科學APP

李亦君博士
文化大學資傳系
先進網際網路與行動服務實驗室

AIMS dvanced Internet & Mobile Service

Who Am I?

- PhD in Computer Science
  - 英國Southampton大學電子與資訊科學學院 (School of Electronics and Computer Science)
- Msc in Applied Math
  - 國立中興大學
- 研究方向
  - 分散式計算Distributed Computing
  - 行動資訊服務Information Services
  - 電子商務eCommerce

Agenda

- 科學傳播發展
- APP本質與優勢
- 使用者特性與行為
- 科學APP的範例與應用
- 我們該做什麼

科學傳播發展

科學傳播發展

- 科學與人文
  - 平行還是匯流？
- 科學傳播
  - 分享與互動
- 科學普及
  - 與大眾分享無助於自身的專業發展
  - 將科學作為一種理性思維培養

科學傳播發展..cont.

- 科學素養的重要性
  - 美國－科學素養
    - 普及科學教育對於科學發展有所幫助
  - 英國－公眾理解科學運動（PUS, Public Understanding of Science）
    - 科學家理解與大眾溝通是重要的事情

增加科學素養

- PUS『試著直接或間接透過媒體來增進成年人、家庭與社區團體對科學的興趣和認識』
- 科學素養『依賴正規的科學教育，以努力提升在校生和大學生的科學素質為依歸』

科學傳播

- 教育觀點：科學成為必修
- 普及觀點：利用大眾媒體進行科學傳播活動

蔡明燁女士：

『科學傳播必須跨越不同科技、社會、人文領域』

APP的本質與優勢

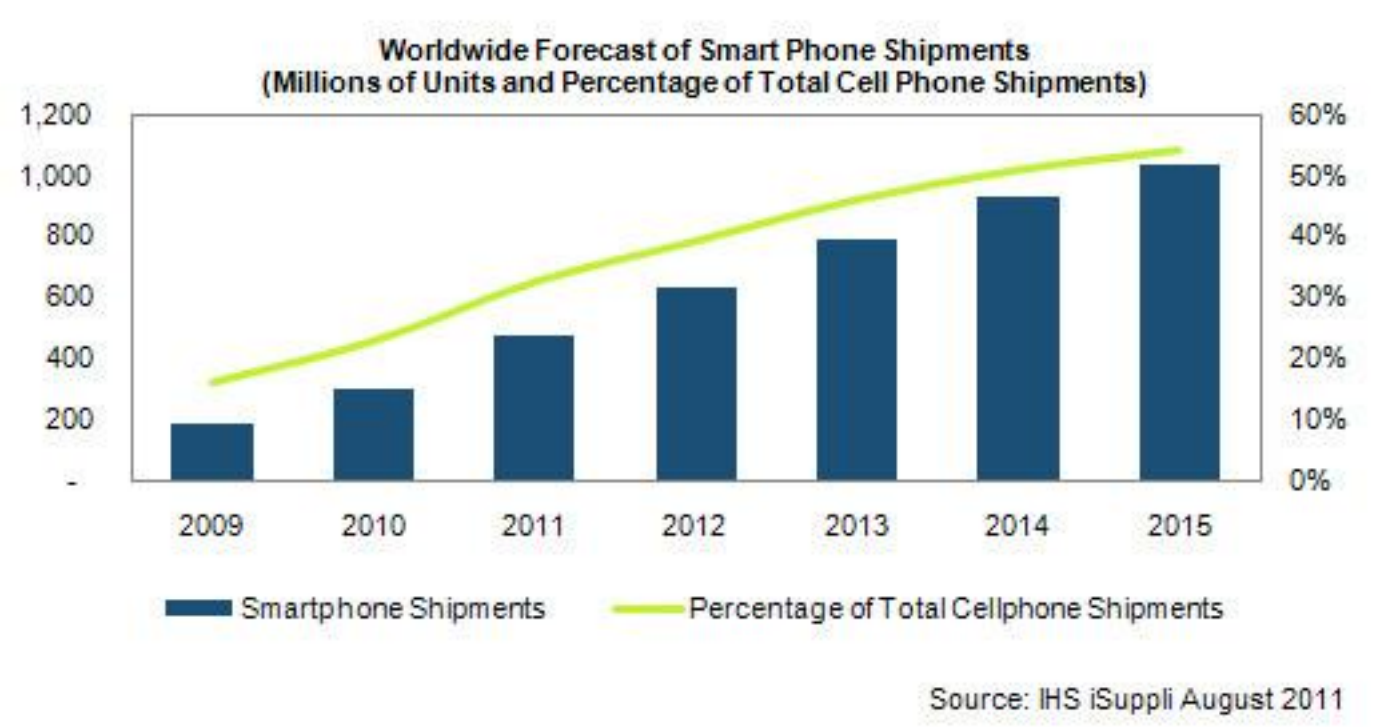
各種行動平台

- iPhone/iPad by APPLE
- Android Phone/Pad by Google
- Windows Phone by Microsoft

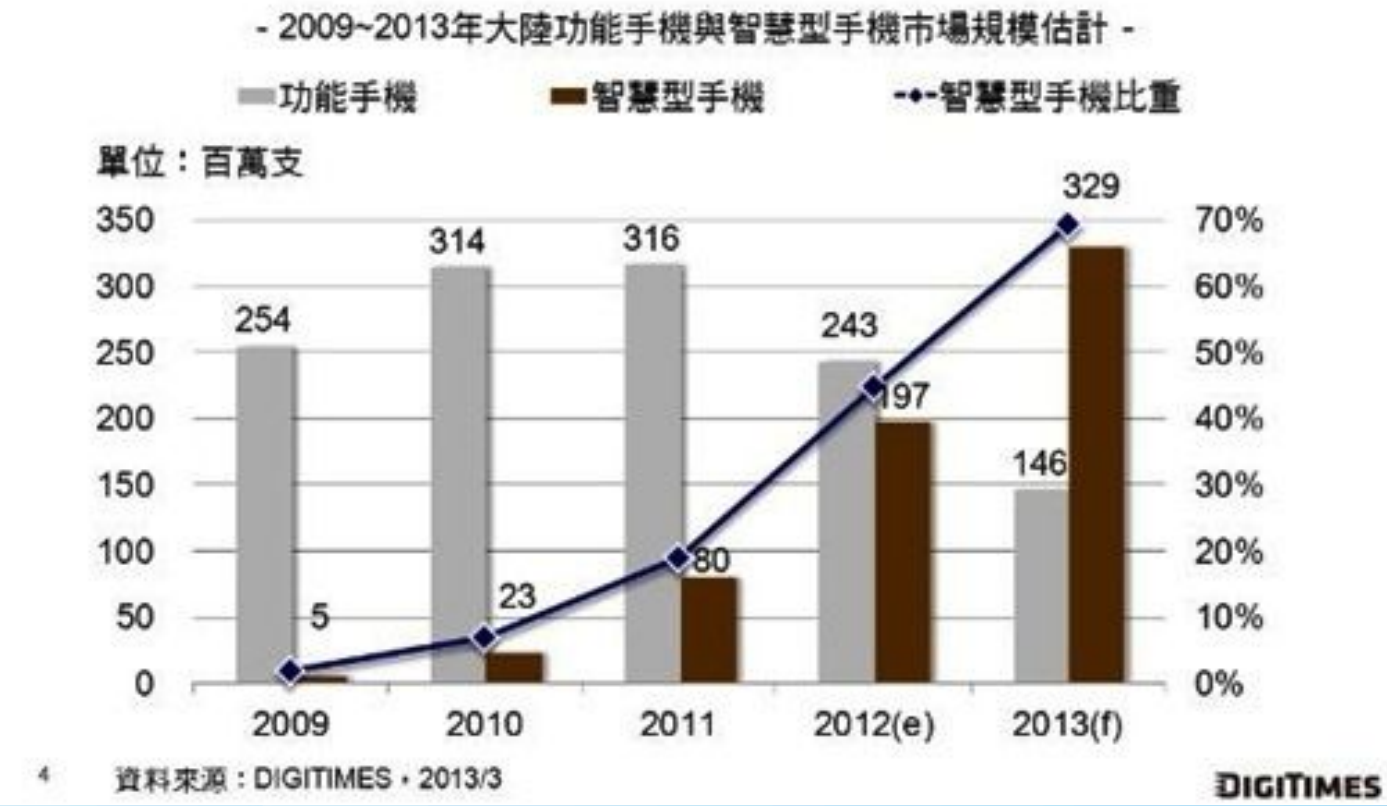
趨勢

- 2006~2008 起步
- 2009~2012 爆炸性成長階段
  - 近兩年全球智慧型手機出貨量都以超過 2 億台的速度增加
  - 根據市場研究機構 Strategy Analytics 最新發表的數據，2012 年全球智慧手機出貨量從 2011 年的 4.91 億台成長至達到創紀錄的 7 億台

- IHS分析：2015年前全球手機市場 半數以上是智慧型手機



2013年大陸智慧型手機內需市場可望達3.3億支



各種平台市場佔有率

Worldwide Smartphone Sales to End Users by Operating System in 2Q13 (Thousands of Units)

Operating System	2Q13 Units	2Q13 Market Share (%)	2Q12 Units	2Q12 Market Share (%)
Android	177,898.2	79.0	98,664.0	64.2
iOS	31,899.7	14.2	28,935.0	18.8
Microsoft	7,407.6	3.3	4,039.1	2.6
BlackBerry	6,180.0	2.7	7,991.2	5.2
Bada	838.2	0.4	4,208.8	2.7
Symbian	630.8	0.3	9,071.5	5.9
Others	471.7	0.2	863.3	0.6
Total	**225,326.2**	**100.0**	**153,772.9**	**100.0**

Source: Gartner (August 2013)

Top Four Operating Systems, Shipments, and Market Share, Q3 2013 (Units in Millions)

Operating System	3Q13 Shipment Volumes	3Q13 Market Share	3Q12 Shipment Volumes	3Q12 Market Share	Year-Over-Year Change
Android	211.6	81.0%	139.9	74.9%	51.3%
iOS	33.8	12.9%	26.9	14.4%	25.6%
Windows Phone	9.5	3.6%	3.7	2.0%	156.0%
BlackBerry	4.5	1.7%	7.7	4.1%	-41.6%
Others	1.7	0.6%	8.4	4.5%	-80.1%
Total	**261.1**	**100.0%**	**186.7**	**100.0%**	**39.9%**

Source: IDC Worldwide Mobile Phone Tracker, November 12, 2013

各種品牌手機市佔率

Global Smartphone Operating System Marketshare %	Q3 '12	Q3 '13
Android	75.0%	81.3%
Apple	15.6%	13.4%
Microsoft	2.1%	4.1%
BlackBerry	4.3%	1.0%
Others	3.0%	0.2%
Total	100.0%	100.0%

各種品牌手機出貨率

Global Smartphone Operating System Shipments (Millions of Units)	Q3 '12	Q3 '13
Android	129.6	204.4
Apple	26.9	33.8
Microsoft	3.7	10.2
BlackBerry	7.4	2.5
Others	5.2	0.5
Total	172.8	251.4

行動APP的定義

- App = Application = Software Application
- Mobile app = A mobile application
  - 一般的定義是一個軟體應用程式，需要執行在智慧型行動裝置之上

Mobile devices VS Computer

比較項目 / 硬體配置特質	行動裝置 (手機/電腦)	個人電腦/ 筆記型電腦
CPU 功能	弱	強
記憶體存取速度	快	慢
螢幕大小	小	大
螢幕觸控能力	強	弱或無
輸出入裝置	單純化	多樣化
網路通訊能力	無線通訊	實體/無線通訊

Mobile APP的特性

- 觸控操作介面
- 快速開發效率
- 高擴充與調整能力
- 易安置新環境
- 物件導向開發平台
- 無線通訊的執行環境
- 彈性硬體的運用與設定

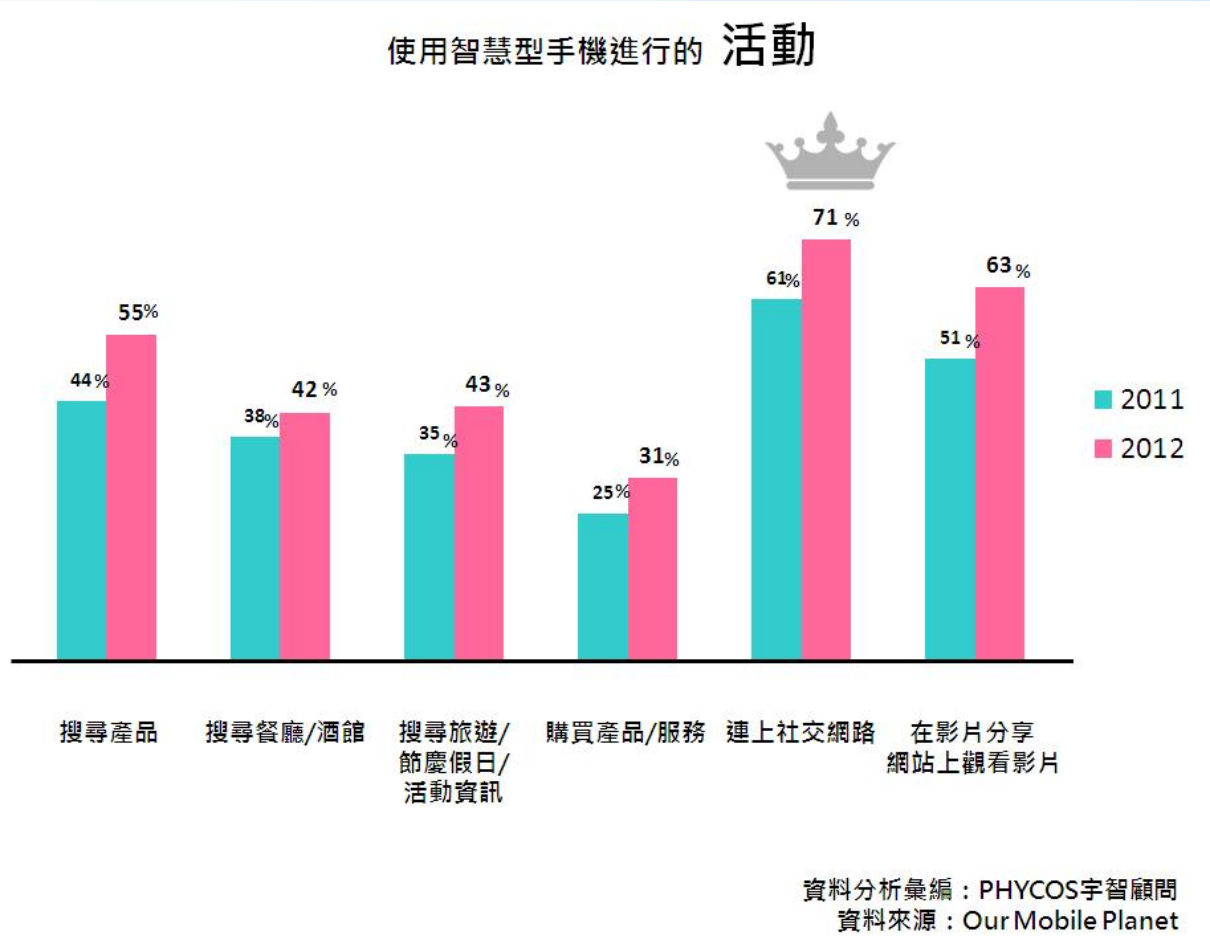
使用者特性與行為（台灣地區）

台灣智慧型手機普及率

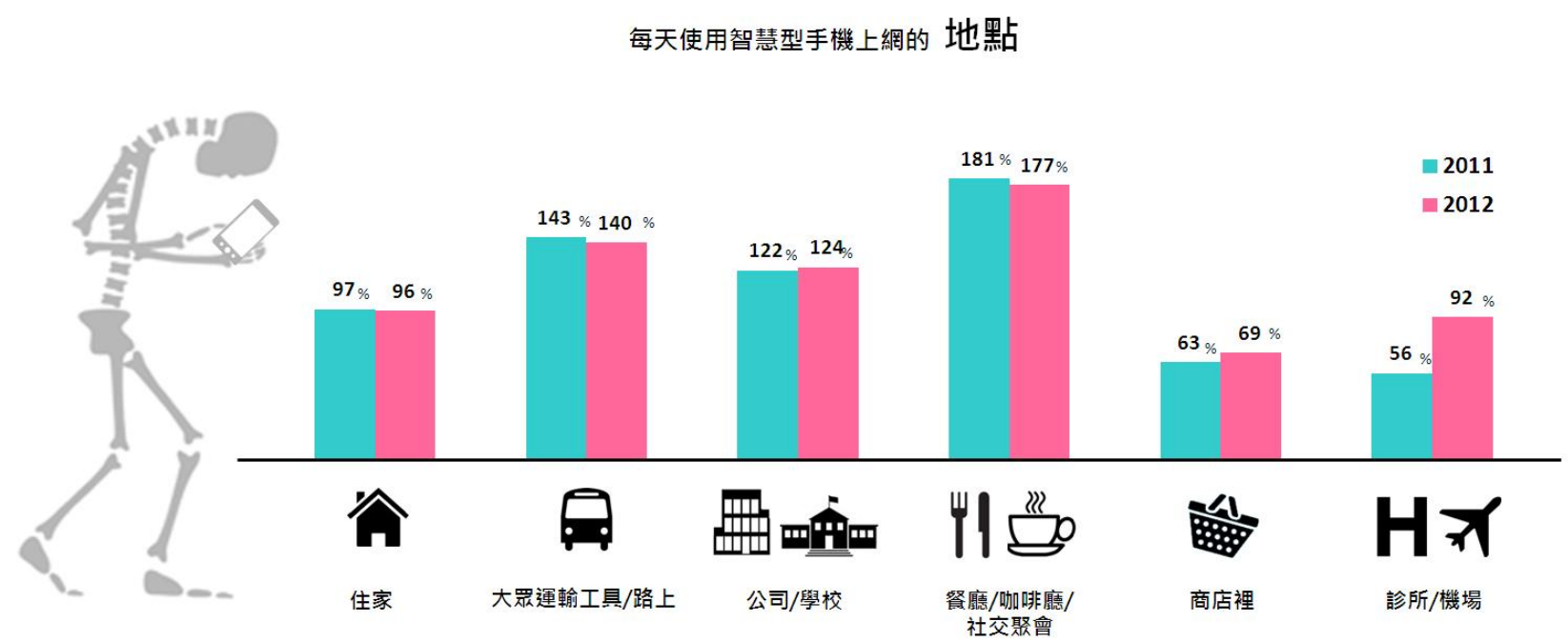
- 2013/8數據顯示：台灣地區智慧型手機普及率從去年32%提高到今年的51%
- 相當於每兩人就有一人使用
- 其他亞洲國家的持有率
  - 韓國（73%）
  - 新加坡（72%）
  - 香港（63%）
  - 日本（25%）
  - 中國（47%）


各國智慧型手機普及率比較
資料來源：Google
韓國 73%
新加坡 72%
香港 63%
台灣 51%
中國 47%
日本 25%
蘋果日報
圖片3 / 3

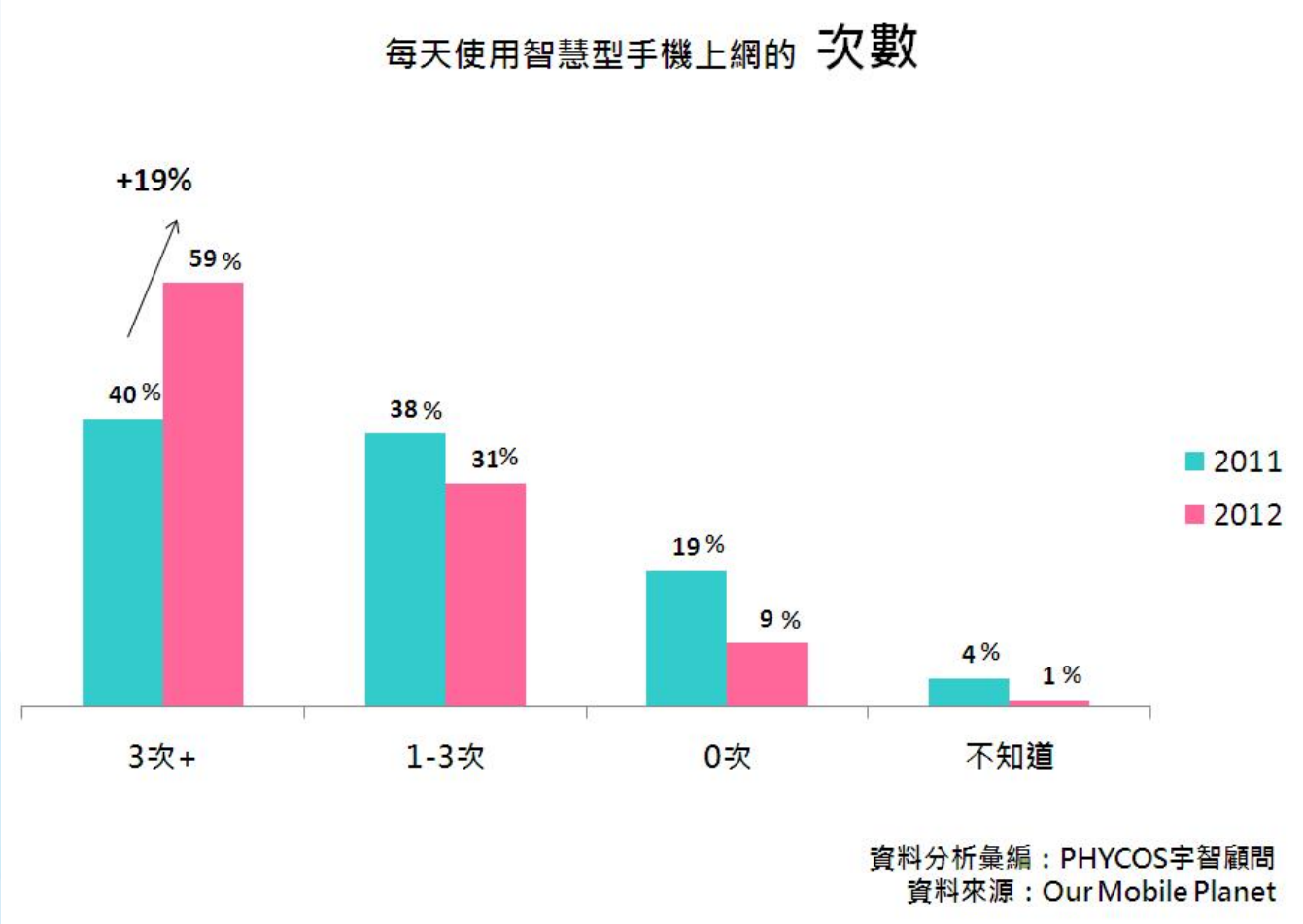
APP使用者的偏好


使用智慧型手機進行的 活動
44%
55%
38%
42%
35%
43%
25%
31%
61%
71%
51%
63%
2011
2012
搜尋產品
搜尋餐廳/酒館
搜尋旅遊/節慶假日/活動資訊
購買產品/服務
連上社交網路
在影片分享網站上觀看影片
資料分析彙編：PHYCOS宇智顧問
資料來源：Our Mobile Planet

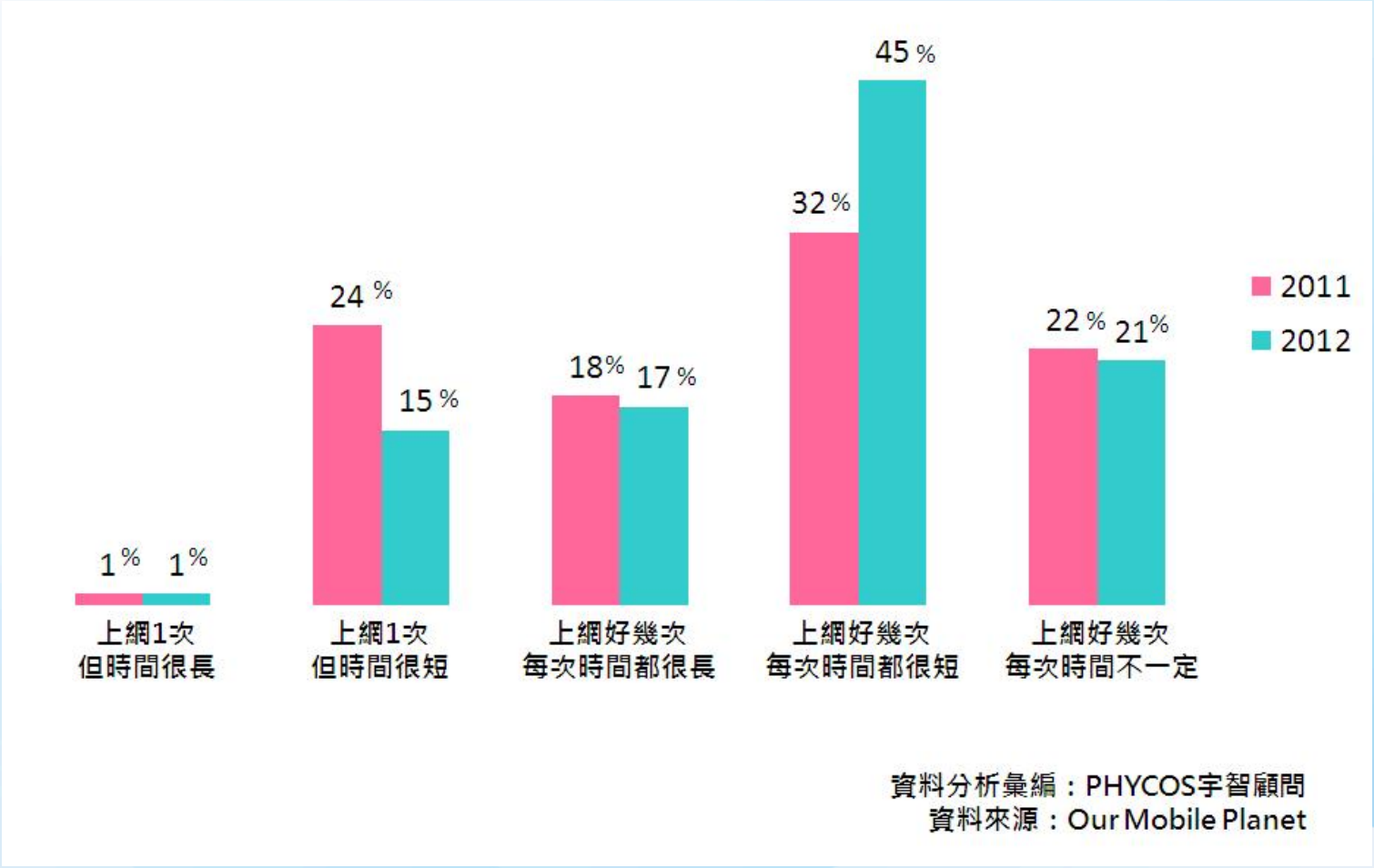
台灣地區的APP使用情形..地點



台灣地區的APP使用情形..次數



台灣地區的APP使用情形..時間



調查台灣使用者的使用情形by Google

- 台灣使用者對智慧型手機的依賴度是亞太之冠
  - 81%受訪者出門一定攜帶智慧型手機
  - 亞太地區：日本（80%）香港（77%）新加坡（73%）。
- 使用情形：社交網路、觀賞影片
  - 93%用戶會透過手機連接社交網路，約有6成每天至少會使用手機上一次社交網站
  - 90%會使用手機觀賞影片，31%每天至少觀看一次影片。
-

調查台灣使用者的使用情形by Google

- 手機上網行動搜尋的情形增加
  - 60%使用者每天都會使用手機上網搜尋（2012年為26%）
  - 在地搜尋使用率增加
    - 約3分之1的人每天使用手機在地搜尋一次，搜尋內容以產品（60%）居多，其次為餐飲訊息（51%）與旅遊（49%），工作機會、購物、租屋資訊約在3成左右。

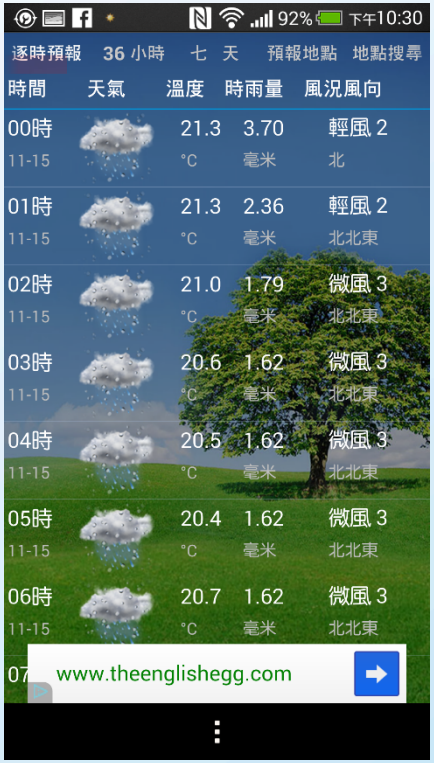
調查台灣使用者的使用情形by Google

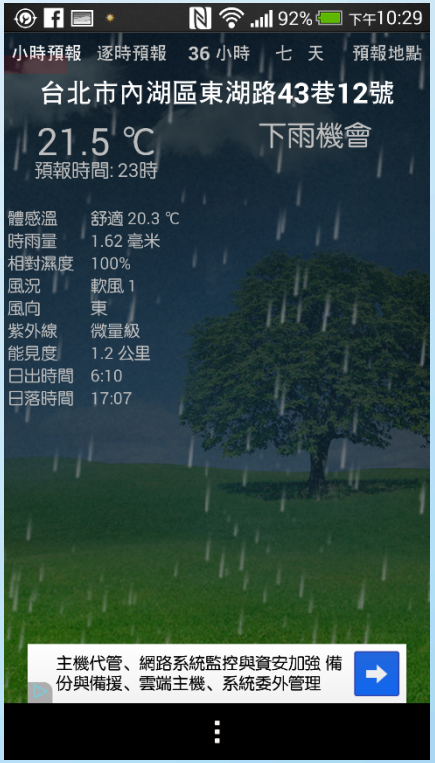
- 手機行動購物行為增加
  - 37%用戶每月至少使用手機行動購物一次(商品不包含APP或電子書）
  - 若包含虛擬商品在內則每月購物的使用者比例提高到70%
- 智慧型手機間接促成其他管道購物經驗
  - 87%曾使用手機研究產品或服務
  - 83%搜尋資訊後採取後續行動

- 使用App的情形：智慧型手機用戶平均安裝30個App，其中使用付費App約8個。

科學APP的範例與應用

現有的科學APP範例



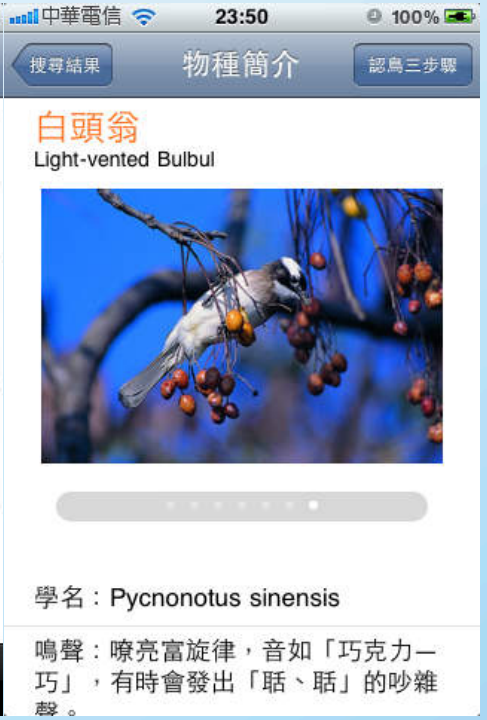


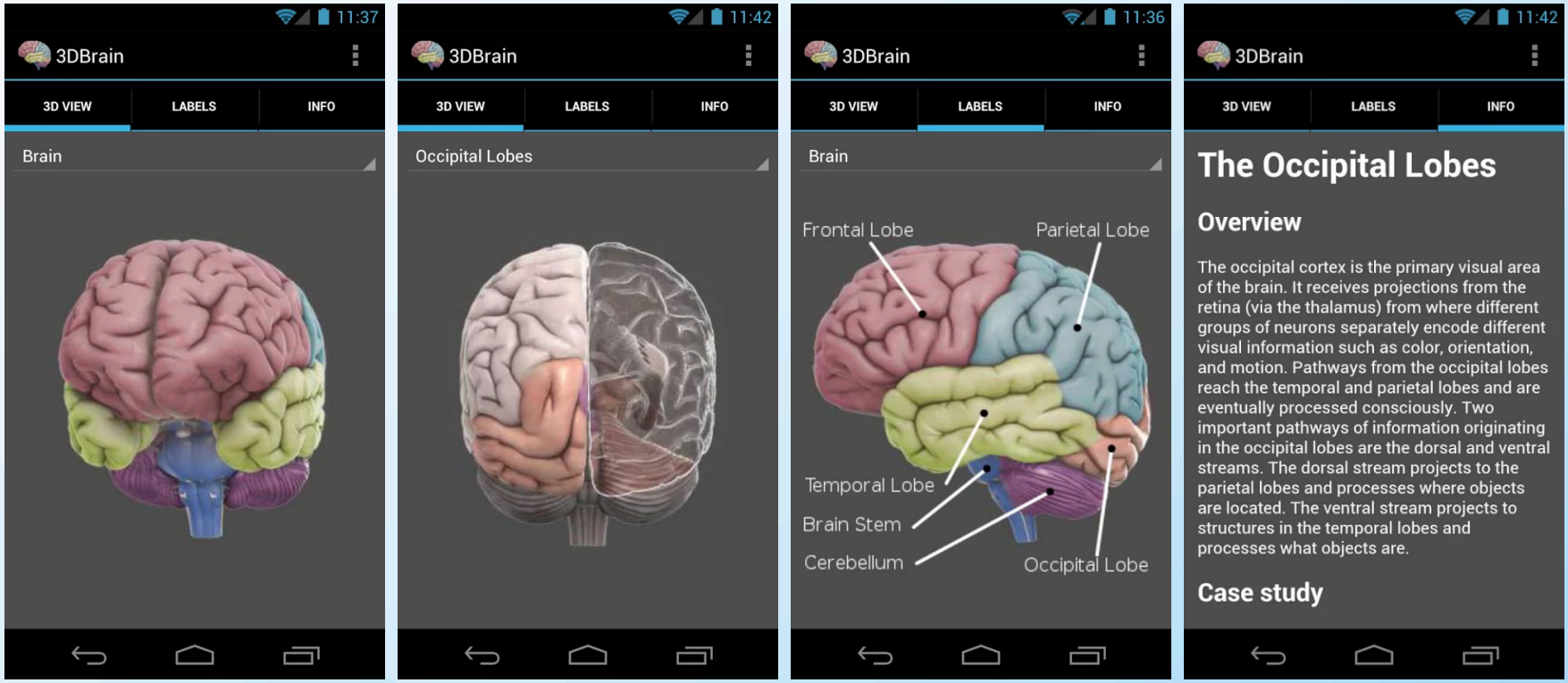
AIMS dvanced Internet & Mobile Service

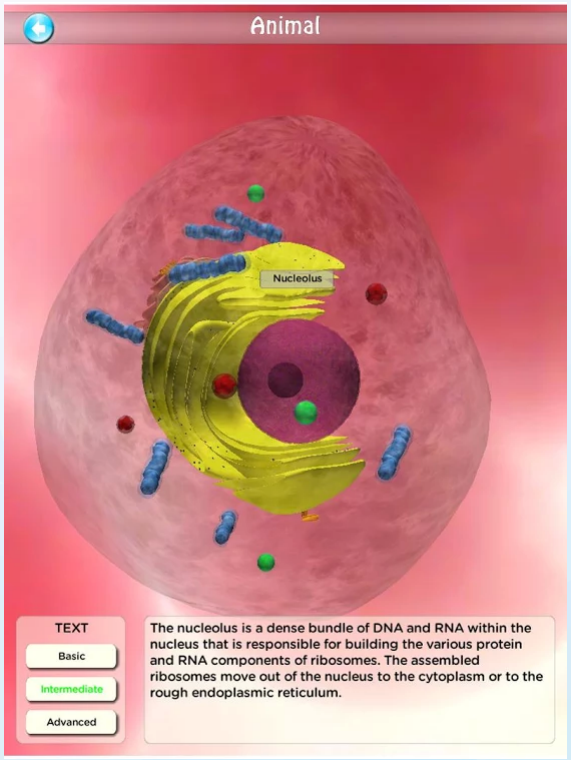

中華電信 23:49 100%
清除條件
認鳥3步驟 第1步
第一步：他有多大？
不記得
野鴿高度約33公分
更小
更大
開始查詢
下一步
1 第一步
2 第二步
3 第三步
進階查詢

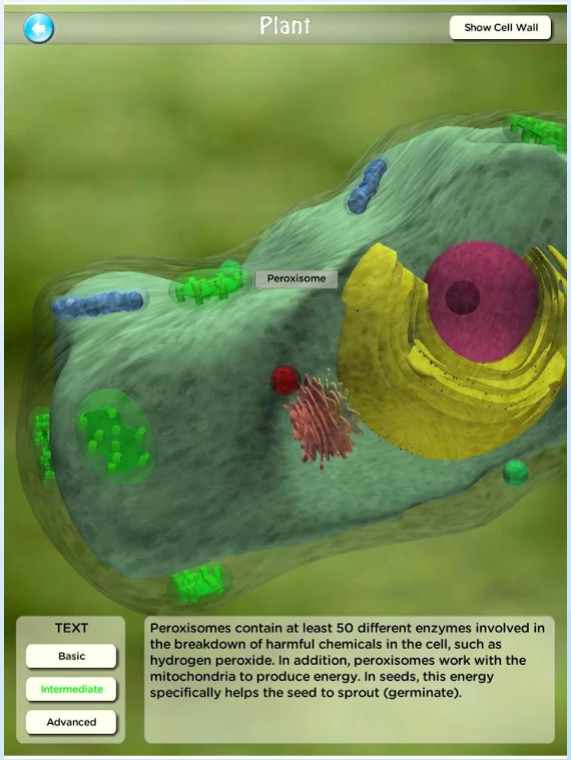

中華電信 23:49 100%
第一步
認鳥3步驟 第2步
第二步：嘴巴形狀？
不記得
粗厚又短
麻雀般小嘴
像鴨嘴
像鷹勾
長又尖
像錐子
開始查詢
下一步
1 第一步
2 第二步
3 第三步
進階查詢


中華電信 23:49 100%
第二步
認鳥3步驟 第3步
第三步：在哪裡看見？
不記得
城市綠地、農田
郊區山地
河海濕地
高空翱翔
開始查詢
1 第一步
2 第二步
3 第三步
進階查詢

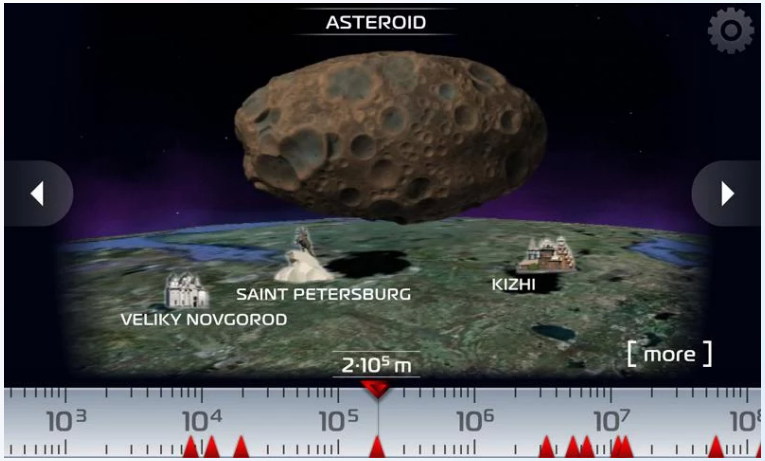

中華電信 23:50 100%
搜尋結果
物種簡介
認鳥三步驟
白頭翁
Light-vented Bulbul
學名：Pycnonotus sinensis
鳴聲：嘹亮富旋律，音如「巧克力—巧」，有時會發出「聒、聒」的吵雜

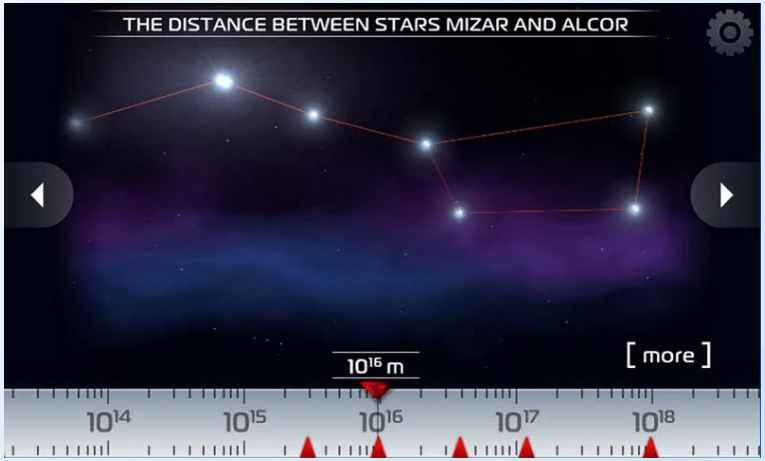

11:37
3DBrain
3D VIEW
LABELS
INFO
Brain
11:42
3DBrain
3D VIEW
LABELS
INFO
Occipital Lobes
11:36
3DBrain
3D VIEW
LABELS
INFO
Brain
Frontal Lobe
Parietal Lobe
Temporal Lobe
Brain Stem
Cerebellum
Occipital Lobe
11:42
3DBrain
3D VIEW
LABELS
INFO
The Occipital Lobes
Overview
The occipital cortex is the primary visual area of the brain. It receives projections from the retina (via the thalamus) from where different groups of neurons separately encode different visual information such as color, orientation, and motion. Pathways from the occipital lobes reach the temporal and parietal lobes and are eventually processed consciously. Two important pathways of information originating in the occipital lobes are the dorsal and ventral streams. The dorsal stream projects to the parietal lobes and processes where objects are located. The ventral stream projects to structures in the temporal lobes and processes what objects are.
Case study

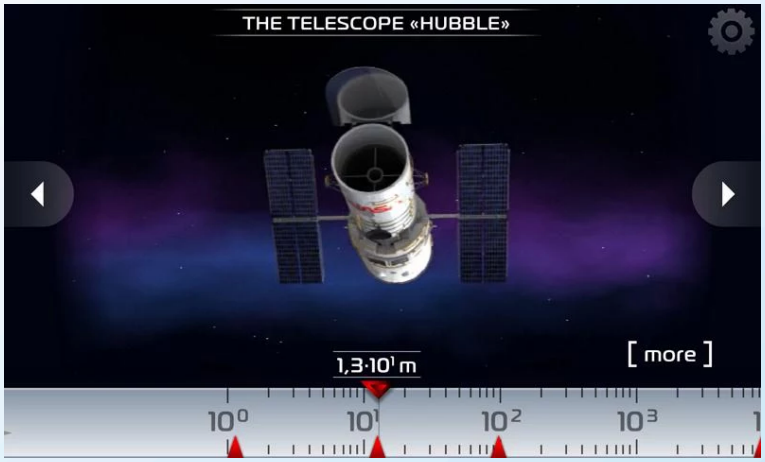

Animal
Nucleolus
TEXT
Basic
Intermediate
Advanced
The nucleolus is a dense bundle of DNA and RNA within the nucleus that is responsible for building the various protein and RNA components of ribosomes. The assembled ribosomes move out of the nucleus to the cytoplasm or to the rough endoplasmic reticulum.

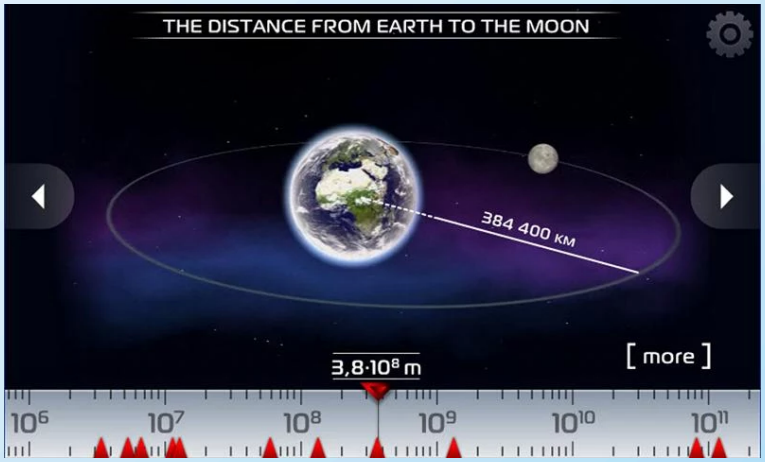

Plant
Show Cell Wall
Peroxisome
TEXT
Basic
Intermediate
Advanced
Peroxisomes contain at least 50 different enzymes involved in the breakdown of harmful chemicals in the cell, such as hydrogen peroxide. In addition, peroxisomes work with the mitochondria to produce energy. In seeds, this energy specifically helps the seed to sprout (germinate).

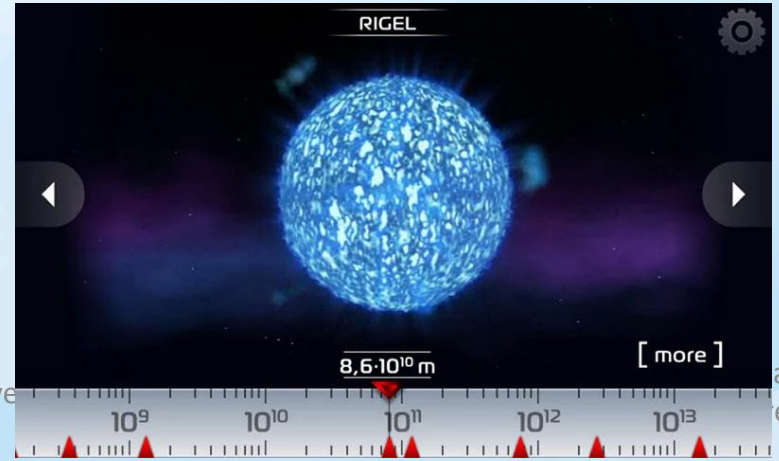

Bacteria
DNA
TEXT
Basic
Intermediate
Advanced
The nucleoid is the region of the bacteria that contains the DNA. Unlike the nucleus of plant and animal cells, the nucleoid is not enclosed by a membrane.

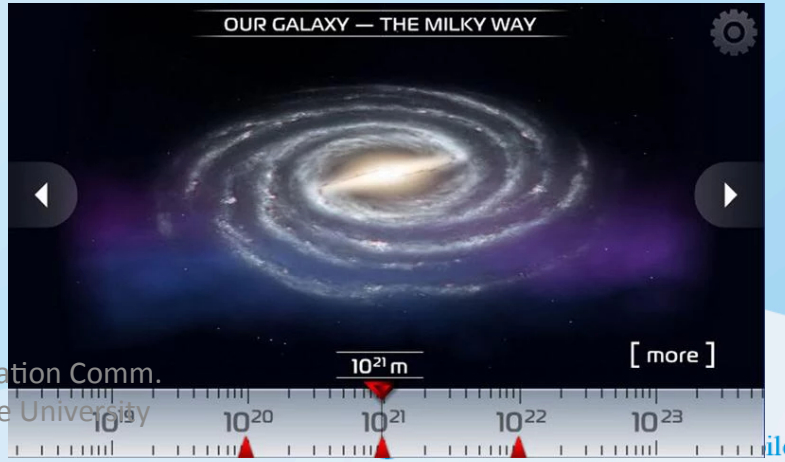

ASTEROID
SAINT PETERSBURG
KIZHI
VELIKY NOVGOROD
2·10⁵ m
[more]
10³ 10⁴ 10⁵ 10⁶ 10⁷

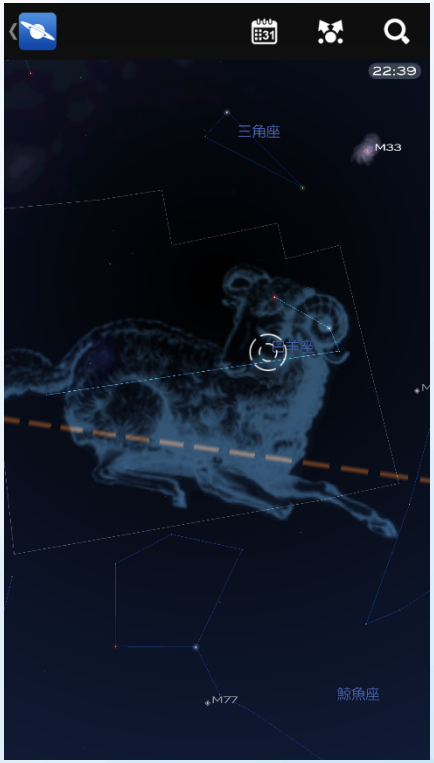

THE DISTANCE BETWEEN STARS MIZAR AND ALCOR
10¹⁶ m
[more]
10¹⁴ 10¹⁵ 10¹⁶ 10¹⁷ 10¹⁸

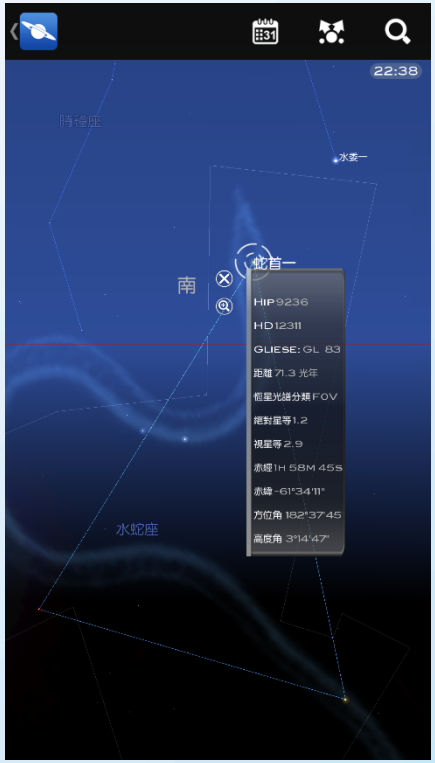

THE TELESCOPE «HUBBLE»
1,3·10¹ m
[more]
10⁰ 10¹ 10² 10³


THE DISTANCE FROM EARTH TO THE MOON
384 400 км
3,8·10⁸ m
[more]
10⁶ 10⁷ 10⁸ 10⁹ 10¹⁰ 10¹¹

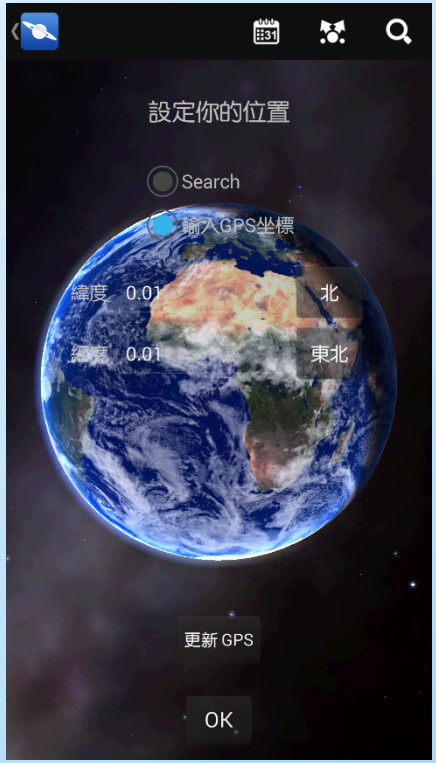

RIGEL
8,6·10¹⁰ m
[more]
10⁹ 10¹⁰ 10¹¹ 10¹² 10¹³


OUR GALAXY — THE MILKY WAY
10²¹ m
[more]
10¹⁹ 10²⁰ 10²¹ 10²² 10²³


22:39
三角座
M33
M77
鯨魚座


22:38
南
蛇首一
HIP 9236
HD 12311
GLIESE: GL 83
水蛇座


22:39
土衛一


設定你的位置
Search
輸入GPS坐標
緯度 0.01
北
經度 0.01
東北
更新 GPS
OK


科學探究學習平台
Why Why
★教育★娛樂★知識
進入遊戲
資訊


返回
科目
學習單元
地球科學
生物
物理化學

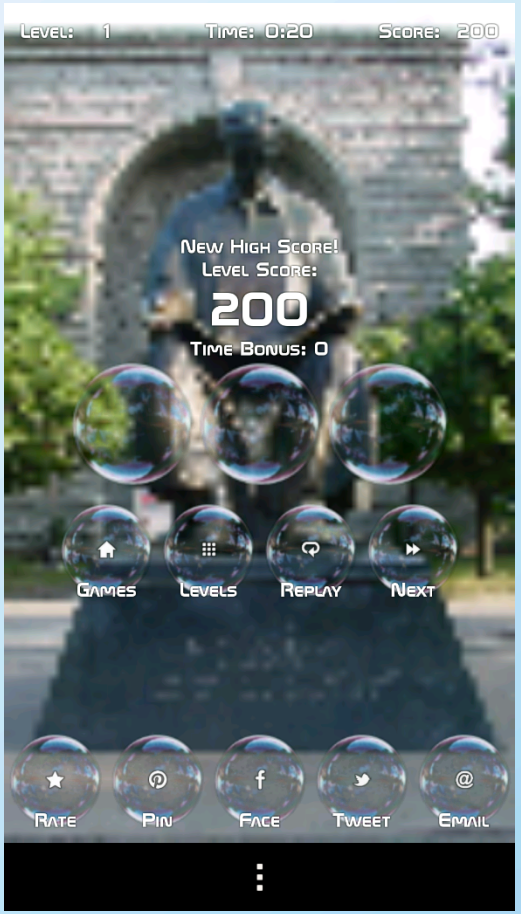

正在儲存螢幕擷取畫面...
返回
地球科學


正在儲存螢幕擷取畫面...
返回
地球科學
Q1.美麗的台灣是一座海上的島嶼，素有福爾摩沙美麗寶島之美譽，請問台灣是怎麼形成的？
海底的大陸棚被板塊運動擠壓抬升
從歐亞大陸板塊分裂開來
地球形成的時候台灣就是這樣的地形
再看一次題目


返回
地球科學
恭喜您答對囉!!
再試一次
看影片
繼續挑戰


Bubble Pop Science Free
Choose A Game:
Small Planets
Large Planets
Electronics
Elements
Motors
Weather
Inventions
Physics Symbols
Tools
Copyright © 2012 Happy Girl Apps. All Rights Reserved.


Level: 1
Time: 0:03
Score: 0
NIKOLA TESLA
INVENTOR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Level Score:
200
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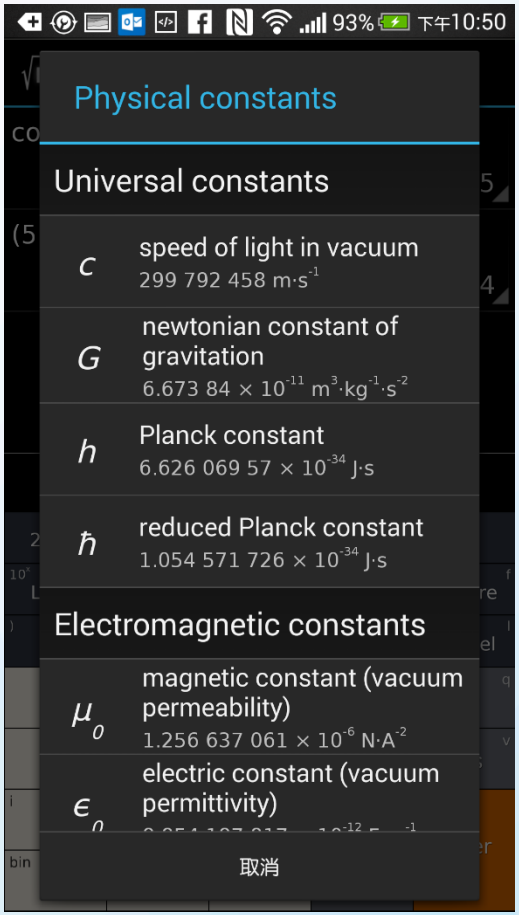
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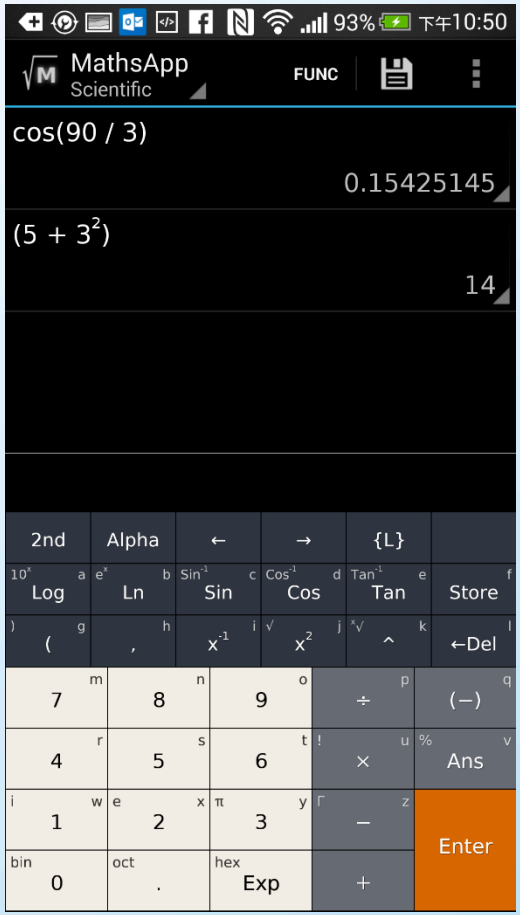
Physical constants
Universal constants
c
speed of light in vacuum
299 792 458 m·s-1
G
newtonian constant of gravitation
6.673 84 × 10-11 m3·kg-1·s-2
h
Planck constant
6.626 069 57 × 10-34 J·s
ħ
reduced Planck constant
1.054 571 726 × 10-34 J·s
Electromagnetic constants
μ0
magnetic constant (vacuum permeability)
1.256 637 061 × 10-6 N·A-2
ε0
electric constant (vacuum permittivity)
取消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MathsApp
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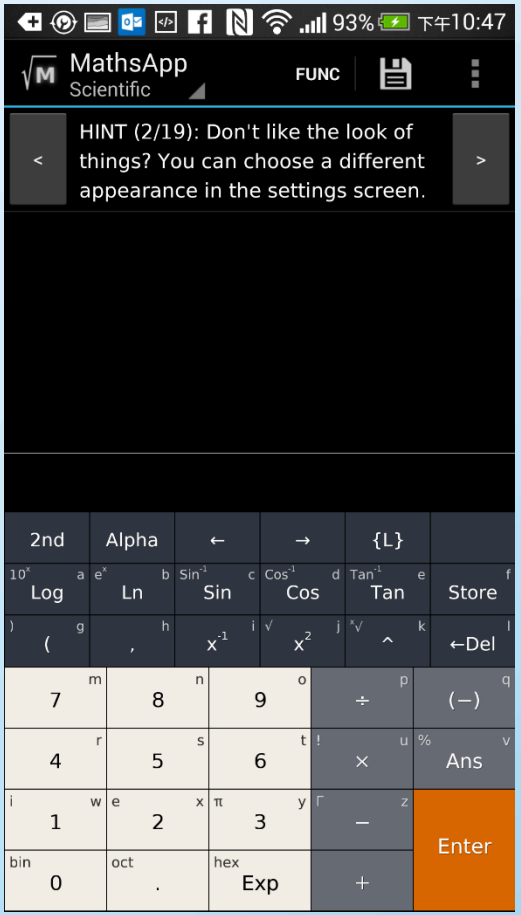
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MathsApp
Scientific
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HINT (2/19): Don't like the look of things? You can choose a different appearance in the settings screen.
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Exp
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程式開發科學計算器
智慧計算器
命令提示符
繪制圖形
計算積分
設置輸入鍵盤
管理程式


程式開發科學計算器: 繪制3維...
圖像名: 圖像1
圖像標題: 繪圖示例
X軸標題: X值
Y軸標題: Y值
Z軸標題: Z值
添加曲線
清除所有
觀看
標題: 曲線2
僅繪制網格?
最大值和顏色
0.0
綠色
青色
最小值和顏色
-1.0
白色
紫紅色
u:從 0.0 到 3.14159 間隔 0.20943
v:從 -1.57079 到 1.57079 間隔 0.39269
X = 2*cos(u) Y = 2*cos(u) Z = -2*sin(u)
刪除曲線
清除曲線定義
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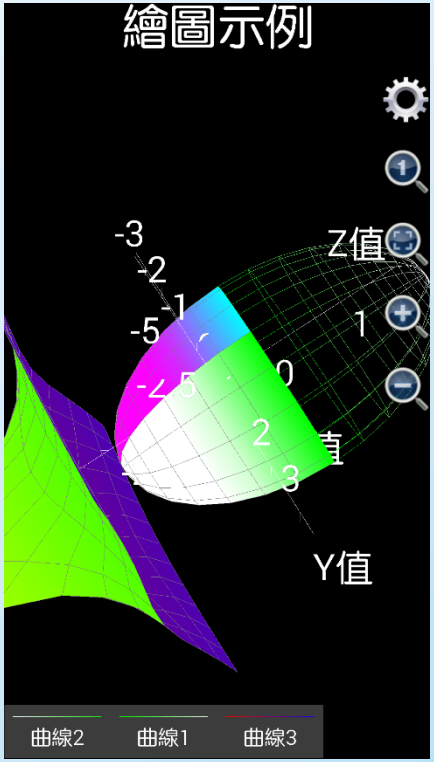
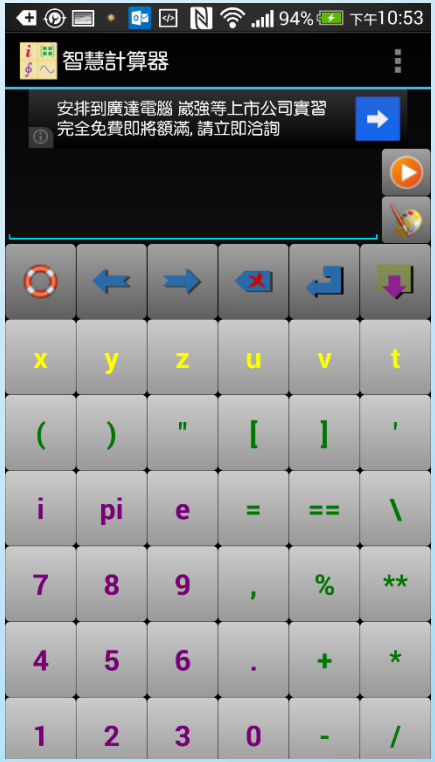

繪圖示例
Z值
Y值
曲線2
曲線1
曲線3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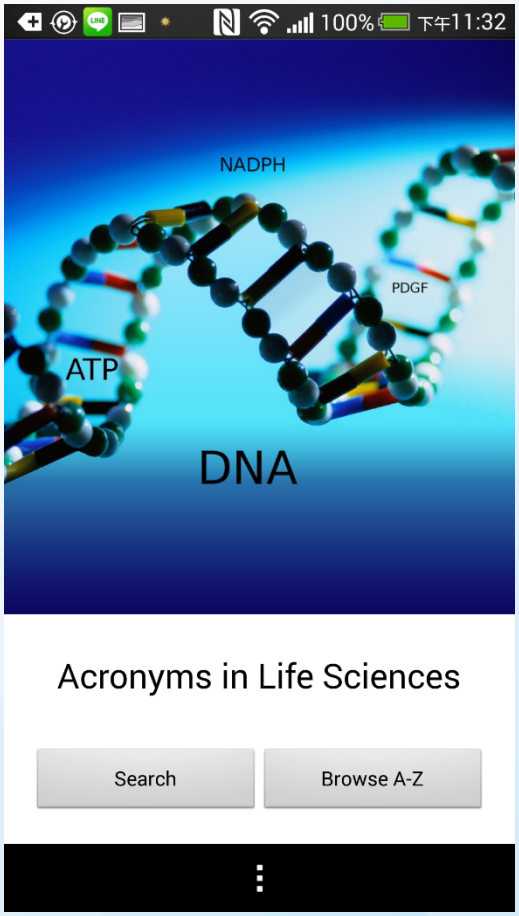
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ATP
DNA
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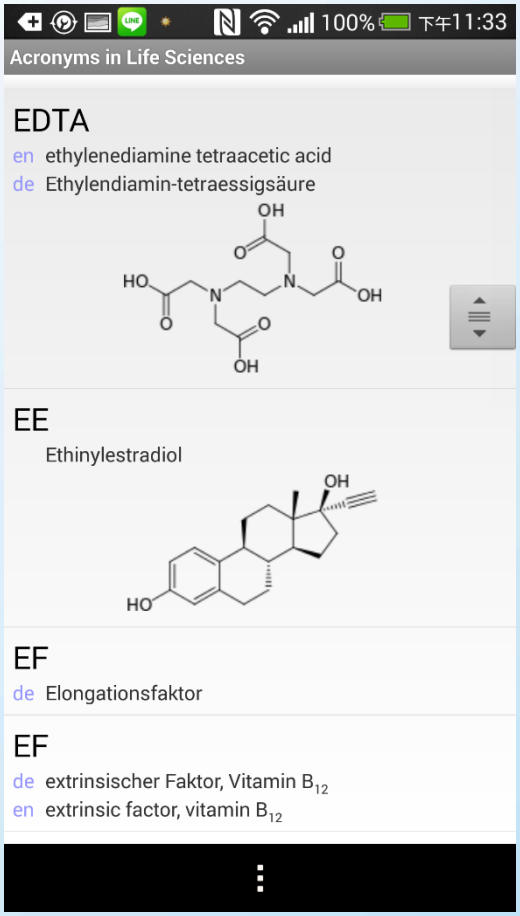
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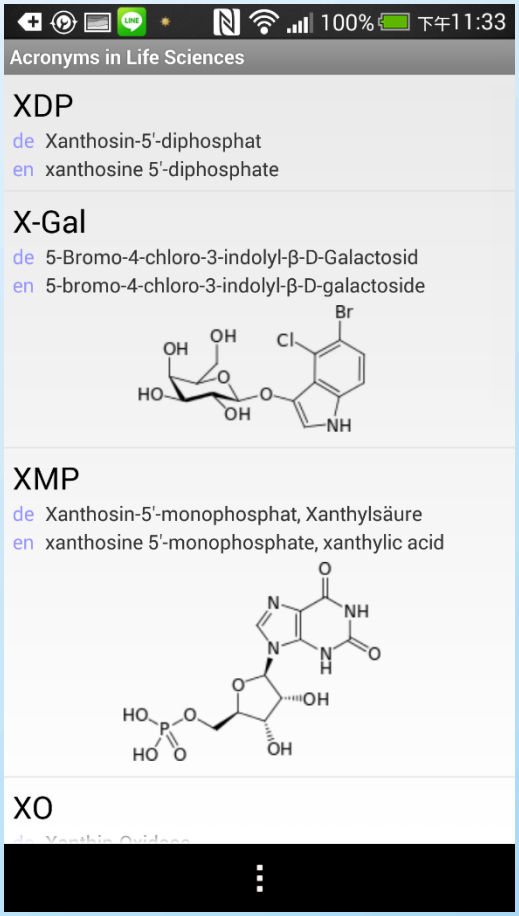
Acronyms in Life Sciences
EDTA
en ethylenediamine tetraacetic acid
de Ethylendiamin-tetraessigsäure
EE
Ethinylestradiol
EF
de Elongationsfaktor
EF
de extrinsischer Faktor, Vitamin B12
en extrinsic factor, vitamin B12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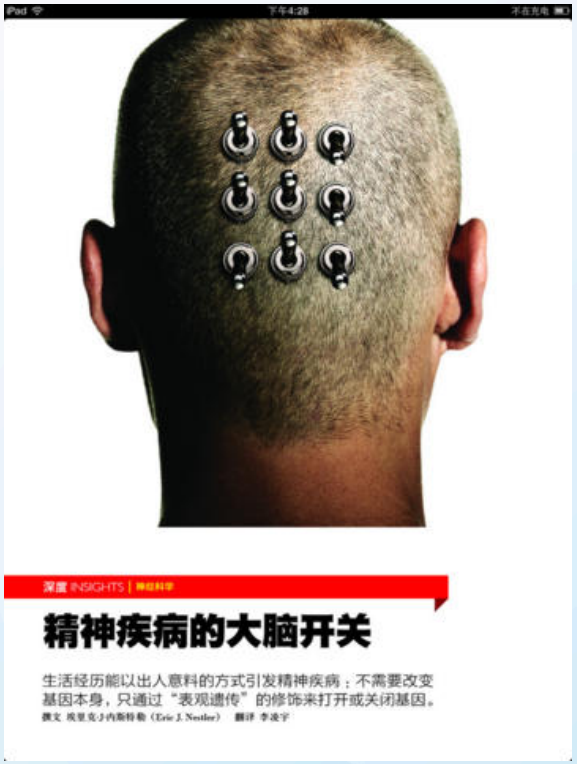
Acronyms in Life Sciences
XDP
de Xanthosin-5'-diphosphat
en xanthosine 5'-diphosphate
X-Gal
de 5-Bromo-4-chloro-3-indolyl-β-D-Galactosid
en 5-bromo-4-chloro-3-indolyl-β-D-galactoside
XMP
de Xanthosin-5'-monophosphat, Xanthylsäure
en xanthosine 5'-monophosphate, xanthylic acid
XO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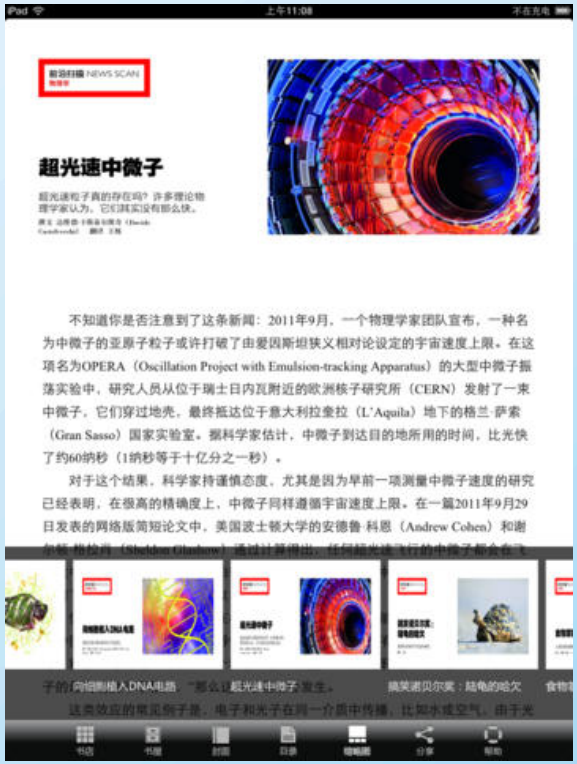
SpaceX Dragon Returns to Earth from ISS
The first commercial visitor to the ISS splashed down successfully in the Pacific after a supply run, John Matson reports.
"And the SpaceX team is confirming that Dragon has successfully splashed down at 10:42 A.M. Central Time. Dragon is in the water." NASA Mission Control, announcing that the first commercial spacecraft to reach the International Space Station has returned to Earth safely.
The Dragon capsule was built by the California company SpaceX. It landed in the Pacific on May 31st and was retrieved by recovery boats after returning from delivering supplies to the ISS.
"It took up 1,014 pounds of cargo, it is now bringing back 1,367 pounds of return items. This is also an important capability, because Dragon will be able to bring home science experiments as well as other items."
More importantly, the mission demonstrated that a private company could do what only government space agencies had done before: rendezvous with the space station, safely dock with it and return to Earth.
The Dragon was unmanned, but could be configured to carry astronauts. NASA is banking that companies such as SpaceX will help fill the void left by the retirement of the space shuttle in 2011. But that's all in the future. Today, SpaceX is already flying high.
—John Matson


超光速中微子
不知道你是否注意到了这条新闻：2011年9月，一个物理学家团队宣布，一种名为中微子的亚原子粒子或许打破了由爱因斯坦狭义相对论设定的宇宙速度上限。在这项名为OPERA（Oscillation Project with Emulsion-tracking Apparatus）的大型中微子振荡实验中，研究人员从位于瑞士日内瓦附近的欧洲核子研究所（CERN）发射了一束中微子，它们穿过地壳，最终抵达位于意大利拉奎拉（L'Aquila）地下的格兰·萨索（Gran Sasso）国家实验室。据科学家估计，中微子到达目的地所用的时间，比光快了约60纳秒（1纳秒等于十亿分之一秒）。
对于这个结果，科学家持谨慎态度，尤其是因为早前一项测量中微子速度的研究已经表明，在很高的精确度上，中微子同样遵循宇宙速度上限。在一篇2011年9月29日发表的网络版简短论文中，美国波士顿大学的安德鲁·科恩（Andrew Cohen）和谢


Interesting Science Facts
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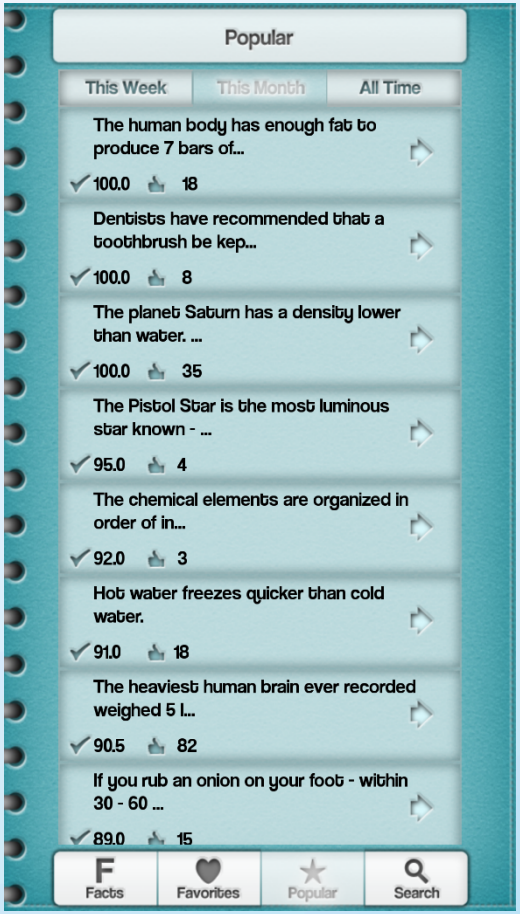
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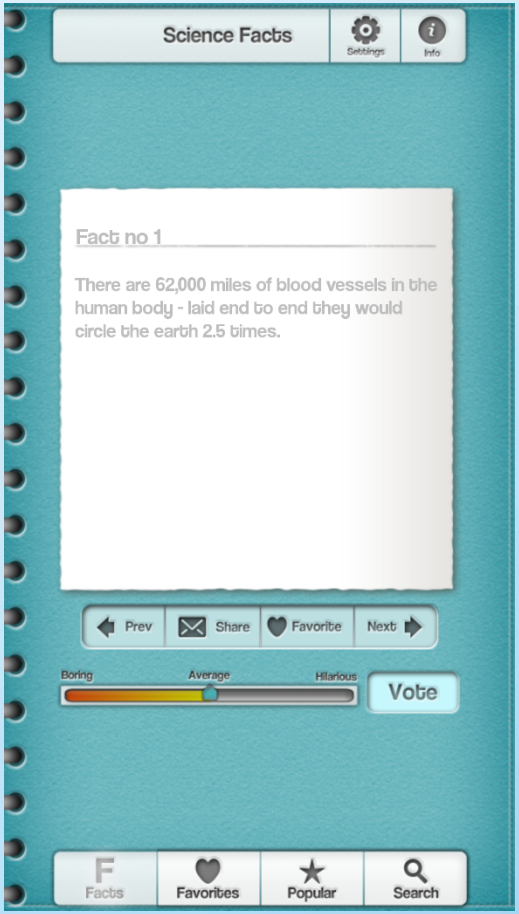
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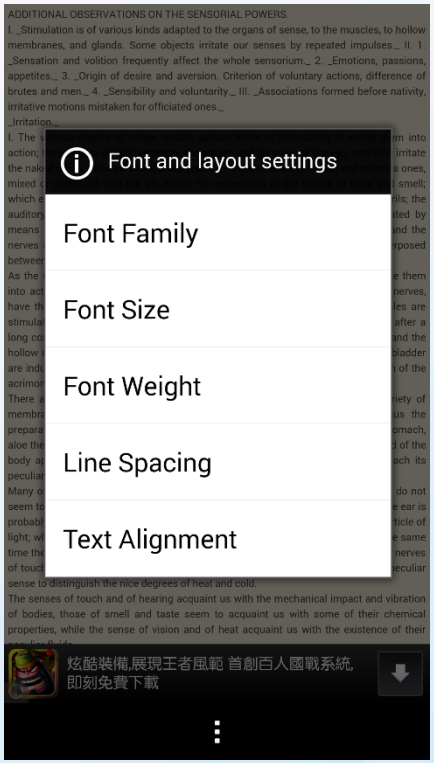
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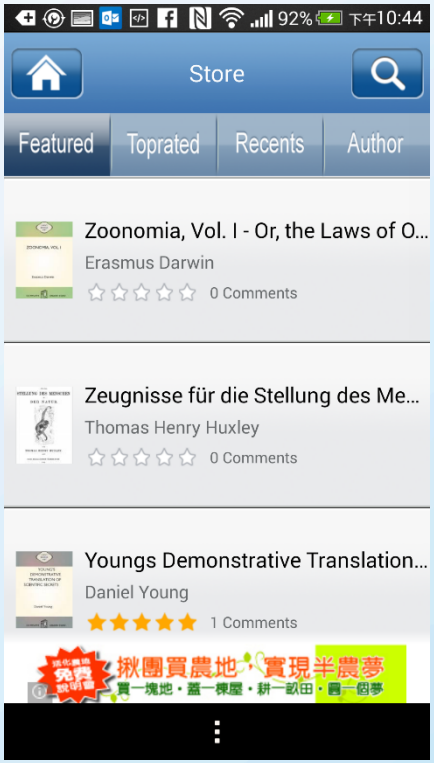
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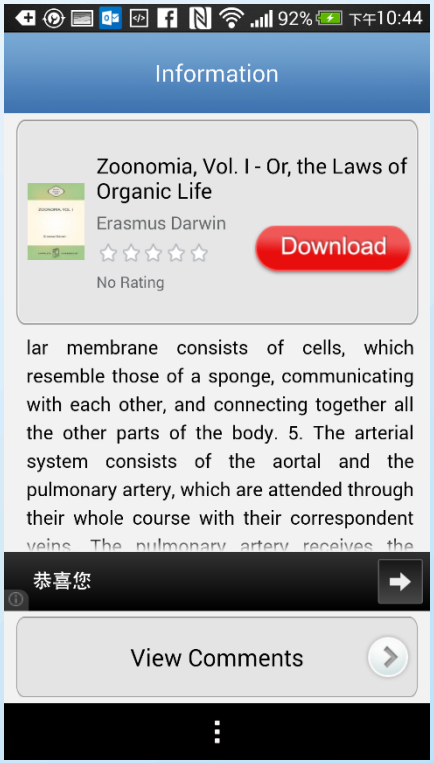
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lar membrane consists of cells, which resemble those of a sponge, communicating with each other, and connecting together all the other parts of the body. 5. The arterial system consists of the aortal and the pulmonary artery, which are attended through their whole course with their correspondent
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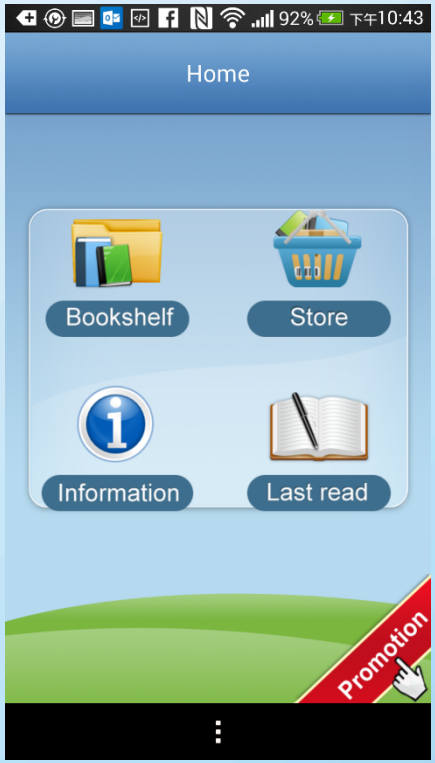
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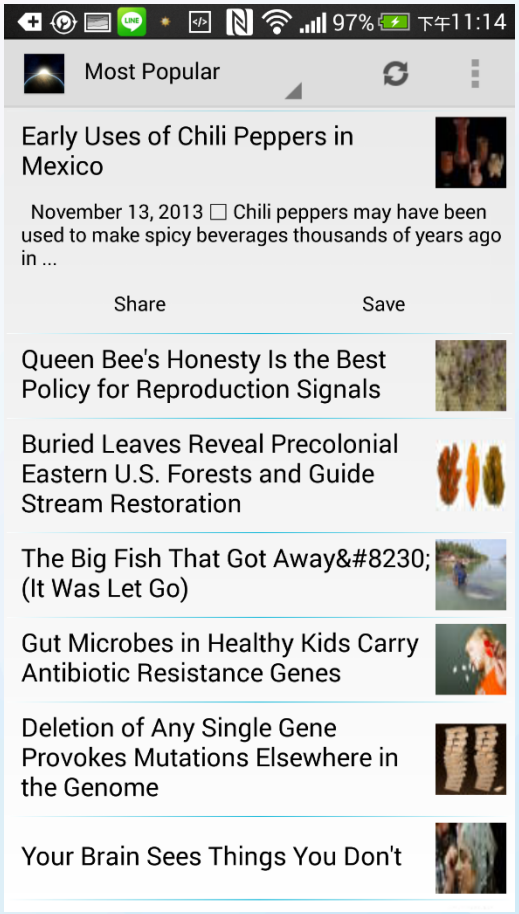
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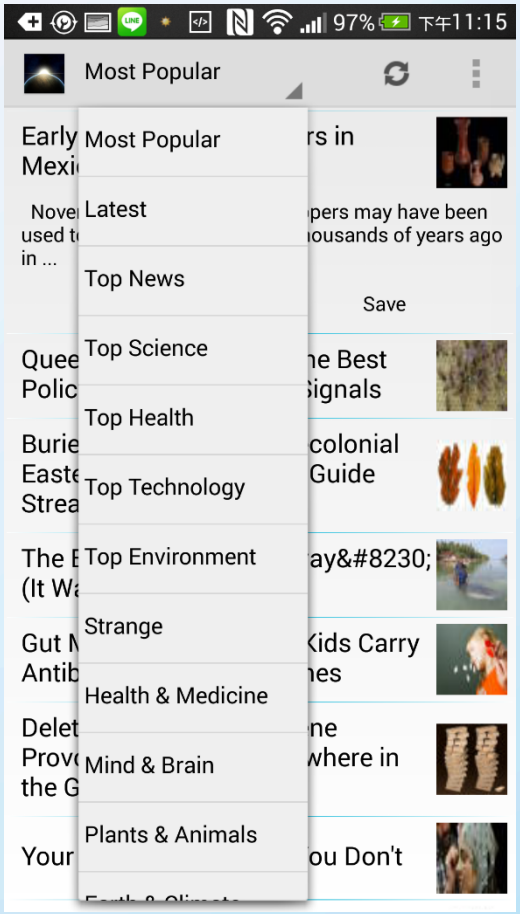
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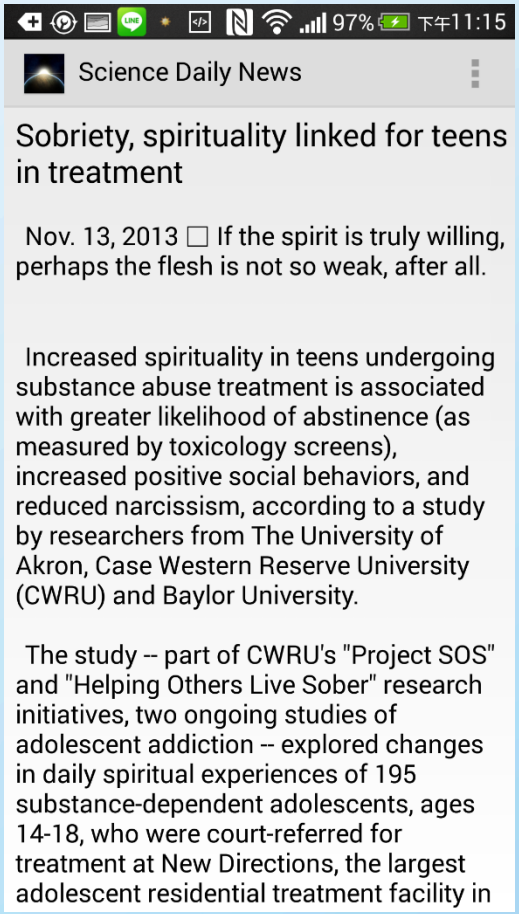
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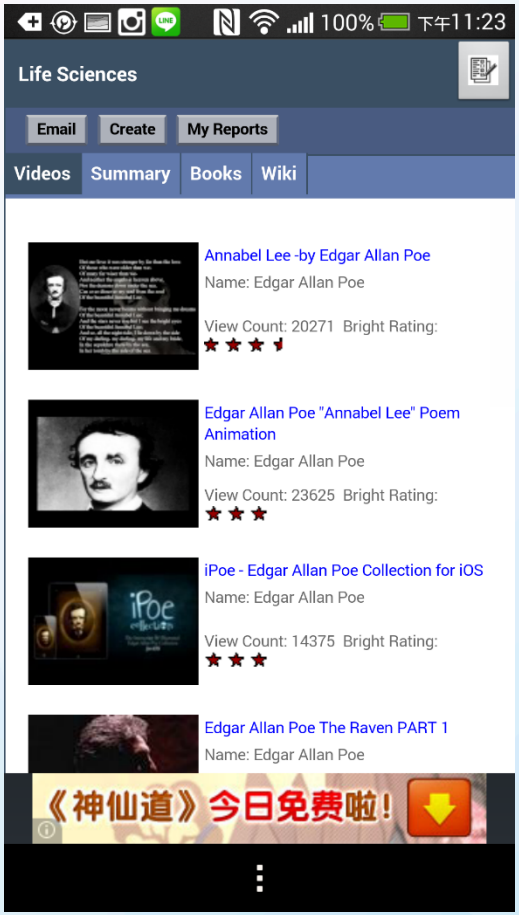
Science Daily News
Sobriety, spirituality linked for teens in treatment
Nov. 13, 2013 ☐ If the spirit is truly willing, perhaps the flesh is not so weak, after all.
Increased spirituality in teens undergoing substance abuse treatment is associated with greater likelihood of abstinence (as measured by toxicology screens), increased positive social behaviors, and reduced narcissism, according to a study by researchers from The University of Akron, Case Western Reserve University (CWRU) and Baylor University.
The study -- part of CWRU's "Project SOS" and "Helping Others Live Sober" research initiatives, two ongoing studies of adolescent addiction -- explored changes in daily spiritual experiences of 195 substance-dependent adolescents, ages 14-18, who were court-referred for treatment at New Directions, the largest adolescent residential treatment facility in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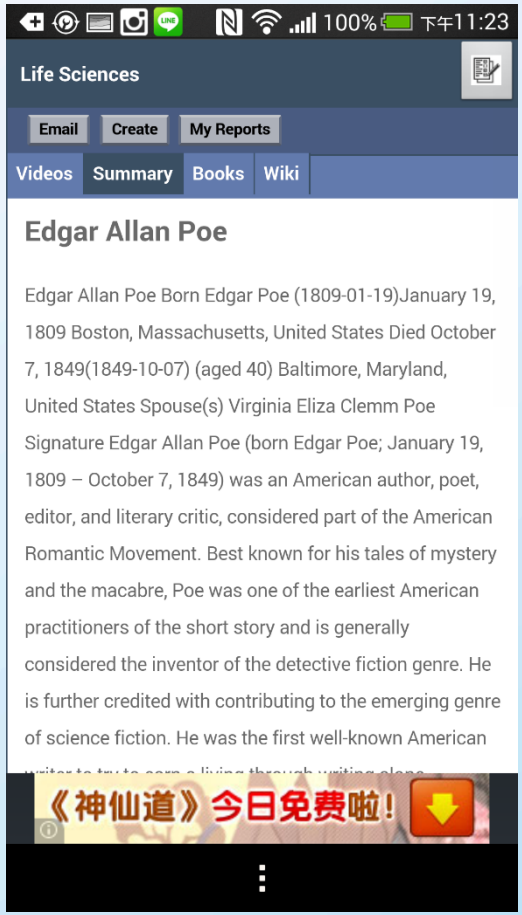
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Edgar Allan Poe
Edgar Allan Poe Born Edgar Poe (1809-01-19)January 19, 1809 Boston, Massachusetts, United States Died October 7, 1849(1849-10-07) (aged 40) Baltimore, Maryland, United States Spouse(s) Virginia Eliza Clemm Poe Signature Edgar Allan Poe (born Edgar Poe; January 19, 1809 – October 7, 1849) was an American author, poet, editor, and literary critic, considered part of the American Romantic Movement. Best known for his tales of mystery and the macabre, Poe was one of the earliest American practitioners of the short story and is generally considered the inventor of the detective fiction genre. He is further credited with contributing to the emerging genre of science fiction. He was the first well-known American
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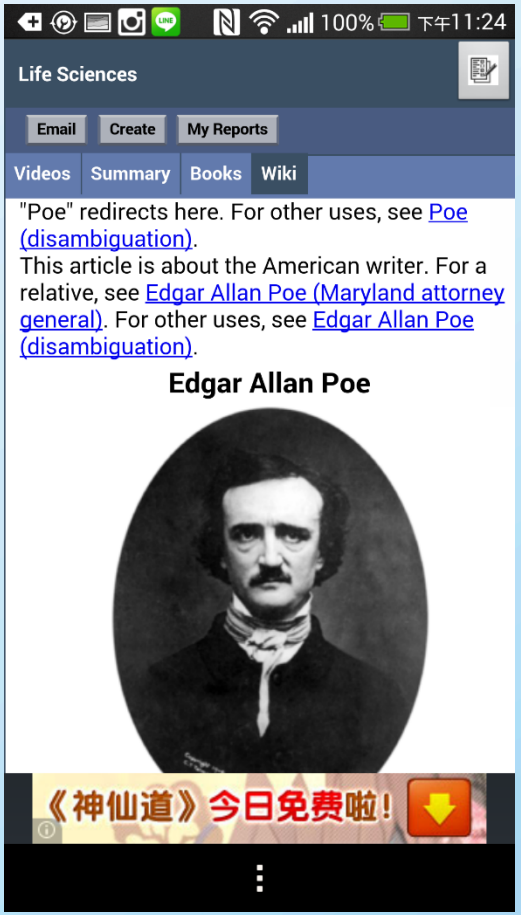
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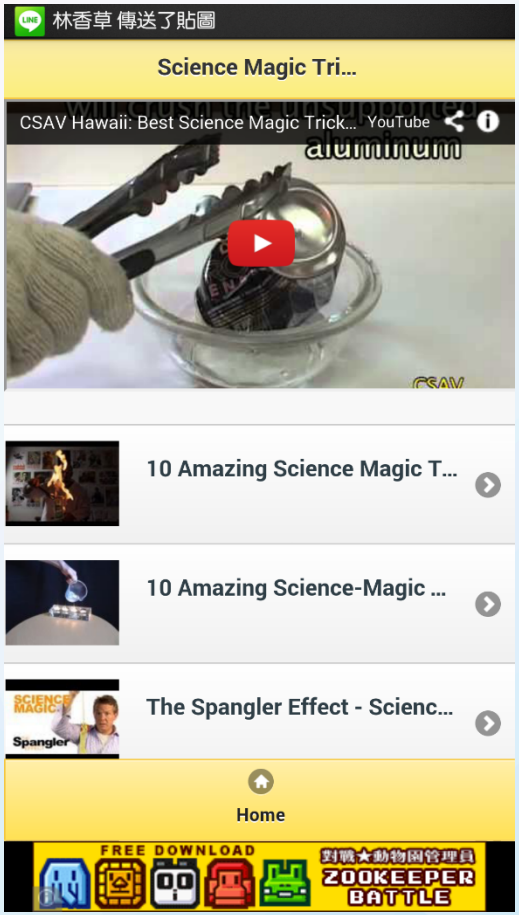
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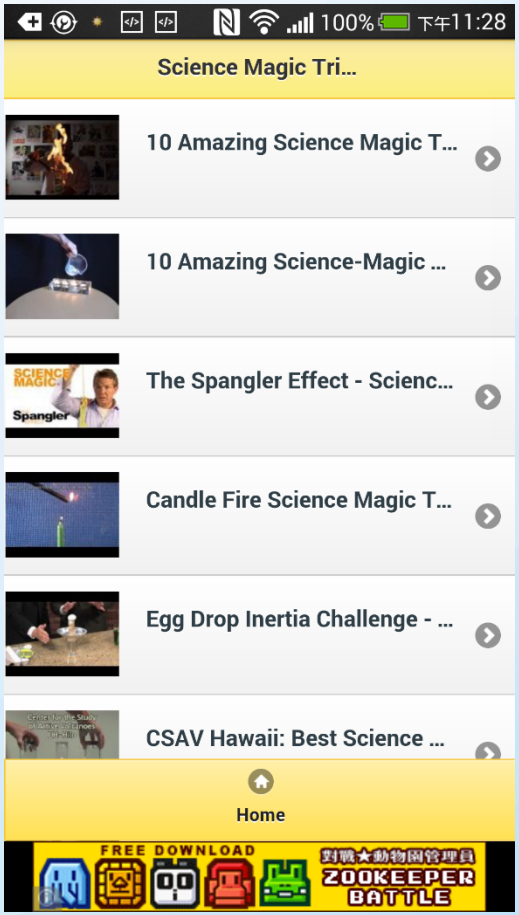
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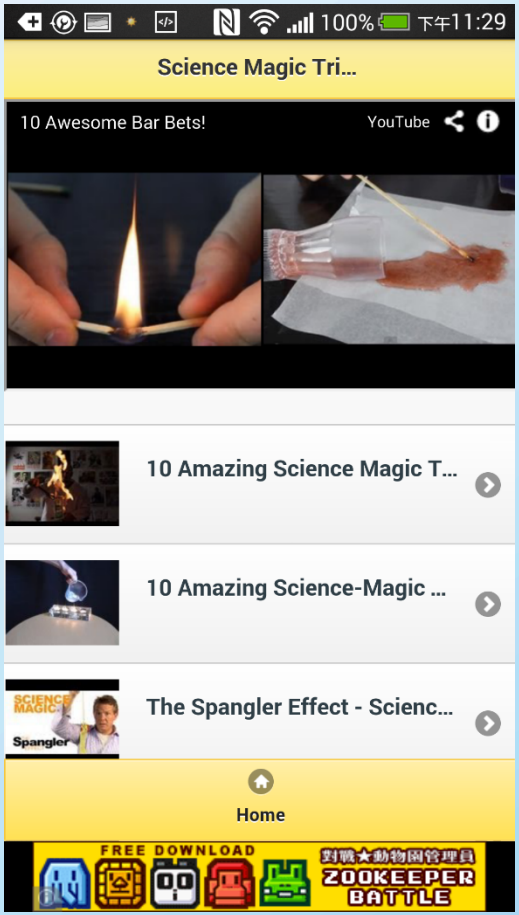
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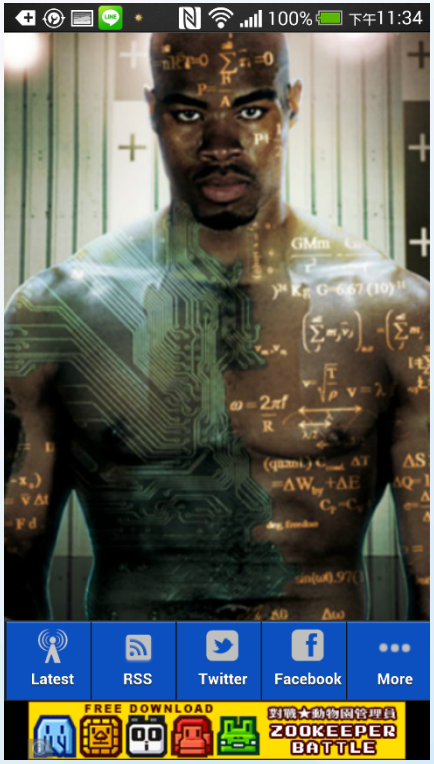
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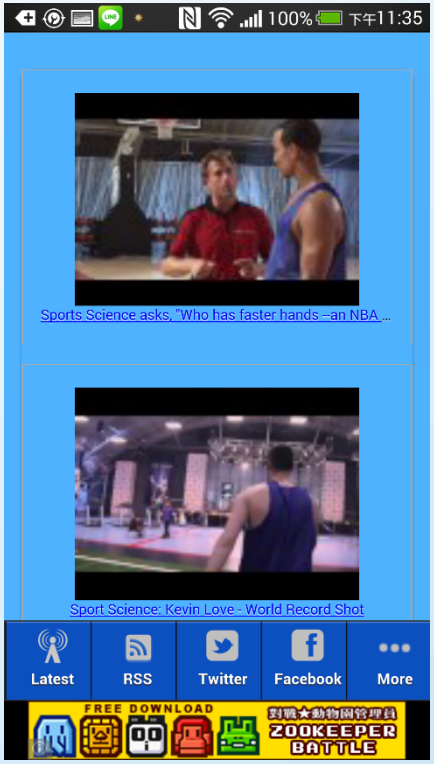
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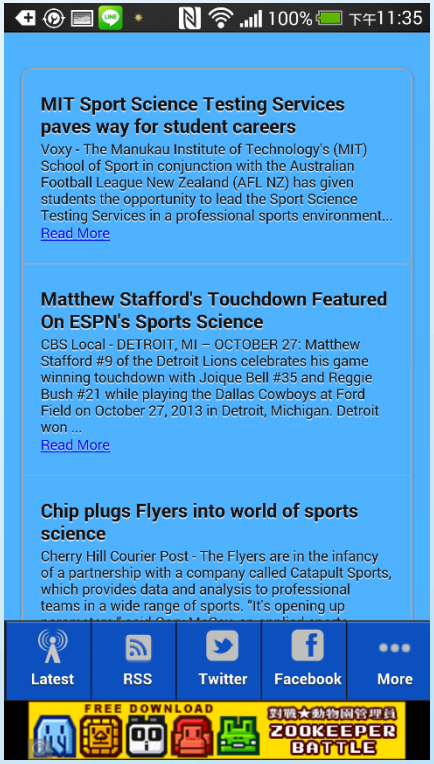
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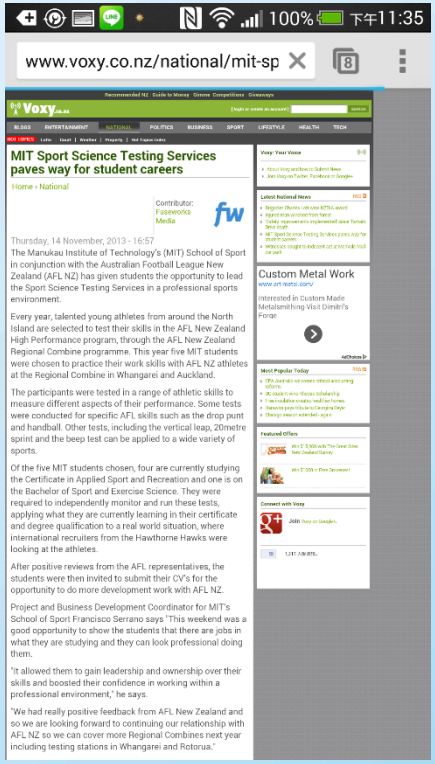
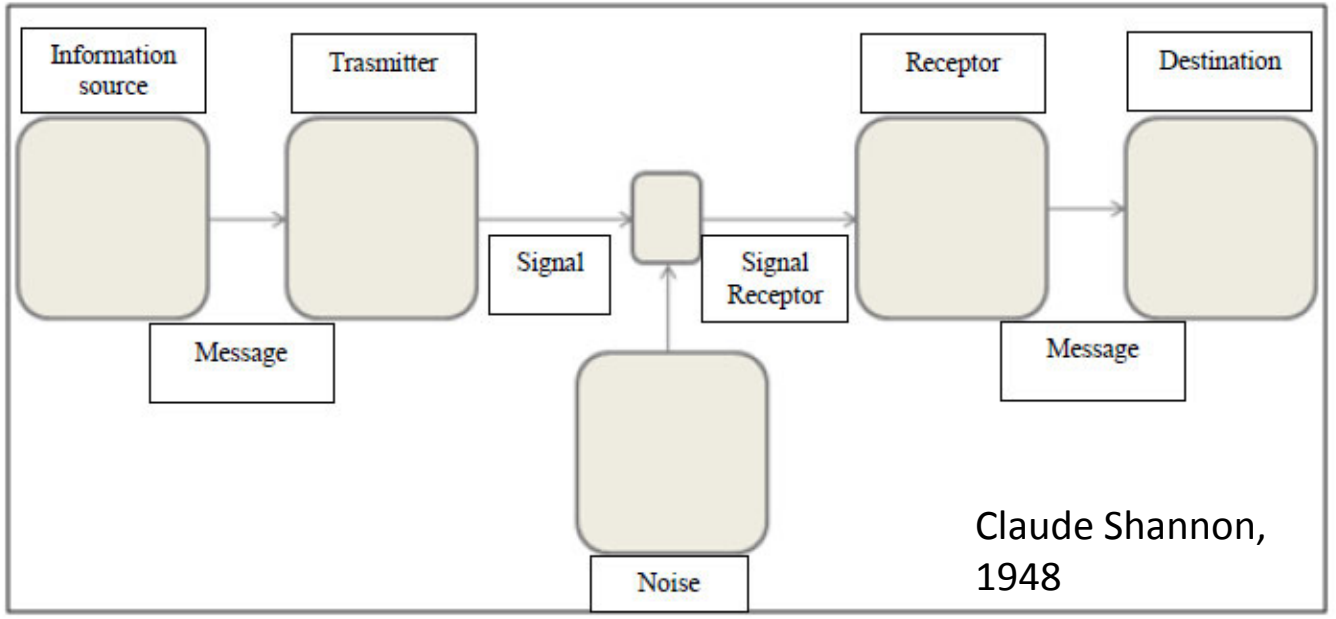

www.voxy.co.nz/national/mit-sp
MIT Sport Science Testing Services paves way for student careers
Home › National
Thursday, 14 November, 2013 - 16:57
The Manukau Institute of Technology's (MIT) School of Sport in conjunction with the Australian Football League New Zealand (AFL NZ) has given students the opportunity to lead the Sport Science Testing Services in a professional sports environment.
Every year, talented young athletes from around the North Island are selected to test their skills in the AFL New Zealand High Performance program, through the AFL New Zealand Regional Combine programme. This year five MIT students were chosen to practice their work skills with AFL NZ athletes at the Regional Combine in Whangarei and Auckland.
The participants were tested in a range of athletic skills to measure different aspects of their performance. Some tests were conducted for specific AFL skills such as the drop punt and handball. Other tests, including the vertical leap, 20metre sprint and the beep test can be applied to a wide variety of sports.
Of the five MIT students chosen, four are currently studying the Certificate in Applied Sport and Recreation and one is on the Bachelor of Sport and Exercise Science. They were required to independently monitor and run these tests, applying what they are currently learning in their certificate and degree qualification to a real world situation, where international recruiters from the Hawthorne Hawks were looking at the athletes.
After positive reviews from the AFL representatives, the students were then invited to submit their CV's for the opportunity to do more development work with AFL NZ.
Project and Business Development Coordinator for MIT's School of Sport Francisco Serrano says "This weekend was a good opportunity to show the students that there are jobs in what they are studying and they can look professional doing them.
"It allowed them to gain leadership and ownership over their skills and boosted their confidence in working within a professional environment," he says.
"We had really positive feedback from AFL New Zealand and so we are looking forward to continuing our relationship with AFL NZ so we can cover more Regional Combines next year including testing stations in Whangarei and Rotorua."
Custom Metal Work

我們該做什麼

設計APP的要素

- Affordance功用 直覺
- 溝通的元素



Picture 1. Communication system in general.

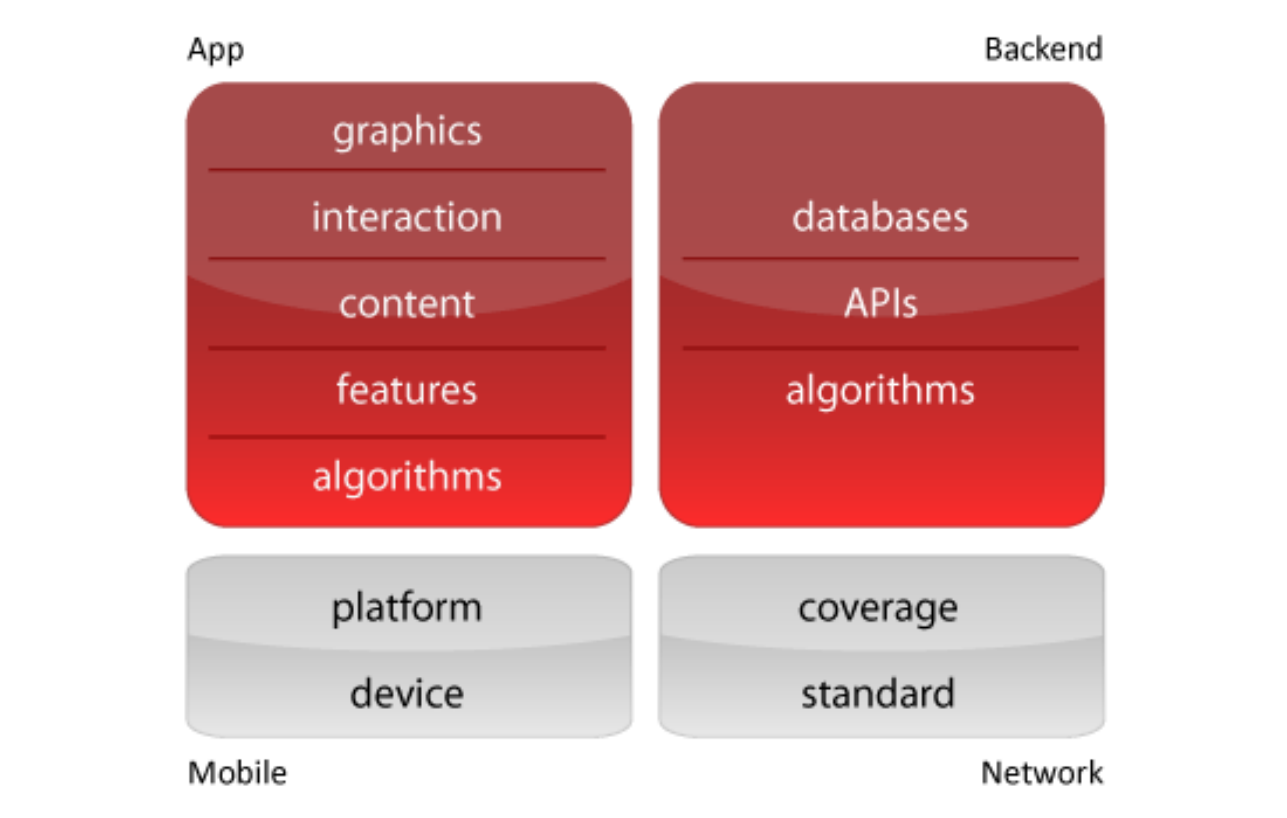
三E指標

- Effective
- Easy
- Enjoyable

Three Click Rules

- 在第一次使用的情形下
- 使用者應該可以在點擊三次之內找到他想要的資訊。

User Experience ！
Not User Interface Only



七個建議

- UI上的獨特亮點
- 考慮使用者的需求
- 考慮達成的目標
- 易知覺與最佳化的UI Flows
- UI SCALING
- 隨時用報表方式追蹤各種performance
- Smarter Coding Skills

NASA

Google Project Loon