



# Going Mobile

iRise Webinar

Who is  
**OneSpring?**

**Pioneered** the **first**  
Visualization **Process**  
The Stream Process™

**1st** company founded  
on VISUALIZATION

**iRise** Partner  
of the **Year**

**Clients**  
F500  
Not for Profit  
Federal

*hundreds of*  
**visualizations**

**A** new way to deliver *faster*  
look at past and future  
of mobile application interfaces

**Bringing**  
*ideas* to life  
**before** coding



**Challenges**

facing  
**MOBILEVERAGING**  
application  
developers

iRise  
and iRise for  
iPhone

# So you wanna build an App



Where do you begin?

# CHALLENGES

COMMUNICATION WITH STAKEHOLDERS  
AND DEVELOPERS  
LANGUAGE BARRIERS  
NEW BEHAVIORS  
NEW MEDIUM  
LIMITED RESOURCES  
TO JUMP START YOUR PROJECT  
TESTING

# Traditional Tools

Paper is for napkins and plates

not **PROTOTYPES**

**WIREFRAMES** are static





# Visualization

Cut Project Timelines by 1/3 or more

Drive Innovation & User Experience

Reduce Rework by 45% or more

Minimize ambiguity

Less ambiguity *faster* development  
rework **EQUALS** *time* to market

platform



assets



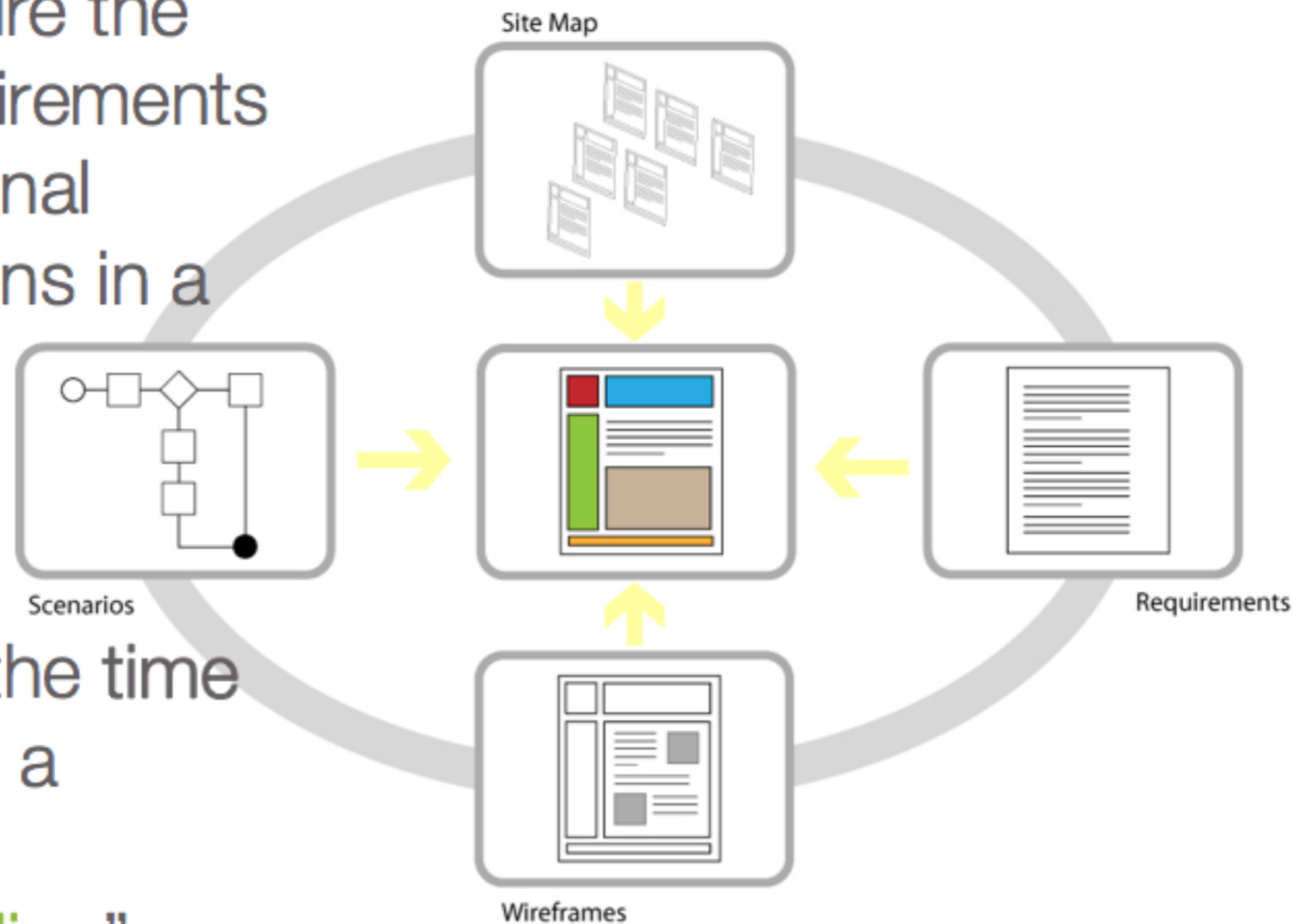


Most methods for gathering requirements follow a linear approach.

This **increases** the time it takes before stakeholders have a “**common understanding**”.



Visualization allows us to capture the flows, requirements and functional specifications in a non-linear approach.



This decreases the time of reaching a “common understanding”.

finally a process that brings  
**harmony**  
to product definition

by combining the  
**right people**  
with the  
**right tools**  
you get the  
**right requirements**



10 Apps 5 weeks  
**Visualized**

9 Apps 12 weeks  
**Developed**



Demo please...

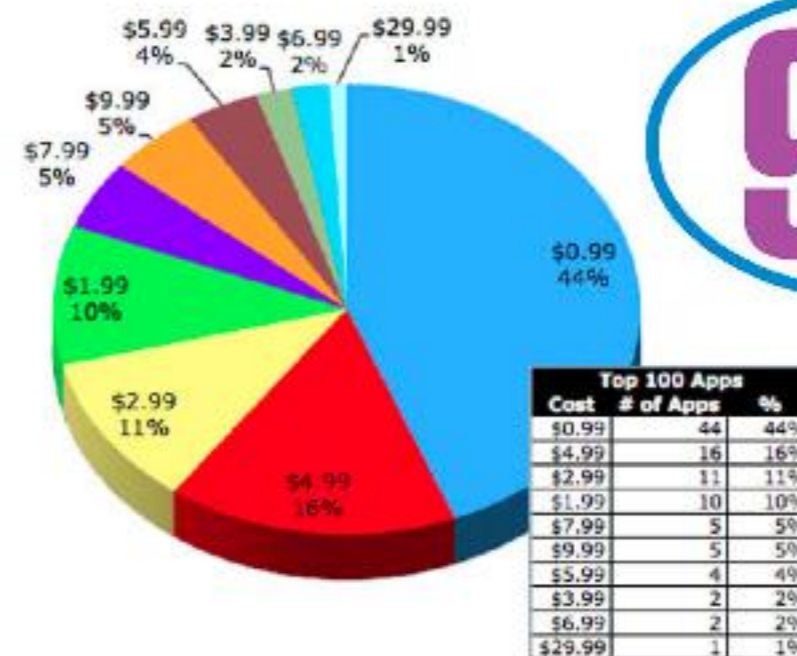
# Know thy...

user



business model

Price charged for Top 100 Paid Applications, January 2009



# Thank you!

## **For more information:**

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