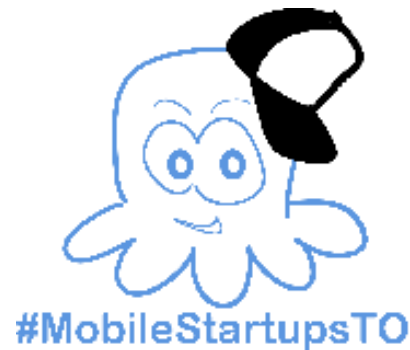


# Turning WordPress websites into mobile applications

Mobile Startups Toronto November 6<sup>th</sup>, 2013



# Today's Agenda

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

# Who are we?

## IDEA NOTION

design . innovate . deliver

**We are a cross platform triple play 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
- Provide services for charities, start-ups, large auto makers and many more...

# About me

## Position:

Lead Developer at IdeaNotion  
Development Inc.

## Relevance:

One of the Creators of IdeaPress

## Experience in:

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



## Twitter:

@\_michaelsiu

## LinkedIn:

[ca.linkedin.com/in/siumichael](https://ca.linkedin.com/in/siumichael)

## Email:

Michael.Siu@ideanotion.net

# The problem...

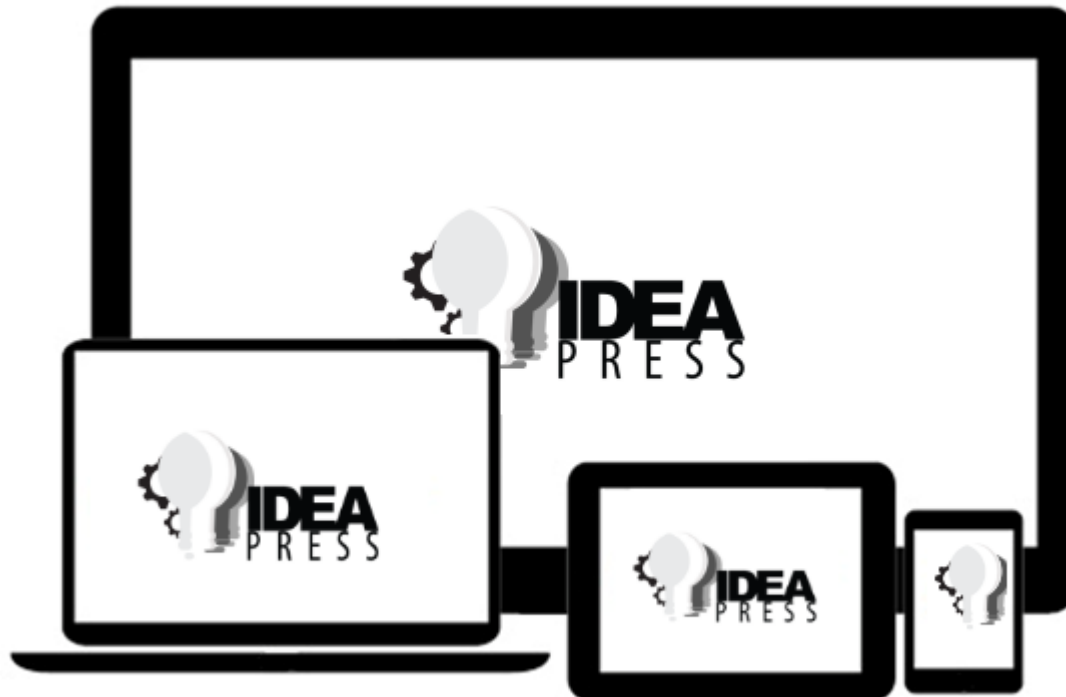
**Mobile content is not displayed consistently across multiple devices  
and yet....**

- 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



# IdeaPress open source project



- The Ideapress Project is a open source projects that allows developers to turn WordPress site into Windows 8 applications
- Works on both **WordPress.ORG** and **WordPress.com**
- Support native features such as search, swipe and live tiles
- Easily useable by developers, but difficult for non-developers to take advantage of...

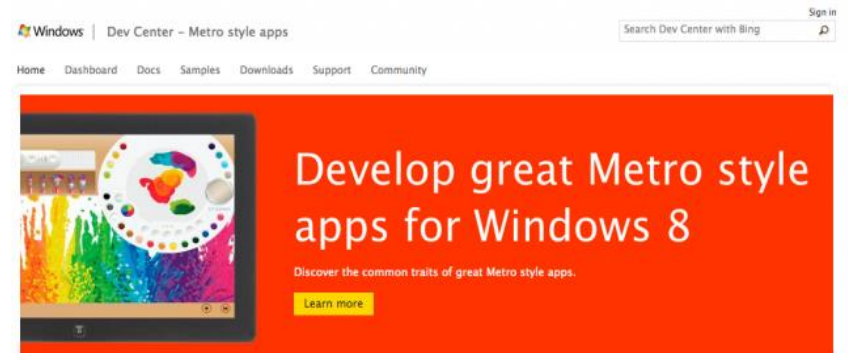


# Microsoft's challenge ...



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

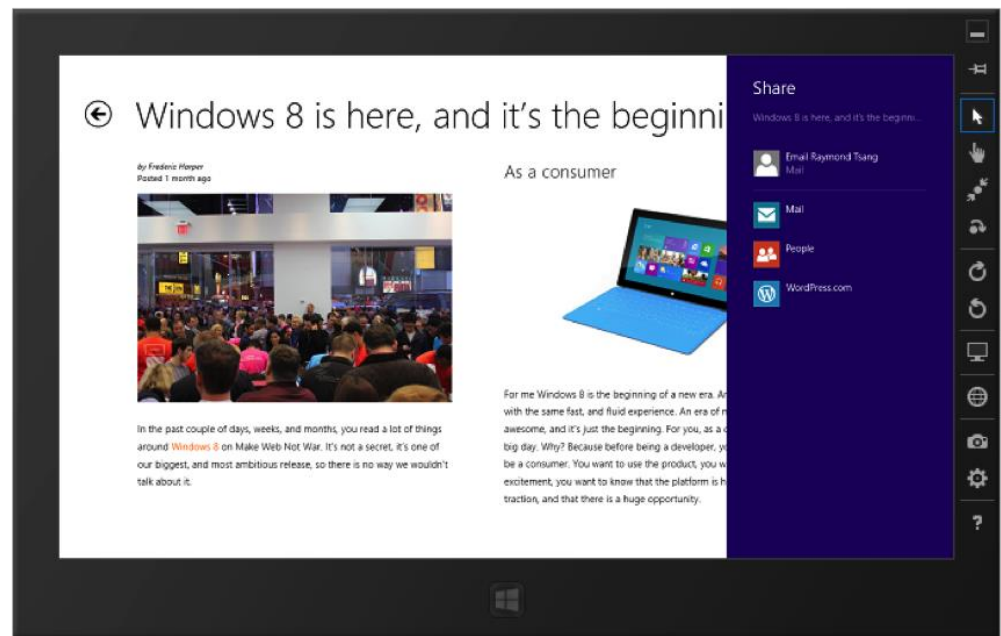
- Allow users to create Windows 8 application without writing a single line of code
- Application can be generated in 5 steps via an Online Wizard
- Enables users to focus on the styling while IdeaPress takes care of the coding

# IdeaPress online wizard process



# 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

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



Recent News 19



United Way of Auglaize C...

United W



### web designer wall

A wall of design ideas, with trends, and tutorials

- Blog
- About
- Contact
- Archives

### 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 .HTML

DESIGN TO HTML5/CSS3

Discover the fastest way to build your website

Free Demo

Photography By Web Design

Premium Content

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Advertiser Here

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- Another subscription for the PSD .HTML5 Blog
- Another good video tutorial

## 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 Crillesville), or Wagner's BGA and donate.

Search

#### Recent Posts

- 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

# Secrets Floral

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



Broadcast Media... broadcast media, m



## skype Blogs

Social Good 14

Workspace Blog 209

Garage & Updates

**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

**Colleagues 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**  
Social Good

**How Parliament Tutors Dodged Superstorm Sandy SAT Disaster**  
Workspace Blog

**Skype Takes 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

**OOO! 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

**Skype Video Messaging: Privacy & 8 Users**  
Garage & Updates

**Skype Video Messaging: Privacy & 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**  
Garage & Updates

# Tourism TO

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## Tourism.to

Tours

Tourism.to

Book Toronto City Tour Here

Book Niagara Falls



**Discover**  
the bliss  
the wonder  
the thrill  
the fun

**How to Meet People in Canada**  
Toronto

**4 Things You Should Know About Shopping**

**Maximize Your Open House**

# Secrets FLORAL COLLECTION

{ Your secrets to creating a lasting impression. }

HOME WEDDINGS EVERYDAY FLOWERS PRICING MEDIA ABOUT CONTACT

## A Crystallized Canopy Wedding Reception Decoration

Published on Jan 10, 2012 by admin

A wedding canopy made with crystal chandeliers and crystal accents, which include the crystal chandeliers and crystal chandeliers. This has been designed to create a canopy to make it more romantic.

The canopy is covered with chandeliers, crystal chandeliers, and crystal accents and light and crystal chandeliers. The canopy is covered with chandeliers, crystal chandeliers, and crystal accents and light and crystal chandeliers.



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## Skype Blogs

News, stories, and updates from Skype

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Home | News | Big Blog | Garage & Updates | Play | Workspace | Tips & Tricks | Social Good



Skype for Windows Phone 8.1 update announcement



Skype video messaging announcement



Skype for Mac OS X announcement

## Skype for Windows Phone 8 - version 2.11

© 2013 Skype in Garage & Updates by Lisa Kingwell

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

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- Canadian
- Christmas
- Events
- Fashion
- Getaways
- 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...

READ MORE

**ARCHIVES**

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



## BANTING HOUSE BED AND BREAKFAST

Posted April 12, 2013 in B&B Getaways  
Banting House Bed and Breakfast is a historic and owned by the University of Toronto for more than 80 years. This late-Victorian house at 75 Harcourt Ave in Toronto with eight guest bedrooms has been in operation for more than twenty years. During the U of T years it's... Banting, with its best kept secret, has been the location...

# 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](http://www.webnotwar.ca)

[Confirm Settings](#)

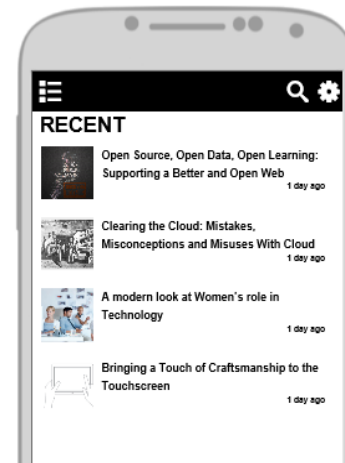
Start Info **Style** Content

[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 <a href="#">Details</a>   <a href="#">Installed</a>	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

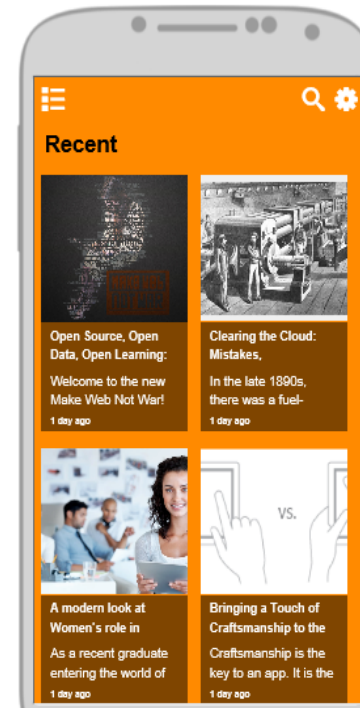
#ff8a00




Logo (48 x 48):

Default Image (320 x 240):

Font:



# Step 4: Content

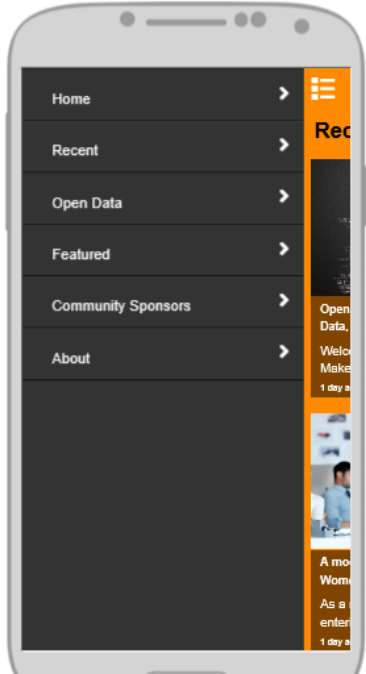
 Hello, [mathieu.a.dubuc@gmail.com](mailto:mathieu.a.dubuc@gmail.com)! [Log off](#)

[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.**

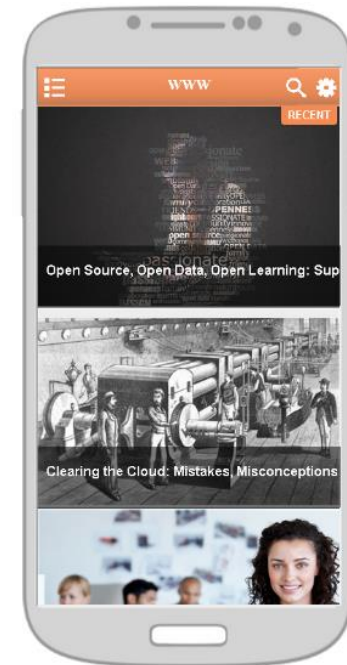
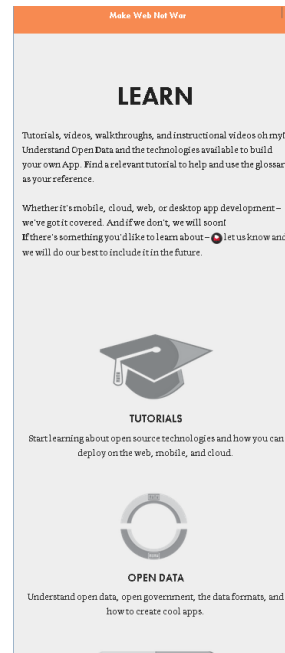
- Source Code** (highlighted with a red box)
- App Package
- App Store Value Pack \$5.00

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** (highlighted with a red box) Cancel

# Technical Overview



- Support Cross-platform
- Perform faster than web app
- Cache data for offline viewing
- Dynamic update

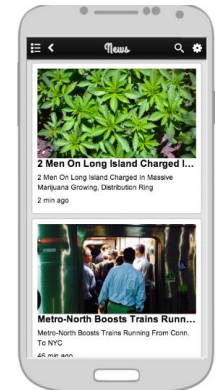
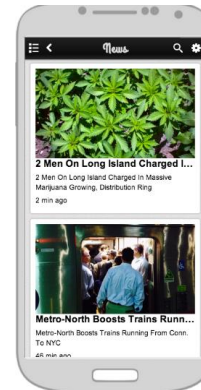
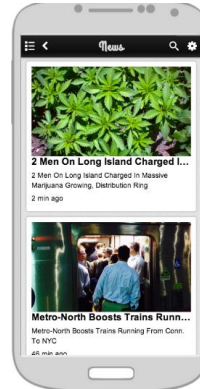
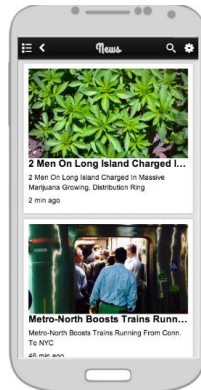
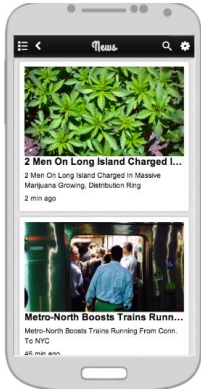
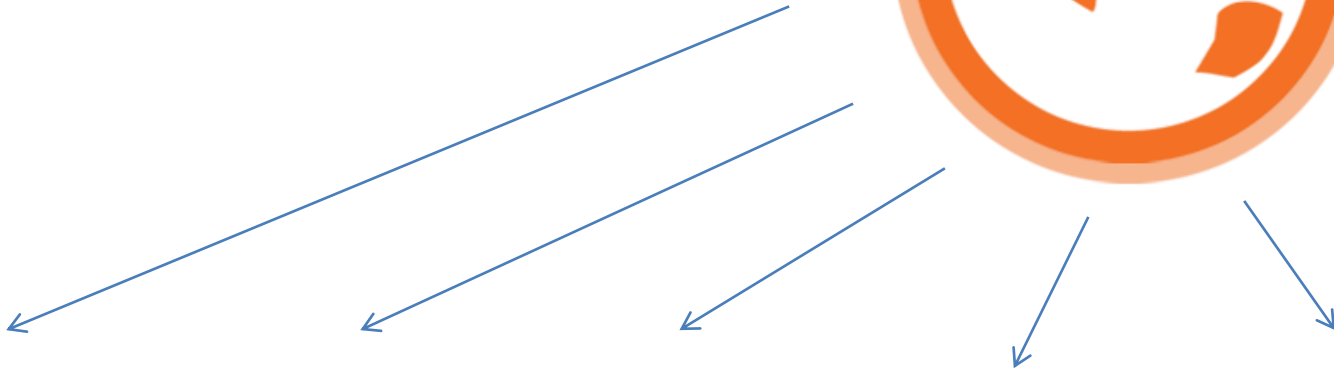


# Multi-platform challenges

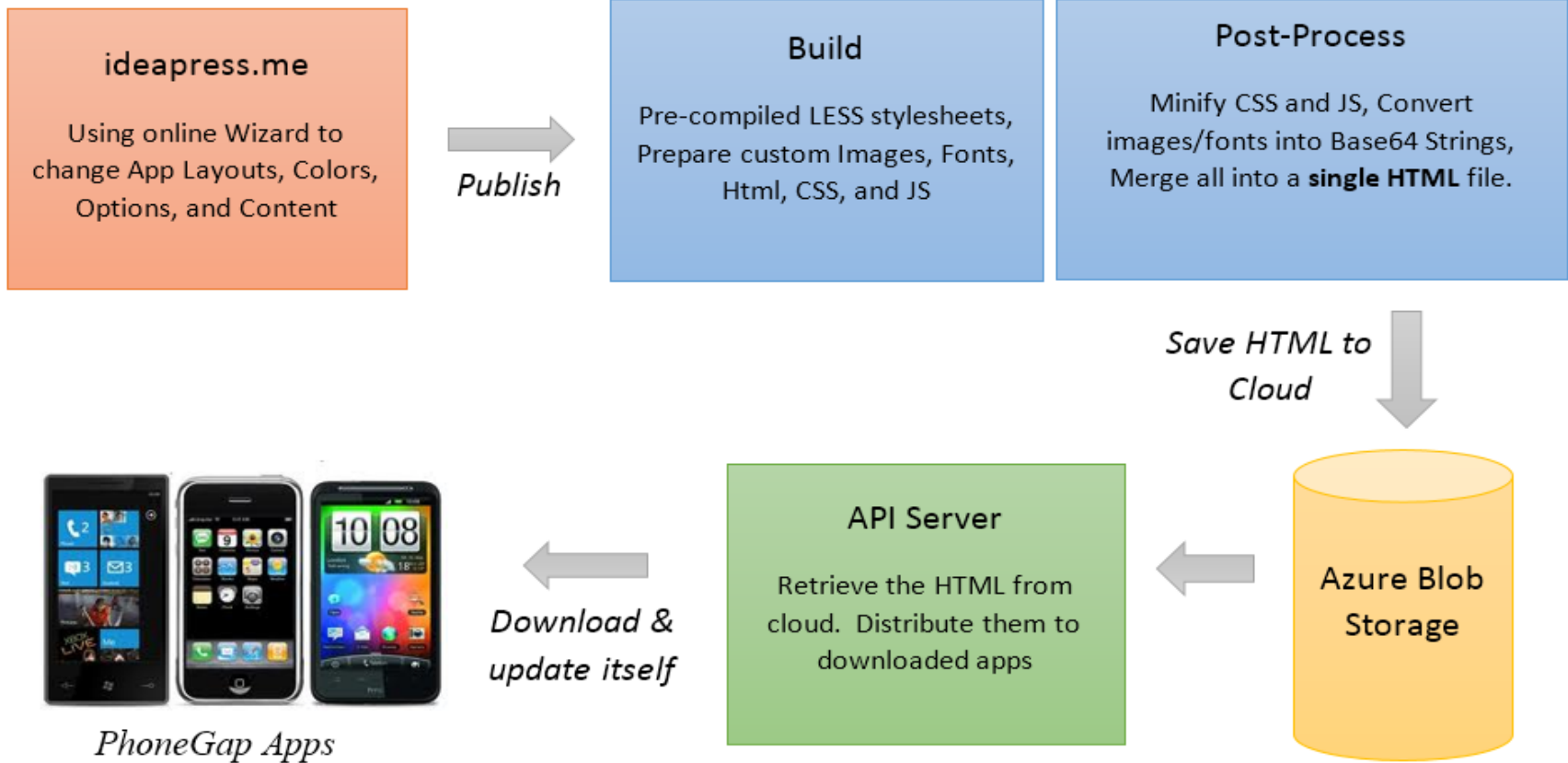


- Developing adaptable layouts to work on multiple platforms and screen sizes
- Support for native features varied for each platform
- Needed to implement the same features for each platform

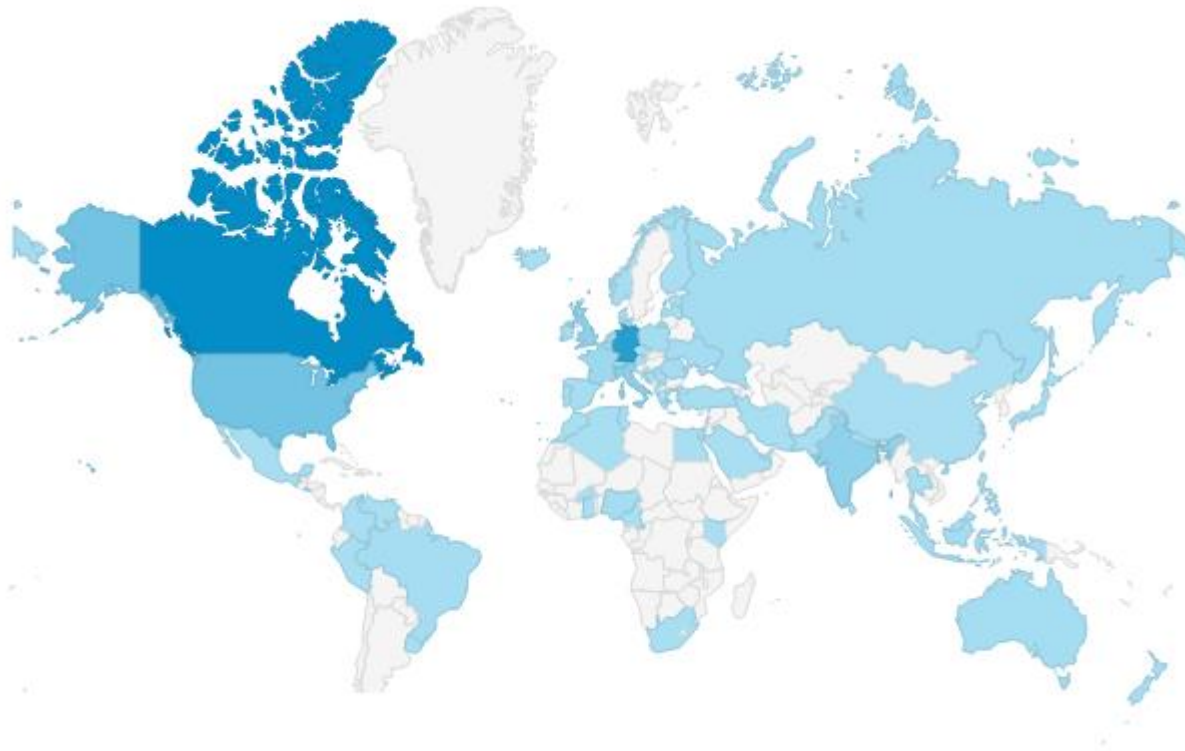
# Dynamic updating



# Dynamic updating



# IdeaPress users to date



- Reviewed in over a dozen different languages
- Tweeted and shared by several influencers
- Free publishing to early adaptors

Surprising distribution of users driven by WordPress users blogging about IdeaPress all over the world

# What's next for IdeaPress?



**Custom tablet app capabilities**

**Moving into other CMS!!**



# How can you help?

**Try out the IdeaPress wizard for free at [ideapress.me](http://ideapress.me)**

**Let us know what you think and/or any suggestions for improvement you may have**

**Enjoy your new apps!**

# Resource links

- **IdeaPress Mobile Online Wizard:** [Ideapress.me](http://Ideapress.me)
- **IdeaPress Online Wizard:** [Win8.Ideapress.me](http://Win8.Ideapress.me)
- **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>

# Thank you!

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**LinkedIn:** [ca.linkedin.com/in/siumichael](https://ca.linkedin.com/in/siumichael)

**Email:** Michael.Siu@ideanotion.net