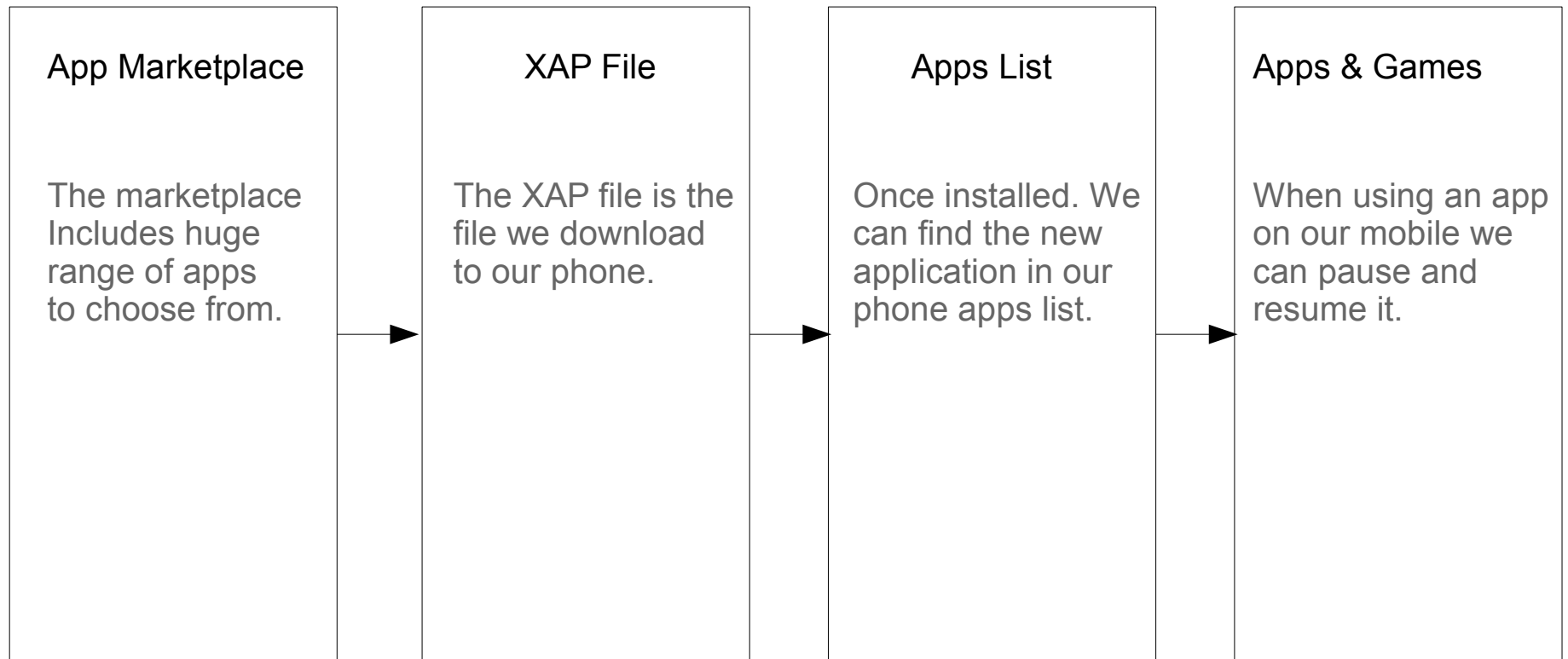


Application Life Cycle

Introduction

- ❖ Each mobile telephones platform has its own unique application life cycle model.
- ❖ The life cycle of many mobile telephones platforms share more than a few similarities.

The User Experience Life Cycle



The Application License

- ❖ Each application the user downloads to his WP7 device comes with a certification that approves the authenticity of the application and protects the developers' IP rights.
- ❖ The application signing is performed by Microsoft as part of the application submission to the Windows Market.

Atomic Installation Process

- ❖ The process through which the application is installed is an atomic one. Either it completes successfully or not.
- ❖ For security reasons, it isn't possible to interfere into that process.

Application Update

- ❖ When the user updates his application the new version must be with the same capabilities the already installed version has.
- ❖ Trying to install a new version that has new capabilities (e.g. uses the camera) will be displayed to the user as a new app.
- ❖ Developers have access to all data of the previously old version of the application.

Application Revoke

- ❖ When the user connects the Windows Market, the server side goes over a list of revoked applications and if any of those is installed on the user handset it will be automatically revoked.
- ❖ Developers actually have the capability to remotely revoke their applications from the users who bought them. It is a rare mean that according to Microsoft will be used in very specific cases only. Revoking an app is in the sole control of the Windows Market.

Application Uninstall

- ❖ When the user uninstalls an application all data is lost.

The InTrial API

- ❖ The trial license is un bounded in time. It is a reduced functionality based version (e.g. a trial version of a game can include the first level only).

Application Setting

- ❖ The setting of each application should be available from the application itself.
- ❖ The developer should take care of saving the setting data to the isolated storage.

Application Capabilities

- ❖ Windows Phone 7 has a fixed set of capabilities. The application capabilities are listed in the application manifest file.
- ❖ When the user buys an application he needs to approve the application capabilities.

The Secured Sandbox

- ❖ Each application the user installs on his WP7 handset gets its secured sandbox.
- ❖ Each application has a secured sandbox that allows the application to access its listed capabilities only.
- ❖ Each application can access its data storage only. The way through which it is possible to share data between the apps is through the cloud.

The Secured Sandbox

- ❖ When dealing with a first party app it is possible to share data with it directly.

Application License

- ❖ When the user buys an application he gets the license to install it on up to five different phones.

Applications Stack

- ❖ The user can navigate back and forward through the applications stack.
- ❖ The applications stack keeps the state of each and every app, so that the user can return to the previous app to the state it was left with.

Application Life Cycle

07/25/10

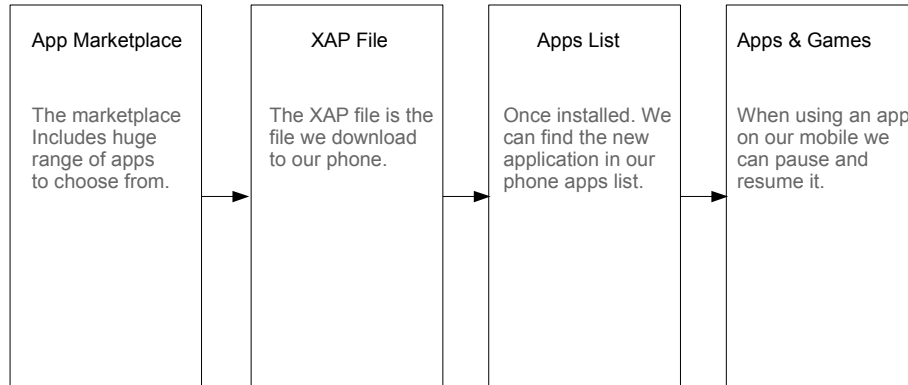
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