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How we built a mobile app development organization in Philadelphia

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Mobile

- Mobile is important

- Mobile is the future

- Mobile is uniquely complicated

It's shipped software

- All components are bundled together in a single app binary

- Users are in control of their updates

- Users have a forum for reviewing and rating

Form a mobile team

- Product

- People

- Process

Product

- Xfinity TV for iOS and Android
- Xfinity TV Sports Remote for iOS

People

- Hire a consultant

- Train your best engineers in the new tech

- Hire young guns

- Hire an engineering manager with experience in shipping software

- Go to where the mobile engineers are

Process

- Simplify

- Prepare

- Plan

- Build, Test, Build, Test

- Test

- Party

Partner (internal)

- Middleware service engineering teams

- Quality Assurance (testing)

- Operations

- UX

- Product

Partner (external)

- Apple (WWDC)

- Google (I/O)

- Software vendors

Architecture

- Use the cloud

- Use native platform capabilities

Summary

- Mobile is uniquely complicated

- Hire, train and maintain the right people

- Simplify as much as possible

- Prepare, plan and test extensively

- Partner internally and externally