many voices
one mozilla

Getting Started with Apps

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A look back to the 1990s

Single vendor platforms

The Web was created

It was Open and Free

Our world expanded, and it was exciting
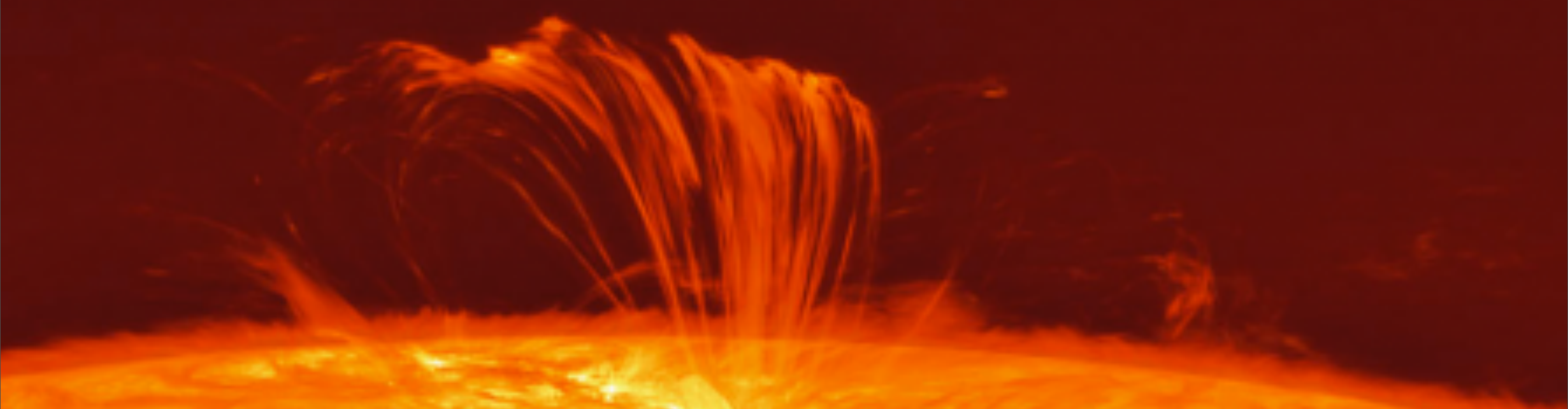
Then, Innovation Erupts

iPhone appears with App Store

Social Networking takes off

Facebook becomes an App platform

Mobile devices become ubiquitous

The world starts to feel confined again

Vendor Platforms

No Bueno!

Members Only!

iOS • Windows • Android • Chrome

Proprietary Platforms

Develop multiple native apps
Barriers to entry for new platforms

HTML5 Apps?

HTML5

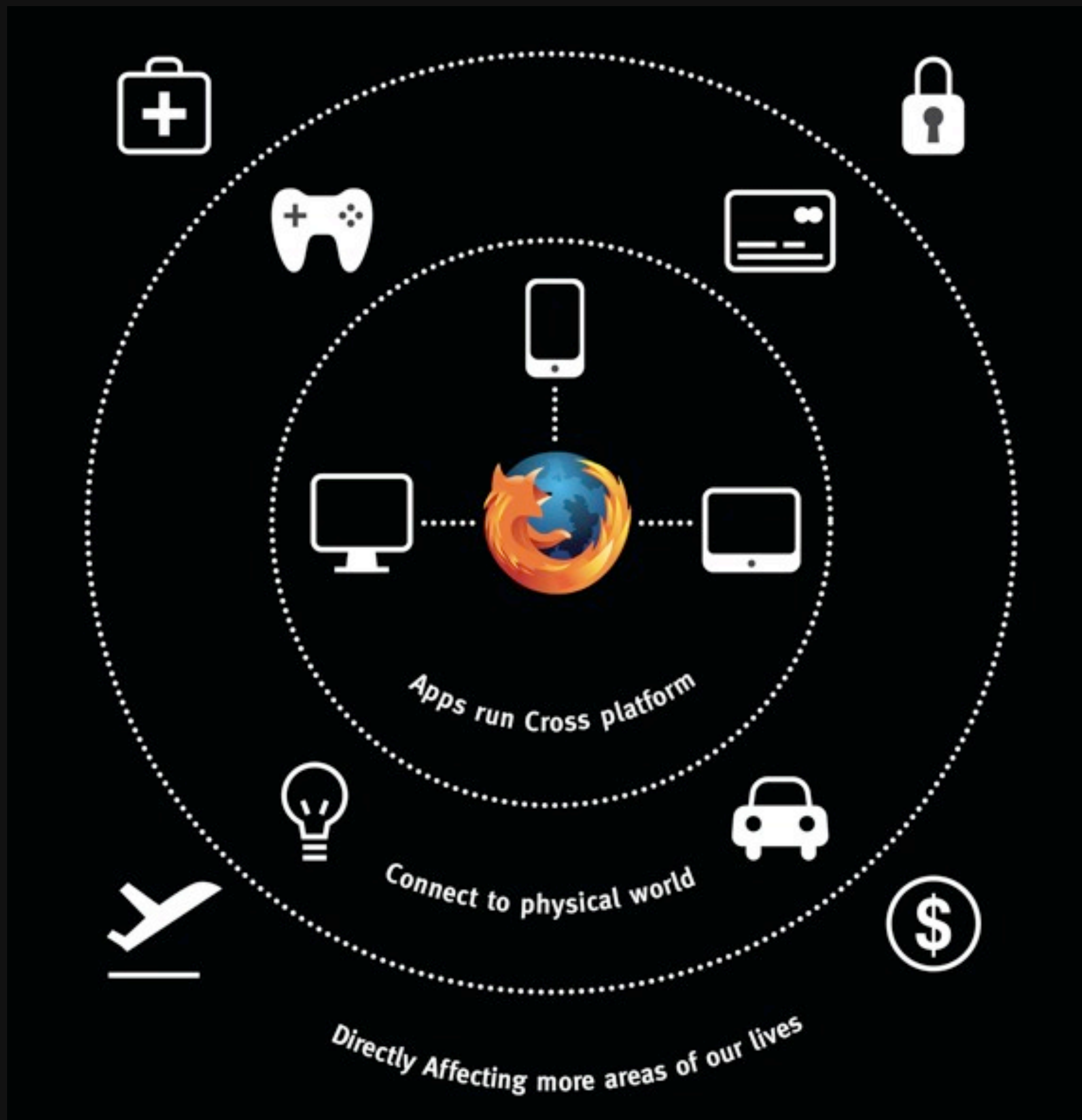Proprietary Platforms

User and Developer Freedom

Why the Web?

The web is universal

open and standards based

competitive

larger than any single vendor

The Web is the Platform

Mozilla Apps Ecosystem

mozcamp

Marketplace

Services

Dev Hub

Web Runtime

cc adoomer deviantart.com

Marketplace

Web Runtime (WebRT)

• Device APIs, offline execution, permissions model

• Native OS integration for install, launch, manage

• Integrate services (Identity, Sync, Notifications...)

• OS/Platforms:

  • Desktop and Android

  • B2G

  • iOS and non-Firefox environments
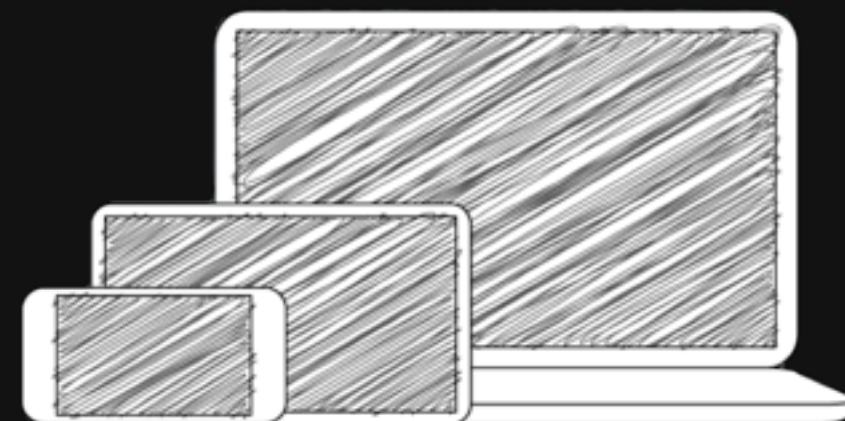
Services

- Apps in the cloud (sync + cloud storage + persona)

- Support for multiple payment options

- Notifications support

Developer Ecosystem
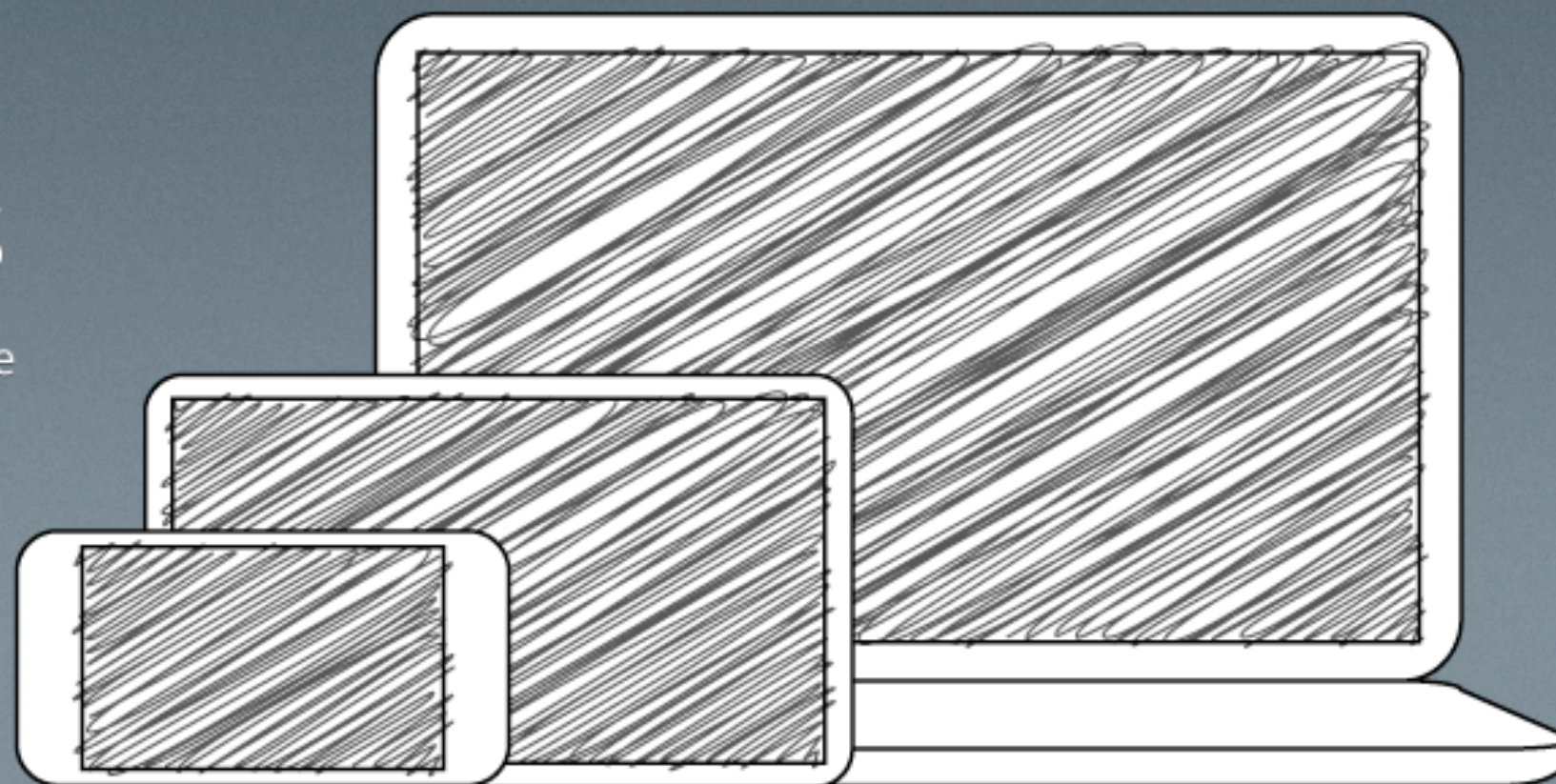
Live life on the edge!

Attempt a Live Demo

Failing that, fake it!

Mechanics of a Web App

- You have a domain that hosts the app

- You write a text file (app manifest)

- You fill out a form on marketplace.mozilla.org

- You add the extra spice to your app

Spice up your App

Web Apps need a little extra spice

- The basics: HTML5, Javascript, CSS, etc.

- Device APIs for hardware access

- Works Offline

- Online enhancements

- Full screen, without controls

- Multi-device

- Cloud services

Apps Roadmap

2012	Q2	Q3	Q4
Marketplace	First consumer launch to small audience	•Broader consumer launch •Expand global coverage •Social	•More content types •New app discovery features
WebRT	•Desktop + Android	•Background apps •Camera API •Offline/appcache improvements	•WebRTC •Web activities •Notifications
Services	•Persona •1-click install/pay (paypal) •Apps in the cloud	•Carrier billing •More payment options	•Social integration •App data storage
Dev Ecosystem	•Docs hub •Initial apps tutorial	•App Builder v 1.0 •Hosting partners	•L10N services •device compatibility testing

Questions and Comments Welcome

"Never fail to know that if you are doing
all the talking, you are boring somebody."
- Helen Gurley Brown

Resources

- https://www.mozilla.org/apps
- https://marketplace.mozilla.org
- https://developer.mozilla.org/apps
- irc.mozilla.org #openwebapps

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"I don't even know what street Canada is on." - Al Capone