

Turning WordPress websites into mobile applications

WordPress Toronto November 25th, 2013



Today's Agenda

- 1) Introduction**
- 2) What is IdeaPress and how it came to be**
- 3) IdeaPress Mobile BETA**
- 4) Features of IdeaPress Mobile**
- 5) Demonstration of IdeaPress Mobile**
- 6) What's next**

Who are we?

IDEA NOTION

design . innovate . deliver

We are a software consulting agency based in Markham, Ontario founded in 2010

- We focus on providing highly customized **web, mobile** and **cloud solutions**
- IdeaNotion is a **Microsoft Partner** and we have collaborated with Microsoft on numerous projects previously. We are partner of **Make Web Not War** Open data, Open government website
- Provide services for charities, start-ups, large auto makers and many more...

About me

Position:

Partner at IdeaNotion
Development Inc.

Relevance:

One of the Creators of IdeaPress

Experience in:

- Windows 8 applications
- Web applications
- Mobile applications
- WordPress



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The problem...

**Mobile content is not displayed consistently across multiple devices
and yet....**

- By next year, mobile internet users will **overtake** fixed internet users
- Consistent presentation of content is **crucial** for all businesses



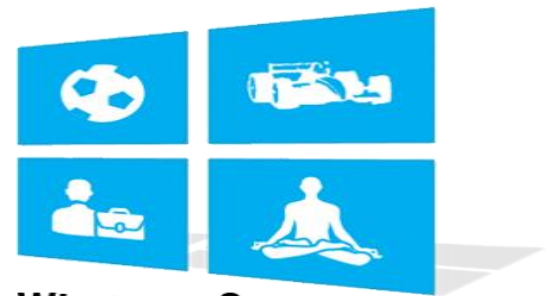
Our vision for IdeaPress

To allow content to be displayed consistently across all devices and at the same time; while also inheriting the native features of each device



IdeaPress – How it started

- We decided to solve a big problem by breaking it into smaller pieces
- Since WordPress powers 20% of the web
- Windows 8 was the first OS to provide **native support** for **HTML 5** and **CSS**
- Therefore we used the customizability of Wordpress to create an open source project called IdeaPress



Windows 8
Apps Development

IdeaPress Open Source Project

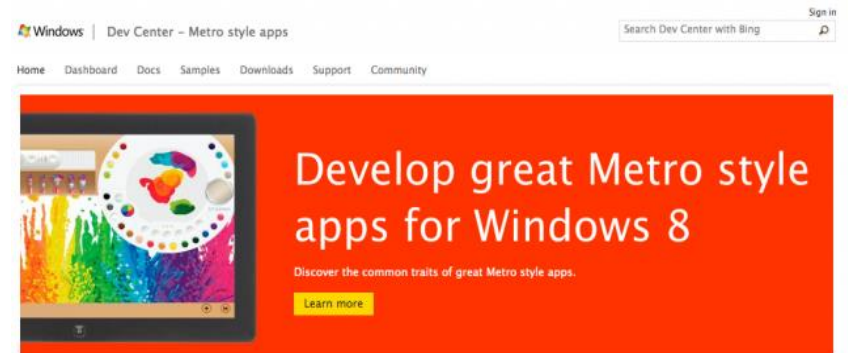
- NOT everyone knows how to code
- NOT everyone has a Visual Studio
- NOT everyone has a Windows 8 OS
- NOT everyone has a Windows Developer Account

Microsoft's challenge ...



Microsoft challenged us to build an easy-to-use and innovative way for casual bloggers and website owners to make applications

They provided marketing assistance and awarded our first users with free developer accounts to get their apps published



IdeaPress online wizard



WordPress



IdeaPress

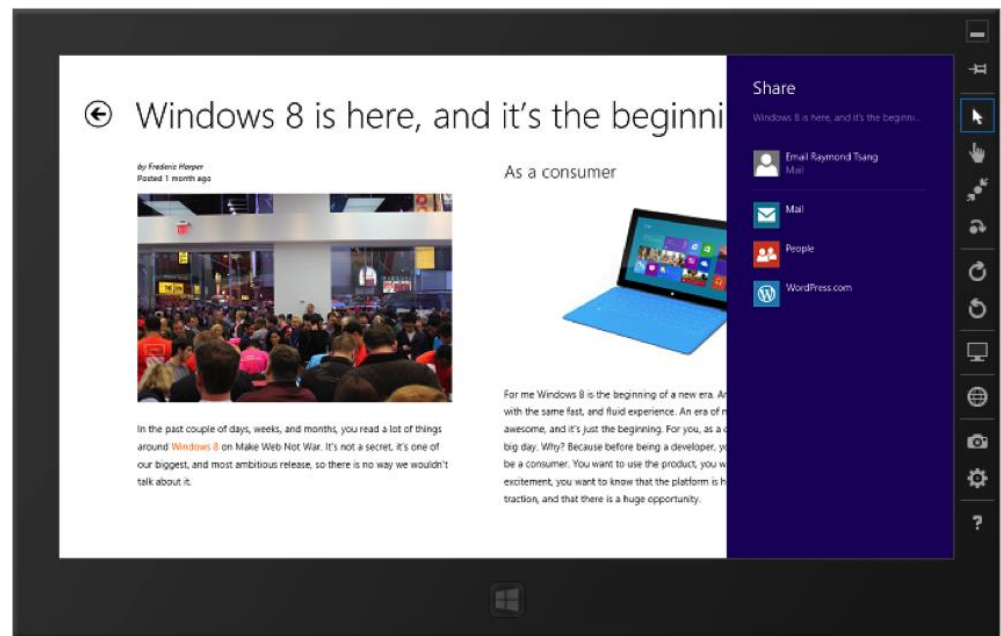


Windows 8 App

- Allow users to create Windows 8 application without writing a single line of code
- Application can be generated in 5 steps via an Online Wizard
- Enables users to focus on the styling while IdeaPress takes care of the coding

Original IdeaPress features

- Posts lists and articles
- Supports Embedded media
- Related posts
- Bookmarks
- Search
- Share
- Offline Mode



Milestones

- **3000+ apps** created using the IdeaPress Wizard
- Over **300 apps** published by IdeaNotion since May 2013
- More than **50,000 downloads**
- Has been used in **Hackathon** events in Montreal and Moscow
- Apps created in **10+ languages** for users worldwide
- We've made it **FREE** to create an application.

TEDx Khartoum

x = independently organized TED event

“KNOWLEDGE INTO ACTION”

11 - MAY - 2013



Success – Tarig Ahmed Khalid – TEDx Khartoum 2012 [Arabic] Blog



Nour's Candle – TEDxKhar... Blog



Mustafa Khojjali – TEDxKh... Blog

Guidelines for Making a Contribution – TEDxKhartoum 2013 ... Blog

web designer wall

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Two Free 2013 FITC Conference Tickets

General Stuff
 I've got two FITC Toronto 2013 tickets to give away and all you need to do is send one tweet for your chance to win. For those of you who don't know what FITC Toronto is, it's a design and technology conference that brings together some of the world's best digital creators for three days of learning, networking and



Responsive Co

Tutorials
 Typically, to create a column, add the first or last classes to and clear the float. Today I'm using CSS trick to create a n simple nth-of-type pseudo cla the WordPress themes at The

CSS: Responsive Navigation Menu

Featured, Tutorials
 Previously I wrote a tutorial on how to make a mobile navigation for responsive design, now I've discovered a new technique to produce a responsive menu without having to use Javascript. It uses clean and semantic HTML5 markup. The menu can be aligned left, center or right. Unlike the previous tutorial where it is clicked



Viewport Meta

Tutorials
 I'm sure you all are using view responsive design, but did you tag can also be very useful for if you haven't got the time to responsive yet, you should re use viewport tag to improve



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United Way of Auglaize C...



United W



web designer wall

A wall of design ideas, with trends, and tutorials

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30 Great Interactive Sites

May 18, 2012 - Design Tutorials - design trends, inspiration, responsive design
 I apologize for not posting on the Wall for the longest time, but yes, I'm still alive (just been busy with Thesis). Today I have an awesome post to share -- 30 great interactive sites. HTML5, CSS3, and Javascript have opened up many design possibilities. Web design nowadays is very interactive, it is no longer limited by static layouts. The 30 sites listed below demonstrate great examples of interactive web design. It ranges from simple transition effect to cool graphics, writing to rich media presentation such as music and videos. Enjoy!



1000+ likes · 200+ comments · 100+ shares

CREATE A FREE HTML5 WEBSITE

Interactive World JavaScript Map

May 18, 2012 - Tutorials - open pass, Javascript
 This tutorial will show you how to create an interactive map of the world you can use to display travel photos. In the process, you'll be introduced to Raphael.js. It is a small Javascript library that makes it easy to work



A brand new PSD, HTML5



Photography By Web Design
 Premium Content
 HTML5 BLOGGERS!

@twitner @psdick

- Another submission to the PSD contest site: www.html5.com/psd-contest/ here link to the PSD!
- @ChrisBink Glad to like it!
- Awesome Thanks for the RT, Glad you liked it!
- Another good online resource

United Way of Auglaize County



About Partners News & Events Resources Contact

Christmas in July Food Drive

Posted on June 18, 2013 by admin

Our annual Christmas in July Food Drive will take place on Saturday July 13th from 9-12. Please support our county food pantries by visiting one of the following area stores: Kroger, Peetry's Pride, Wal-Mart (Wapak), Community Market (Wapak and Crilesville), or Wagner's BGA and donate.

Search

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- Christmas in July Food Drive
- United Way works for a healthier America
- Help us reach our goal!
- United Way of Auglaize County Board of Trustees

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Amy and Vincent - A Romantic... real weddings, weddings



Broadcast Media... broadcast media, m



{ Your secrets to creating a lasting impression. }

- HOME
- WEDDINGS
- EVERYDAY FLOWERS
- PRICING
- MEDIA
- ABOUT
- CONTACT

A Crystallized Canopy Wedding Reception Decoration

Published: October 10, 2012 by admin

A wedding canopy made with crystal chandeliers and crystal accents, which include the crystal chandeliers, and elegant chandelier. We have also included a chandelier on the canopy to make it more romantic.

The canopy is covered with chandeliers, crystal chandeliers, and elegant chandeliers. The canopy is covered with chandeliers, crystal chandeliers, and elegant chandeliers.



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Skype Passes 100M Android Installs and Launches Redesigned 4.0



Skype Video Messaging - Catch Up, Whenever, Wherever



Translators: Your Talking Matters with Skype for Mac, One and Many Experiences with

Skype for Windows Phone 8 - version 2.11

© 2013 Skype by Garage & Updates by Lisa Kingwell

Today we're pleased to release an update to Skype for Windows Phone 8, version

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The Arctic's Youngest Explorer Makes a Skype Visit to Texas Classroom
Social Good

Skype Enables Unique Learning Experiences Beyond the Classroom - Sri Lanka
Social Good

Californians Talk to Skype to Promote Reading and Literacy to Classrooms
Social Good

Skype Group Video Calling Drives Innovation in the Classroom
Social Good

Classrooms in Russia and the UK Conduct PeaceTalk with Peace One Day
Social Good

Skype Supports Humanitarian and Disaster Relief Efforts through UNHCR and Emergency Relief Operations
Social Good

Workspace Blog 209

How Parliament Tutors Dodged Superstorm Sandy SAT Disaster
Workspace Blog

Skype Talks on Denver for Small Business Meetup
Workspace Blog

Communicating and Collaborating in an Informal App
Workspace Blog

Skype Chat - Marking all messages as read
Tips & Tricks, Workspace Blog

OOOF! Get set up with Skype Voice Messaging and Call Forwarding
Workspace Blog

Presenting via video: Five questions for public speaking expert Matt Abraham
Workspace Blog

Garage & Updates

Skype Video Messaging: Phone & 8 Users
Garage & Updates

Skype Video Messaging: Phone & Desktop Users
Garage & Updates

Skype 2.5 for Windows Phone
Garage & Updates

Skype 6.5 for Mac Update
Garage & Updates

Skype Click to Call now supported
Garage & Updates

Skype for Windows 8 Update
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Tours



Book Toronto City Tour Here... Book Niagara Falls



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How to Meet People in Canada
Toronto

4 Things You Should Know About Shopping

Maximize Your Open House Fashion

Tourism.to

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- Christmas
- Events
- Fashion
- Getaway
- Niagara Falls
- Shopping
- Toronto
- Travel
- Uncategorized



CAPE BRETON

Designed by National Geographic as the number one Canadian destination for summer travel, Cape Breton can only be described as...

EXCELLENT SUMMER VACATION SPOTS IN CANADA

Posted April 23, 2013 in [Canadian Travel](#)
Summer vacations are the perfect time to travel. Everyone takes time off during the summer months and jets to city market because of it. Therefore, it's extremely important to find a suitable destination that is worth your time, money, and effort. Take a look at some of these locations for ideas on how best to spend your Canadian vacation.

ARCHIVES

- April 2013
- December 2012
- November 2012
- September 2012
- July 2012
- April 2012
- March 2012

READ MORE



BANTING HOUSE BED AND BREAKFAST

Posted April 12, 2013 in [B&B Getaways](#)
Banting House is a beautiful, 18th-century home and owned by the University of Toronto for more than 80 years. This late-Victorian home at 75 Huronwood Ave in Toronto with eight guest bedrooms has been in operation for more than twenty years. During the U of T years it's standing with its best days both preserved and the inside.

IdeaPress version 2 open beta

We added new functionality to IdeaPress to work on the biggest mobile platforms



IDEAPRESS ONLINE WIZARD WALKTHROUGH AND DESIGN

Step 1: The Dashboard

Main

[Create Site](#)

WORDPRESS

[runthrough](#)
[runthrough 2](#)
[runthrough 3](#)
[runthrough 4](#)
[runthrough 5](#)
[runthrough 6](#)
[payment test](#)

MENU

[User Profile](#)
[Transactions](#)

[Help](#)

Latest Updates

Payment has been received for app **winphone payment test 2**.

10/1/2013 8:18 PM

Payment has been received for app **android payment test 2**.

10/1/2013 8:18 PM

Your app **android payment test 2** is pending payment. Status is: Pending

10/1/2013 8:17 PM

Payment has been received for app **winphone payment test**.

10/1/2013 7:54 PM

Payment has been received for app **payment test android**.

10/1/2013 7:54 PM

IdeaPress Feedback

Step 2: Website Confirmation

Plugin Detected

Self Hosted Wordpress Site: www.webnotwar.ca

[Confirm Settings](#)

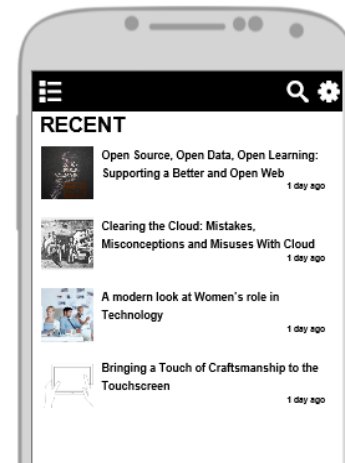
Start Info **Style** Content

[Submit](#) [Save](#) [Exit](#)

URL:

Plugin found, please confirm you want to use this site

Project Name:



Install Plugin

Keyword

Name	Version	Rating	Description
IdeaPress JSON API Details Installed	1.0.0	★★★★★	This plugin is develop add additional functio
Name	Version	Rating	Description

Step 3: Customization and Styling

Info **Style** Content

[Submit](#) [Save](#) [Exit](#)

Primary Theme Color

#ff8a00

Secondary Theme Color

#ff8a00

Header Text Color

#ffffff

Post Background Color

#ff8a00

Post Text Color

#000000

Header Background Color

#ff8a00



Logo
(48 x 48):

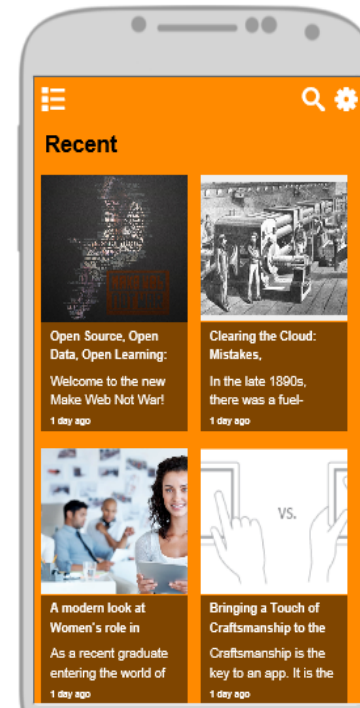


Default Image
(320 x 240):




Font:

Arial



Step 4: Content

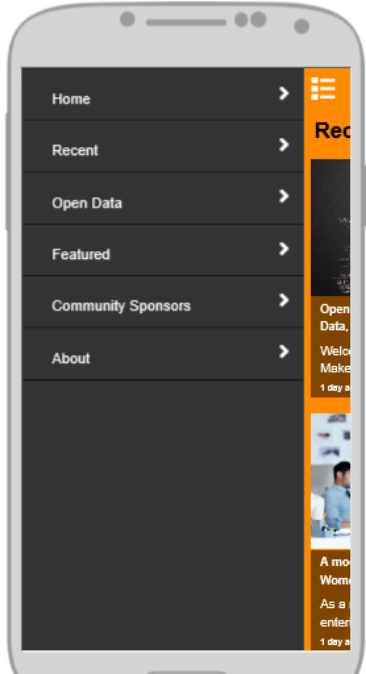
 Hello, mathieu.a.dubuc@gmail.com! [Log off](#)

[Info](#) [Style](#) [Content](#) [Submit](#) [Save](#) [Exit](#)

This is the category selection tab, you can select up to 10 categories of posts from your Wordpress site to include by drag and dropping them into the include box

Excluded Categories	Included Categories
Community Rock Stars	Open Data
Events	Featured
Geek Speak	Community Sponsors
Training & Webcasts	

AreRecentPostsShown:



Step 5: Finishing

The screenshot shows a web browser window with the URL `http://metropress.azurewebsites.net/wizard#`. The page content includes a terms and conditions notice, a checked checkbox for agreement, a coupon code field with the value `Empty`, and a selection menu for publishing options. The `Source Code` option is selected and highlighted with a red box. A text box explains that the source code and package will be emailed for free, but a developer account is required. A `Privacy Link` field contains `http://metropress.azurewebsites.i`. At the bottom right, a green `Submit` button and a grey `Cancel` button are visible, with the `Submit` button also highlighted by a red box. The Windows taskbar at the bottom shows icons for Internet Explorer, File Explorer, Word, Excel, PowerPoint, and OneNote, along with system tray icons and a clock showing 10:31 AM on 2013-10-02.

By accessing or using IdeaPress you agree to be bound by these terms and conditions of use. All revisions and policies, procedures and guidelines set out on the website are to be abided by. If you do not agree to all these terms and conditions you should not access or use this website.

This website is owned and operated by IdeaNotion.

I have read and agreed the terms of use and privacy policy for IdeaPress.

Coupon Code: `Empty`

Select from the following options to publish your App.

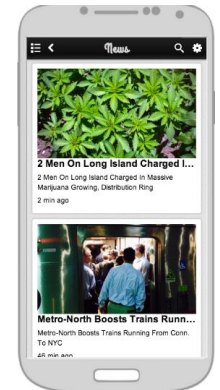
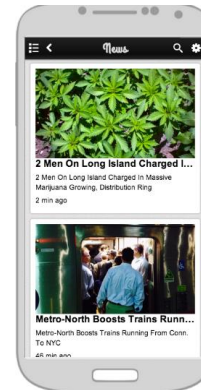
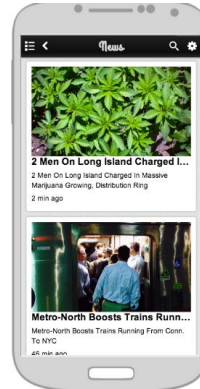
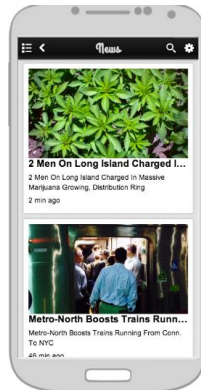
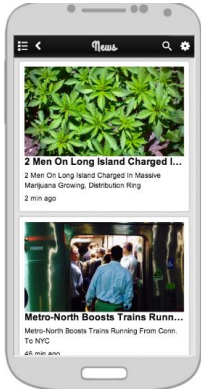
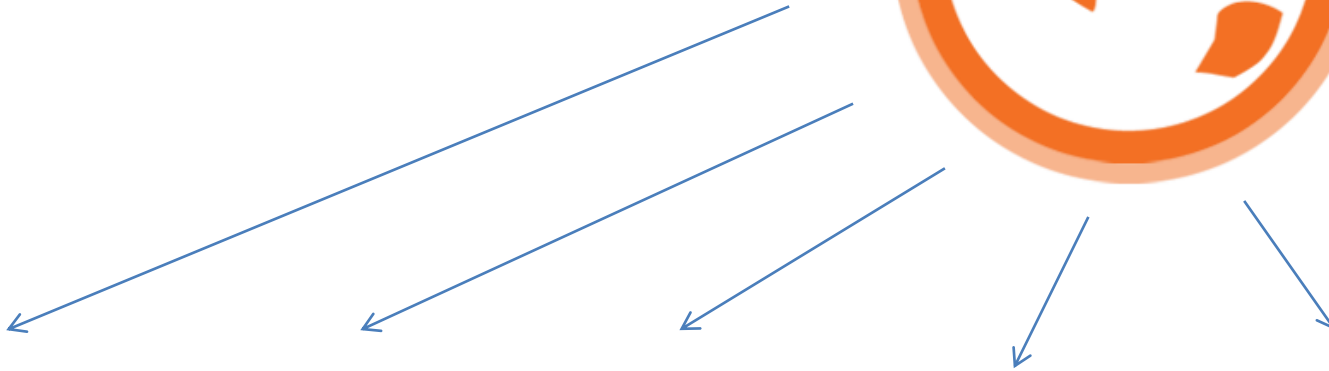
- Source Code
- App Package
- App Store Value Pack \$5.00

The full source code and package of your app will be emailed to you free of charge. You can conduct further customizations to your app and submit to the appropriate store. Note that a developer account is required for publishing to all app stores.

Privacy Link: `http://metropress.azurewebsites.i`

Submit Cancel

Dynamic updating



IdeaPress Mobile



- Currently in BETA
- Free to try
- Charge a fee for us to publish for you
- Developer licence is available soon for developers to extend IdeaPress

Why use IdeaPress?



- Build and style a feature rich app within **Minutes**
- Publish your app into all **3 app markets**
- Save **Time, Money and Effort**

What's next for IdeaPress?



Custom tablet app capabilities

Moving into other CMS!!



Resource links

- **IdeaPress Mobile Online Wizard:** Ideapress.ca
- **IdeaPress Online Wizard:** Win8.Ideapress.ca
- **IdeaPress Open Source Project:**
<https://github.com/ideanotion/ideapress>
- <http://www.webnotwar.ca/build-a-windows-8-application-for-your-wordpress-site-limited-offer/>
- <http://blogs.msdn.com/b/cdnstudents/archive/2013/04/19/turn-your-wordpress-site-into-a-windows-8-app-without-any-coding-really.aspx>

BTW, we are hiring!!

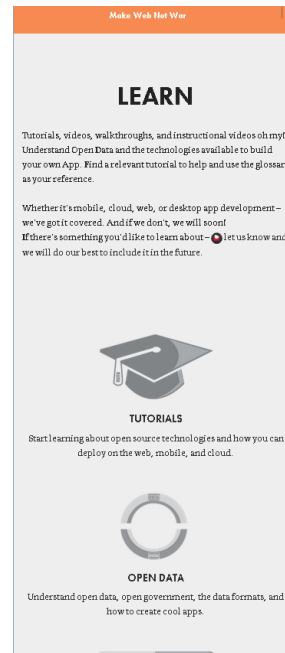
Thank you!

Twitter: @_michaelsiu

LinkedIn: ca.linkedin.com/in/siumichael

Email: Michael.Siu@ideanotion.net

Technical Overview



- Support Cross-platform
- Better customization with CSS and HTML
- Can take advantage of the native features than a website