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Idean User Experience Task Force takes on Android mobile development

User Experience is the key differentiator for successful mobile devices and applications. With strong track record in designing innovative mobile concepts and user interfaces, Idean now shares insights on user-centric development on Android in the Over the Air event in London.

Over the Air - focus on mobile development

The Over the Air event in London, on April 4th - 5th, is organized by Mobile Monday London. The event brings together mobile entrepreneurs, developers and designers, to hear and share the latest topics from the world of mobile development. During the last year, the ecosystem has been running in overdrive, due to the release of hot new lead mobile devices and breakthrough technologies, such as the Android development platform.

"Good mobile development is no longer simply about making software run on hardware. We need to give our customers mobile experiences, something that enriches and excites their daily lives", says Mr Mikko-Pekka Hanski, Chief Evangelist at Idean.

Prototyping on Android

Idean promotes user-centric development, where design is based on identified user needs and requirements. One of Idean's themes at Over the Air is creating application prototypes on the Android platform.

"Design for your users. Verify your design. Embrace your success. These are the three steps of creating the next big things", says Mr Hanski. Application prototypes are used to verify that the design meets the set requirements and gives valuable user feedback during the development process – saving both time and costs.

In the event, Idean introduces methods for prototyping applications developed on the Android platform.

Enchanting and effective visual design for mobile

Another Idean theme at Over the Air is visual design for mobile devices. Visual design is an important part of the overall User Experience. Much more than just eye candy, good visual design results in graphics and transitions that both please the eye and provide ease of use.

In the event, Idean's visual designers present the essentials of good mobile design and give practical tips on how to overcome the limitations of the small screen.

About Android

A broad alliance of leading technology and wireless companies have joined forces to develop the first truly open and comprehensive platform for mobile devices. Google Inc., T-Mobile, HTC, Qualcomm, Motorola and others have collaborated on the development of Android through the Open Handset Alliance, a multinational alliance of technology and mobile industry leaders.

Android holds the promise of unprecedented benefits for consumers, developers and manufacturers of mobile services and devices. Handset manufacturers and wireless operators will be free to customize Android in order to bring to market innovative new products faster and at a much lower cost - ultimately creating a superior mobile experience.

About the event

Hosted at the Imperial College, the Over the Air event is organized by Mobile Monday London and supported by the BBC. The event is aimed at mobile developers, designers and entrepreneurs who want to explore the potential of developing exciting mobile devices and applications. Event is organized during April 4th – 5th, 2008. www.overtheair.org

About Idean

Idean is the catalyst of the Next Big Things. We are 50+ specialists, have 10+ years of successful history, and have served 100+ clients on all six continents in 1000+ projects.

Read more about Idean and the Next Big Things at www.idean.com.

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