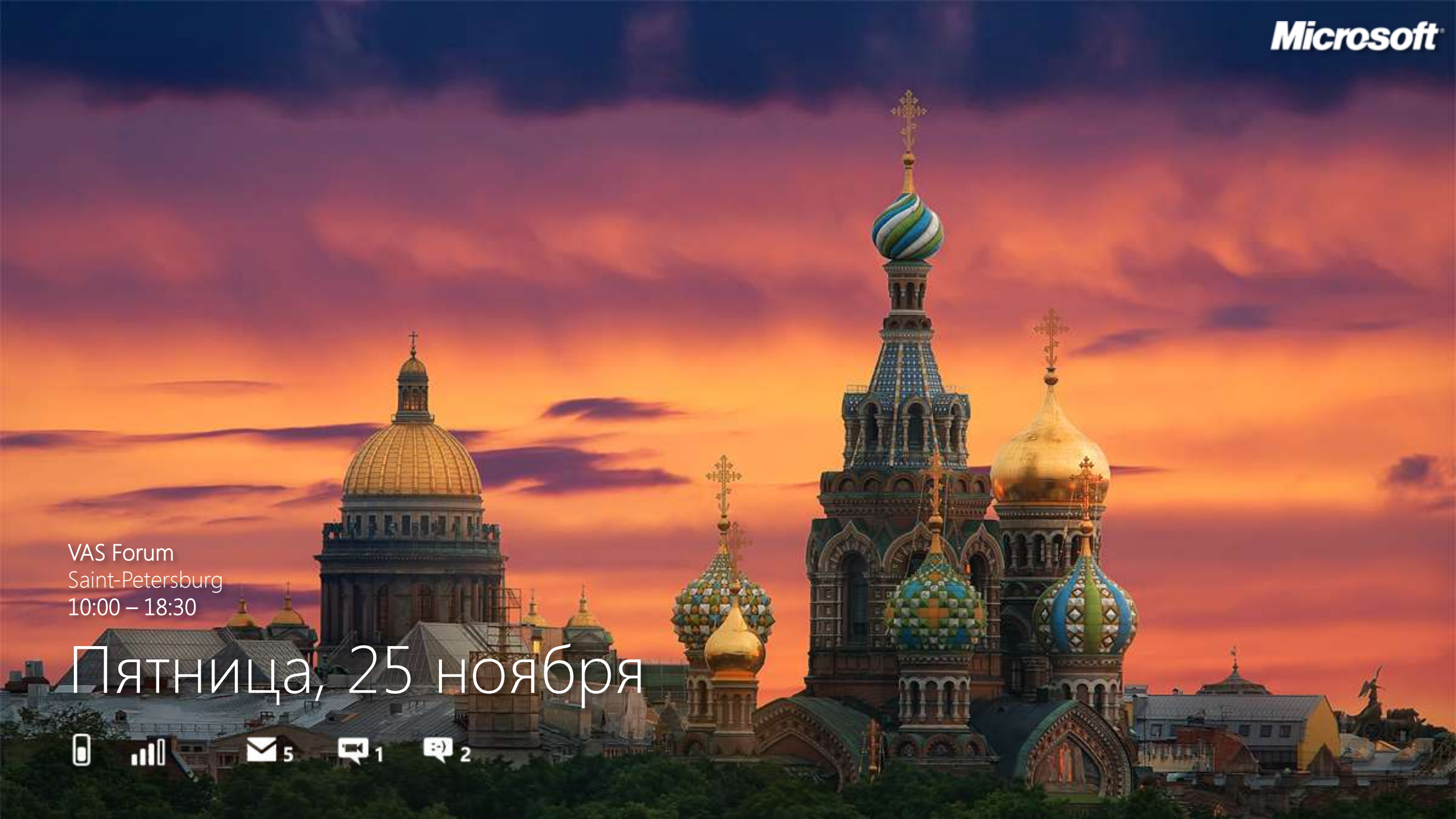

Microsoft
VAS Forum
Saint-Petersburg
10:00 – 18:30
Пятница, 25 ноября
5
1
2

Windows Phone: application development and monetization

Microsoft

Vladimir Kolesnikov
Developer Evangelist

vladkol@microsoft.com
@vladkol

Great app experience

Handy

Intuitive

Live

Great app experience

Handy

Intuitive

Live

people

motion

metro
activity
3 BARS
15 FRIENDS
1 BAR
5 FRIENDS
2 BARS
10 FRIENDS

infographics
vs
iconographics

Office
notes
Shopping List
OneNote
Welcome to Office
OneNote
Dad's Surprise Party
OneNote
Meeting Recap
OneNote
To-Do List
Launch
RFP – Fabrikam
Word
Sales Deck
PowerPoint
Explore
locations
Team Site
http://sharepoint/sites/contoso/Allitems.aspx
Phone
SkyDrive
David Alexander's SkyDrive
Office 365
games
ANGRY BIRDS
DOODLE JUMP
HYDRO THUNDER GO!
all games
music
all music
Pictures
XBOX LIVE

Typographic

- Clean
- Open
- Design to inform
- Size, weight, grid, balance

Segoe WP Regular

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Segoe WP Bold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Segoe WP Semi-bold

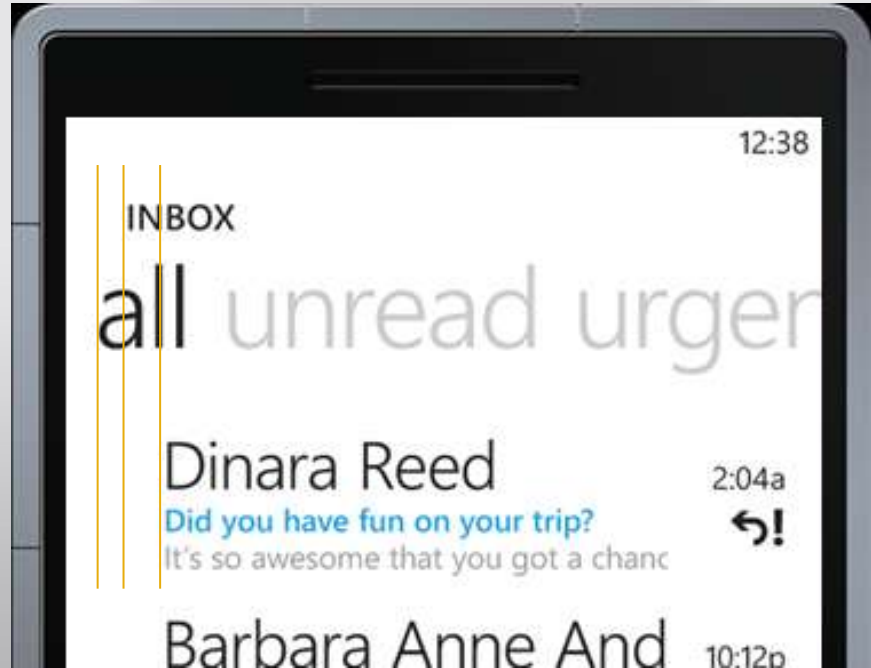
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Segoe WP Semi-light

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

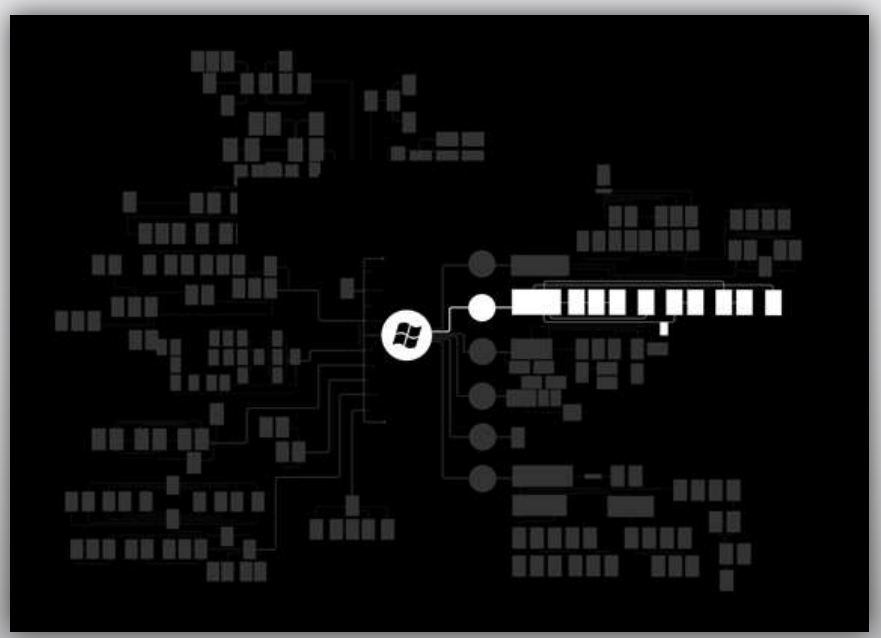
Segoe WP Black

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ



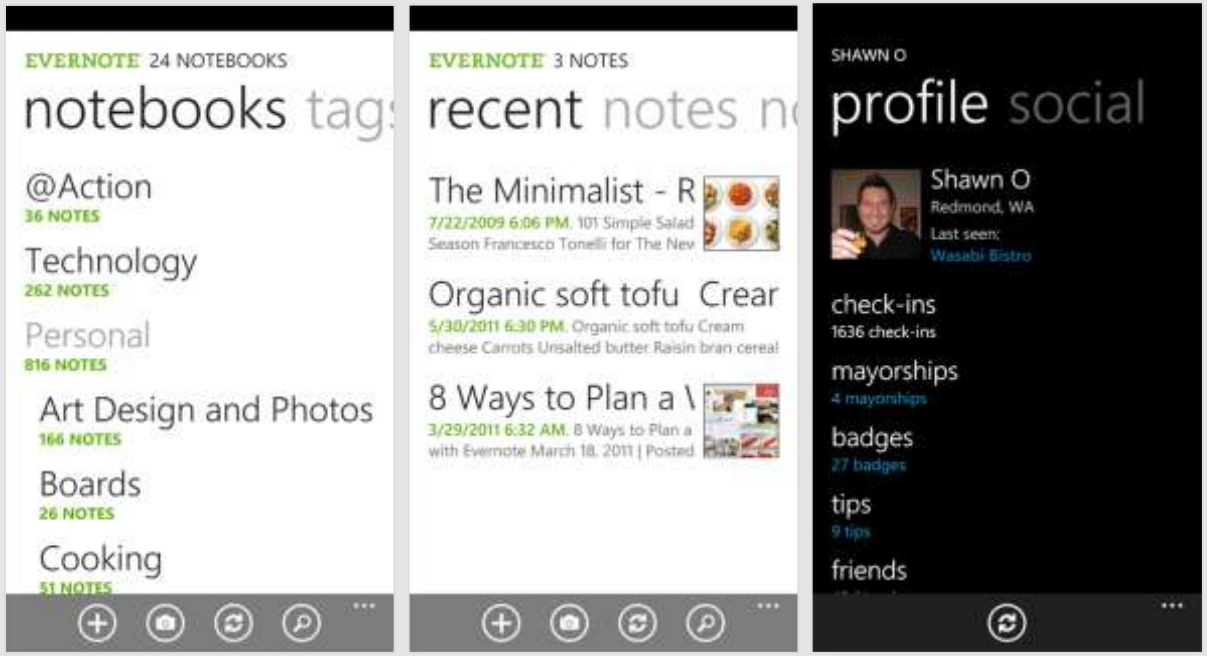
Hubs

- Connected info blocks
- Content Integration
- Exploration

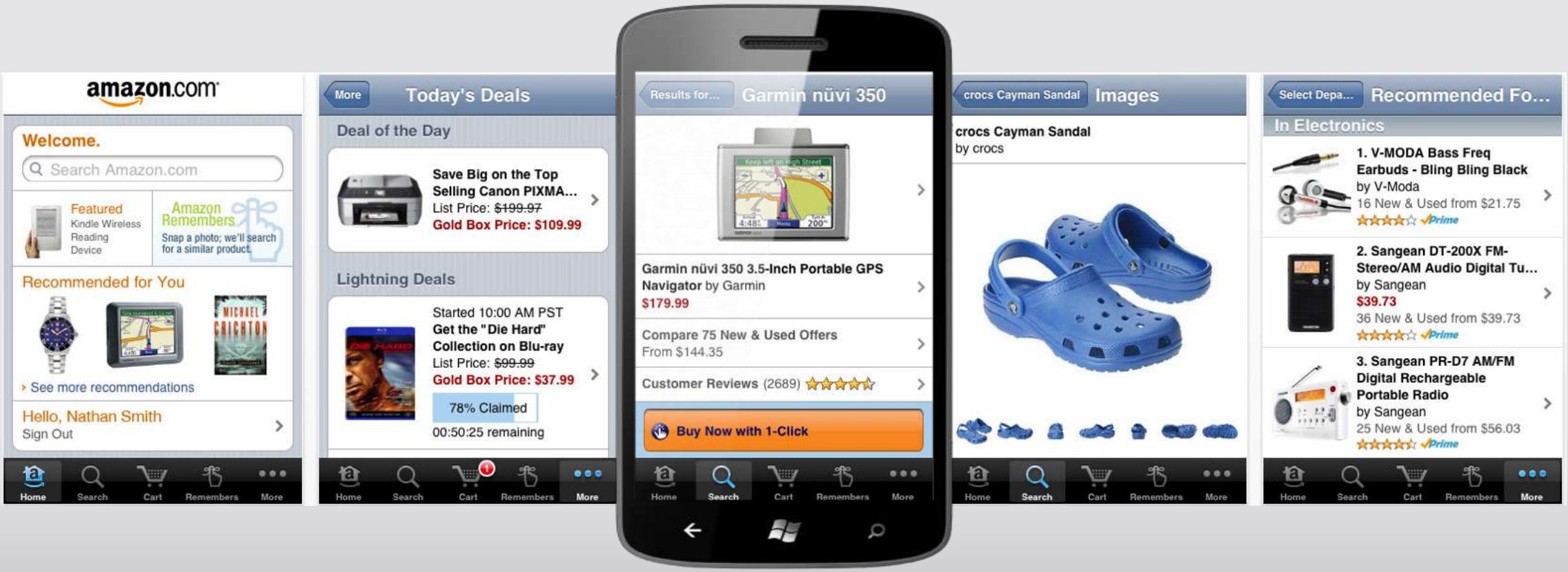


Pivot and Panorama

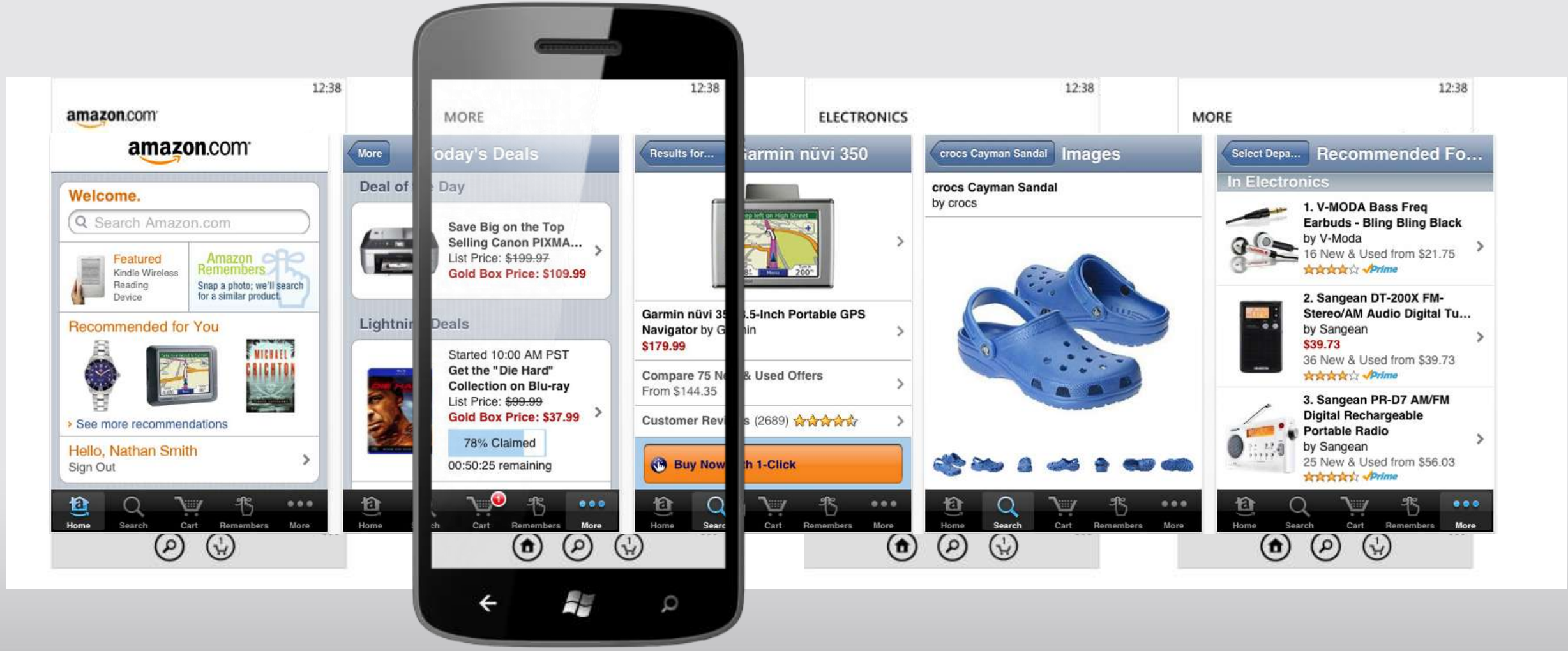
- pivot
  - effective
  - focused
  - familiar
- panorama
  - expandable
  - dynamic
  - motivates to research



Don’t do that

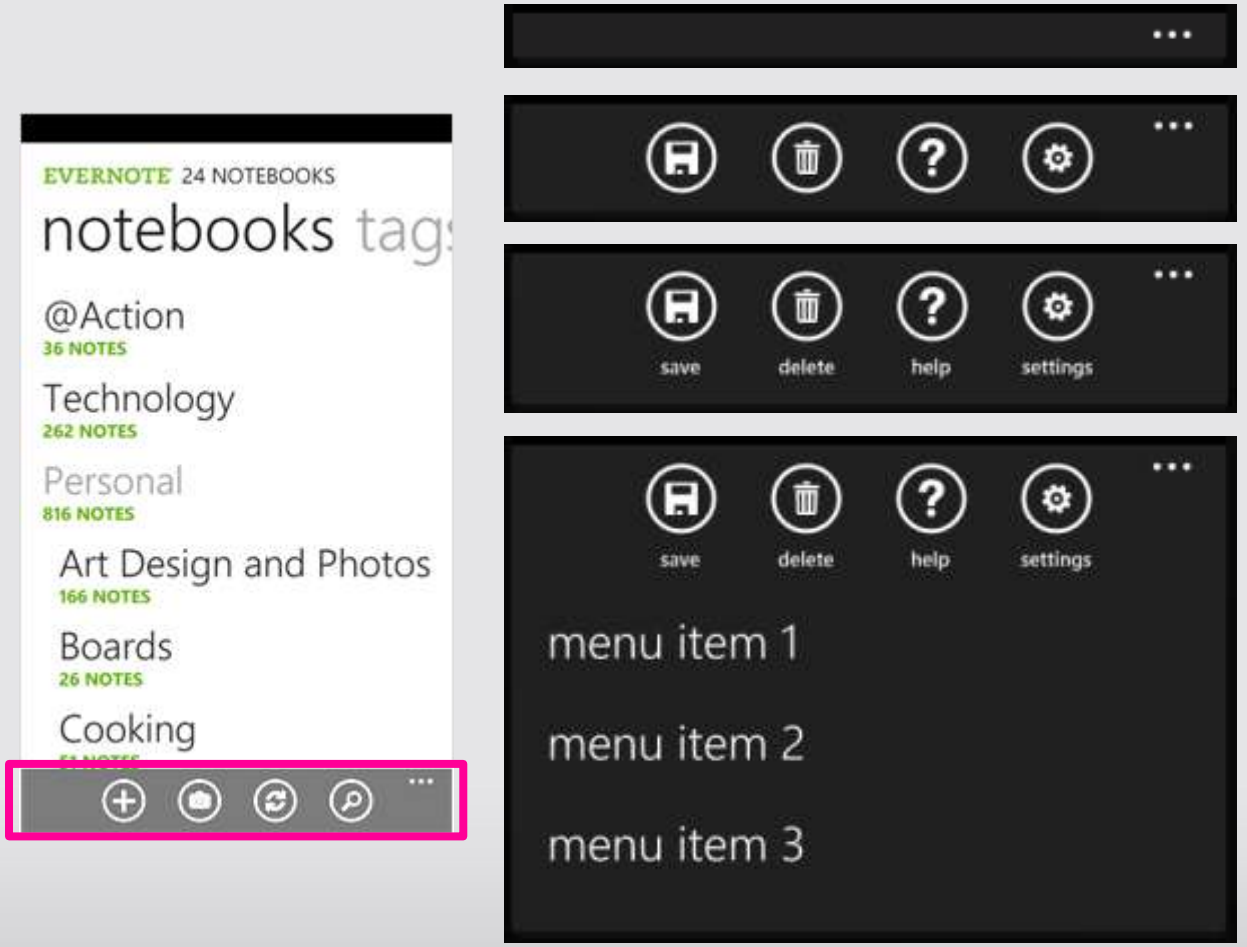

amazon.com
Welcome.
Search Amazon.com
Featured
Kindle Wireless Reading Device
Amazon Remembers
Snap a photo; we'll search for a similar product.
Recommended for You
› See more recommendations
Hello, Nathan Smith
Sign Out
Home
Search
Cart
Remembers
More
More
Today's Deals
Deal of the Day
Save Big on the Top Selling Canon PIXMA...
List Price: $199.97
Gold Box Price: $109.99
Lightning Deals
Started 10:00 AM PST
Get the "Die Hard" Collection on Blu-ray
List Price: $99.99
Gold Box Price: $37.99
78% Claimed
00:50:25 remaining
Results for...
Garmin nüvi 350
Garmin nüvi 350 3.5-Inch Portable GPS Navigator by Garmin
$179.99
Compare 75 New & Used Offers
From $144.35
Customer Reviews (2689)
Buy Now with 1-Click
crocs Cayman Sandal
Images
crocs Cayman Sandal
by crocs
Select Depa...
Recommended Fo...
In Electronics
1. V-MODA Bass Freq Earbuds - Bling Bling Black
by V-Moda
16 New & Used from $21.75
2. Sangean DT-200X FM-Stereo/AM Audio Digital Tu...
by Sangean
$39.73
36 New & Used from $39.73
3. Sangean PR-D7 AM/FM Digital Rechargeable Portable Radio
by Sangean
25 New & Used from $56.03

Make metro to work



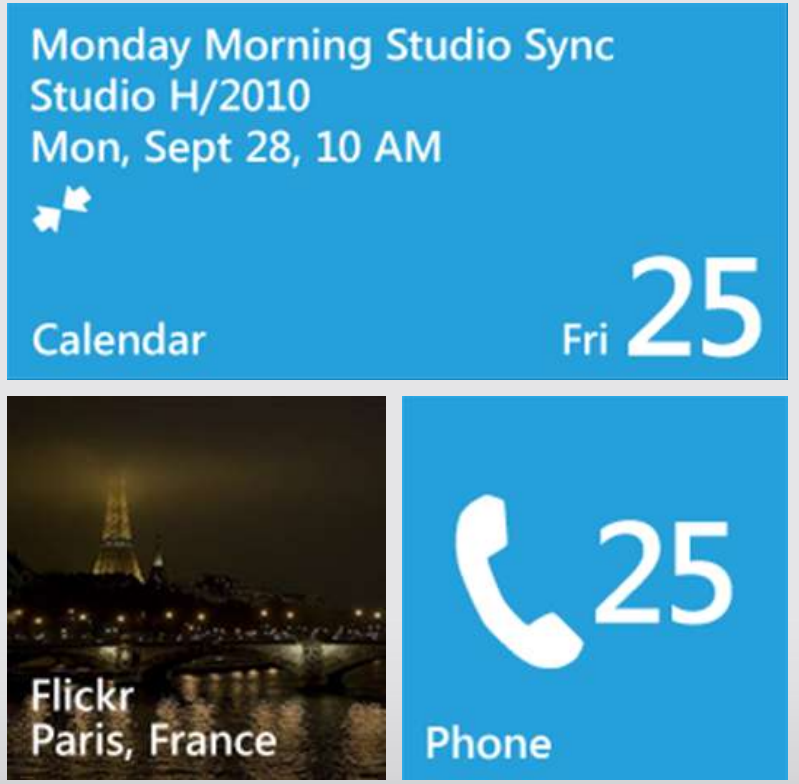
Application panel

- Always visible
- Up to 4 icon buttons
- Popup menu



Live Tiles

- Работа с темой и брендом
- Использование нотификаций
- Возврат пользователя к приложению



Information and notofications

scheduled images

Live Tiles

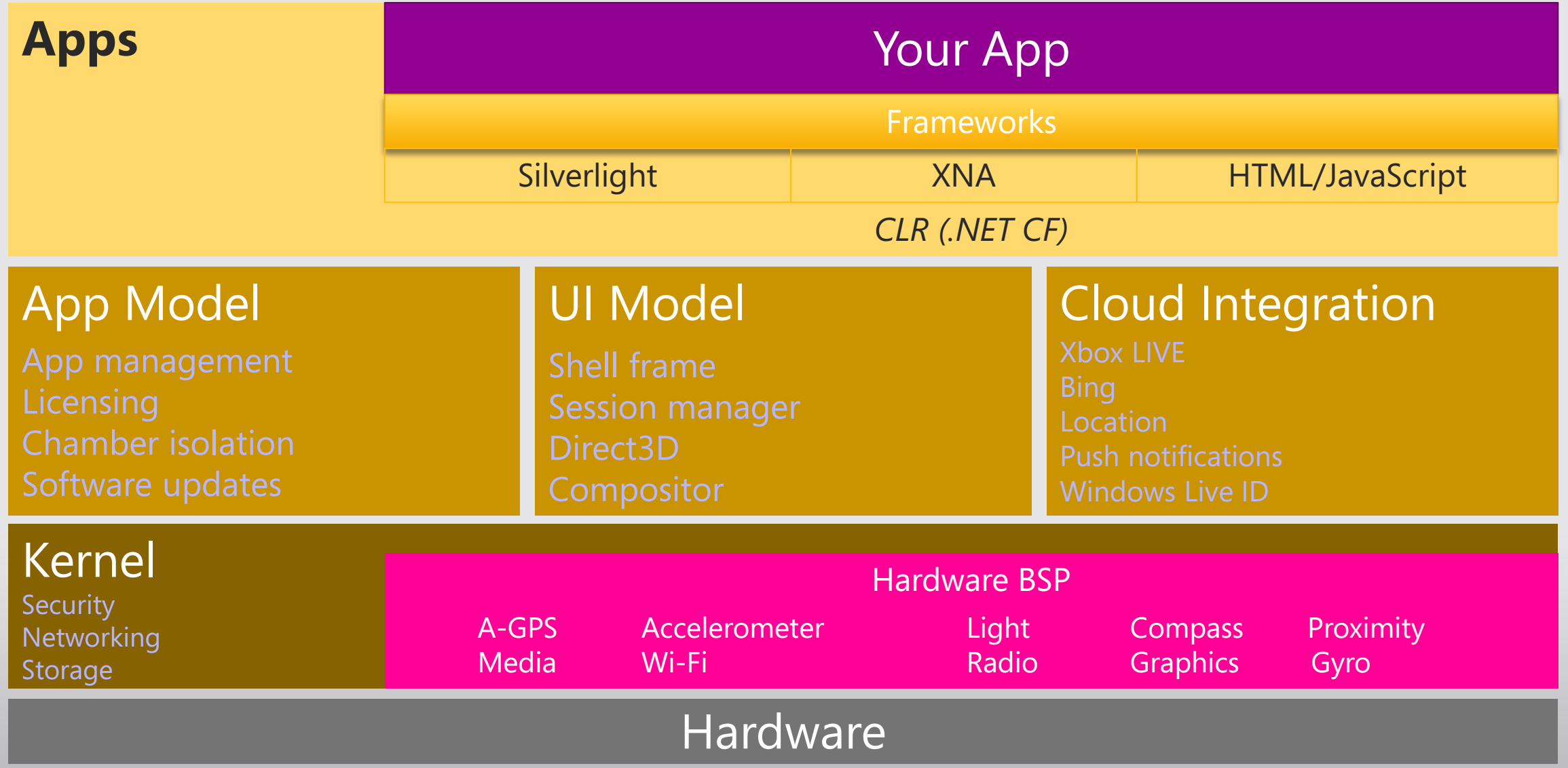
- Multiple Tiles
- Application Control
- Backgrounds and two sides

Application Tile
App Lauch

Secondary Tile
News

Secondary Tile
Local News

Platform - API



Platform - Services

Device

Runtime

Microsoft Silverlight | XNA

Sensors	Media	Data	Location
Phone	Xbox LIVE		Notifications

.NET Framework managed code sandbox

Windows Phone

Tools

Microsoft Visual Studio | Microsoft Expression Blend

Phone Emulator	XNA Game Studio
Samples	Documentation
Guides	Community

Packaging and Verification Tools

Cloud

Platform Services

Notifications	App Deployment	
Location	Identity	Feeds
XBOX LIVE	Social	Maps

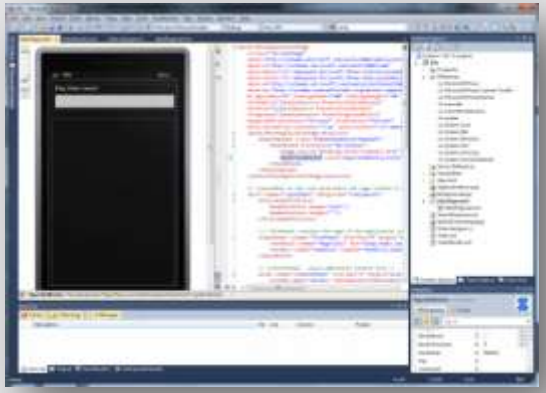
Windows Azure

Publishing Services

Registration	Marketplace
Validation	MO and CC Billing
Certification	Business Intelligence
Publishing	Update Management

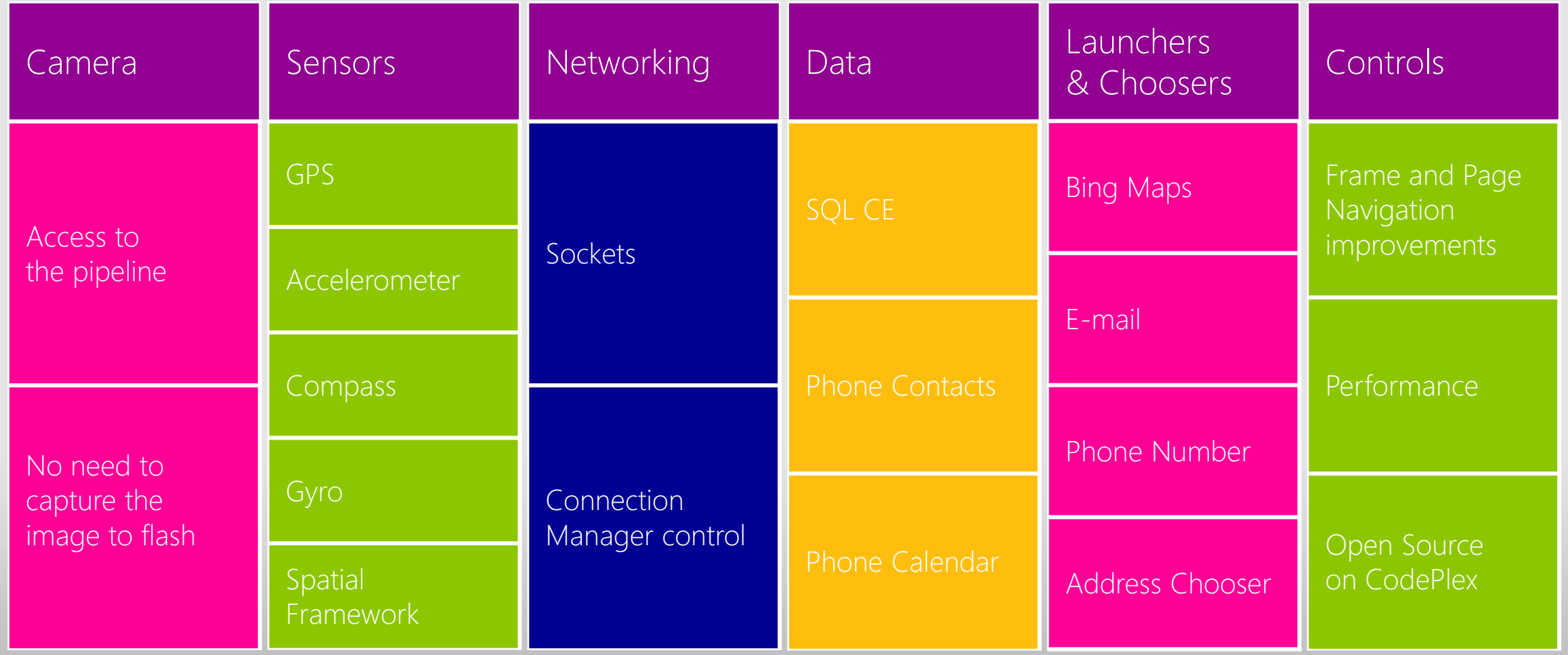
Platform - Tools

http://create.msdn.com



- Windows Phone SDK:
  - Visual Studio 2010 Express Edition
  - Expression Blend 4 for Windows Phone
  - Windows Phone Extensions for XNA Game Studio 4.0
  - Windows Phone Developer Registration Tool
  - Application Deployment Tool
  - Windows Phone Emulator
  - Performance and Memory Profiler
  - Marketplace Test Kit

Integrating with the Phone



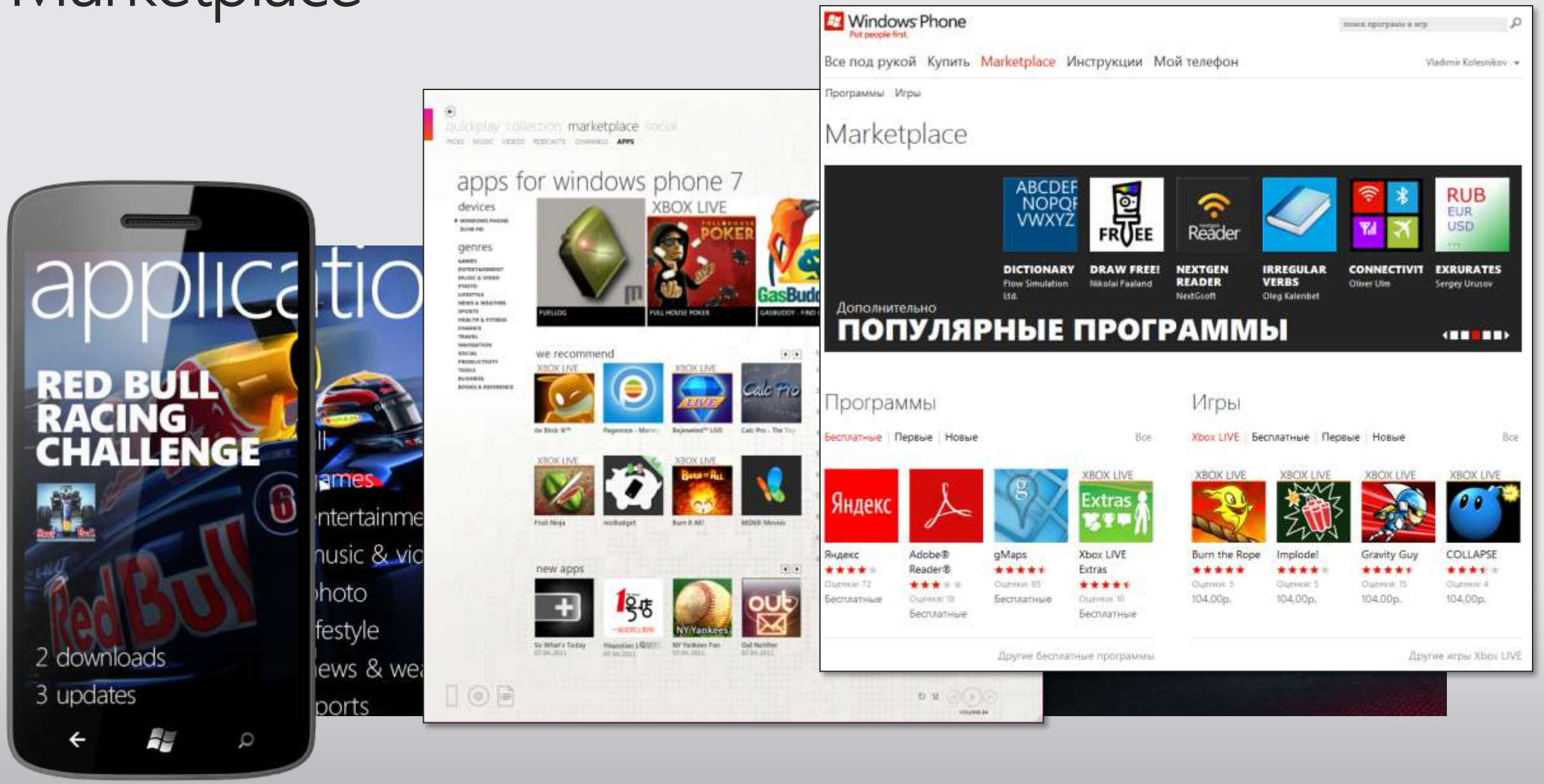
Expanding the Phone Framework

Tiles	Push Notifications	Phone Extras
Signature user experience for Windows Phone	Deep Toast	Search
Complete Framework		Music
Multiple Tiles	More control over notifications	Photos

7,5 principles of a great Windows Phone app

1	Good feedback
2	Trial version
3	Metro UI
4	Live Tiles, notifications
5	Reasonable price
6	Globalization
7	Reusing of success approaches
7,5	MANGO!

Marketplace



Connecting Developers with Users

The Windows Phone Marketplace Goal

High Quality Experiences	Content Choice	Purchase Confidence

Innovation	Discoverability	Monetization

Hub and Apps Marketplace

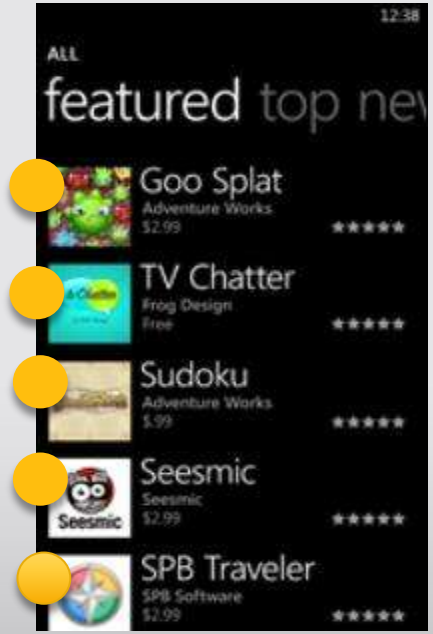
Apps Discoverability

- Available for all markets
- All apps can be purchased here and only here
- Active merchandising
- MO and Device Partner stores
- Download and update queue notification

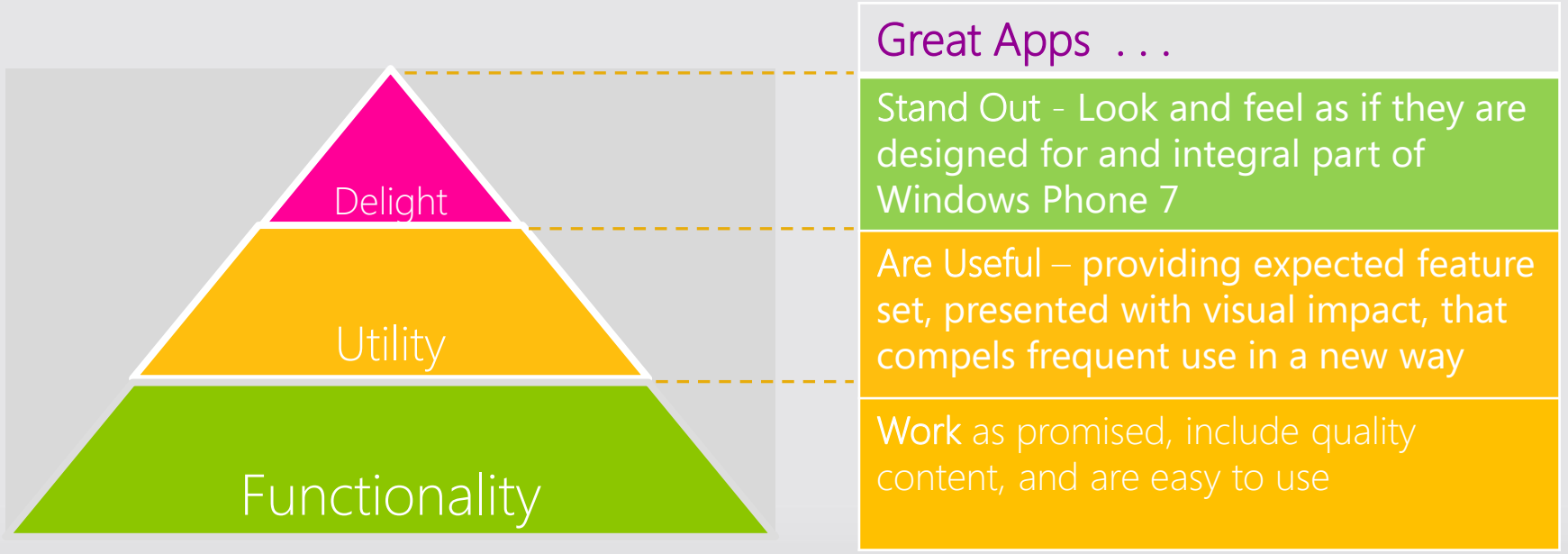
Merchandising

Lots of Ways to Promote Great Apps

Merchandizing Placements			
Placement Type	Panorama	Featured Icon	Featured List
Download Uplift	2000%	800%	150%



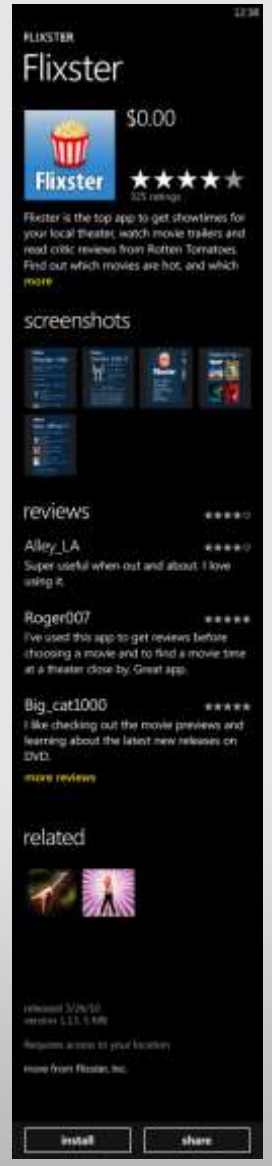
The Best Way to Get Promoted is to Know What We're Looking for…Great Apps



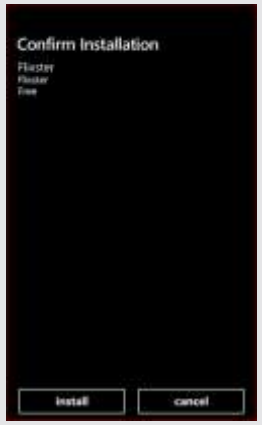
Great Apps start with strong **functionality**, add device-focused **utility**, and finish with a delightful **WP7 user experience**

Free app download experience

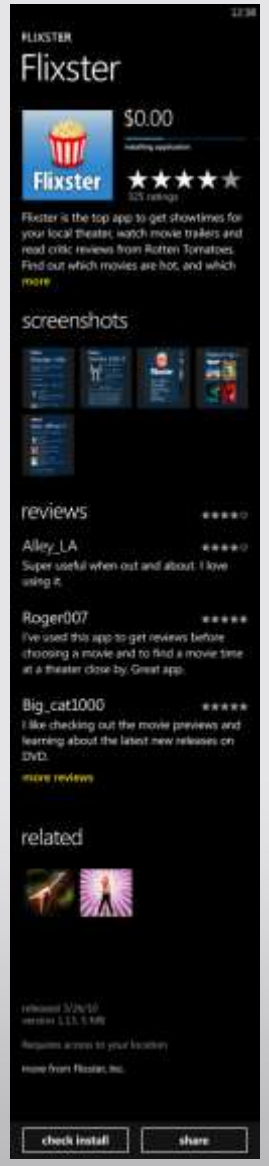
1 App details page



2 Confirm download for "free" app

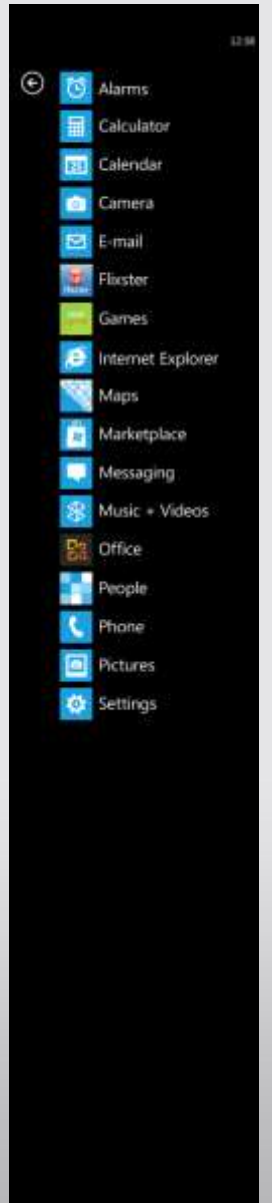


3 Downloading progress bar



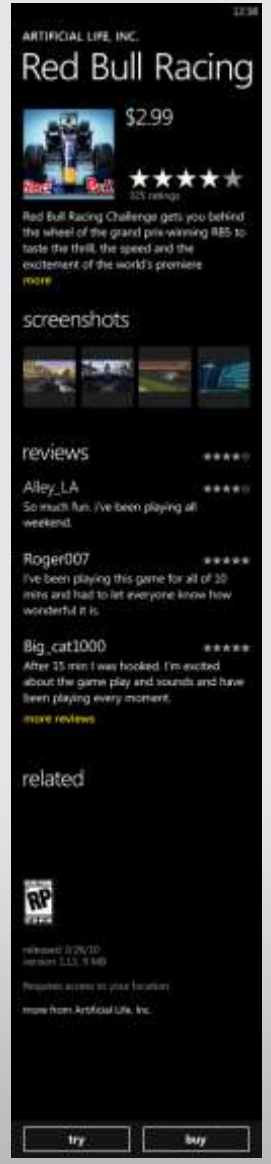
4 App details page following download

5 App appears in App list



Try before buy

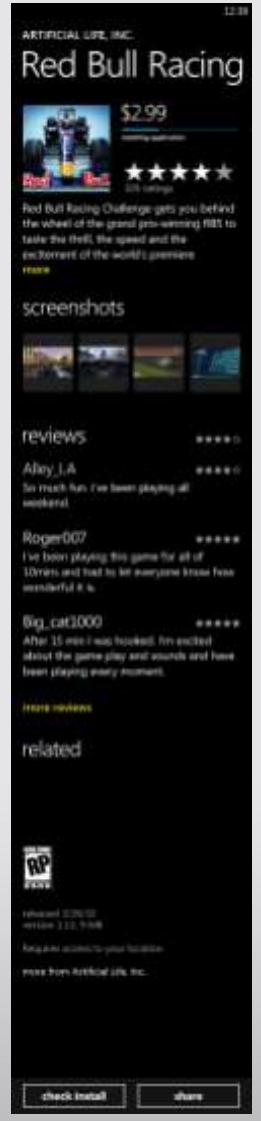
1 App details page



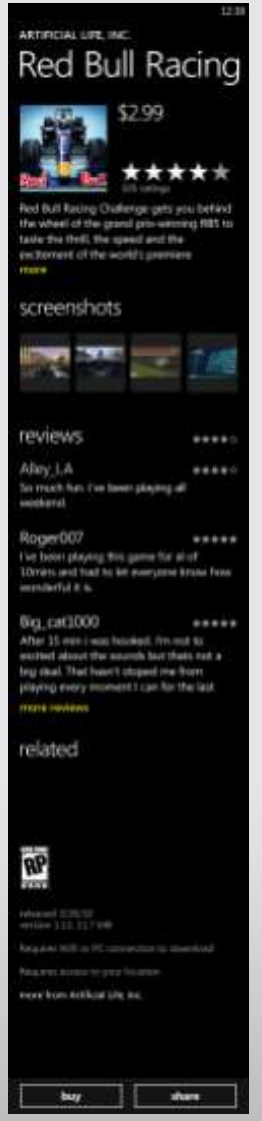
2 Confirm download for "try"

3x

3 Downloading progress bar

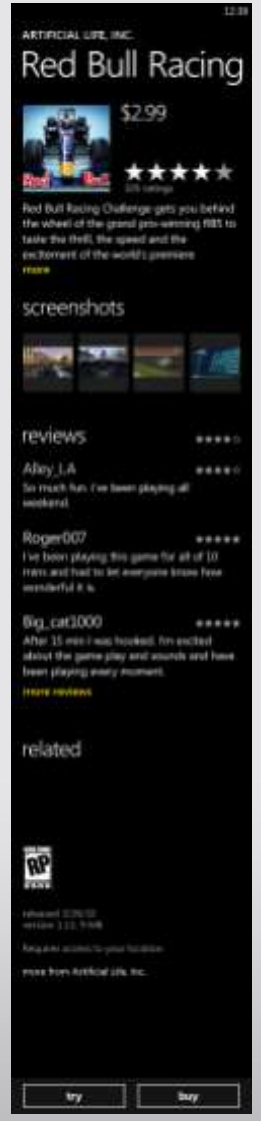


4 App details page following download

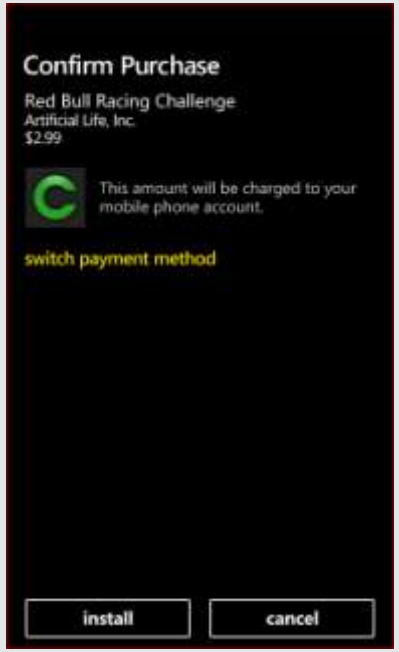


App purchase: MO billing

1 App details page

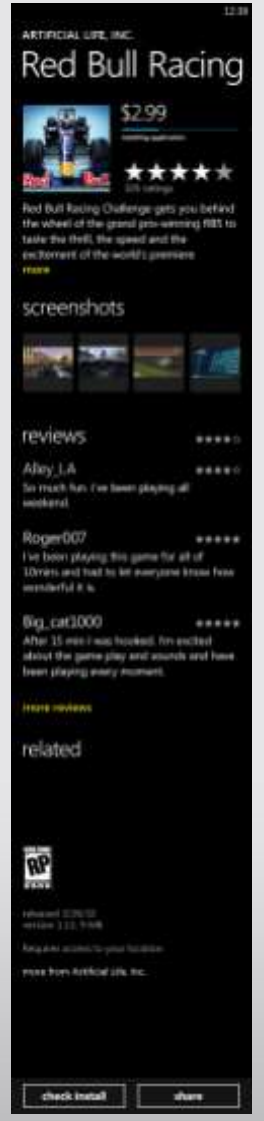


2 Confirm download for paid app

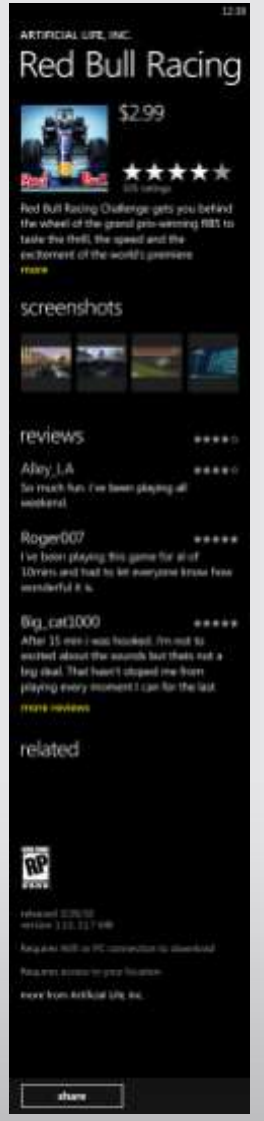


2.5x

3 Downloading progress bar

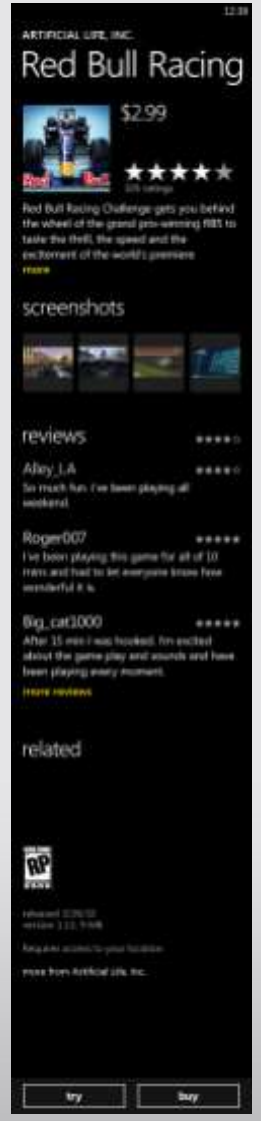


4 App details page following download



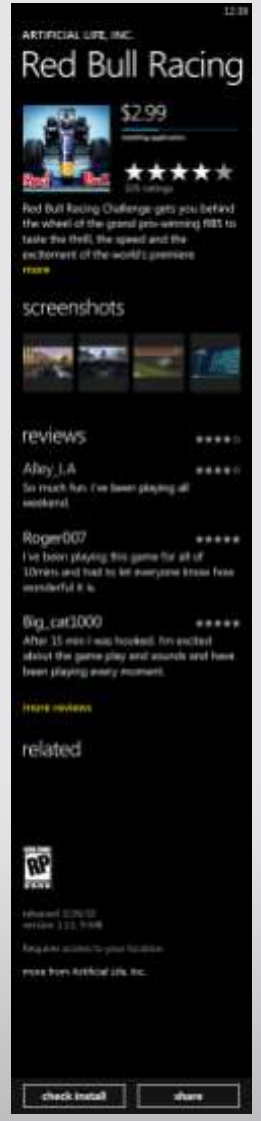
App purchase: Credit card billing

1 App details page

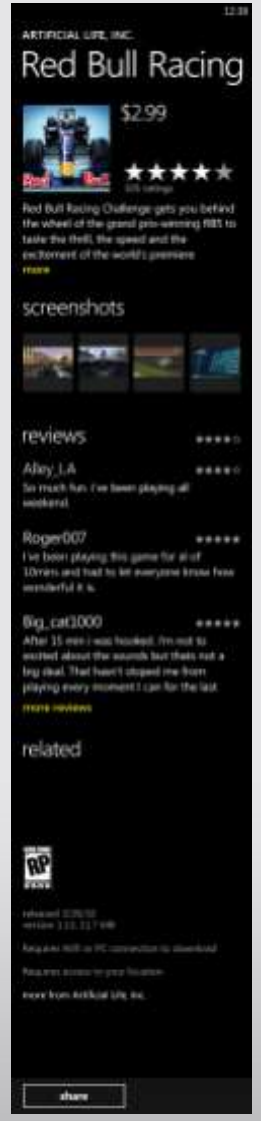


2 Confirm purchase on CC bill

3 Downloading progress bar

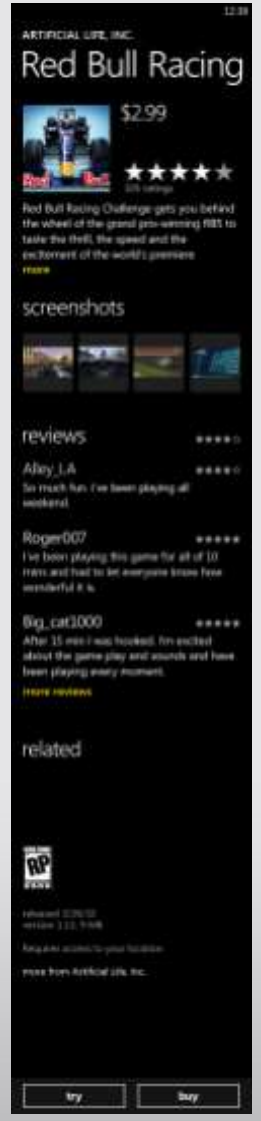


4 App details page following download

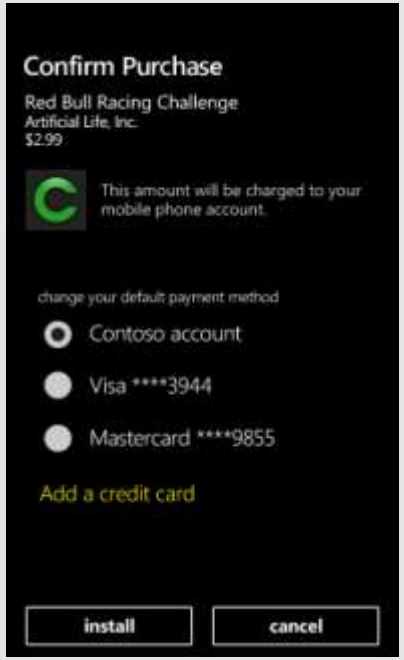


App purchase: Multiple payment methods

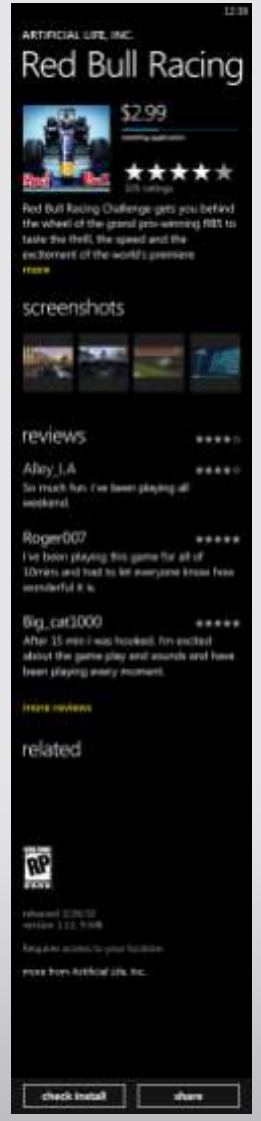
1 App details page



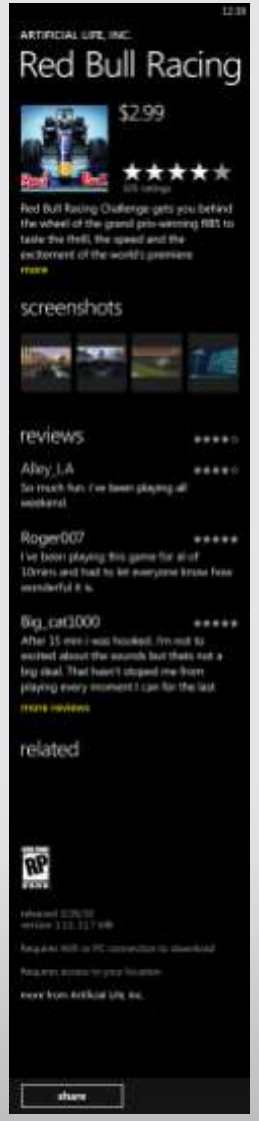
2 Confirm purchase on bill of choice



3 Downloading progress bar



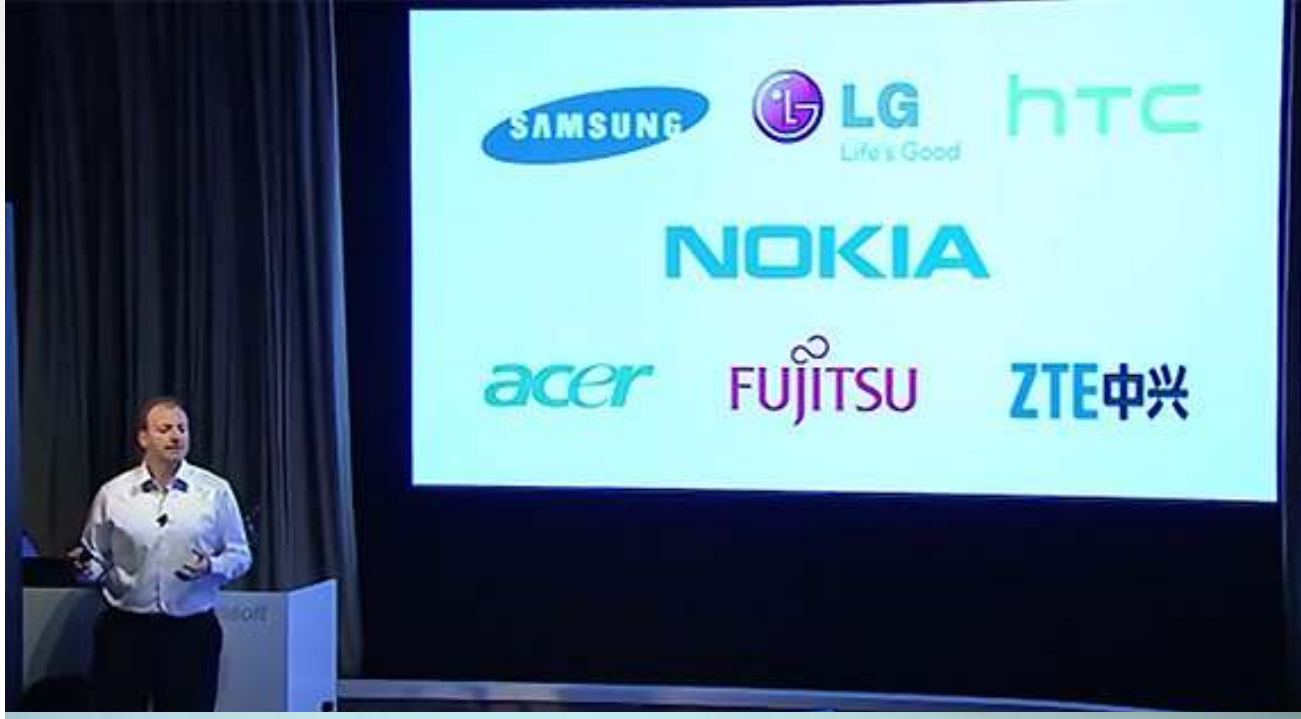
4 App details page following download



1st Russian Game by Microsoft Game Studios

Farm Frenzy 2 by Alawar Entertainment

Our partners



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SAMSUNG

NOKIA

NOKIA
market
apps
GROUPON
BRITISH AIRWAYS
AMAZON KINDLE
all apps
YouTube
Gulp. The making of.
m.youtube.com

Lumia

Спасибо

Vladimir Kolesnikov
Developer Evangelist

vladkol@microsoft.com
@vladkol

Windows® Phone

Put people first.

Windows® Phone

Put people first.

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