The iTeleport Story: Designing and Building a Top Grossing iPhone App

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Abstract:
Designing an amazing user experience for mobile devices involves more than shrinking down a desktop interface onto a smaller screen -- it requires a fundamental rethinking of the user experience from the ground up. iTeleport began as an exploration of remote desktop interfaces for the iPhone touchscreen, and through a patent-pending interaction paradigm, is now the top grossing VNC client on the App Store. In this talk, I will describe the iterative design process and the personal story behind how a graduate student's hobby project became a profitable, growing Silicon Valley startup -- and how we're trying to create a hybrid organization that brings together the best of academia and industry.

About the Speaker:
Jahanzeb Sherwani received his PhD from the Computer Science Department at Carnegie Mellon in 2009. His thesis research focused on speech interfaces for information access by low-literate users in the developing world. In 2008, he wrote Touchpad Pro, a jailbreak iPhone app that preceded the official App Store, and reached the front page of numerous blogs and social news sites (e.g. Digg, Gizmodo, Engadget). Since graduating from Carnegie Mellon, he has been working on iTeleport, a startup that aims to give users access to (and share) their digital stuff from any device, from anywhere in the world. He is also Adjunct Faculty at the Language Technologies Institute at Carnegie Mellon.