

## CiviMobile

Peter McAndrew



## Coming up

- Some background
- Technology behind the app
- Why we're using it
- How it works
- What's next?
- Why is it good?

## What is CiviMobile?

- Developed by
- Aims to provide digital
- With a focus on digital marketing
- Aims to provide digital marketing
- With a focus on digital marketing
- With a focus on digital marketing

## So where did it come from?

- Initial concept for the school
- Initial concept for the school
- Initial concept for the school
- Initial concept for the school

## What's under the hood?

- Initial concept for the school
- Initial concept for the school
- Initial concept for the school
- Initial concept for the school

## What does CiviMobile look like right now?

- Initial concept for the school
- Initial concept for the school
- Initial concept for the school
- Initial concept for the school

## Challenges

- Initial concept for the school
- Initial concept for the school
- Initial concept for the school
- Initial concept for the school

## User testing

- Initial concept for the school
- Initial concept for the school
- Initial concept for the school
- Initial concept for the school

## What's next?

- Initial concept for the school
- Initial concept for the school
- Initial concept for the school
- Initial concept for the school

## Recap

- Initial concept for the school
- Initial concept for the school
- Initial concept for the school
- Initial concept for the school

## Thanks for listening

- Initial concept for the school
- Initial concept for the school
- Initial concept for the school
- Initial concept for the school

- Initial concept for the school
- Initial concept for the school
- Initial concept for the school
- Initial concept for the school

## Profiles!

# CiviMobile

Peter McAndrew



CITY UNIVERSITY  
LONDON

# Coming up

*Some background*

*Technology behind the app*

*The project today*

*User testing*

*The challenges*

*What's next?*

*Wrap up*

*Q/A*

# What is CiviMobile?

*CiviMobile is:*

- *An app for mobile devices*
- *Web based and platform independent*
- *A tool for organisations to interact with their CiviCRM database on the move*
- *Based on the jQueryMobile platform*
- *An exciting and really cool addition to CiviCRM*

# So where did it come from?

- *Initial prototype by Kyle Jaster - [rayogram.com](http://rayogram.com)  
Xavier Dutoit - [techtotothepeople.com](http://techtotothepeople.com)*
- *CiviCon London 2011 & sprints*
- *Final year project*

# What's under the hood?

- *jQueryMobile framework (HTML5, jQuery)*
  - *Works with any\* smartphone*
- *A Drupal module*
- *A look at the code and structure of the app*

**A-GRADE:** Apple iOS 3.2-5.0, Android 2.1-2.3, Android 3.1 (Honeycomb), Android 4.0 (ICS), Windows Phone 7-7.5, Blackberry 6.0, Blackberry 7, Blackberry Playbook (1.0-2.0), Palm WebOS (1.4-2.0), Palm WebOS 3.0, Firebox Mobile (10 Beta), Skyfire 4.1, Opera Mobile 11.5, Meego 1.2, Samsung bada 2.0, UC Browser, Kindle 3 and Fire, Nook Color 1.4.1, Chrome Desktop 11-17, Firefox Desktop 4-9, Internet Explorer 7-9, Opera Desktop 10-11

**B-GRADE:** Blackberry 5.0, Opera Mini (5.0-6.5), Nokia Symbian^3

**C-GRADE:** Blackberry 4.x, Windows Mobile, All older smartphone platforms and featurephones

# What's under the hood?

- *jQueryMobile framework (HTML5, jQuery)*
  - *Works with any\* smartphone*
- *A Drupal module*
- *A look at the code and structure of the app*



# What does CiviMobile look like right now?

*If you have a mobile device please go to: [bit.ly/civim](http://bit.ly/civim)*

*Two main areas developed so far:*

- Event checkin*
- Contact features (Add, search, edit)*

*Other areas in development:*

- Contact proximity search*
- Survey tools*

# Challenges

- *Getting to grips with jQuery*
- *How do you make an app useful to everyone?*
- *What fields do you include, which ones do you leave out?*
- *The answer?*

# Profiles!

# User testing

*City University Interaction lab*

- *Users were given a set of tasks to perform*
- *Action recorded through video and eye tracking overlay*
- *Here is a video*

# What's next?

- *Work on profiles*
- *Development using symfony*
- *Merging CiviMobile forks*
- *Ship with CiviCRM 4.2 as drupal module*
- *Fully integrated by 4.3 using symfony*

# Recap

- *The technology CiviMobile is built on*
- *Hands on demo, please share with your fiends/colleagues*
- *Challenges, making CiviMobile useful to all*
- *The future of CiviMobile, planned release times*

# Thanks for listening

*Any questions?*