

CHIFOO James Keller Presentation – Feb 3, 2010

The CHIFOO spiel by Leo Frischburg...

Ann Marcus recruits John Smith to be “the journalist”...

Applause for sponsors, ACM, etc.

Door prize: iPhone Hacks, in 6 pt font.

James Keller: founded Small Society, an iPhone apps design studio. Previously at Widen+Kennedy.

Title: Mobile Agency Life; leadership in a quickly shifting landscape.

Intro to Am Marketing Association: “iWhore”. Lucky to be working on Apple products on Apple platforms.

Agency model appropriate for building apps. Clients like Starbucks, Zipcar, Jive.

IxD in agency environment:

- Fee for service
- Project variety
- Short(er) timelines
- “leadership” by default: selling the idea from the agency side of the transaction

140K+ apps on the iPhone store.

8 people on the team, have launched about 10 apps with 8 more in the wings.

@semaphoria on twitter.

Day in the life: Jan 27.

- Check the twitterstream
- Stand-up status meeting
- Watch the iPad announcement
- Download the video and other materials when Steve finished talking
- Lunch at the carts
- Round table conversation includes staff and contractors: “is this the demise of the desktop?”
- Download the software development kit
- Post thoughts on the blog (maintain position as thought leaders)
- Run current apps on the iPad simulator

- Write to clients

“I’ll tweet it later tonight because I can’t remember it right now.”

Changed the topic 2 days ago. Makes sense because “so much of what we know about the iPad is rumor-mongering.” Things change fast anyway.

Because of non-disclosure agreement with Apple, a typical statement could be: “I worked on [redacted] today, which called the [redacted], etc.”

Advice: copy an existing Apple structure. Study the HIG (Human Interface Guidelines) for the device.

Apple insists on an “application definition statement” which covers:

- Differentiation
- Solution
- Audience

Getting mentioned in the New York Times (ultimate establishment media) the day after the iTab announcement.

COCOA DEVS <3 UX AS MUCH AS YOU
Irony of “<3” as “hearts” in SMS-speak.

Issues of switching modes & sizes: from the Web to an iPhone to an iPad.

Interpreting Steve Jobs posture & body language during the iTab launch...

Mobile technology impact: check email just before going to bed and first thing in the morning. Google search analytics shows search peaks at the beginning and end of the day, during coffee breaks, etc.

Search for “india motorcycle phone” on YouTube. Also for “baby iphone youtube”.

Hacktastic workflow: “snap photo of the whiteboard, MMs it to the guy across the room, who will go build it.”

There’s a new rung on Groundswell’s technographic ladder.

General enthusiasm for Apple as an oracle.