



# Building HTML5 Apps in Hours, Not Days

## Sencha Designer 2

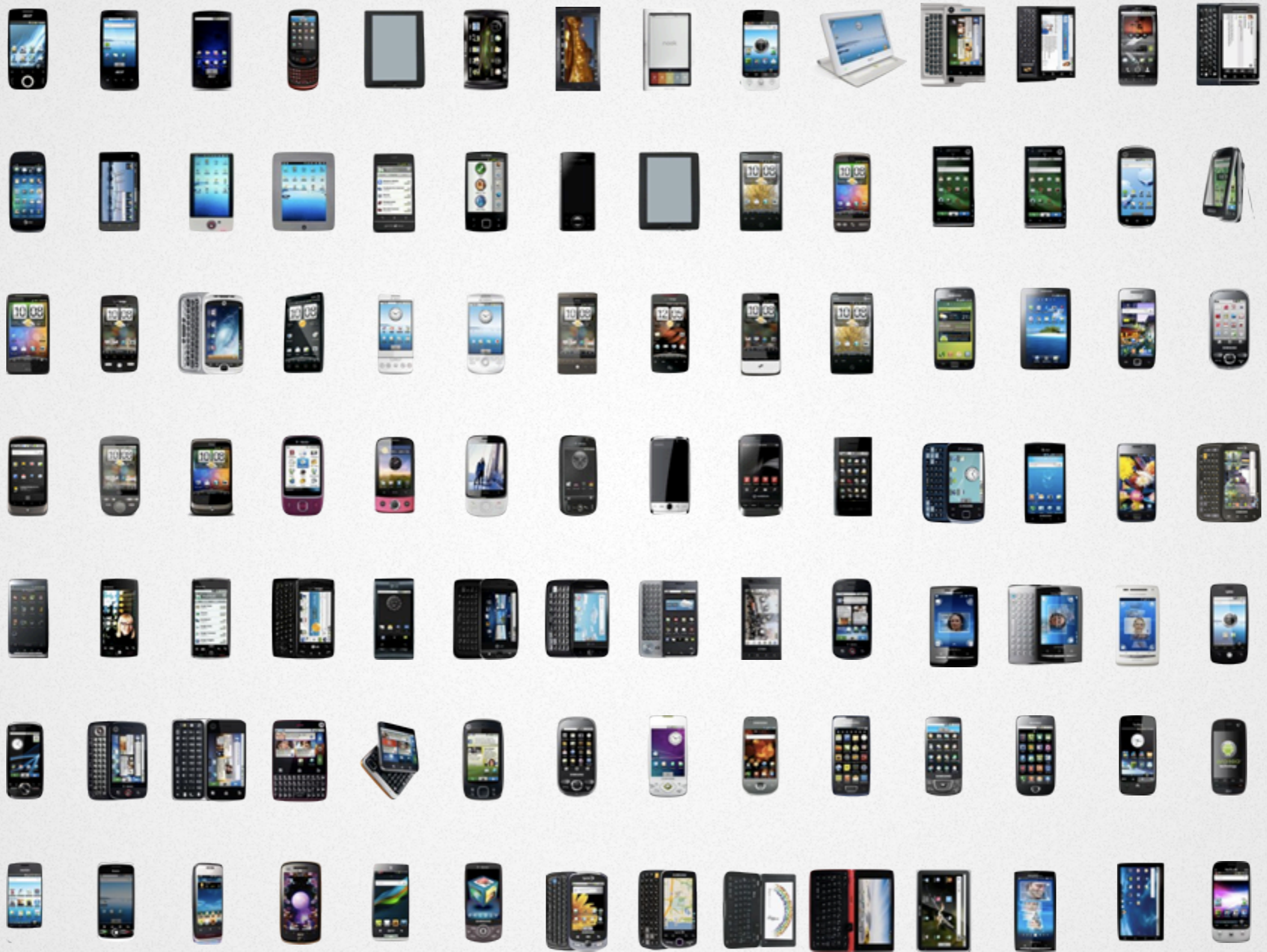
Aditya Bansod

Senior Director, Product Management



Mobile app  
development is hard





# The Native Route

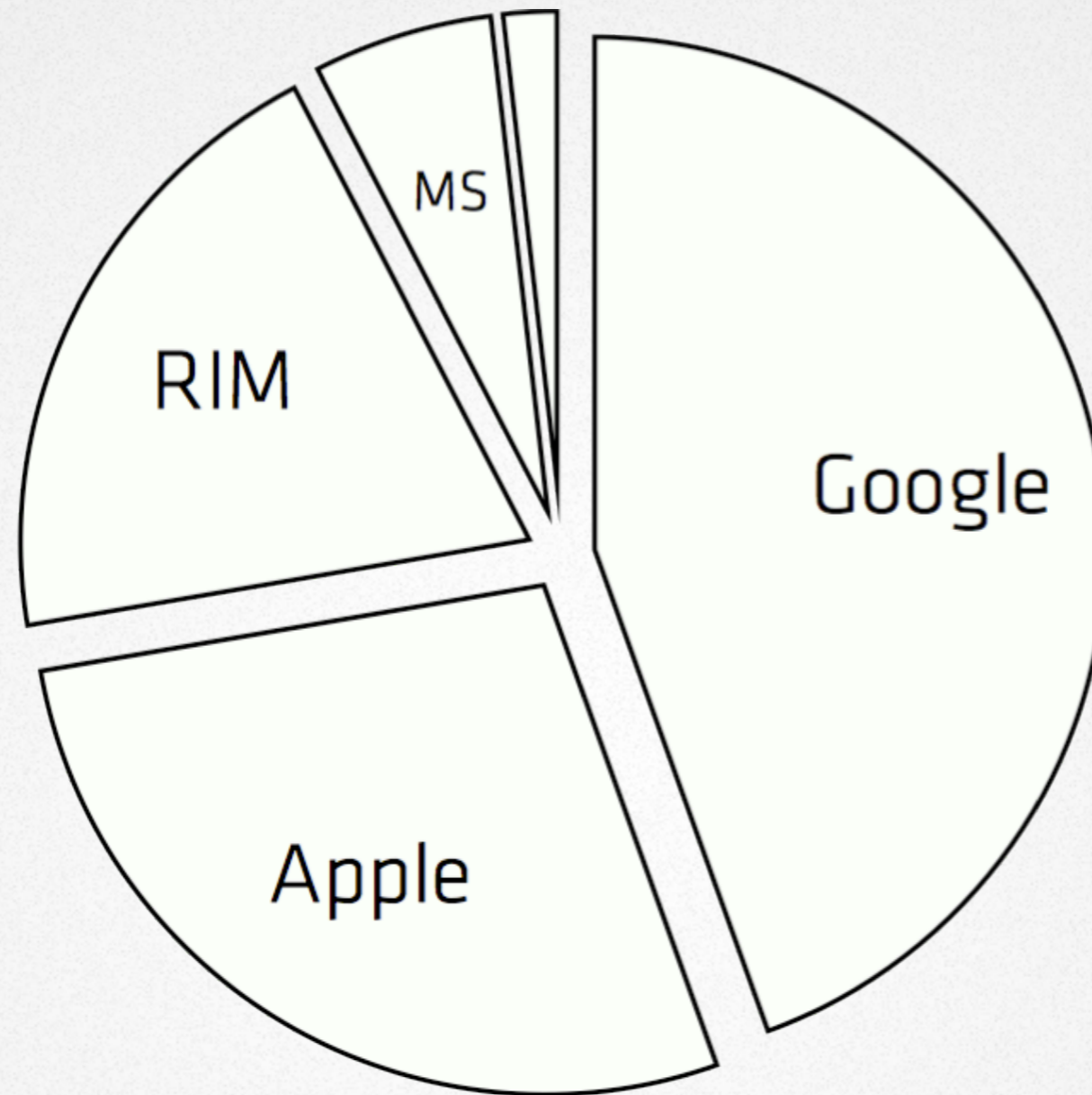


# HTML

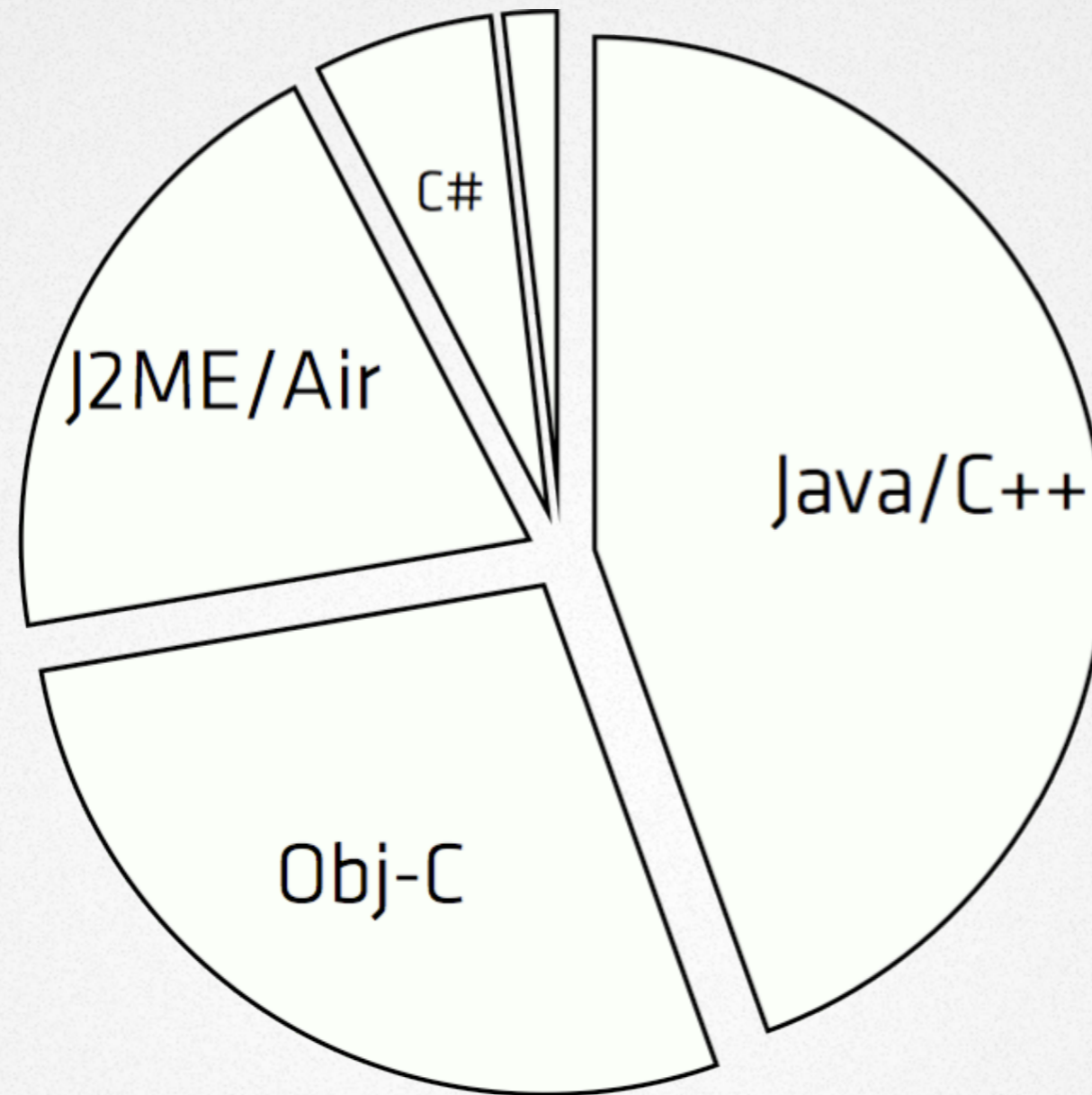


A badge for all these ways  
the web is changing



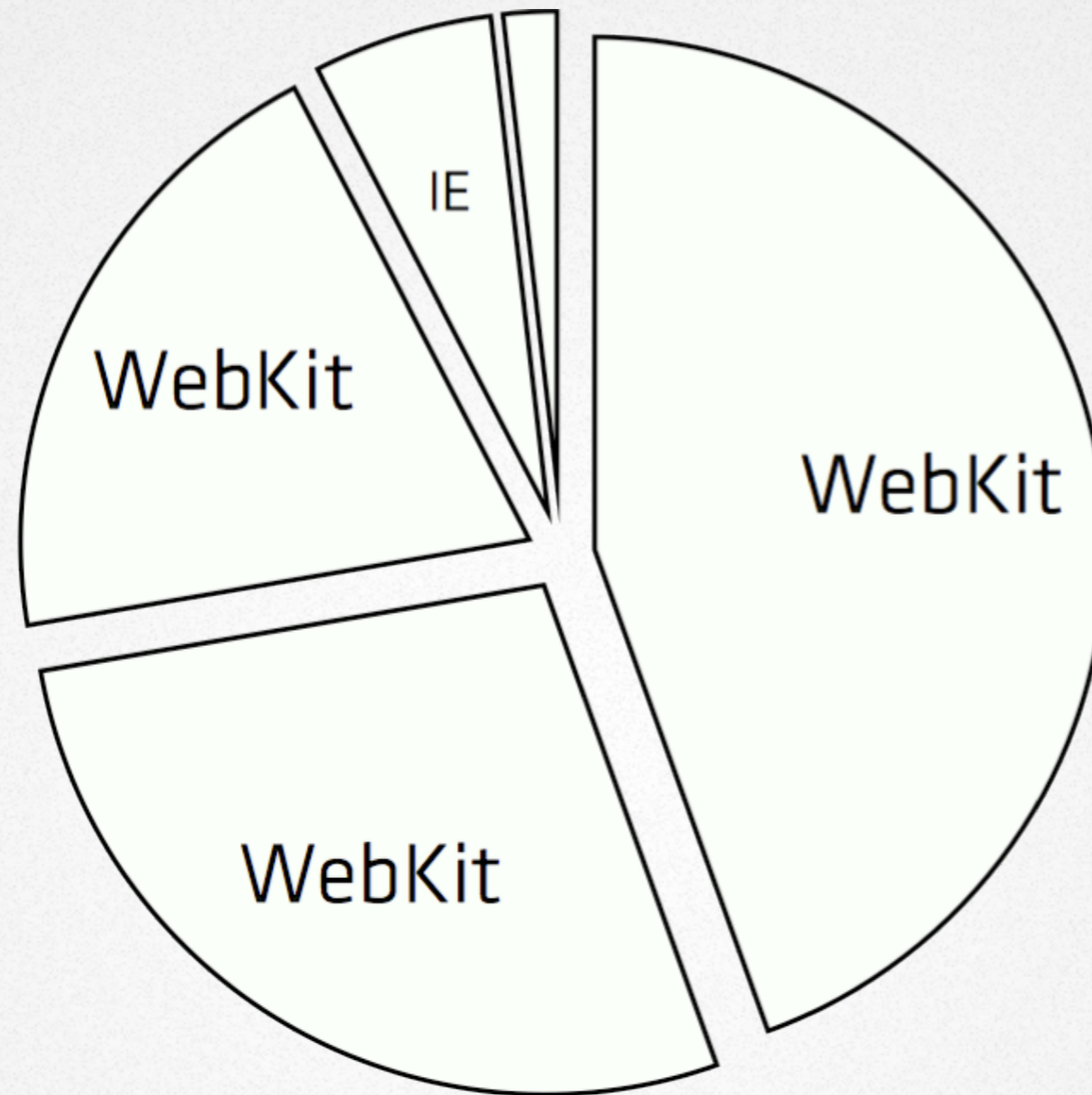


Top US Smartphone Platforms  
August 2011, comScore MobiLens



Native programming languages you'll need  
US Smartphones, August 2011





Browser platforms to target  
US Smartphones, August 2011

**There is no WebKit on  
Mobile**

- @ppk



But at least we are using  
one language,  
one markup,  
one style system

# HTML5 benefits

- Core code base re-usable across multiple mobile and desktop targets
- Develop & debug using common web tools
- Future proofed against platform evolution and migration



# One Stack

**HTML**



# The Sencha Platform



Sencha.io



Sencha Designer



Ext JS



Sencha Touch

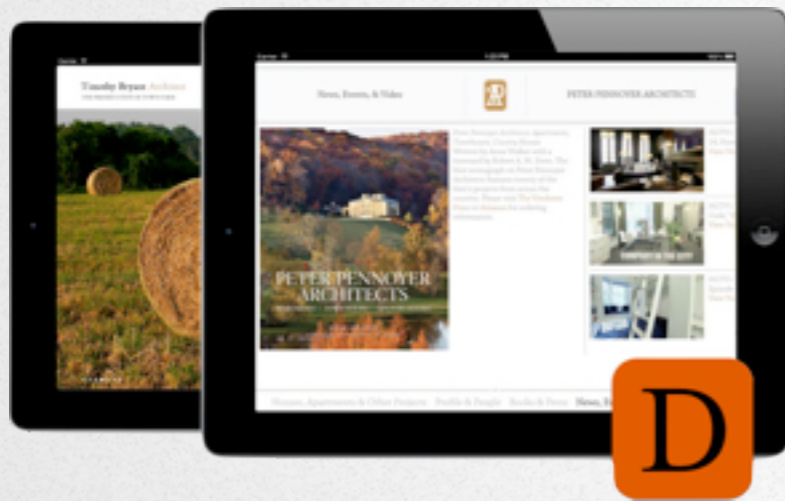
2



# Sencha Touch is...

...a JavaScript framework for building rich mobile apps with web standards





[www.sencha.com/apps](http://www.sencha.com/apps)







# Cost? Free!

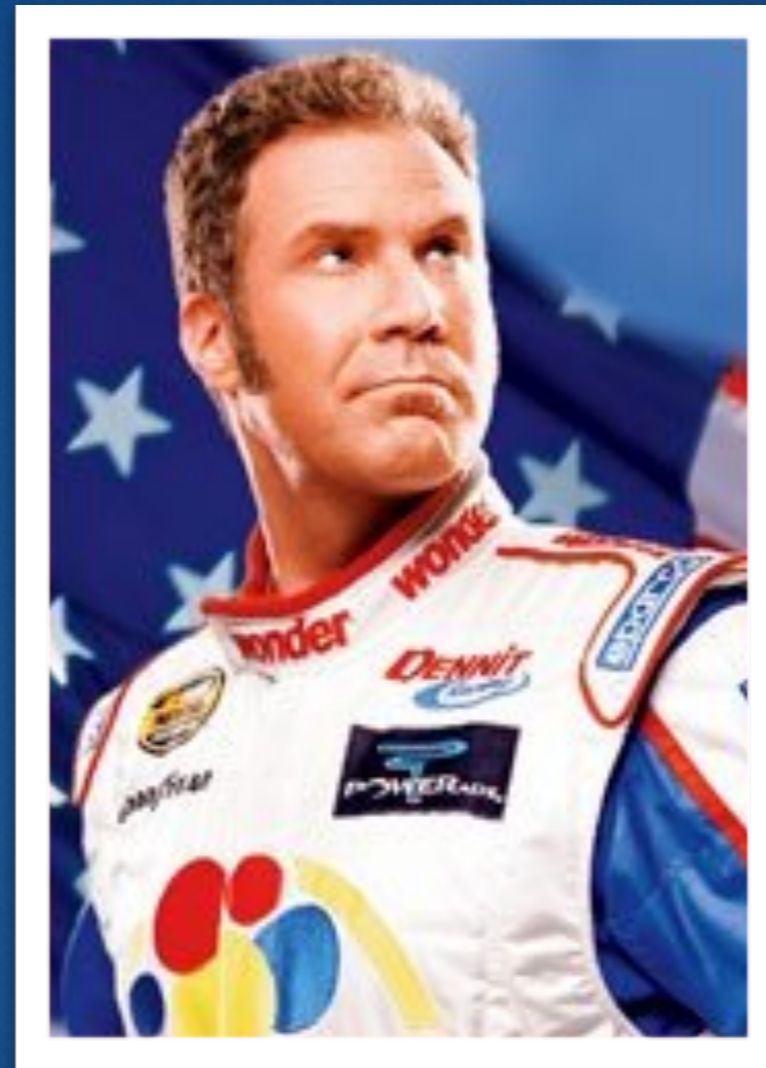
- Free for commercial use
- GNU GPL license v3 (also free)
- OEM licensing available



# Get Sencha Touch 2 Now!

The screenshot shows a web browser window with the URL <http://www.sencha.com/products/touch>. The page features a dark blue header with the Sencha logo and navigation links: Products, Support, Training, Company, Blog, and Store. Below the header, there are links for 'Log in / Register', 'Forum', 'Learn new!', and 'API Docs'. The main content area includes a breadcrumb 'Home / Products', the product name 'Sencha Touch Mobile JavaScript Framework', and buttons for 'Buy Support' and 'Download'. A central image displays four mobile devices (Moto, BlackBerry, iPhone, and Android) showing various web app interfaces. To the right of the devices, the text reads: 'The First HTML5 Mobile Web App Framework. Sencha Touch allows you to develop mobile web apps that look and feel native on iPhone, Android, and BlackBerry touch devices. View Examples. Find out about Touch Charts beta'.

<http://sencha.com/touch>



“

I want to go  
fast...

”





Design



**Ext Designer 1.2**  
Develop



Deploy

**DEVELOPMENT WORKFLOW**



- Ext JS interface builderSupport for Ext JS ChartsCode generation for complex UI layoutsJSON/XML data connectivity
- Export projects and code



# Ext Designer





Design

# Sencha Designer 2

Develop

Deploy



- Everything from Ext Designer 1.2

+

- Sencha Touch 2Code Editing
- MVCNative Deployment



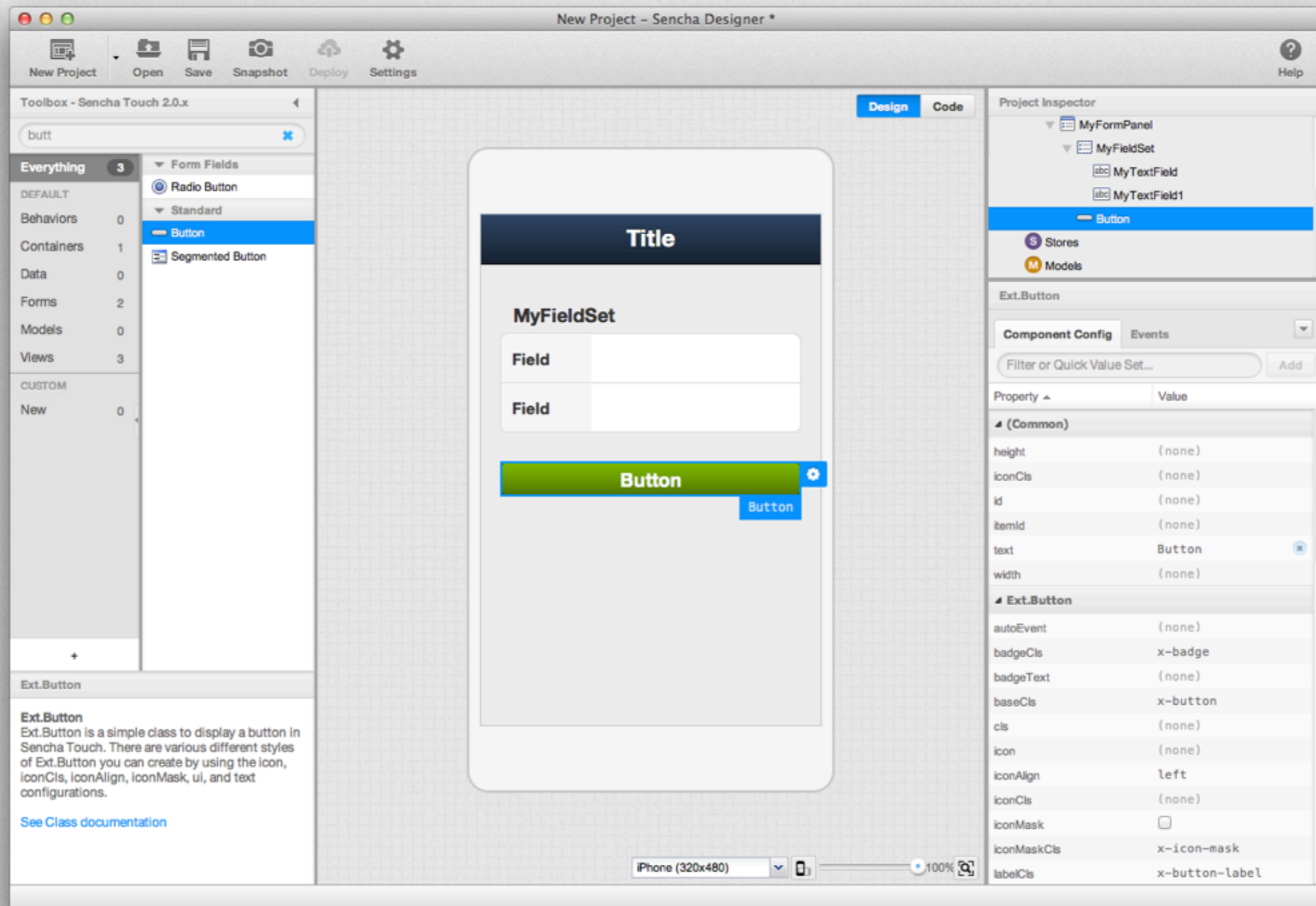
## Sencha Designer 2



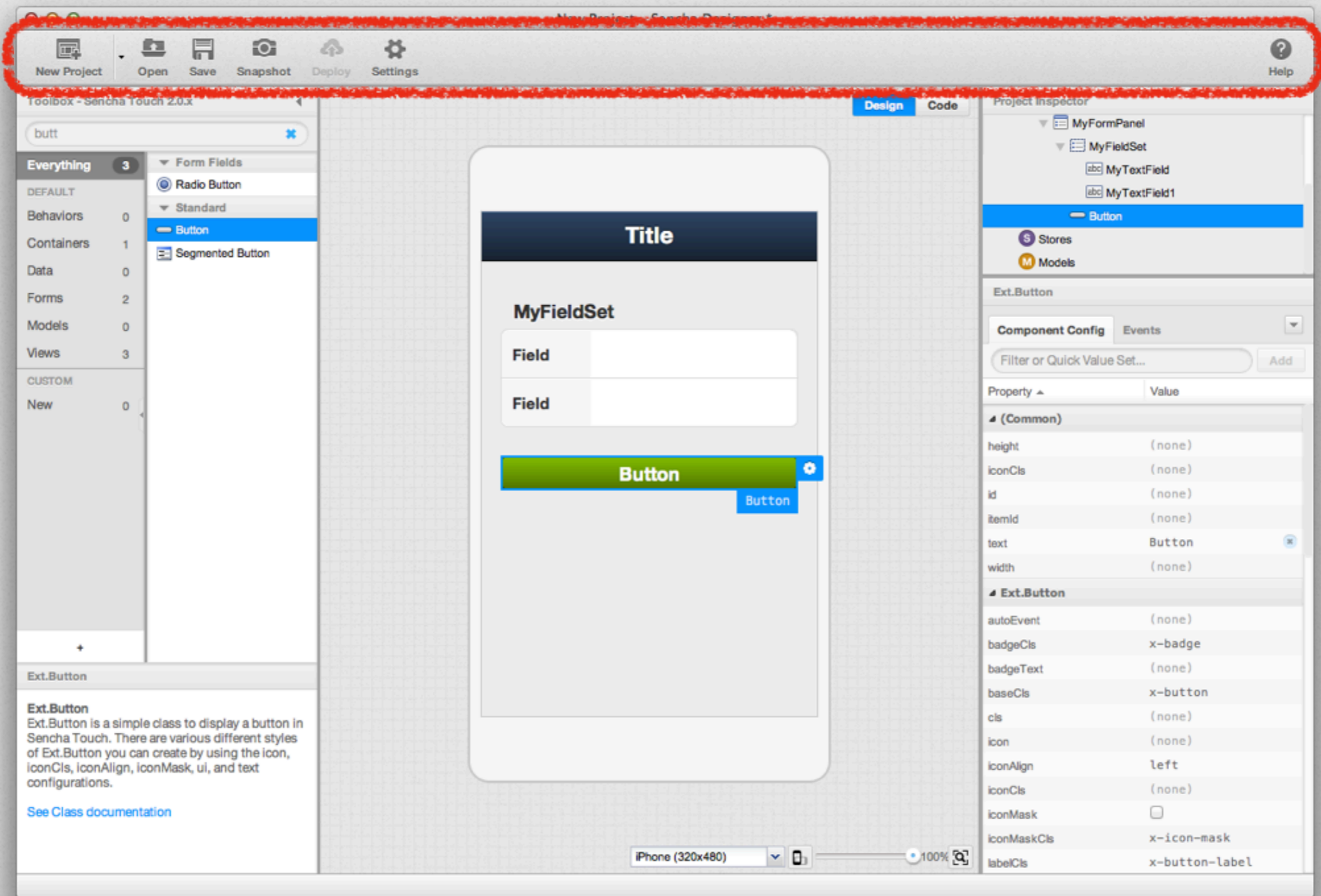


Let's take a closer look

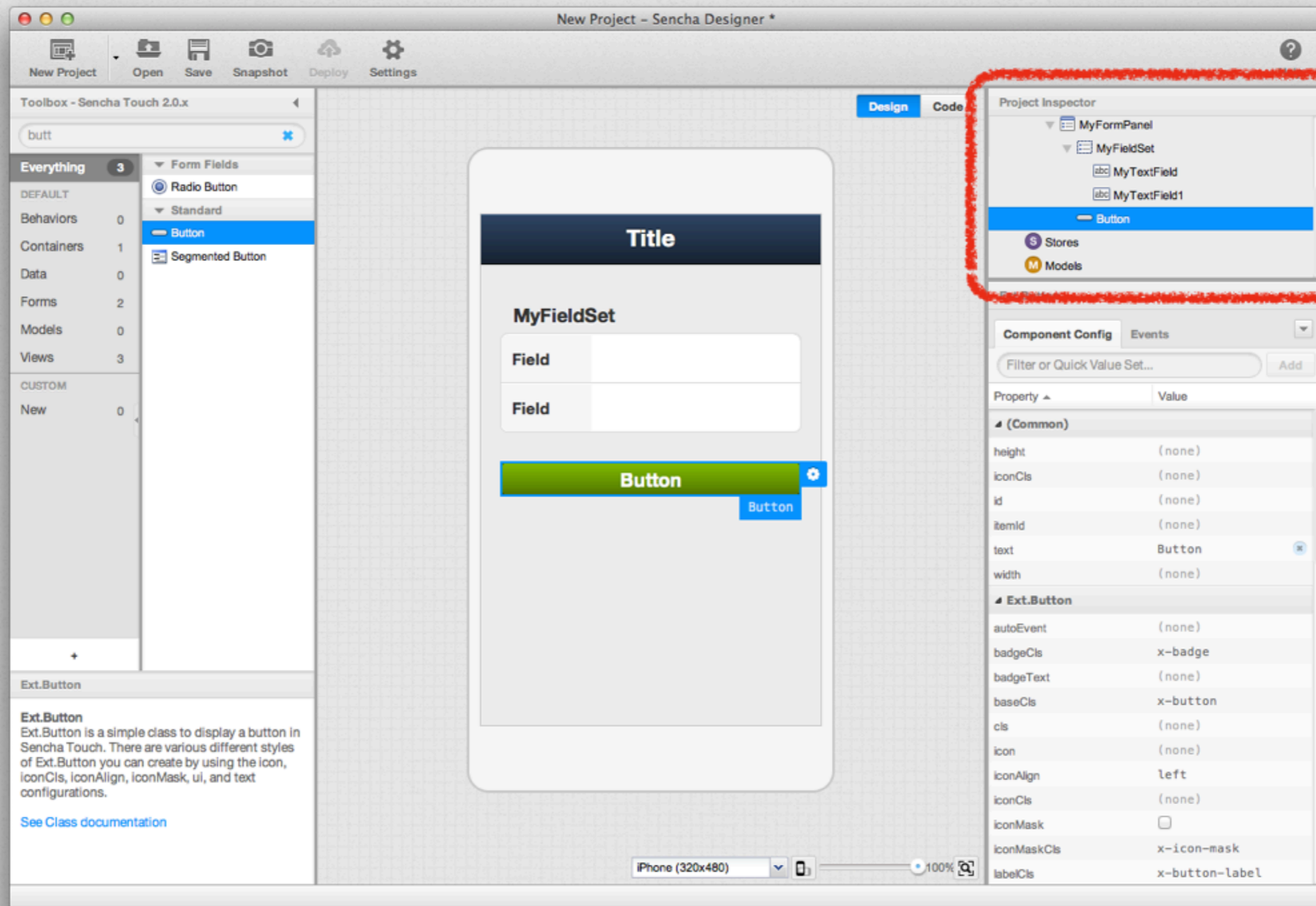




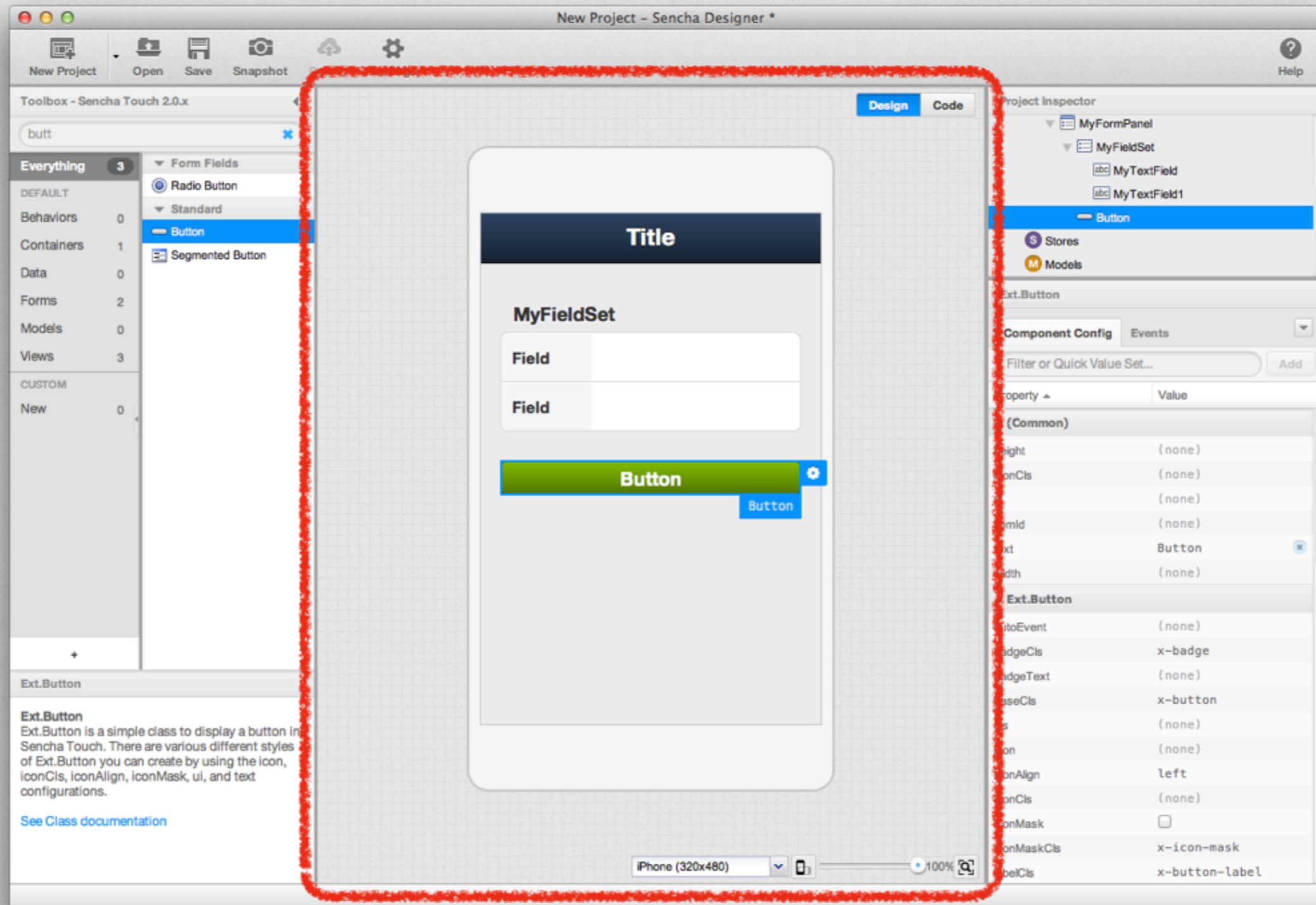
Designer's workspace



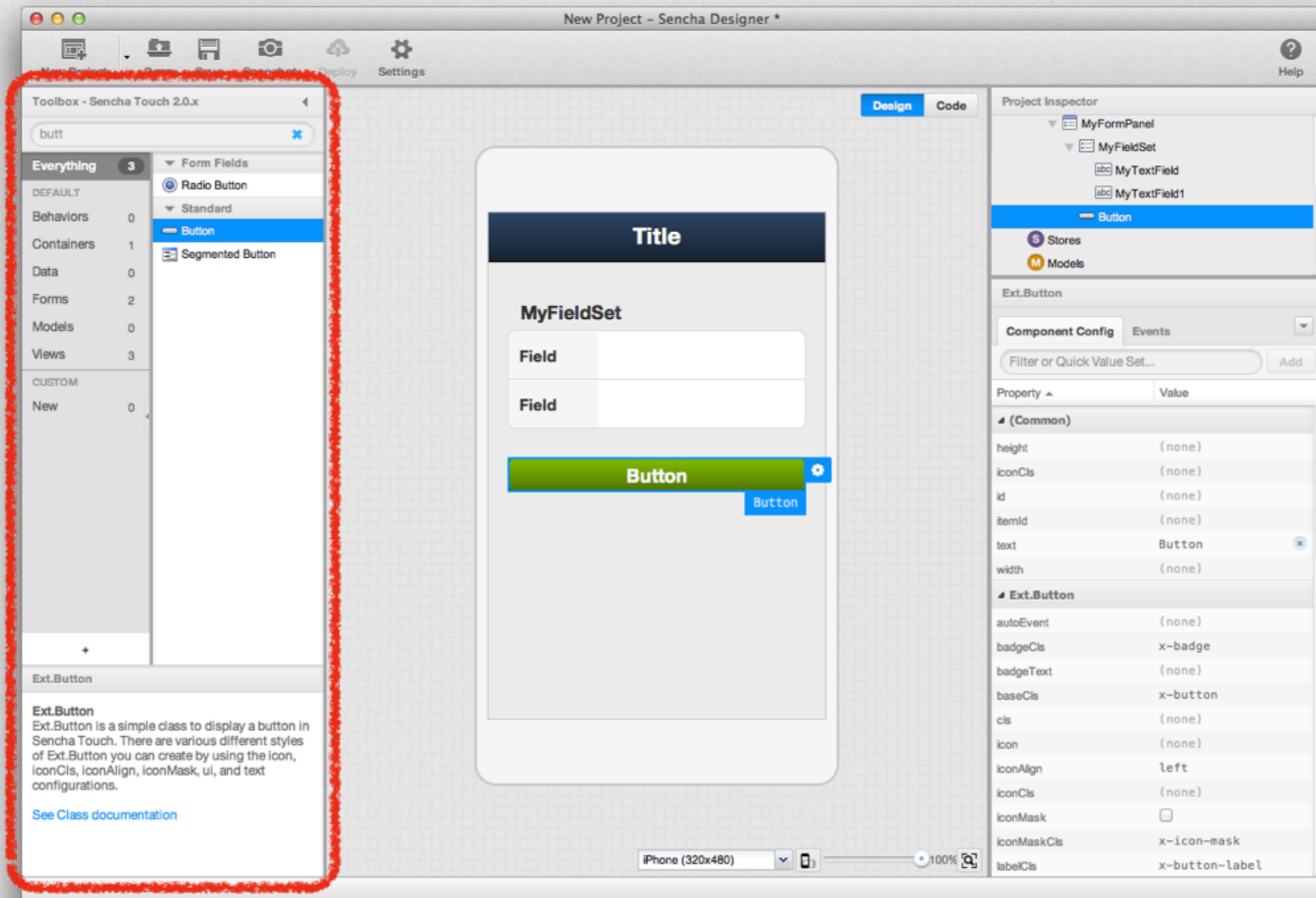
# Main Toolbar



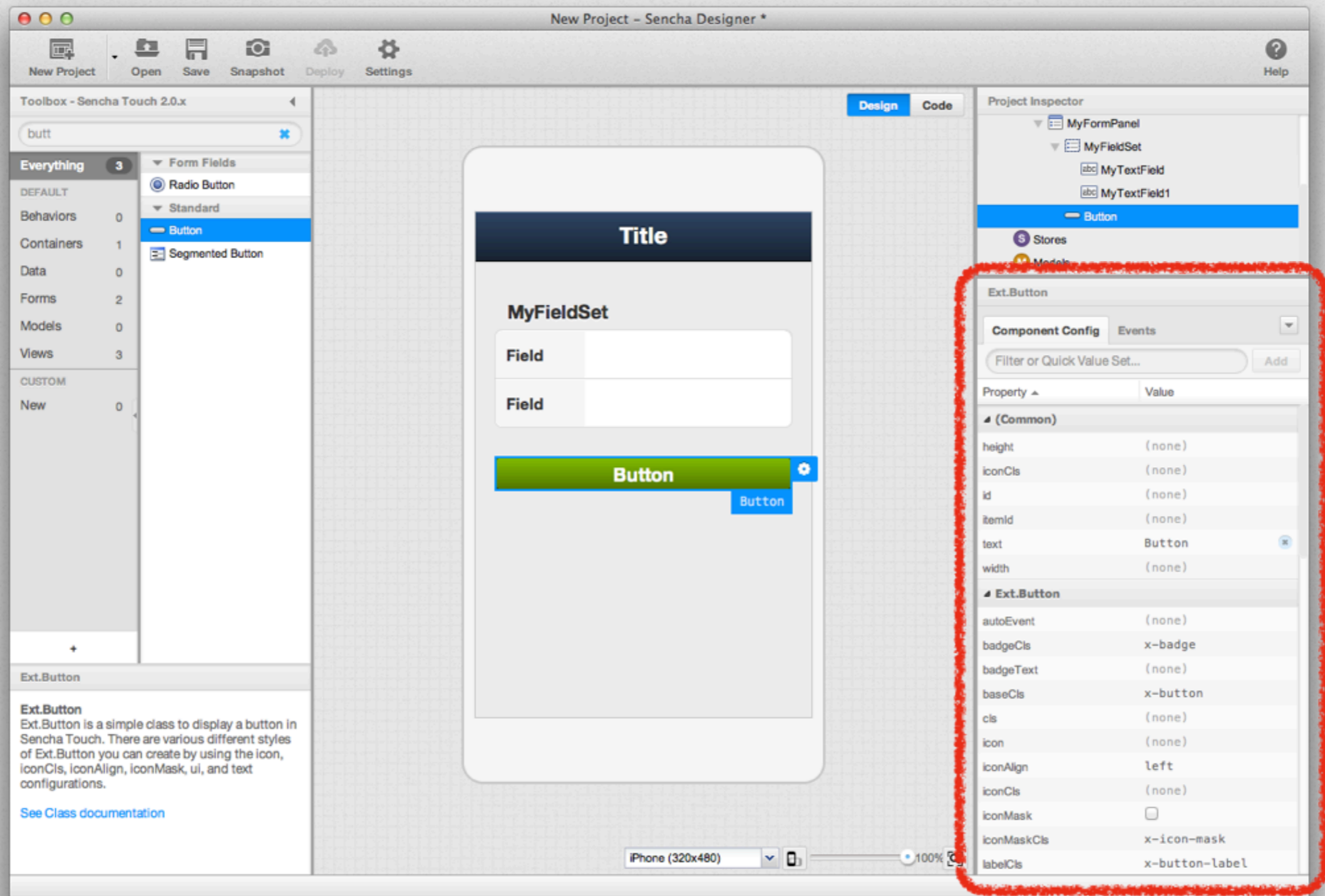
# The Project Inspector



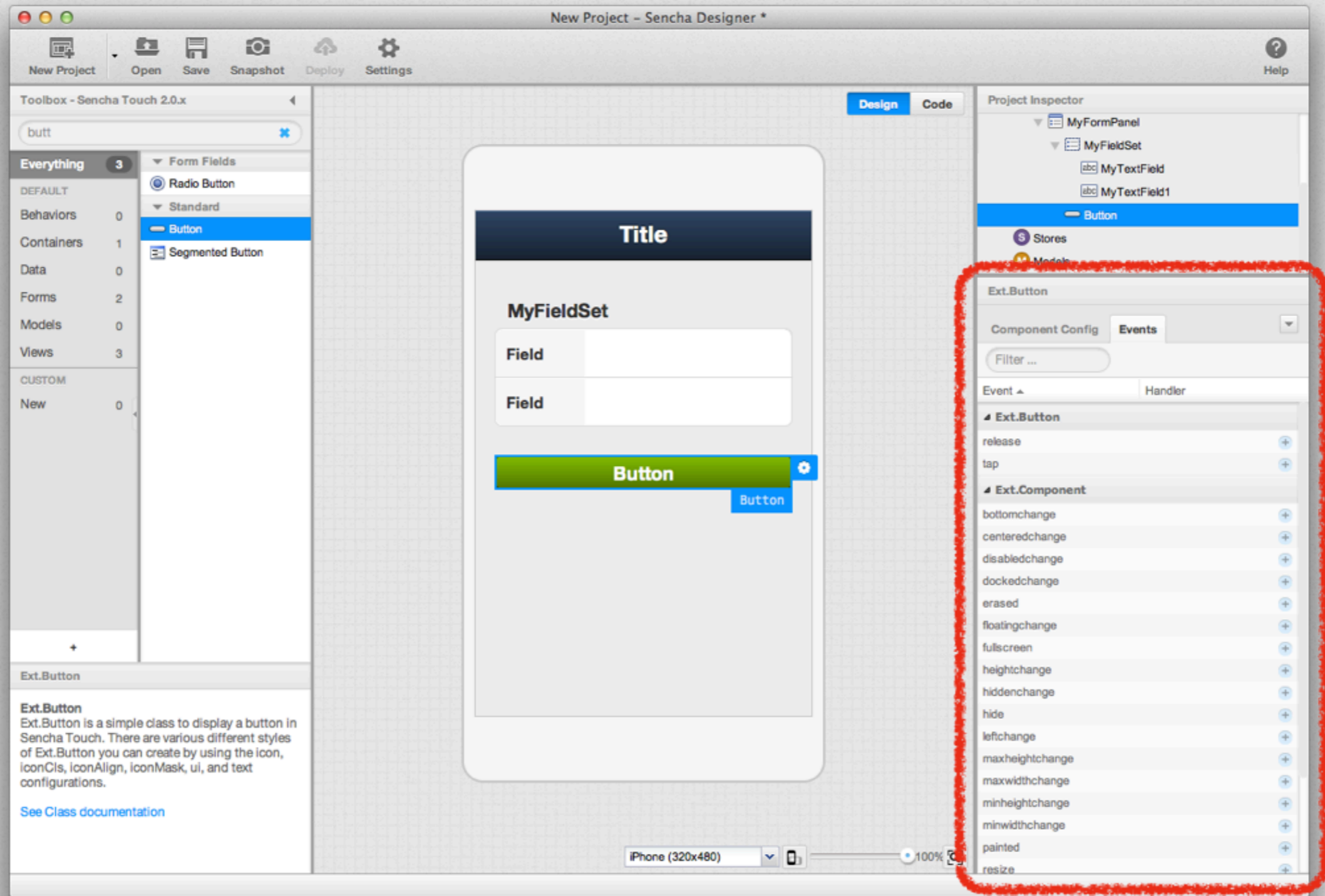
# The Design Canvas



# The Toolbox

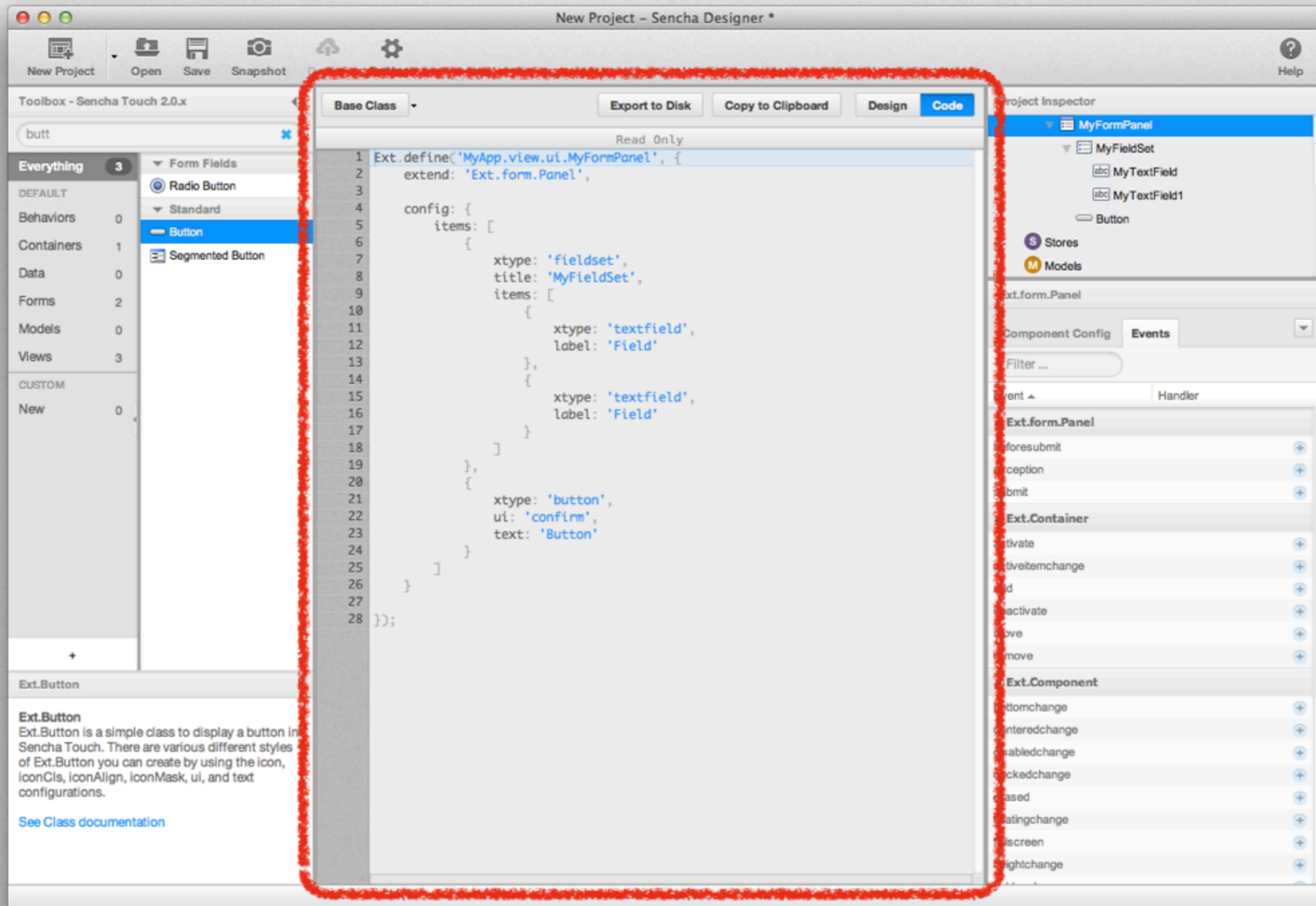


The Configuration panel



The Events panel





# The Code Editor

# Disclaimer





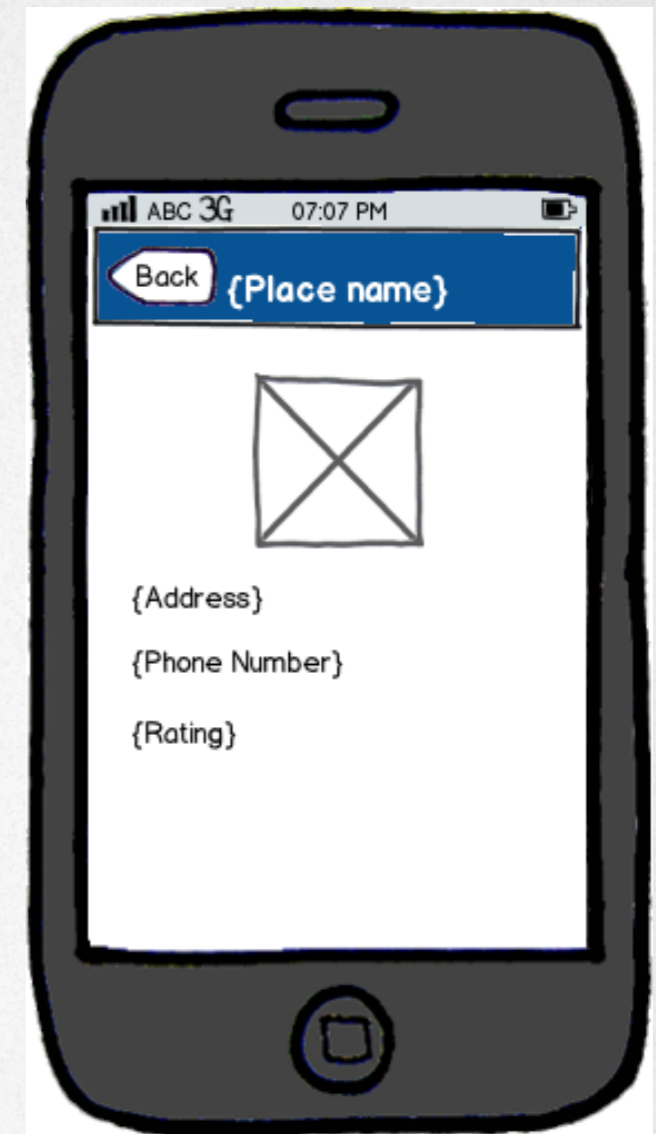
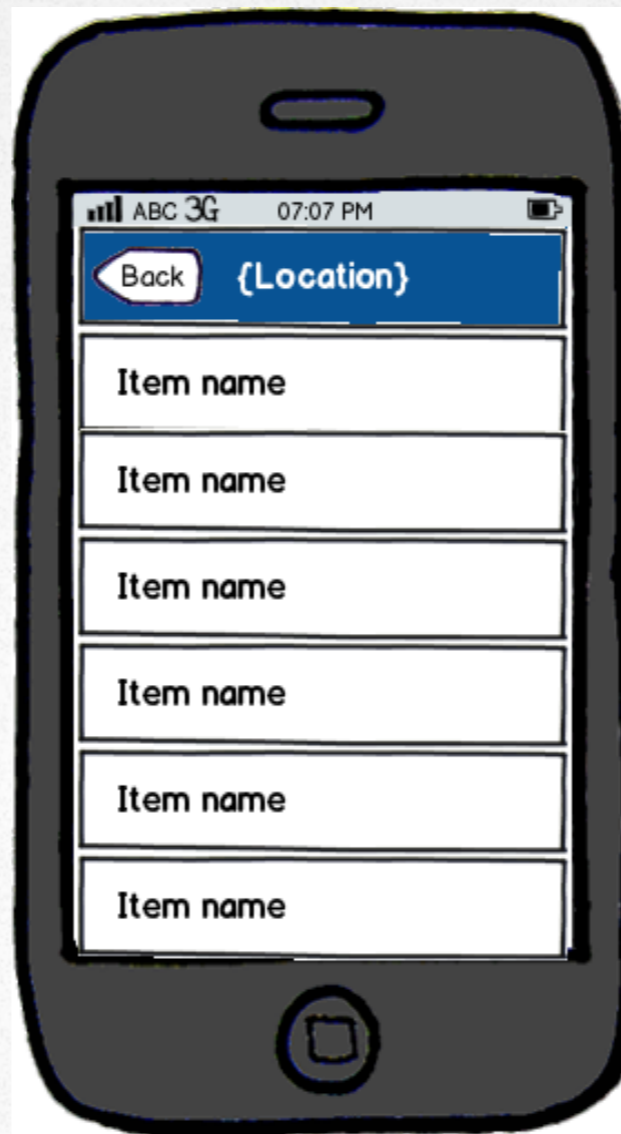
**Designer 2 is under construction.**





**Wear your helmets for the live demo!**





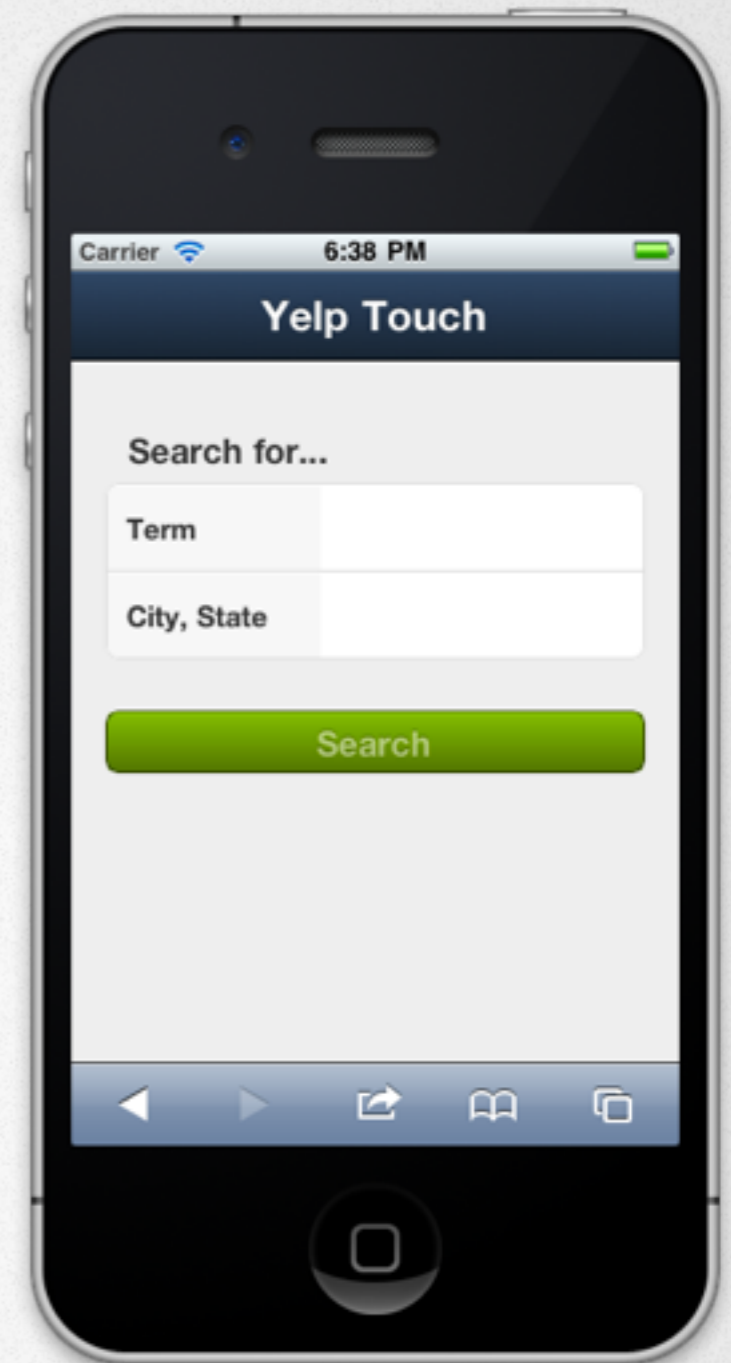
# Introducing Yelp Touch

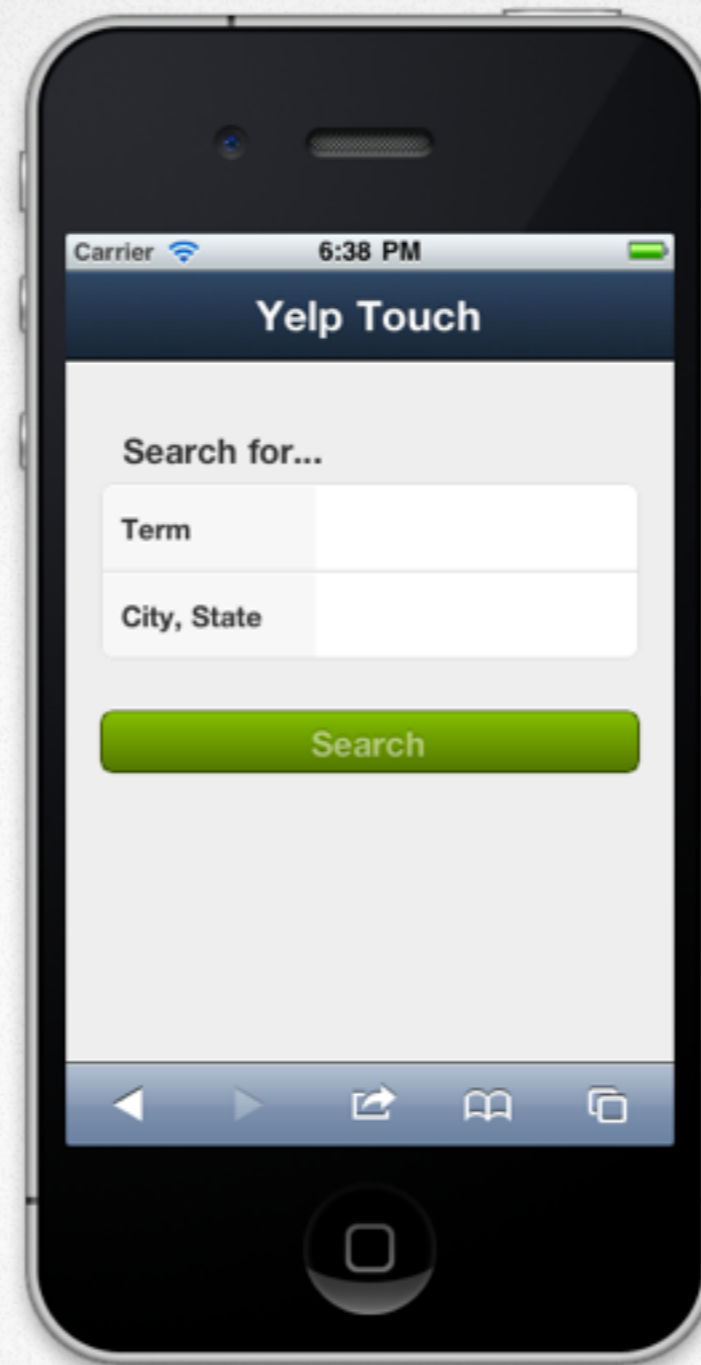


Let's build it!



- Fully functioning HTML5 application
- 85% of “boilerplate” app code auto-generated and foolproof
- Built with MVC
- Connected to REST/JSON web service
- Ready to be packaged for Android and iOS

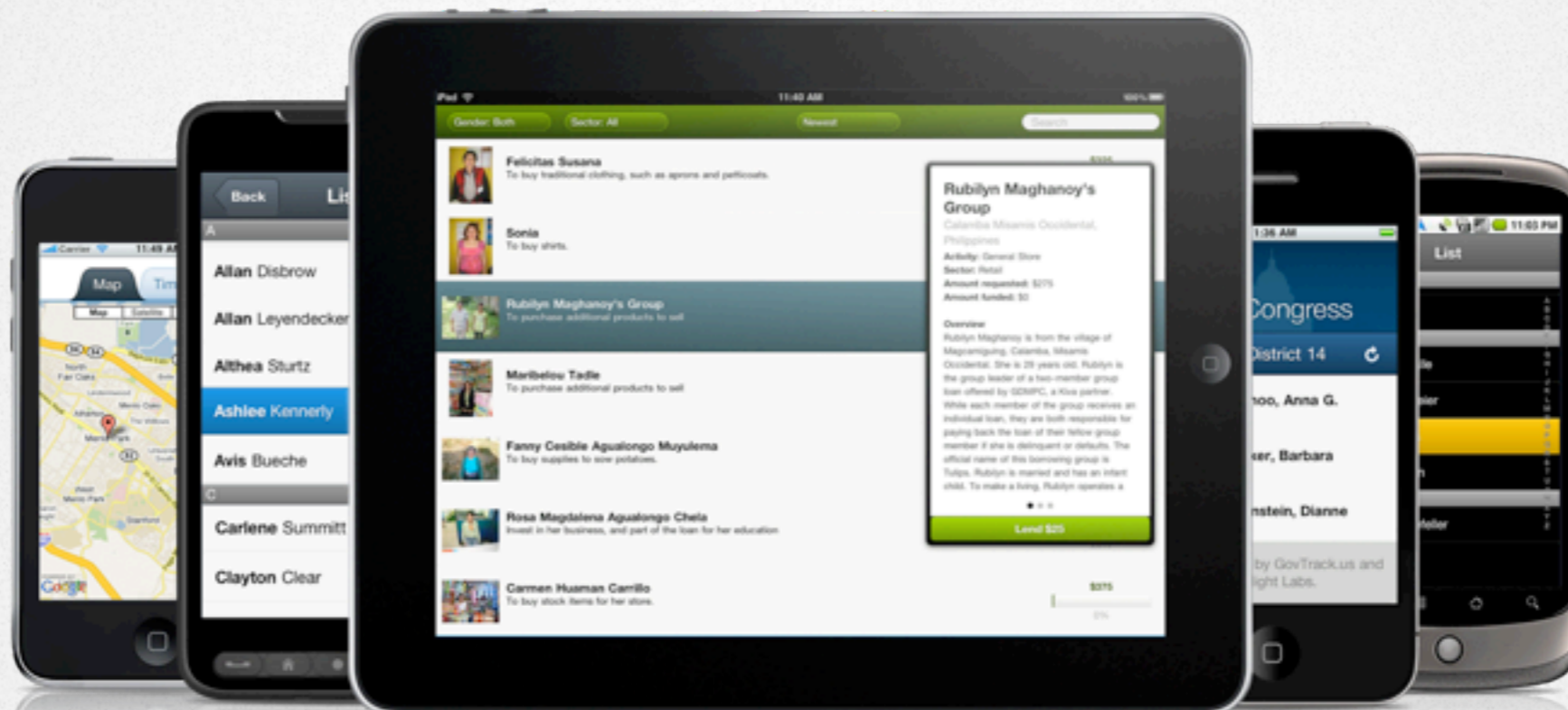




Done!







Thank you!



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