

Að skilja *APP* notendur

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APP

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*Til*gangur

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Til hvers?

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hver?

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hvar?

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væntingar *notenda*

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einfaldleiki
hraði
gott viðmót
auðvelt í notkun
fegurð

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Óskrifadðar *reglur*

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regla 1

mestur fókus á *eina*
ákveðna virkni

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regla 2

bjóðum uppá *einfalt* og
lógískt flæði

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regla 3

notum *hugtök* og *orð* sem
notandinn skilur

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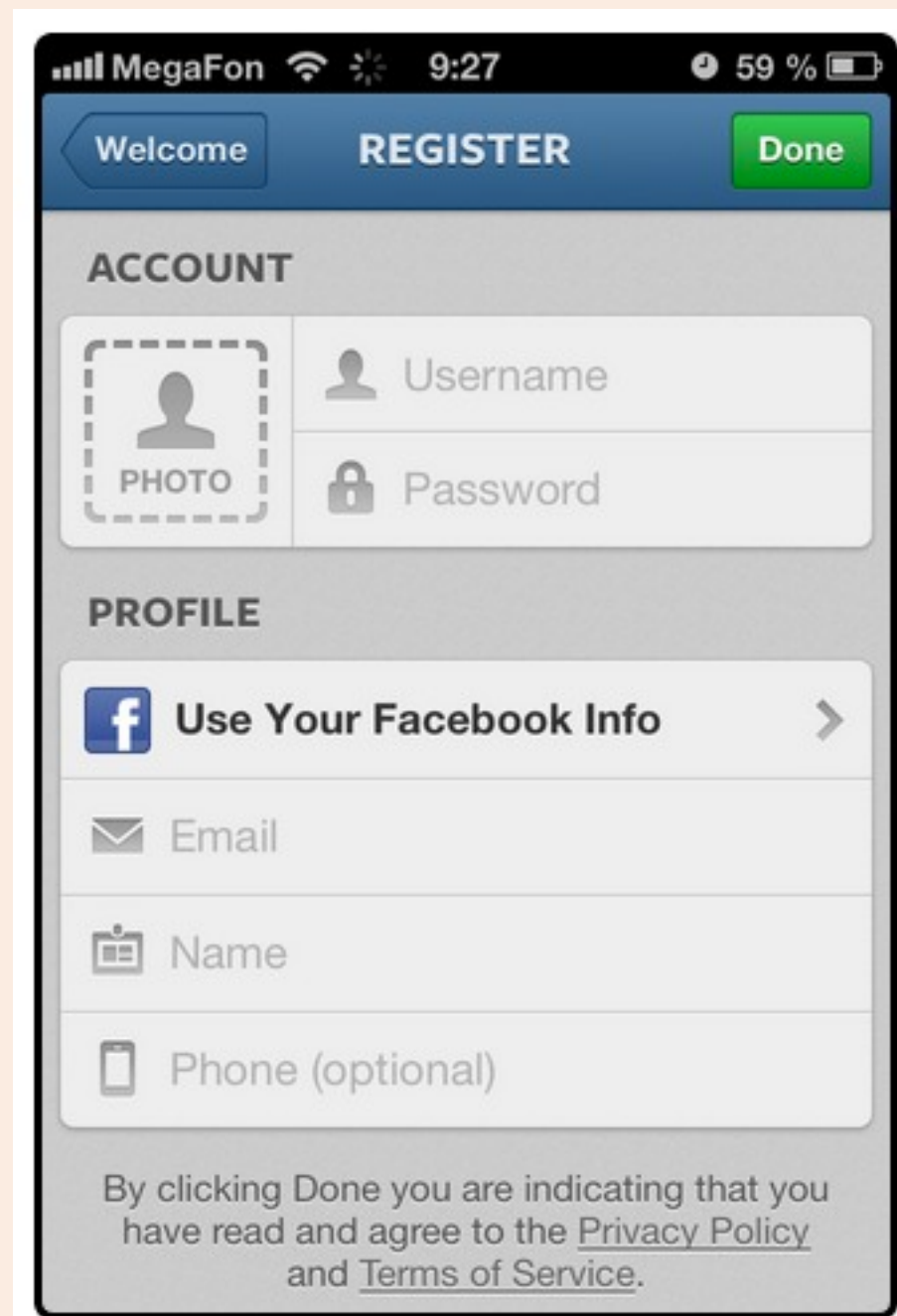
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regla 4

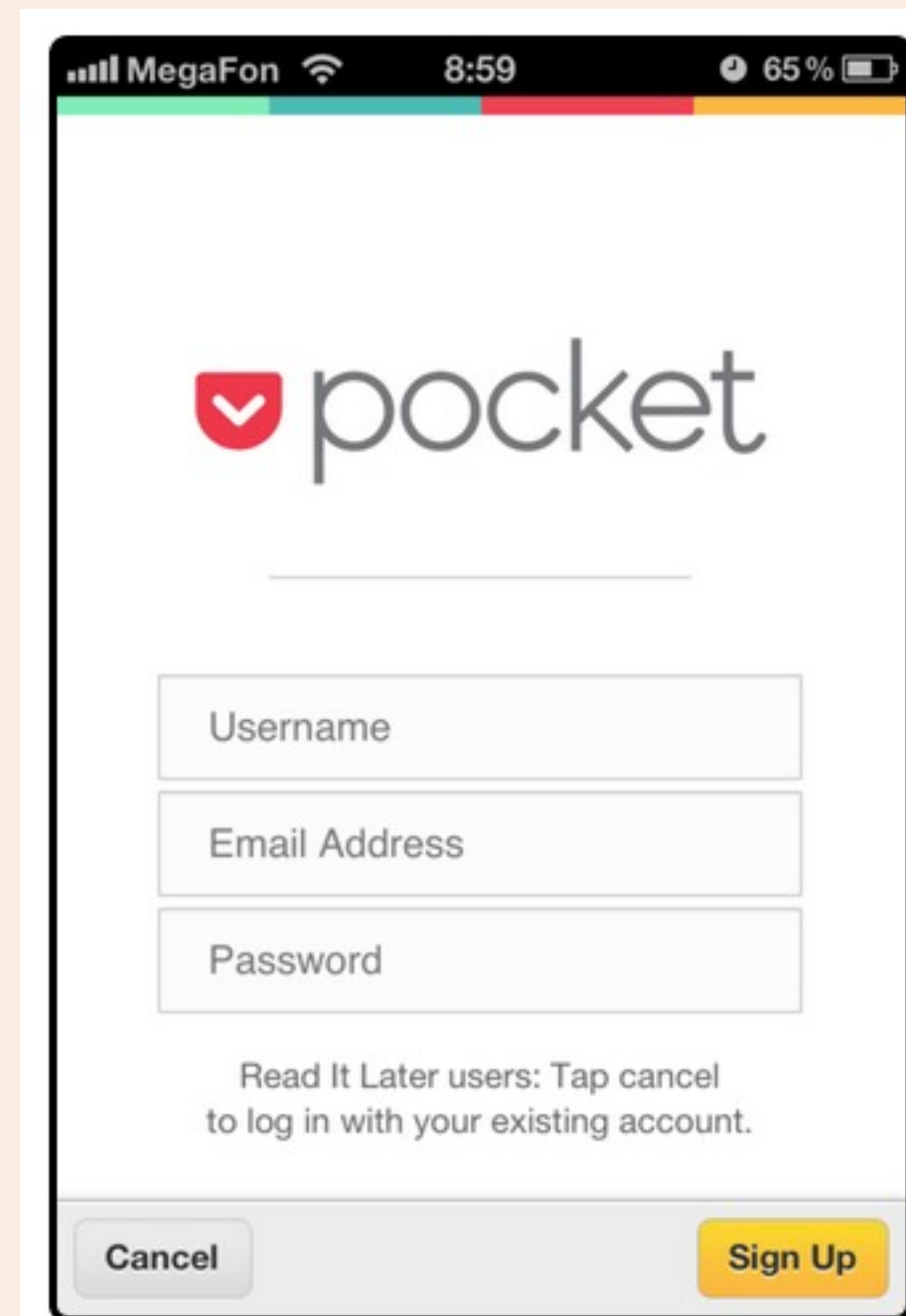
innsláttarform *verða* að
vera *súper einföld*

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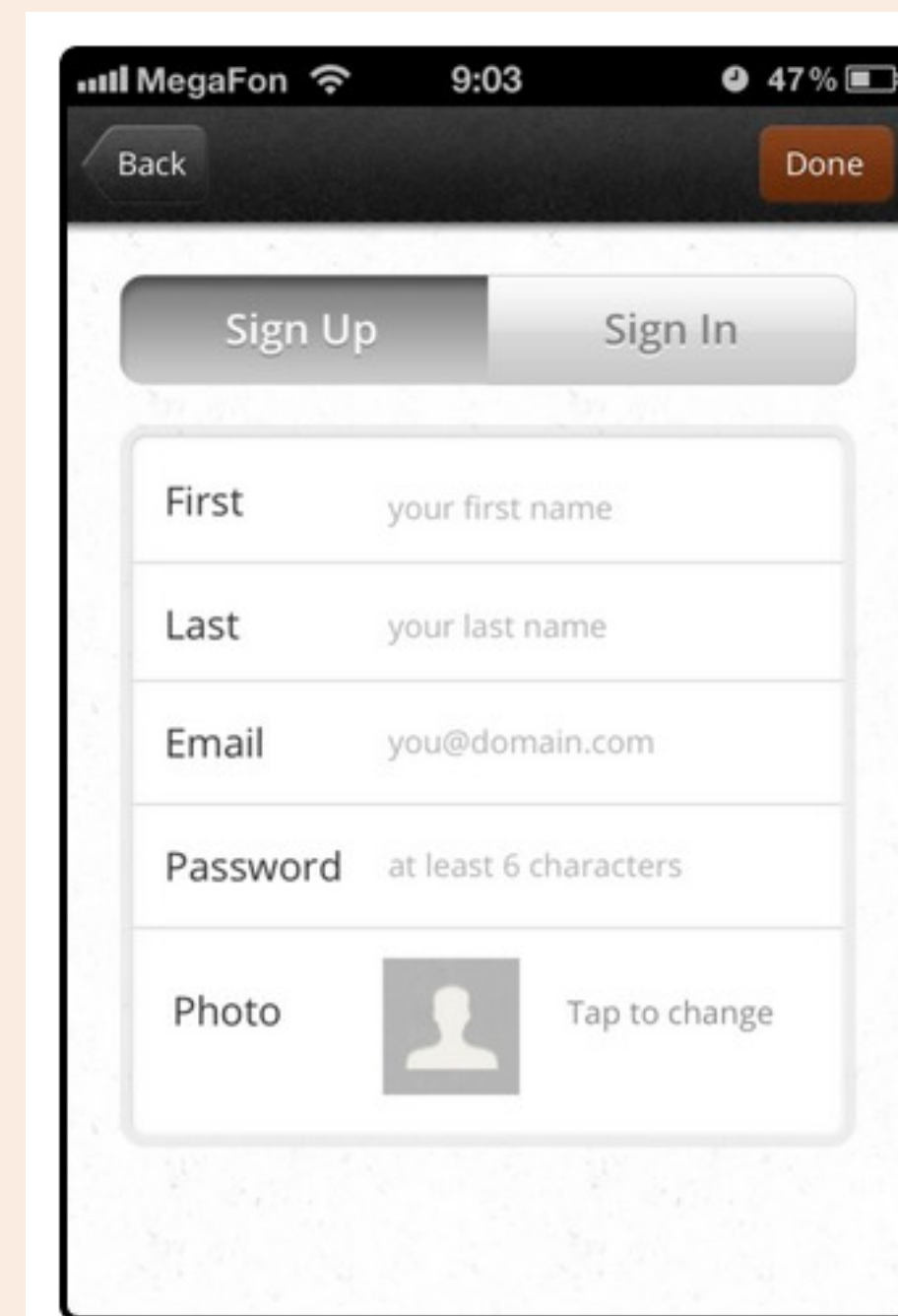
Stokkur Software



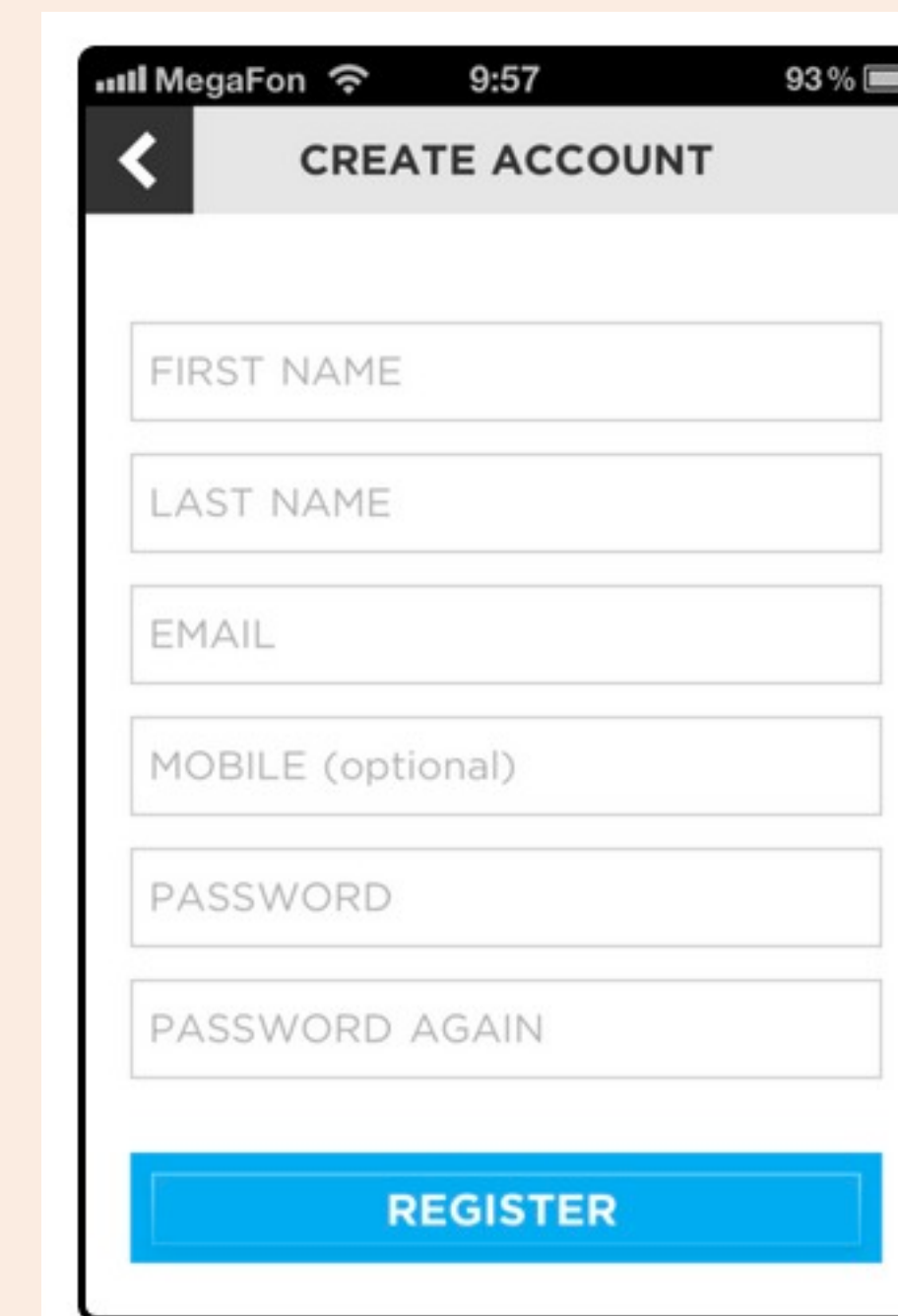
Instagram



Pocket



Snapguide



Pinweel

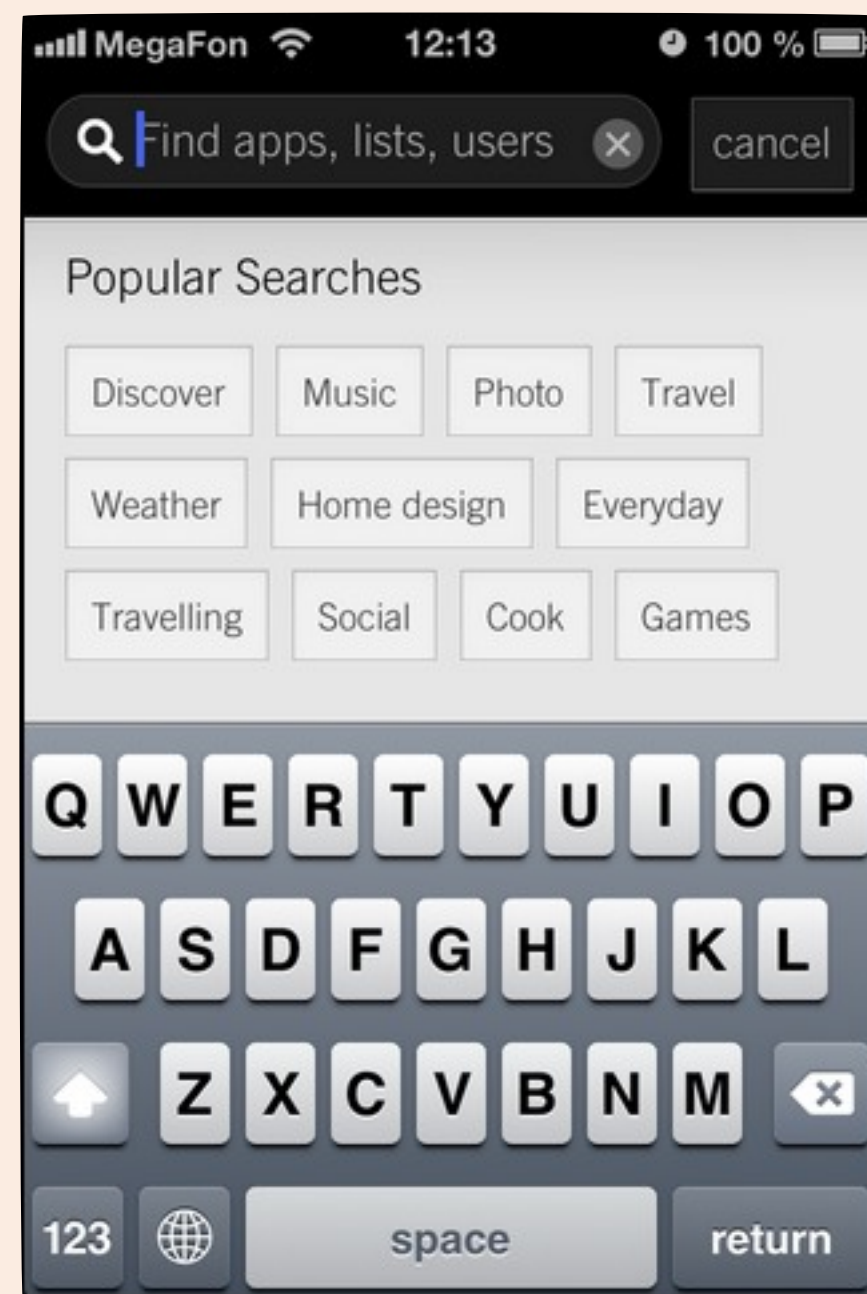
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regla 5

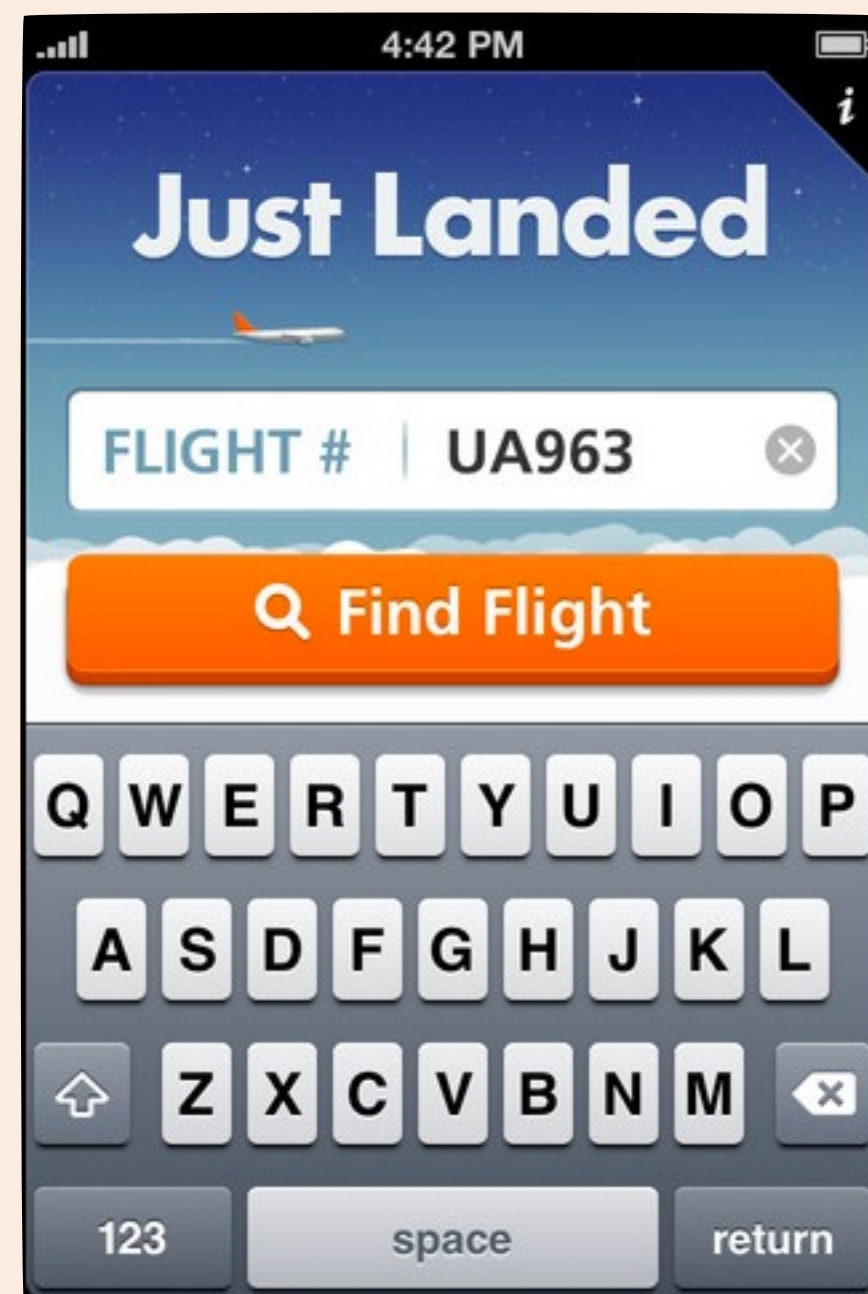
höfum leit *aðgengilega* og
góða

@helgipjetur

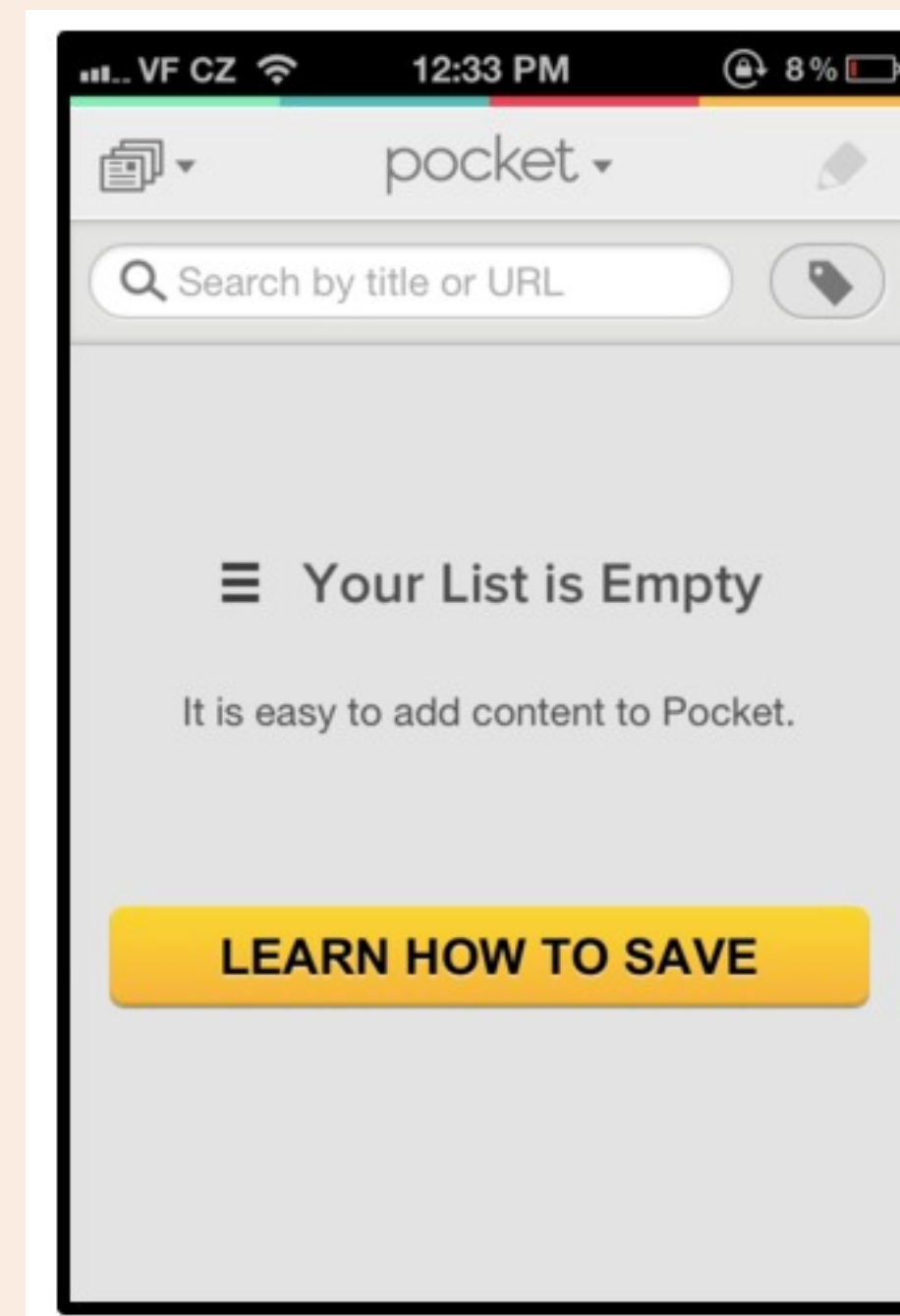
Stokkur Software



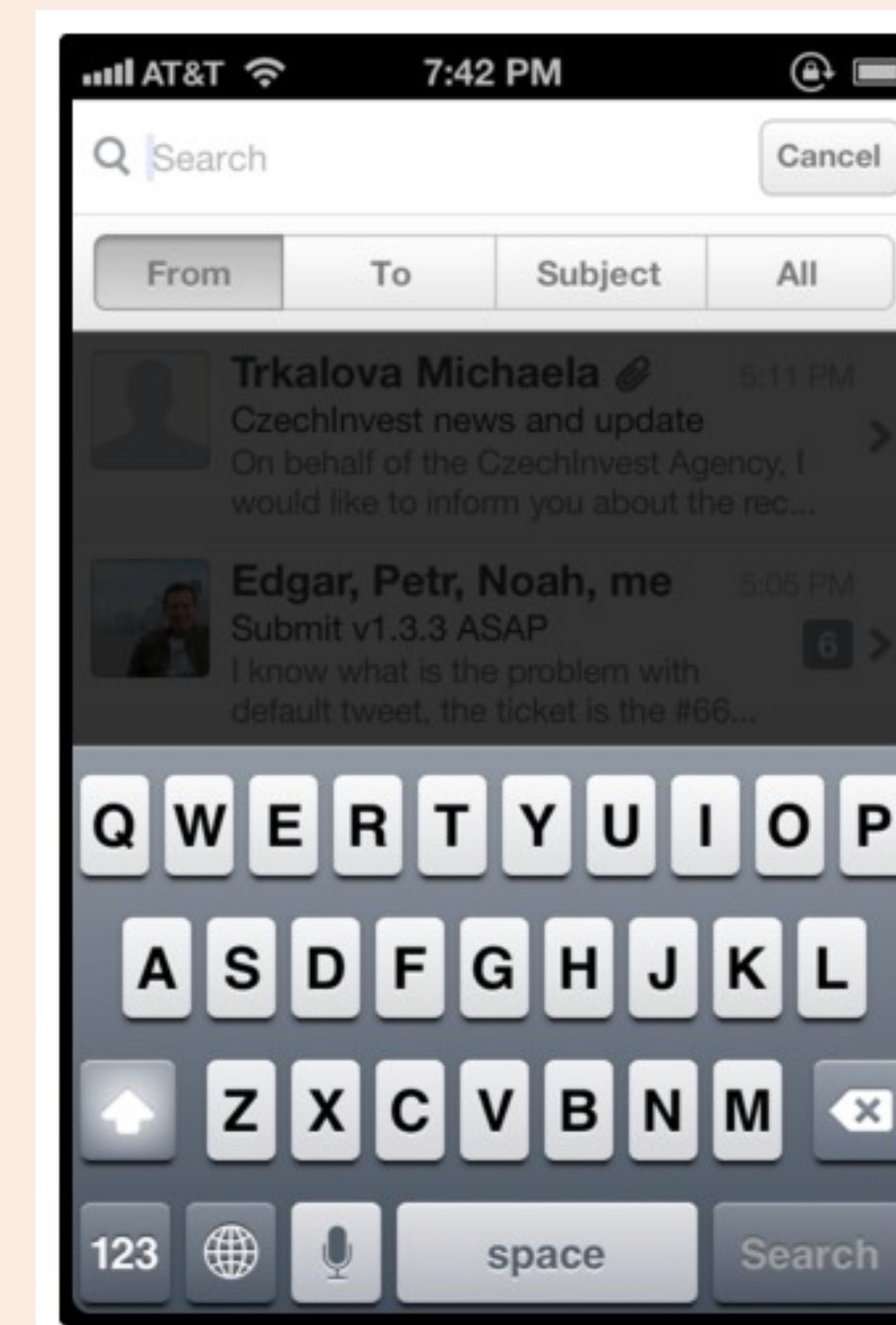
AppFlow



Just Landed



Pocket



Sparrow

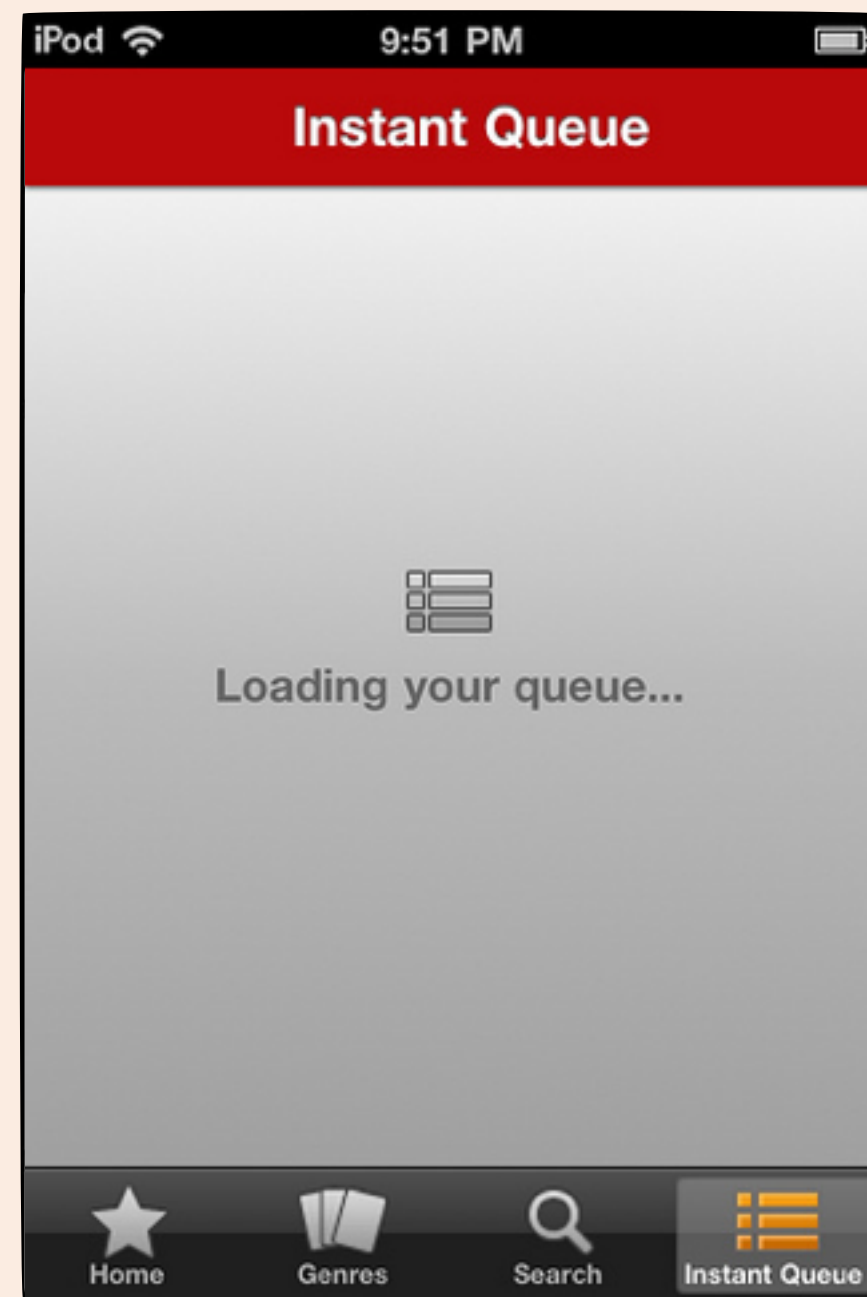
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Stokkur Software

regla 5

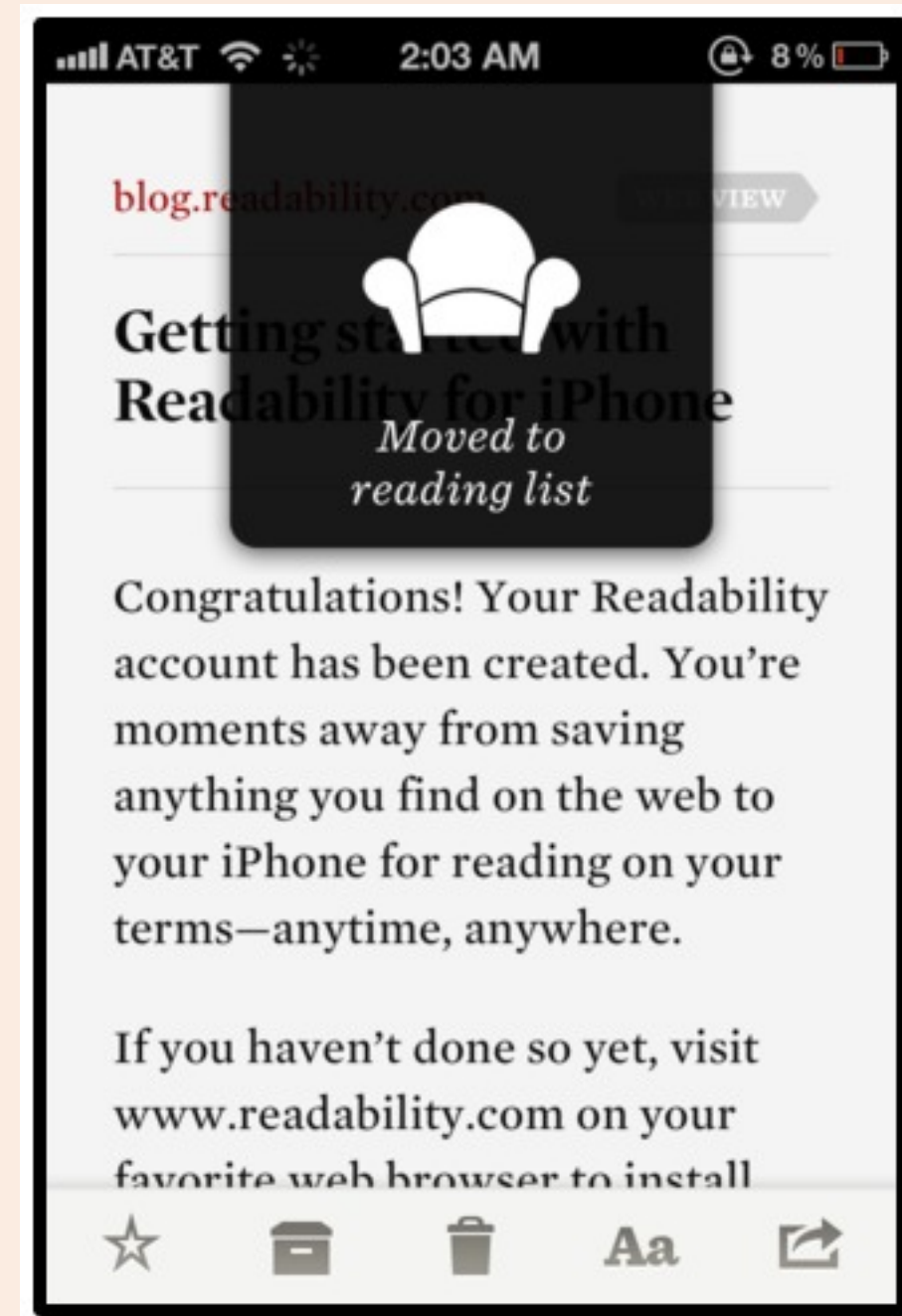
höldum notandanum *vel*
upplýstum um það sem er
að gerast

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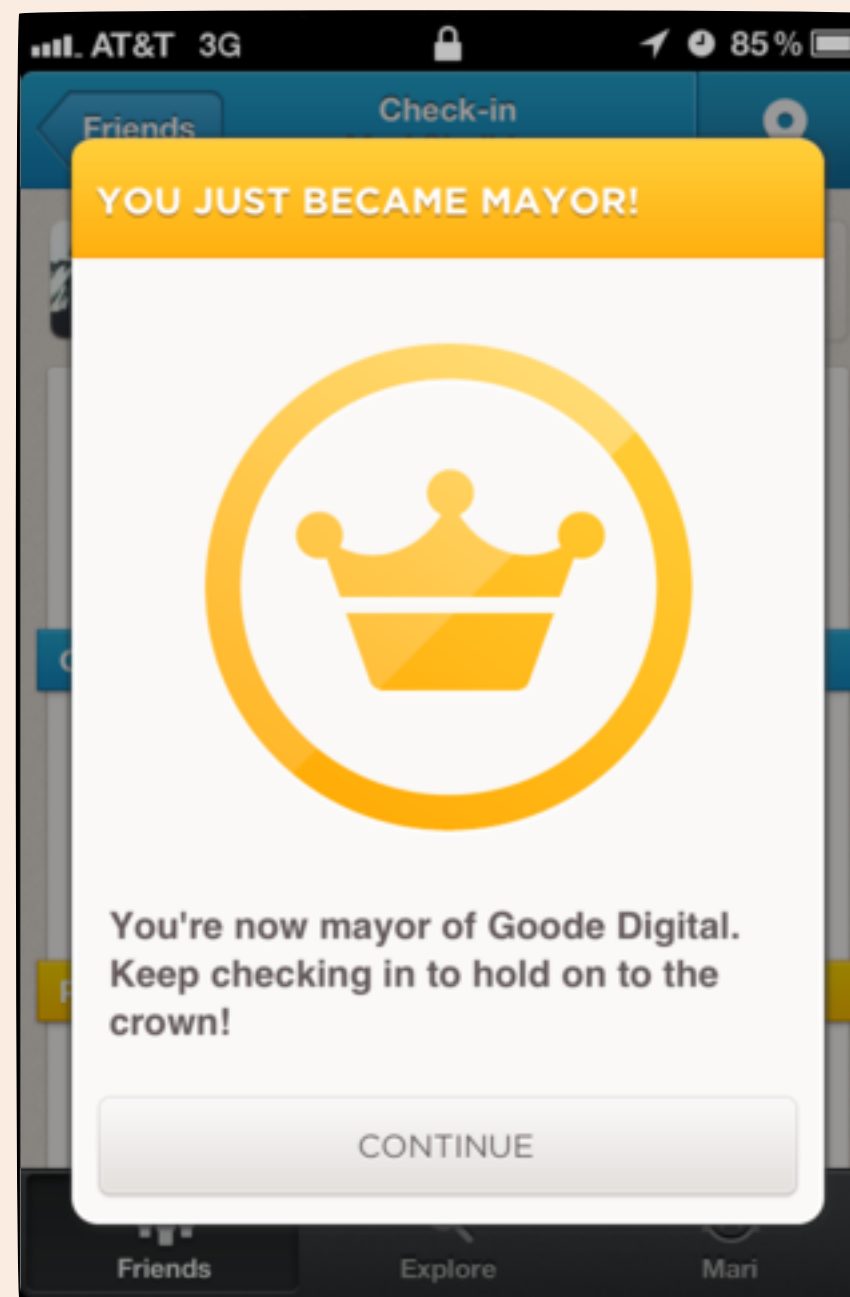
Stokkur Software



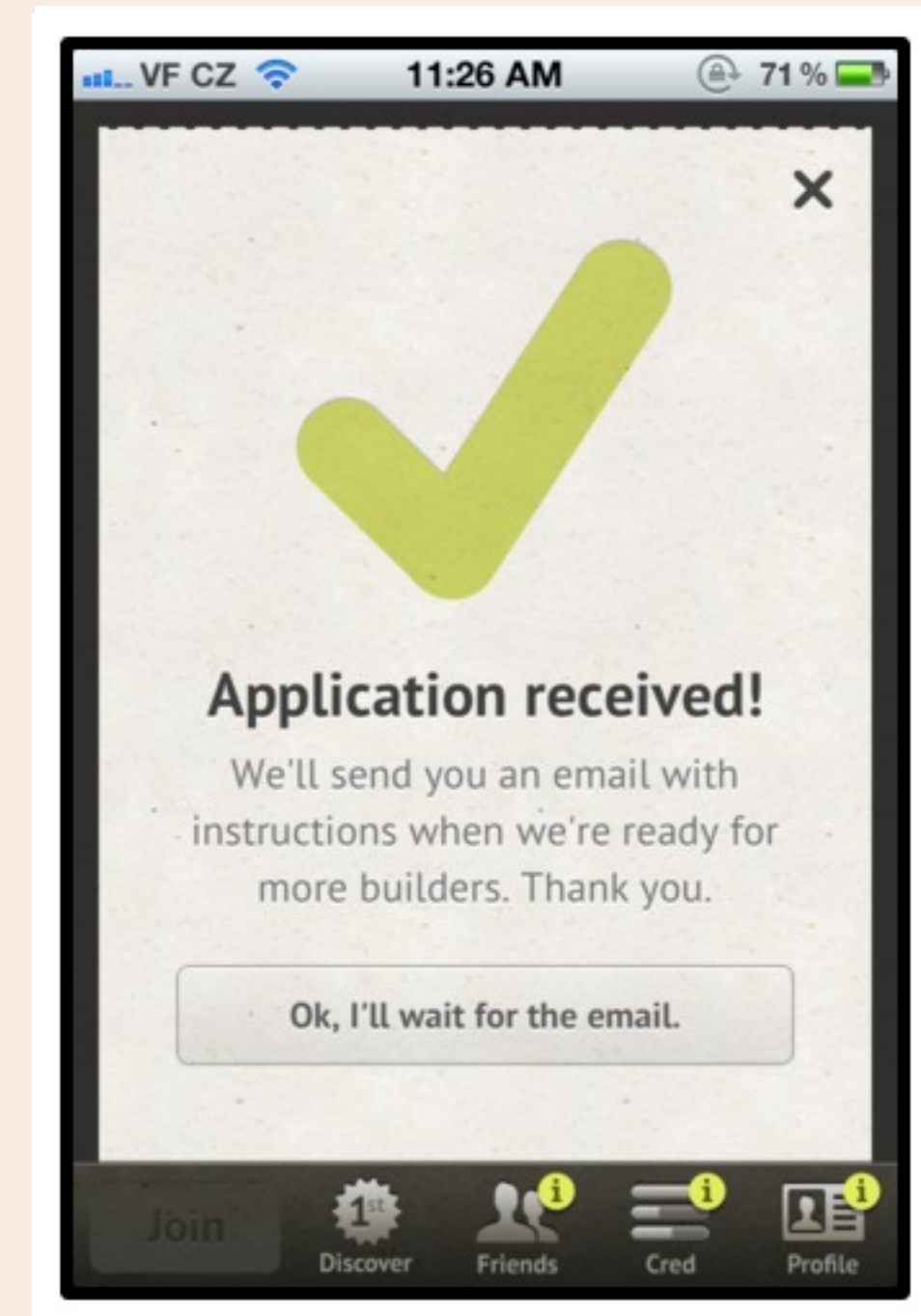
Netflix



Readability



Foursquare



Tweetbot

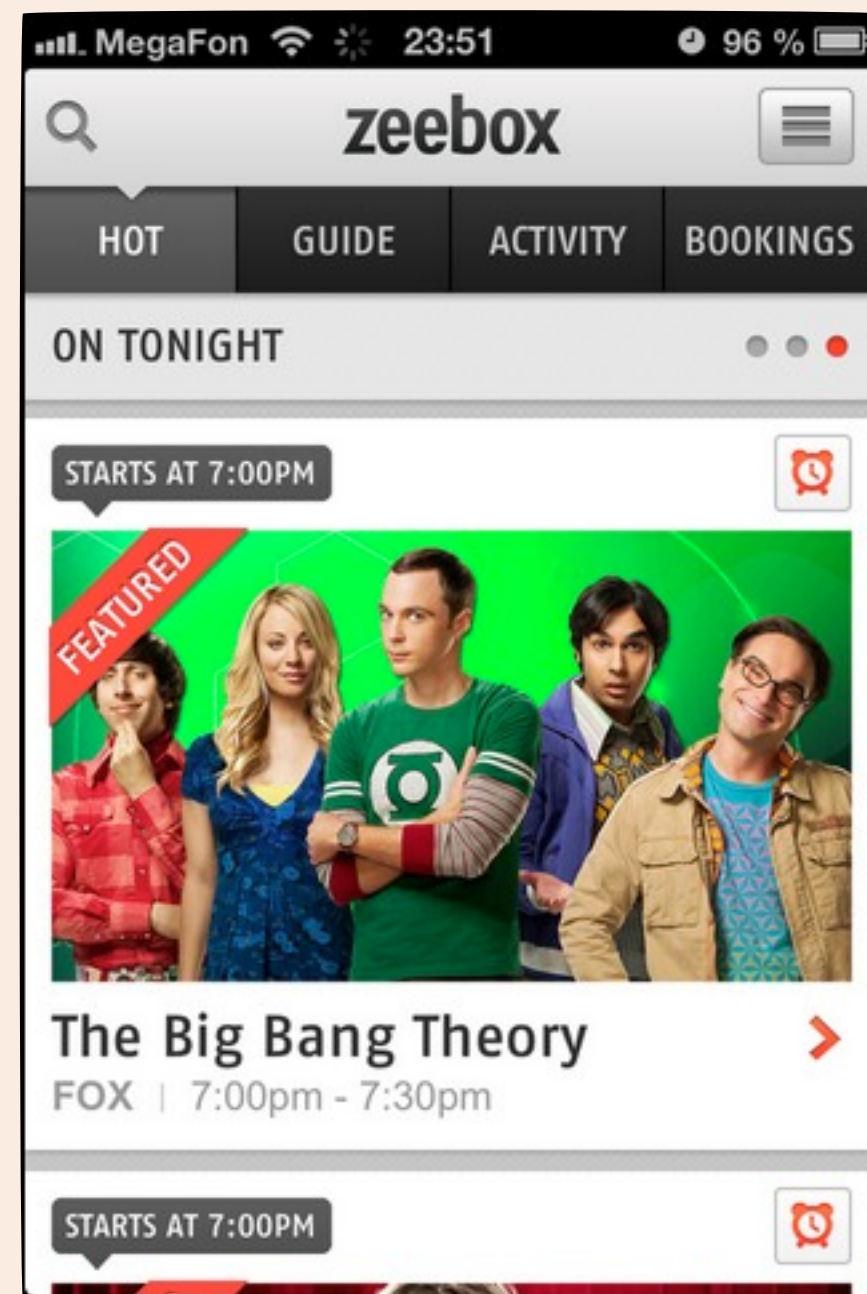
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regla 6

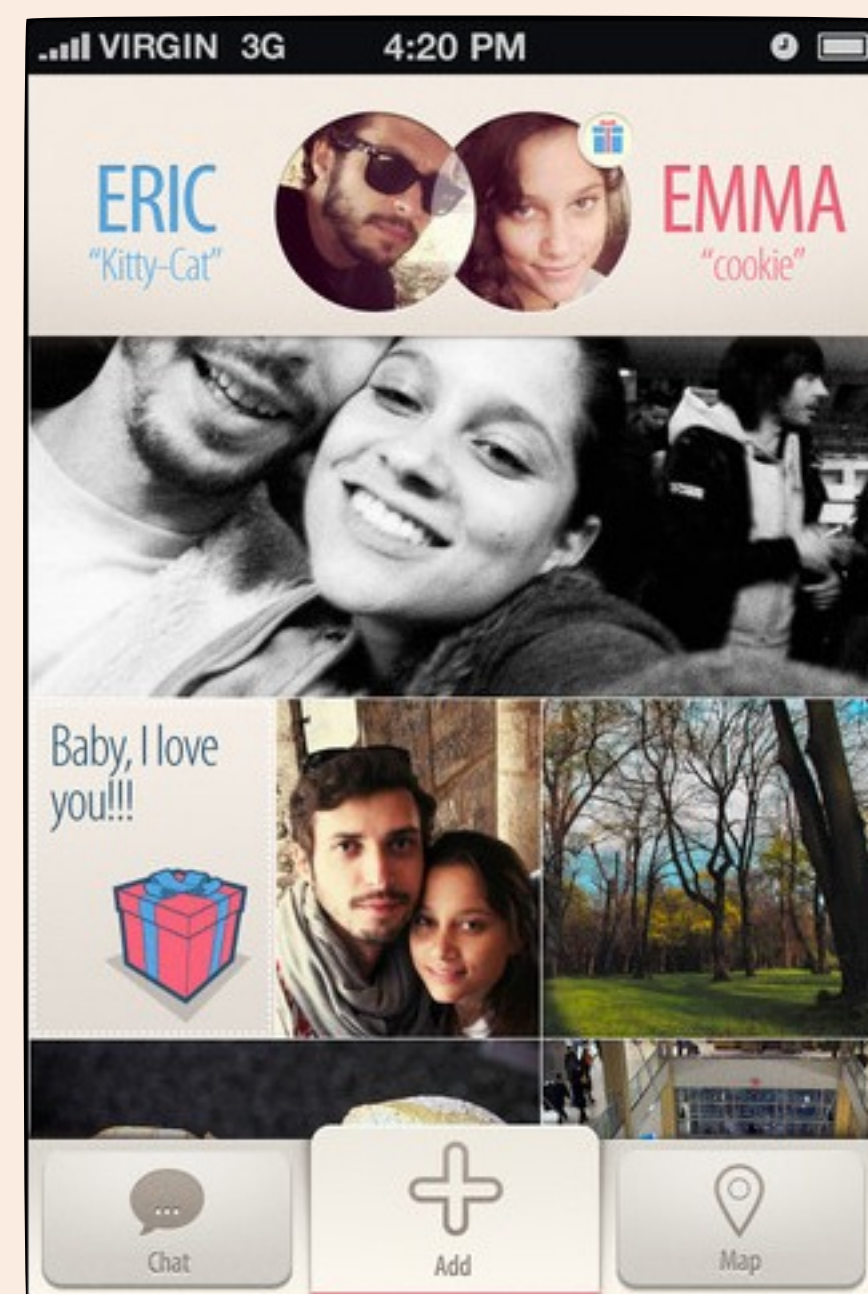
Flott og heillandi grafík
skiptir ***MIKLU*** máli

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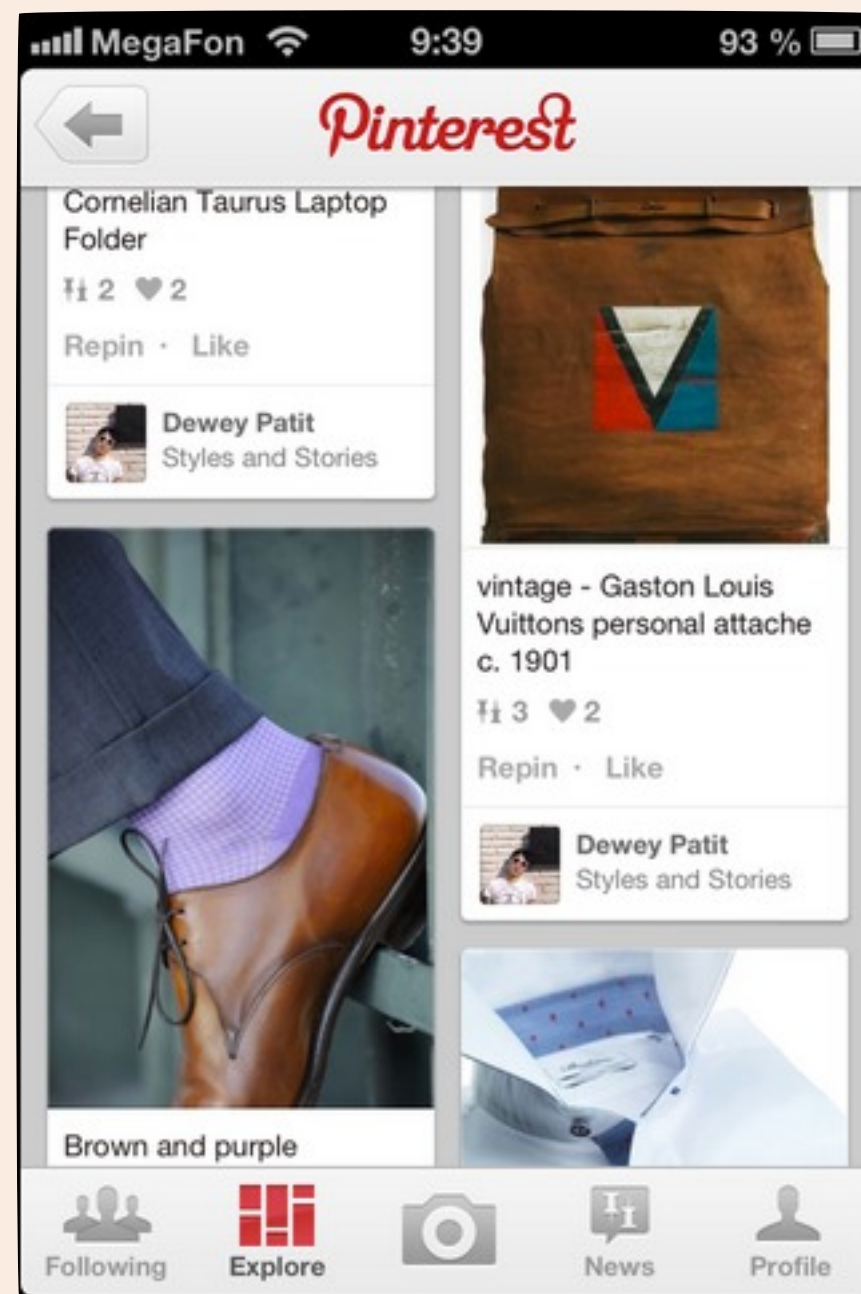
Stokkur Software



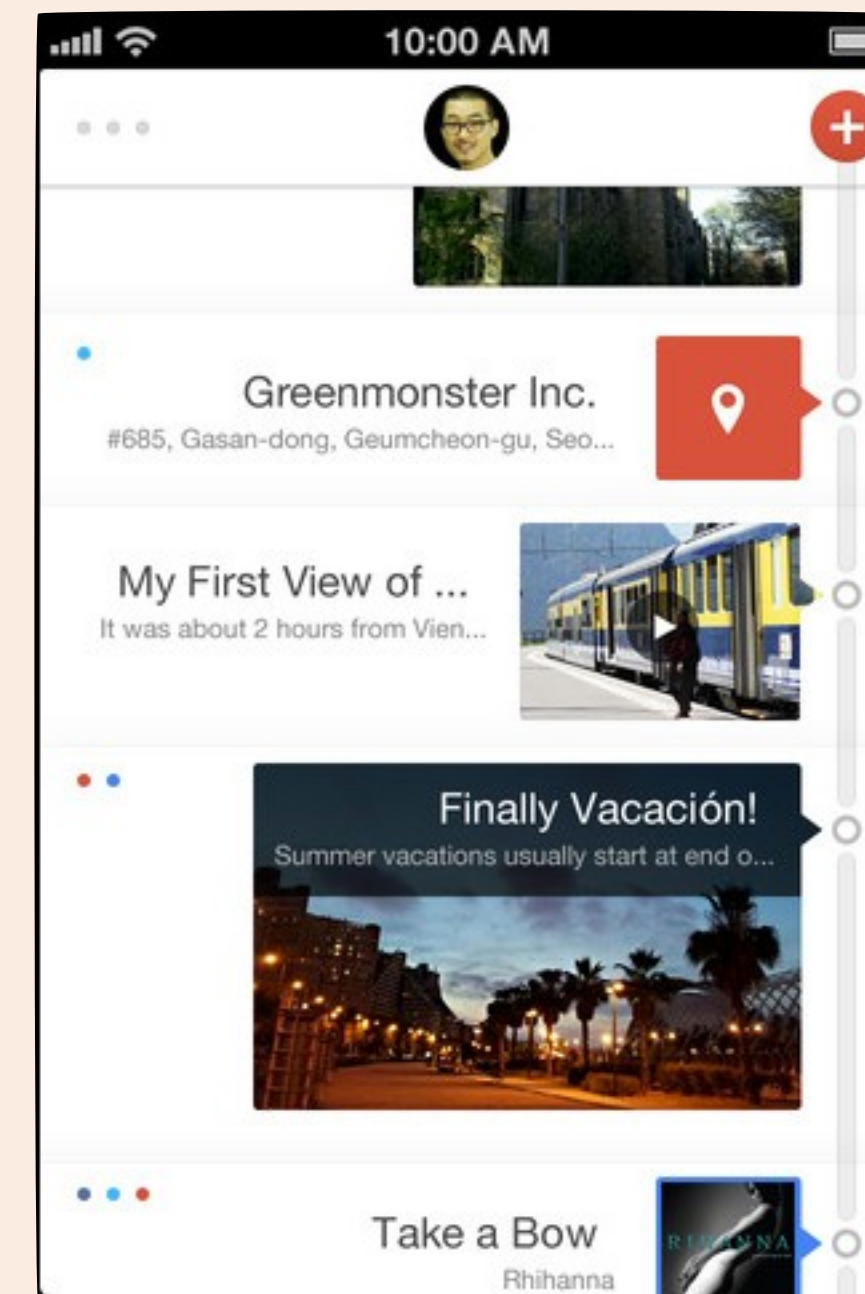
zeebox



Weesh



Pinterest



Flava

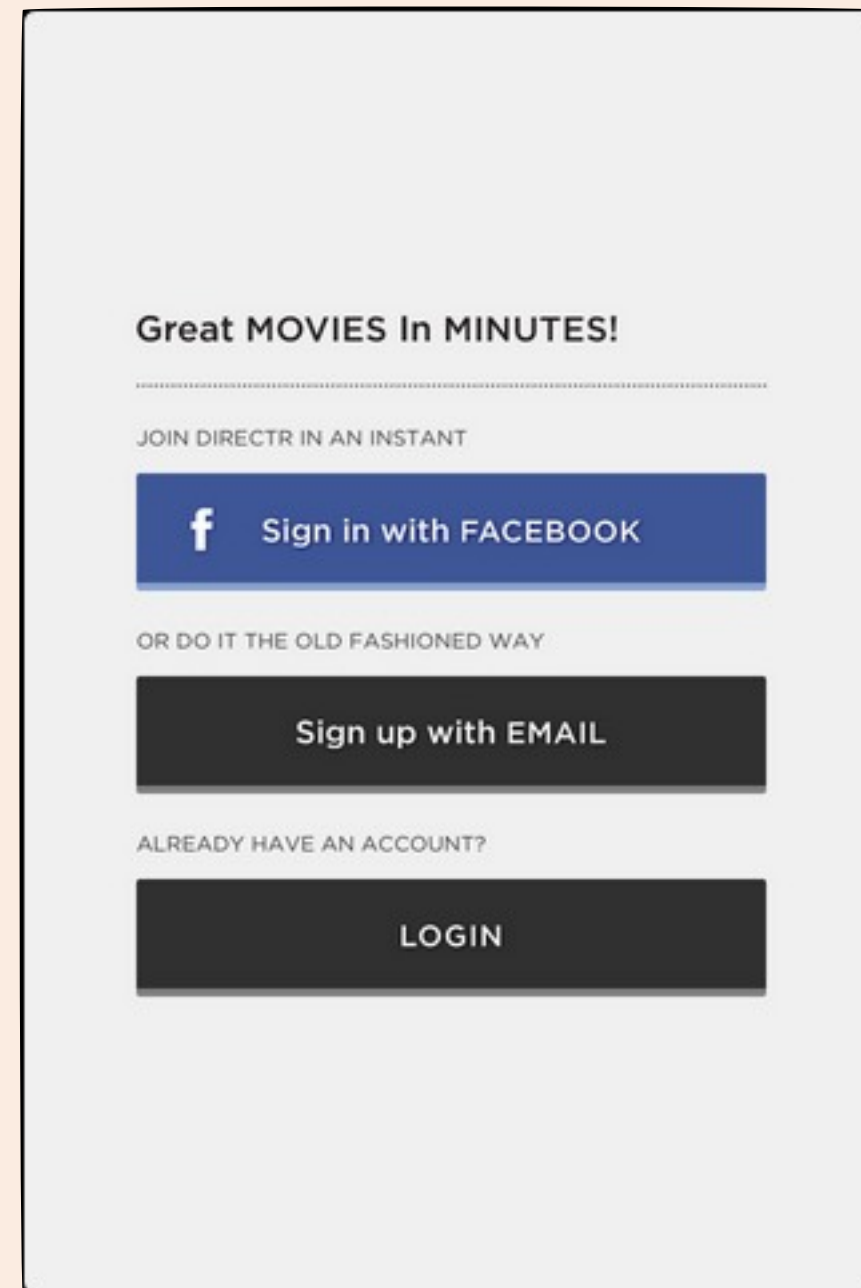
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regla 5

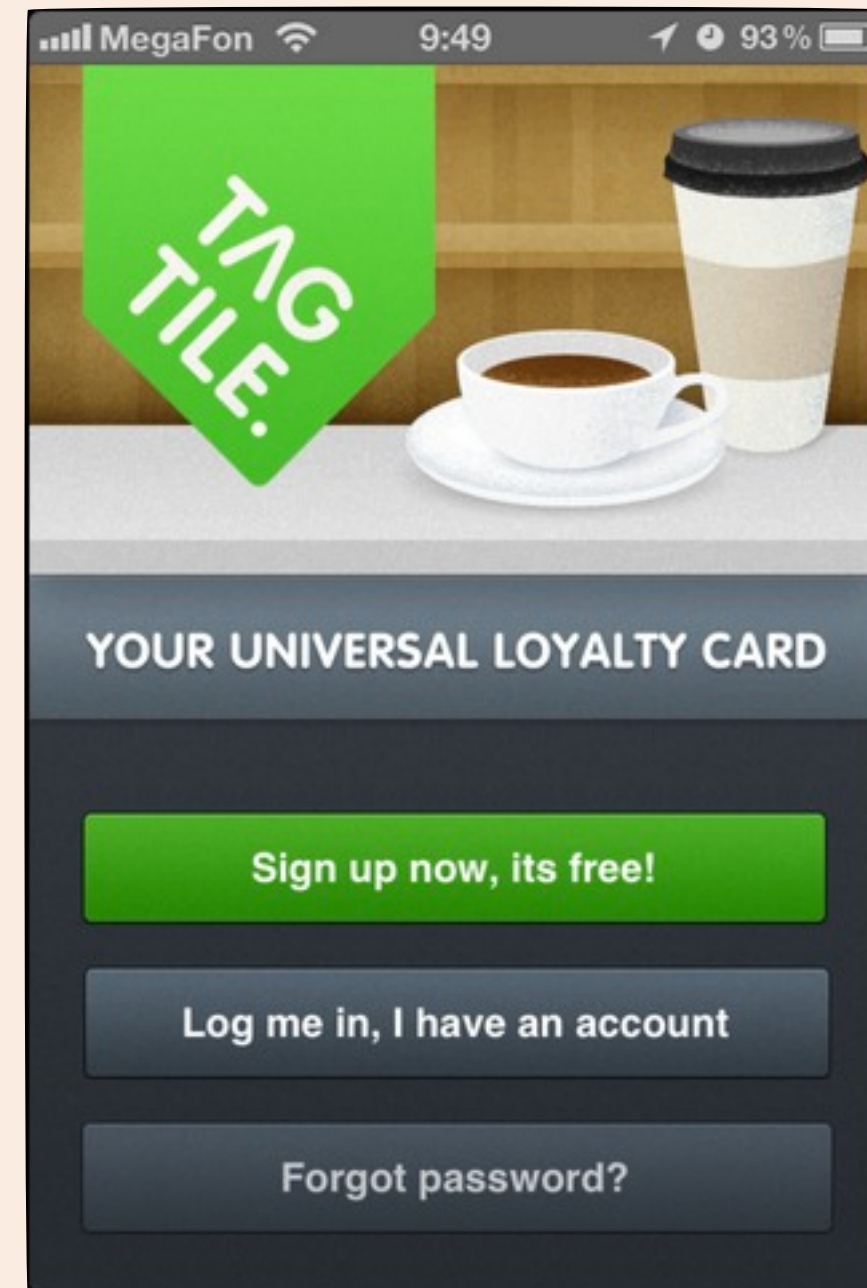
Gerðu ráð fyrir *stórum,*
feitum puttum!

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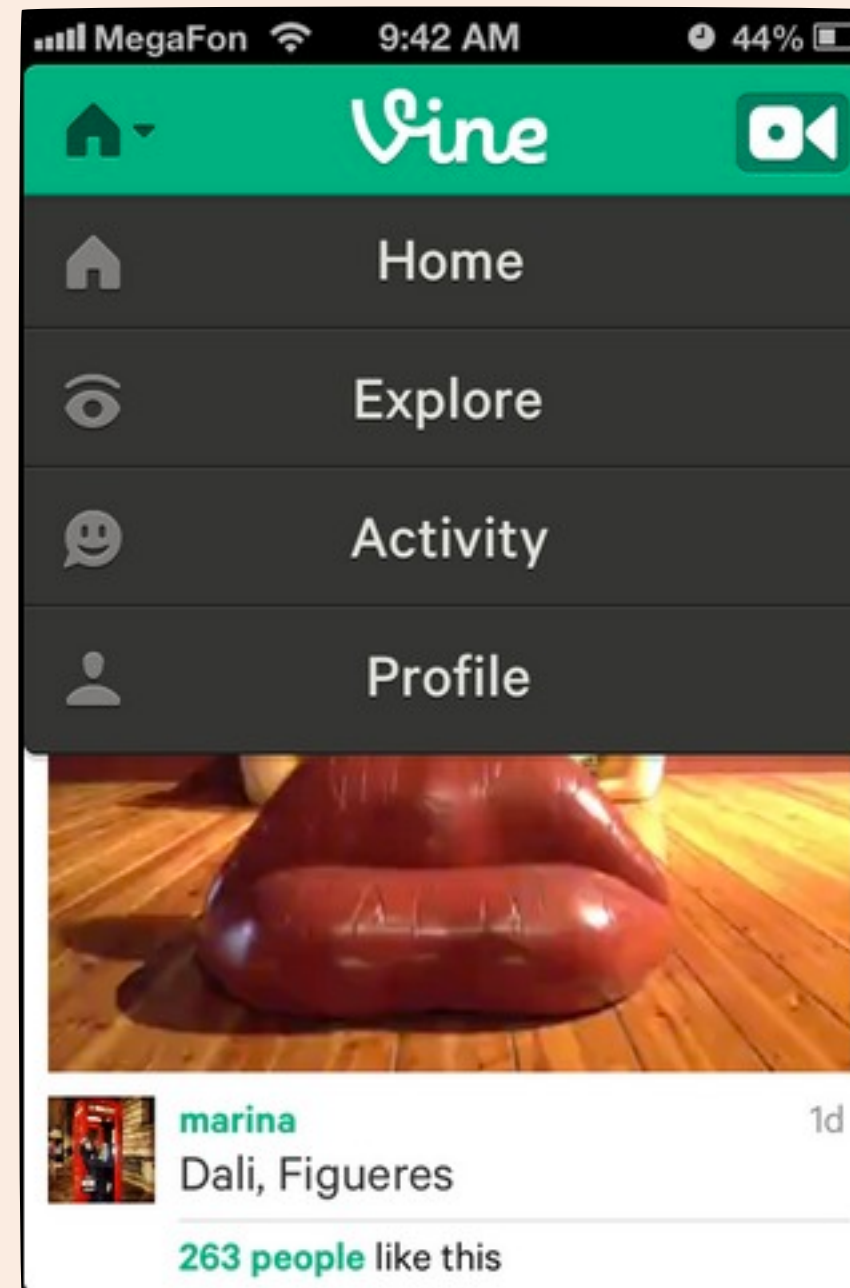
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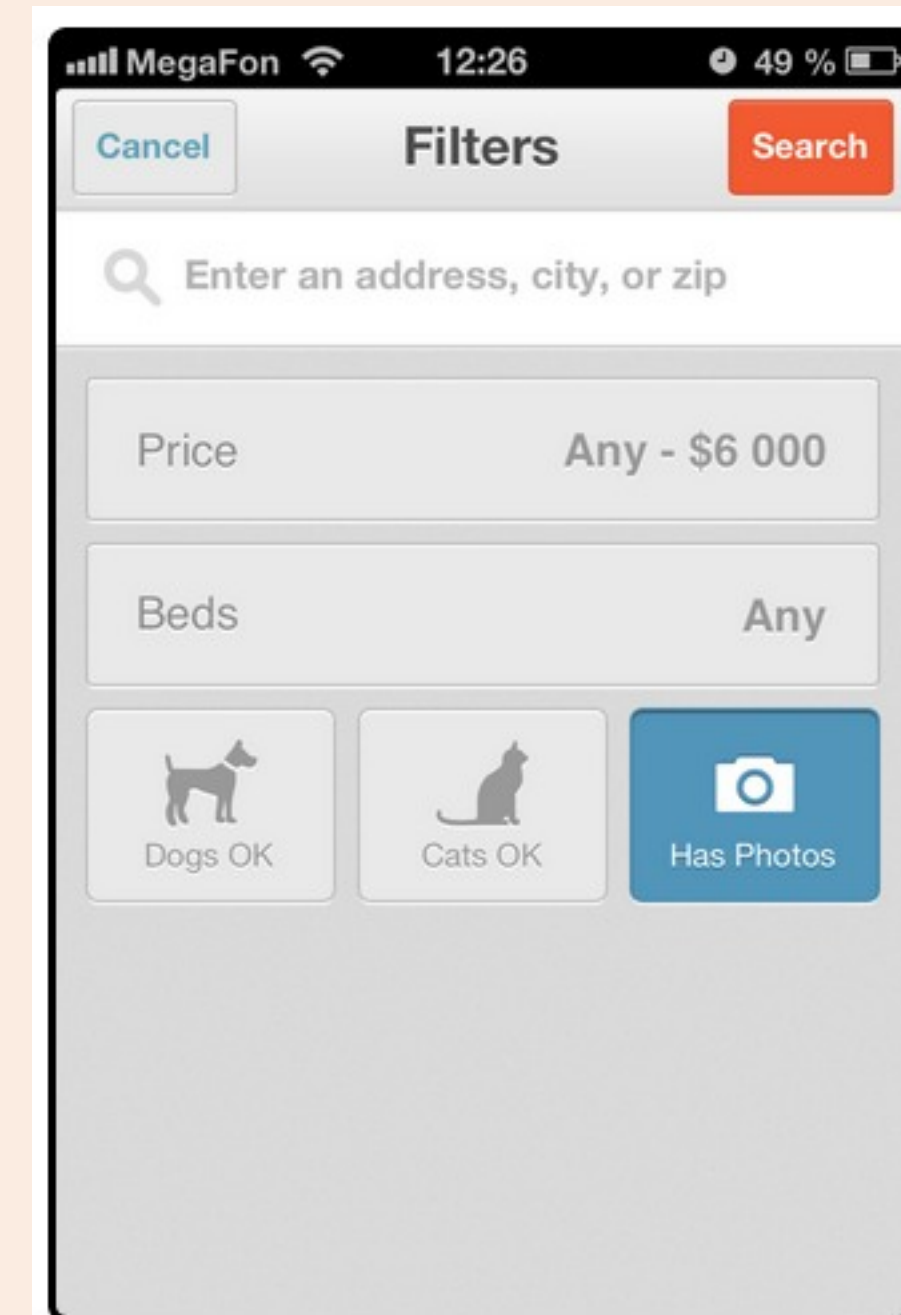
Directr



TagTile



Vine



Lovely

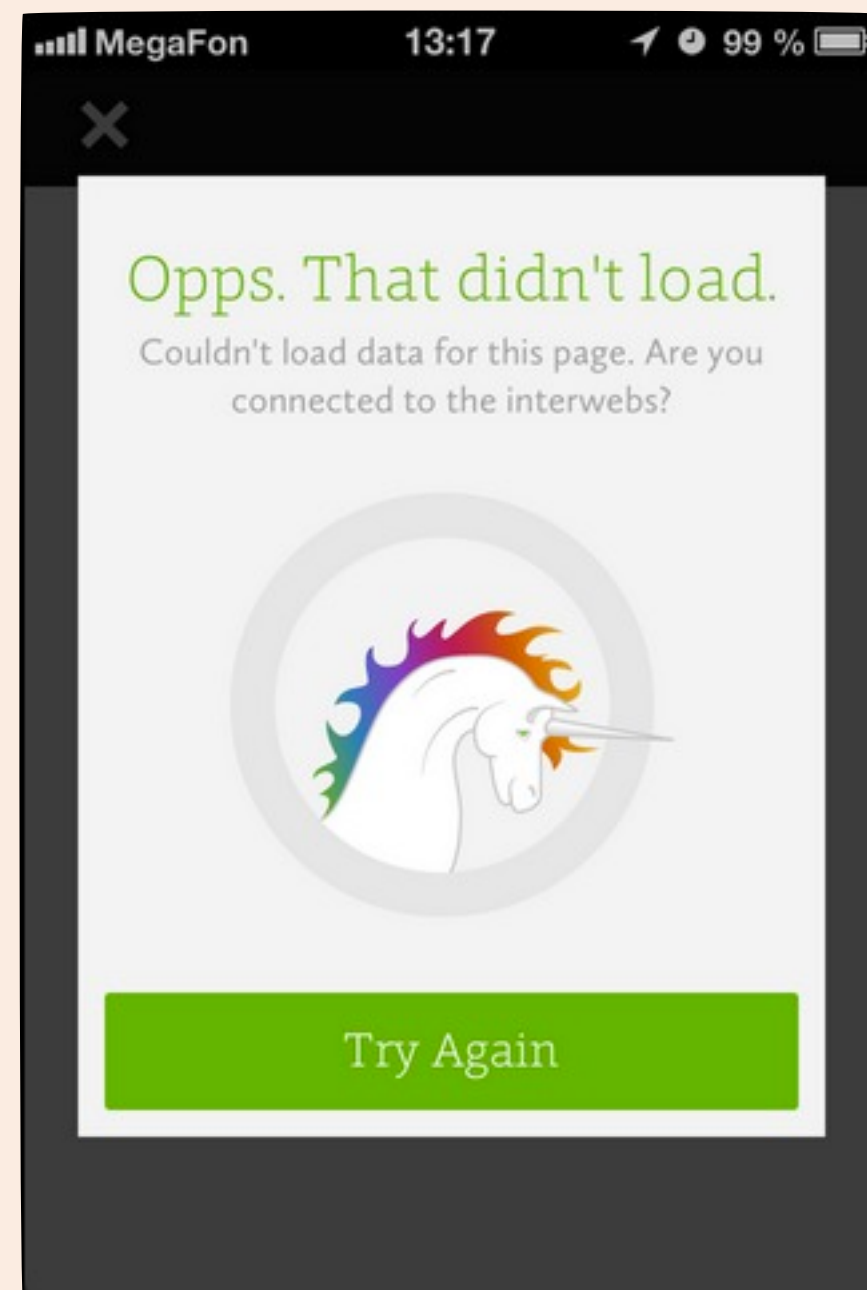
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Stokkur Software

regla 5

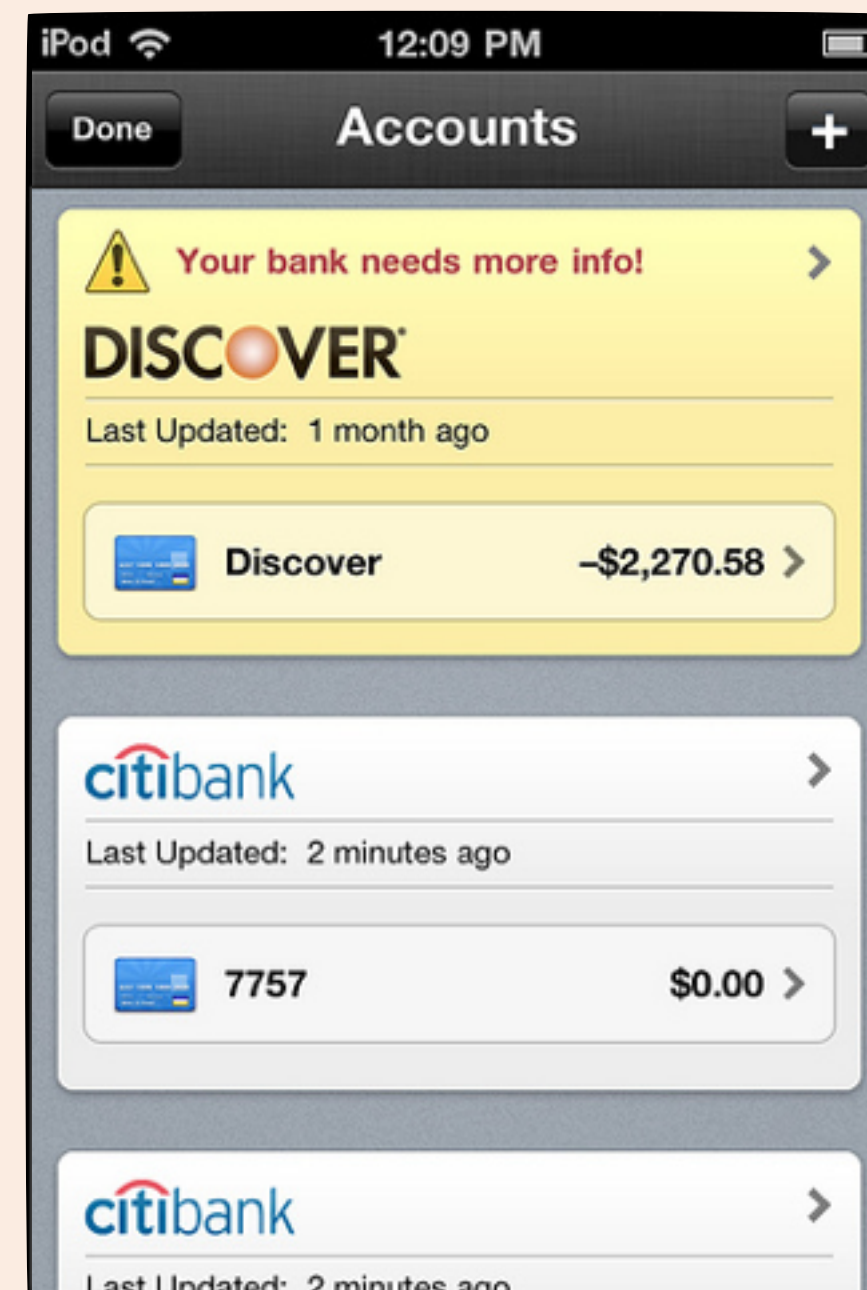
Skýr en skemmtileg
villuskilaboð

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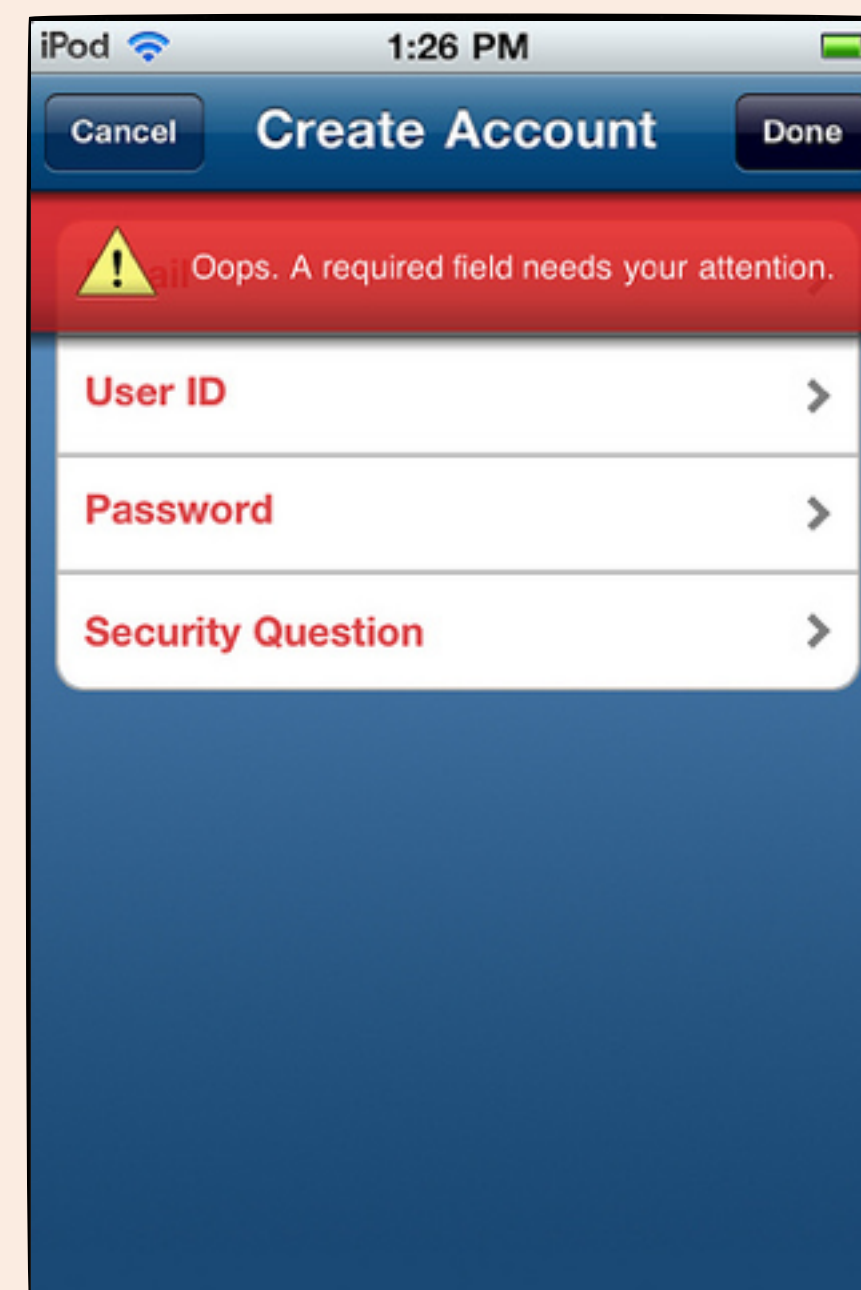
Stokkur Software



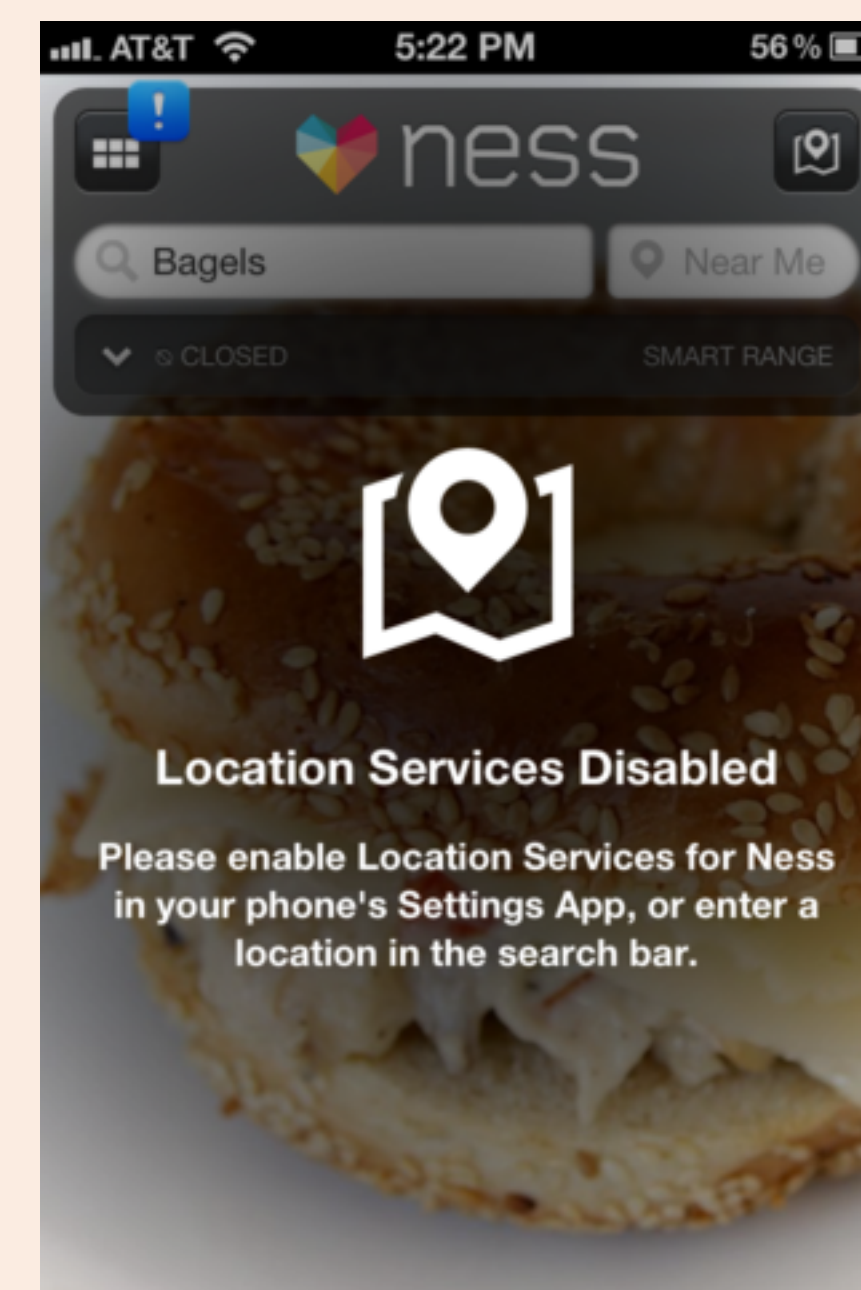
Ayloo



Mint



TaxCaster



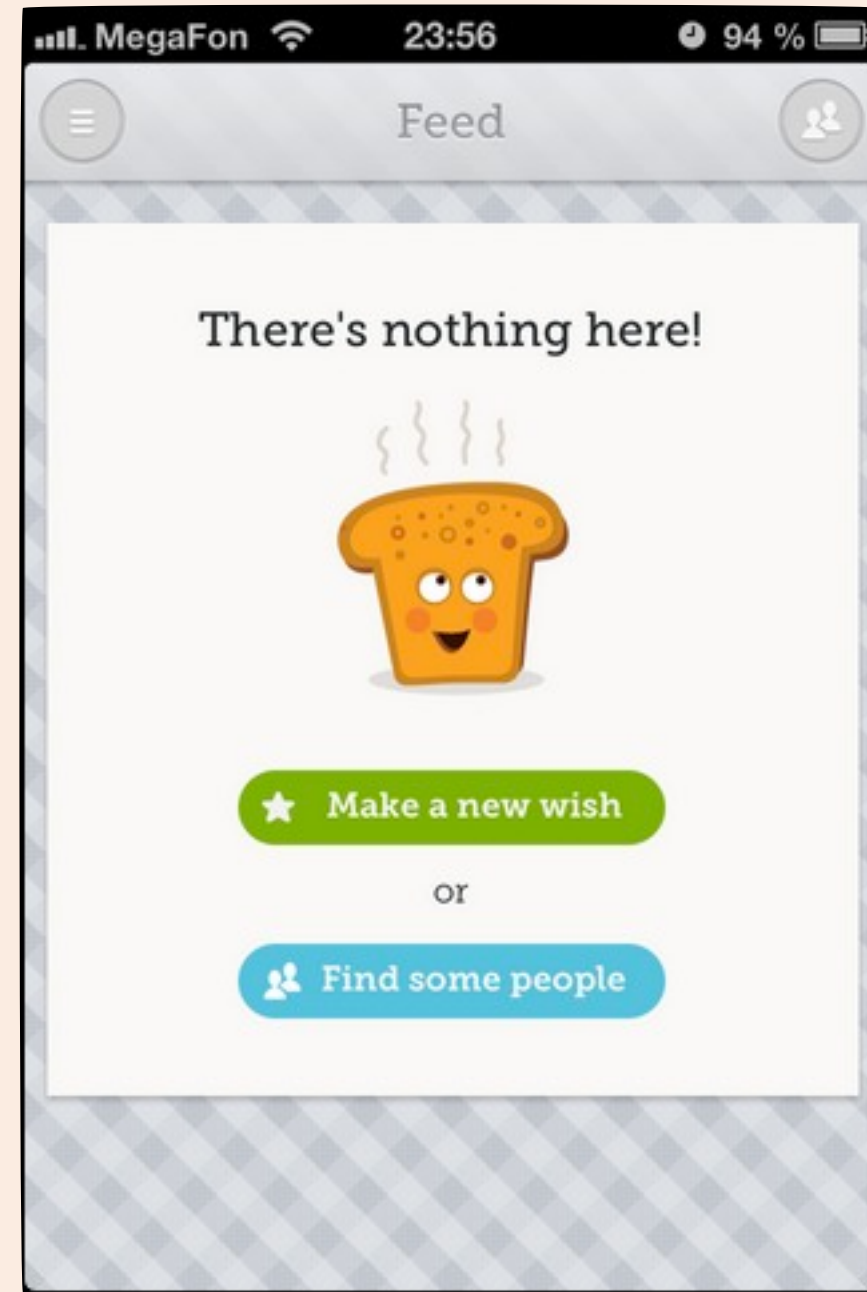
Ness

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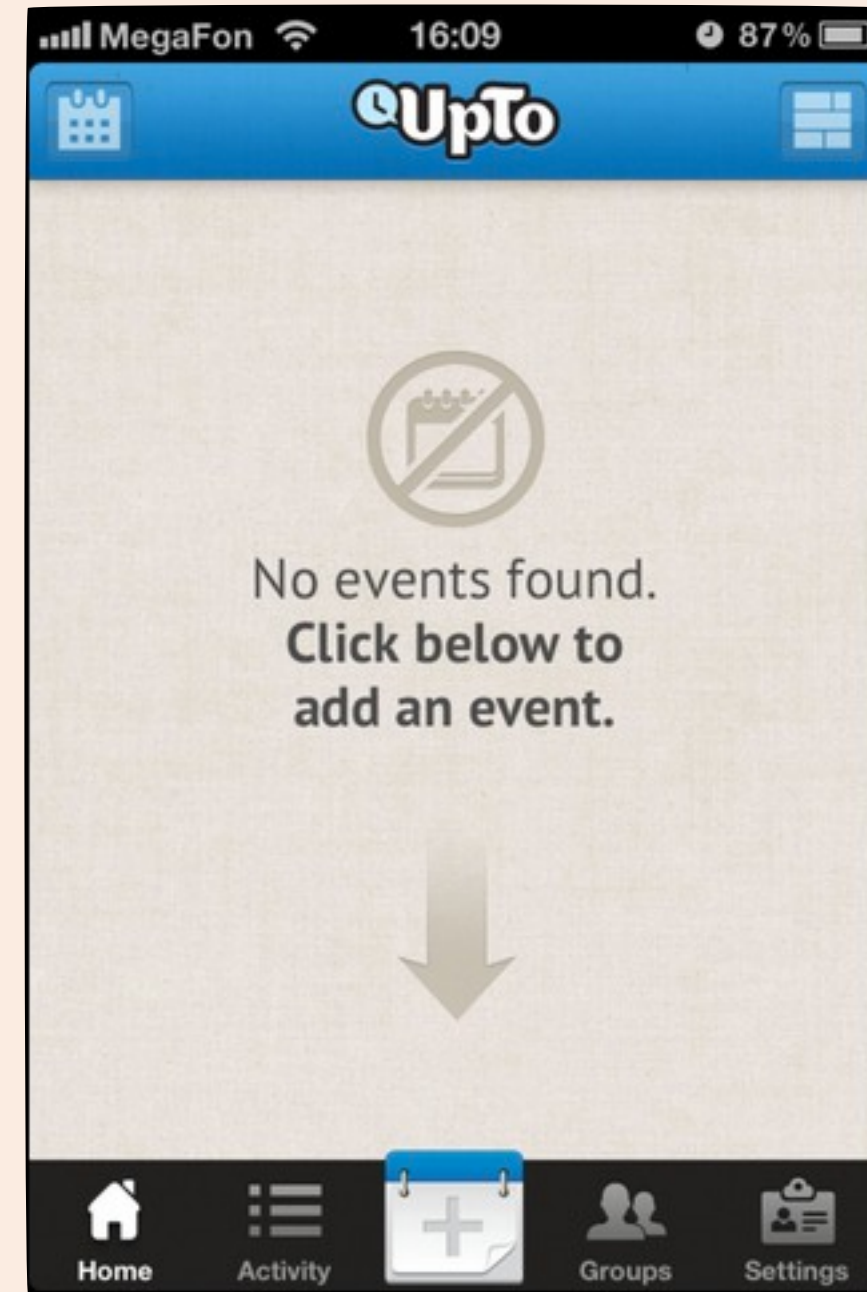
regla 5

Aldrei birta *tóman* skjá!

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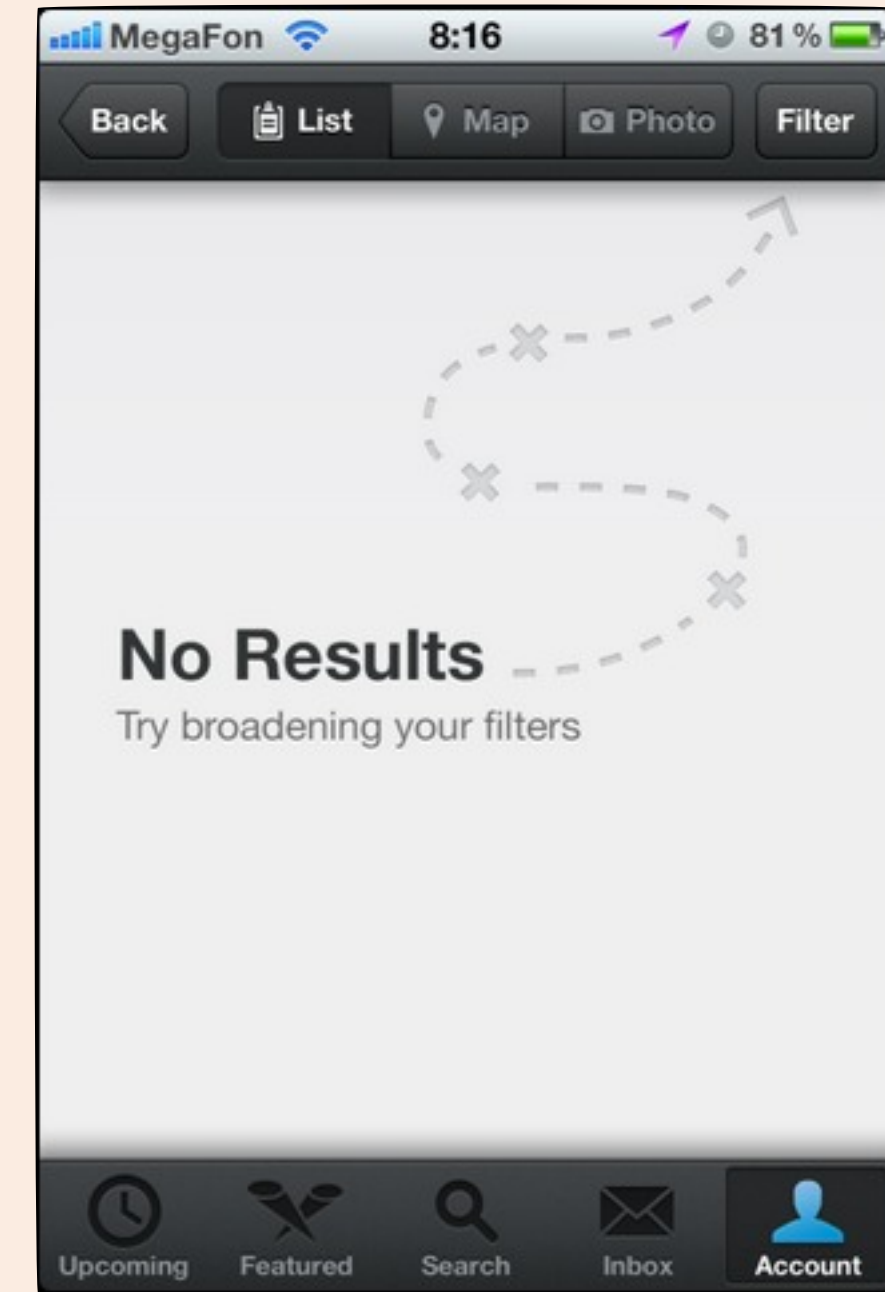
Toast



UpTo



Alfreð



AirBnB

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regla 5

Verum frumleg, *en samt ekki* of frumleg!

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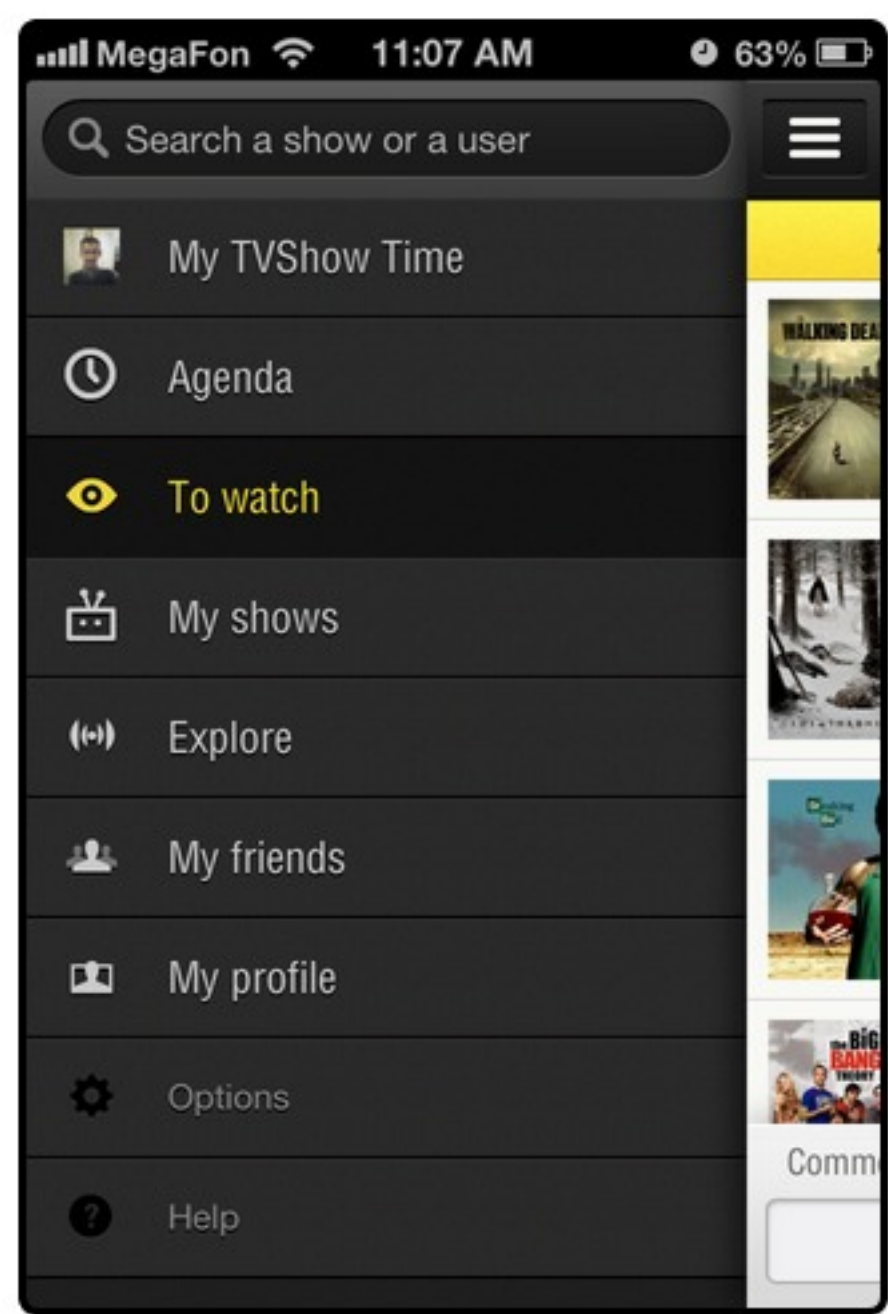
Stokkur Software



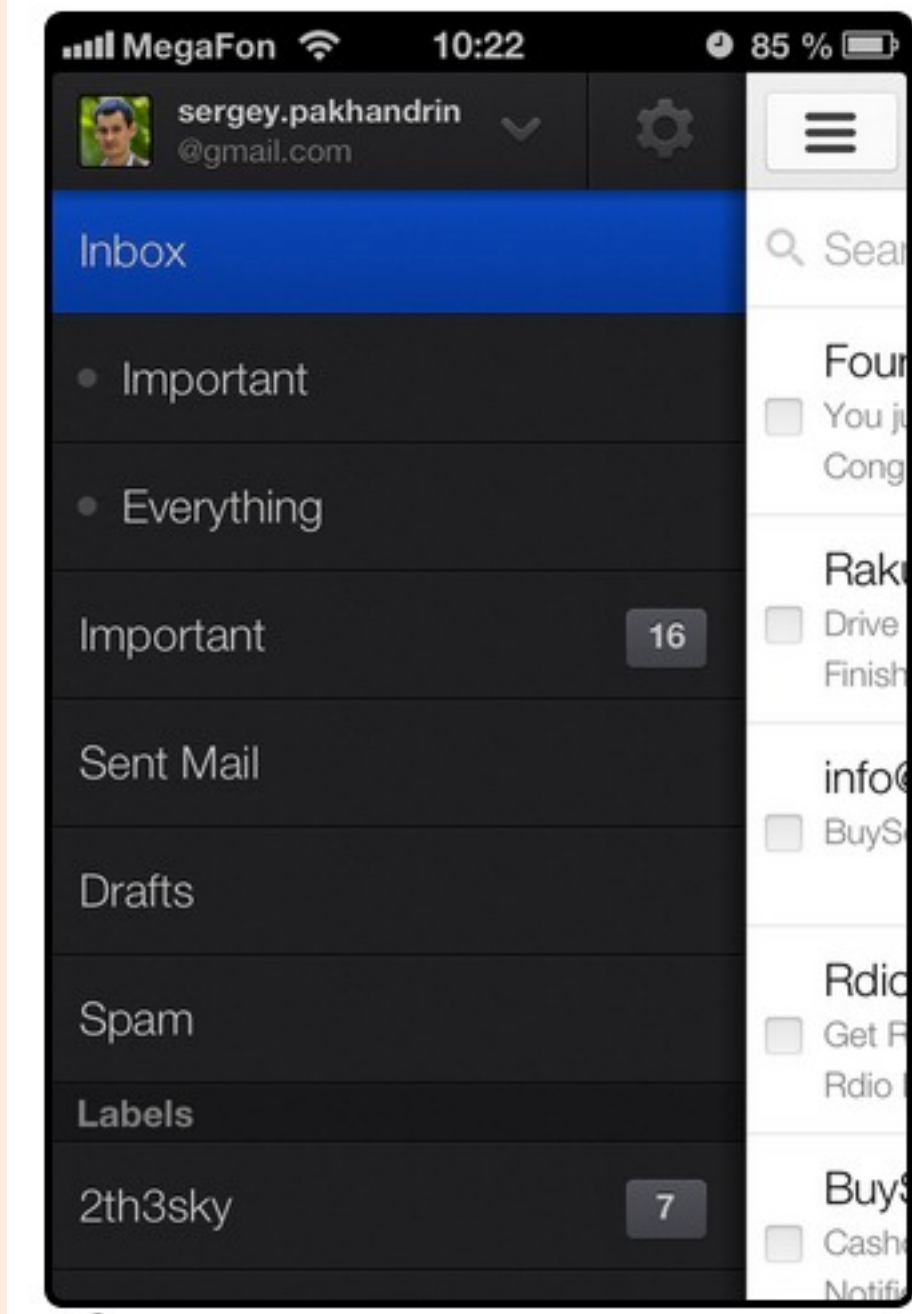
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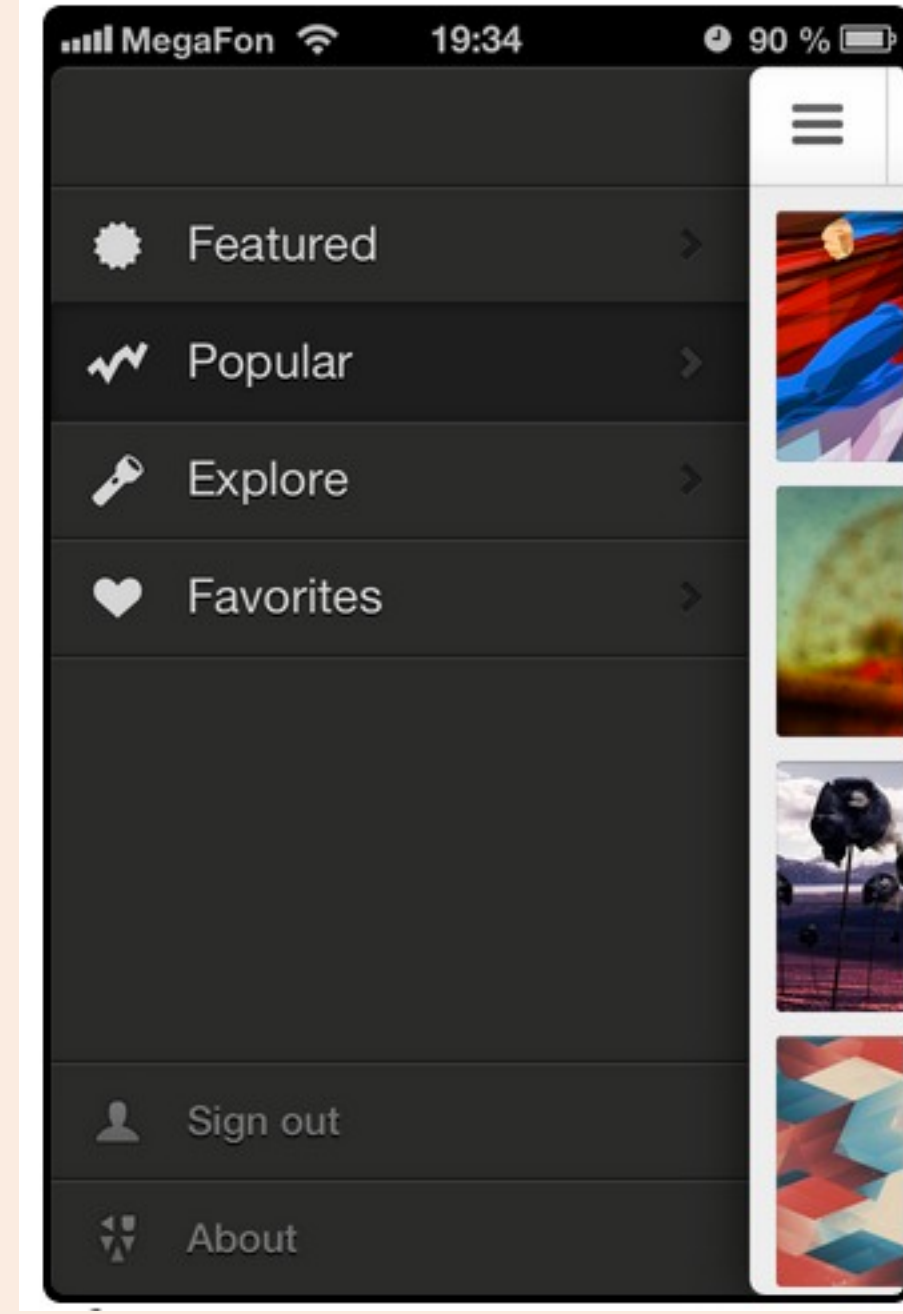
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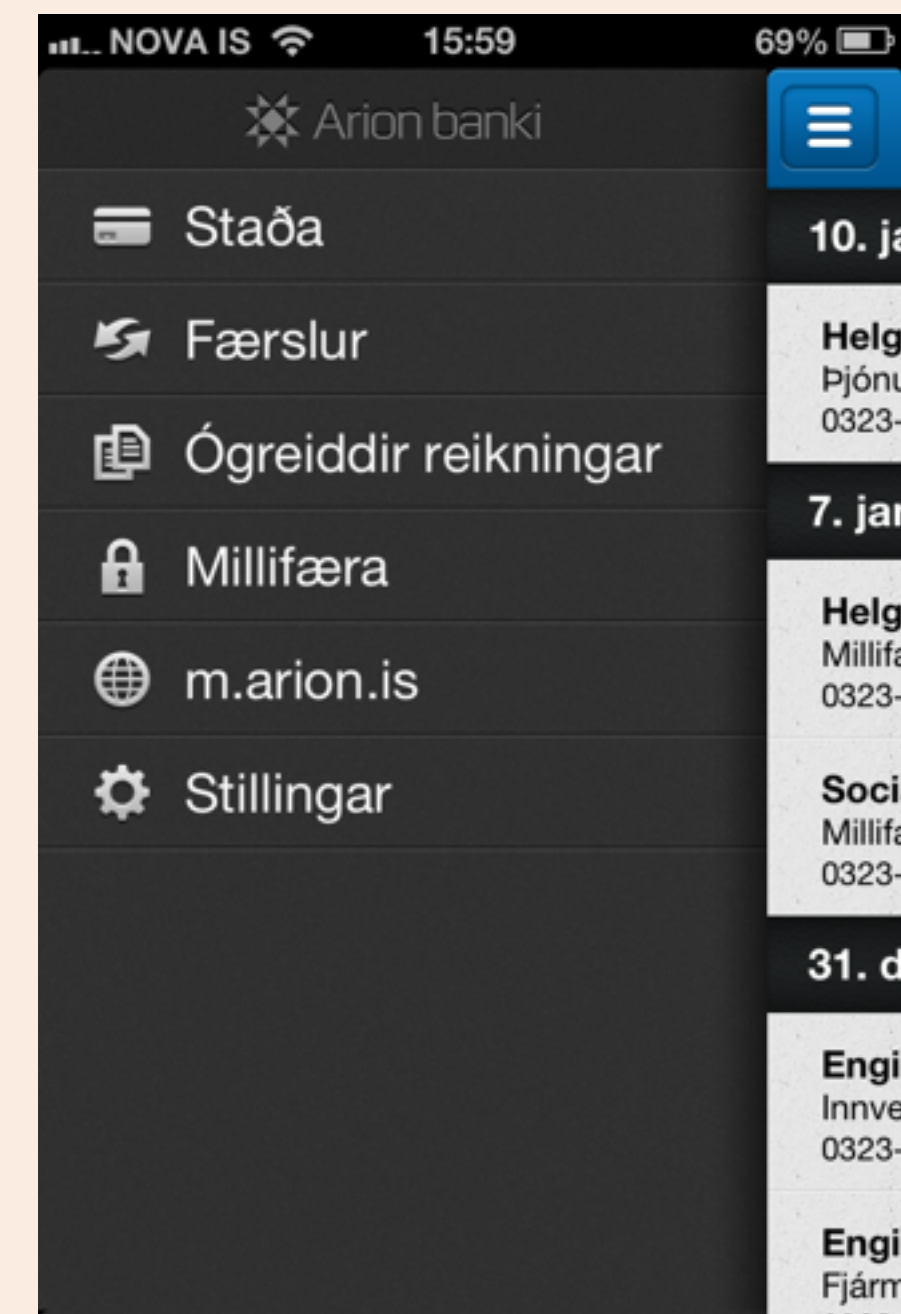
TVShow Time



Gmail

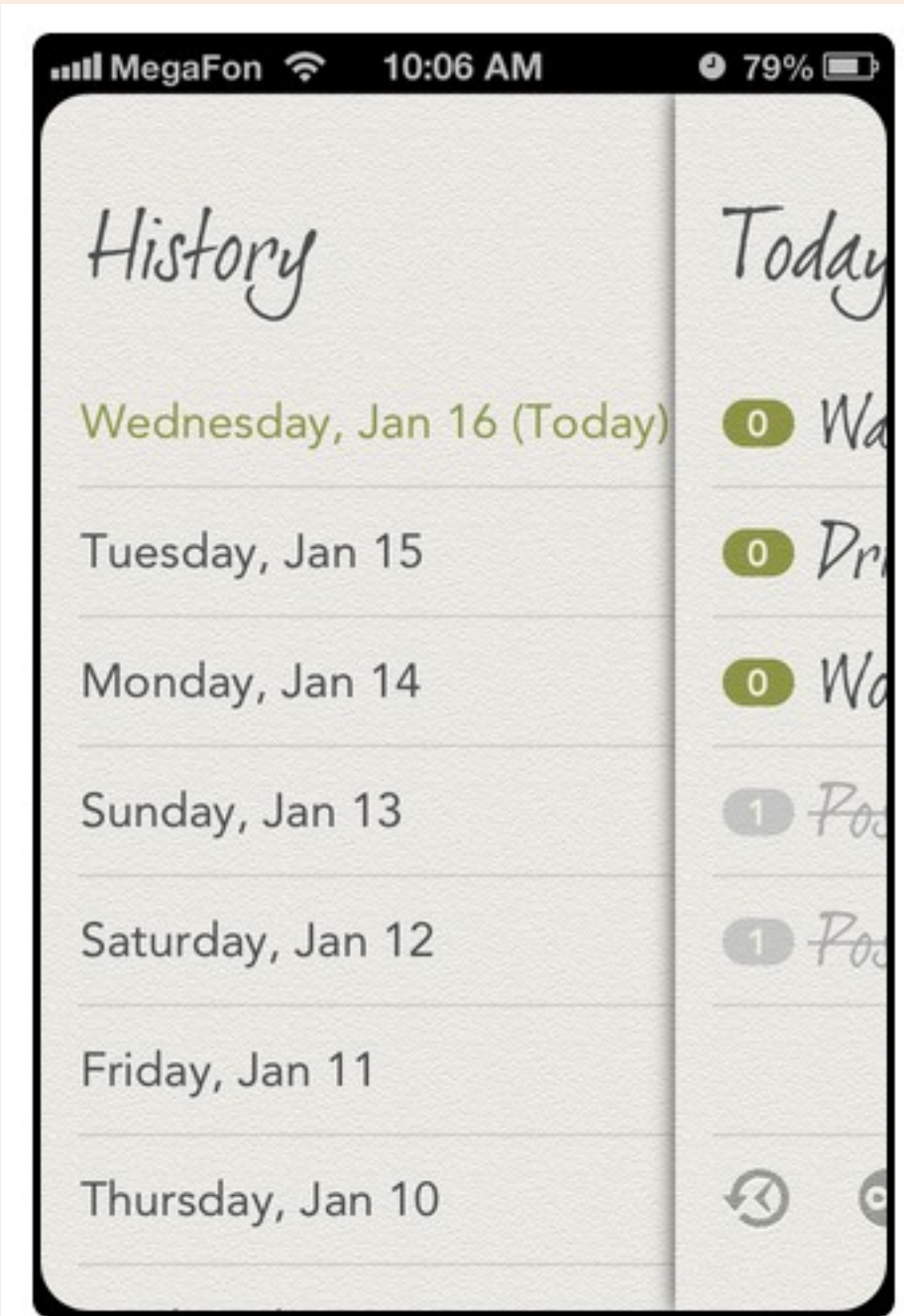


Kuvva

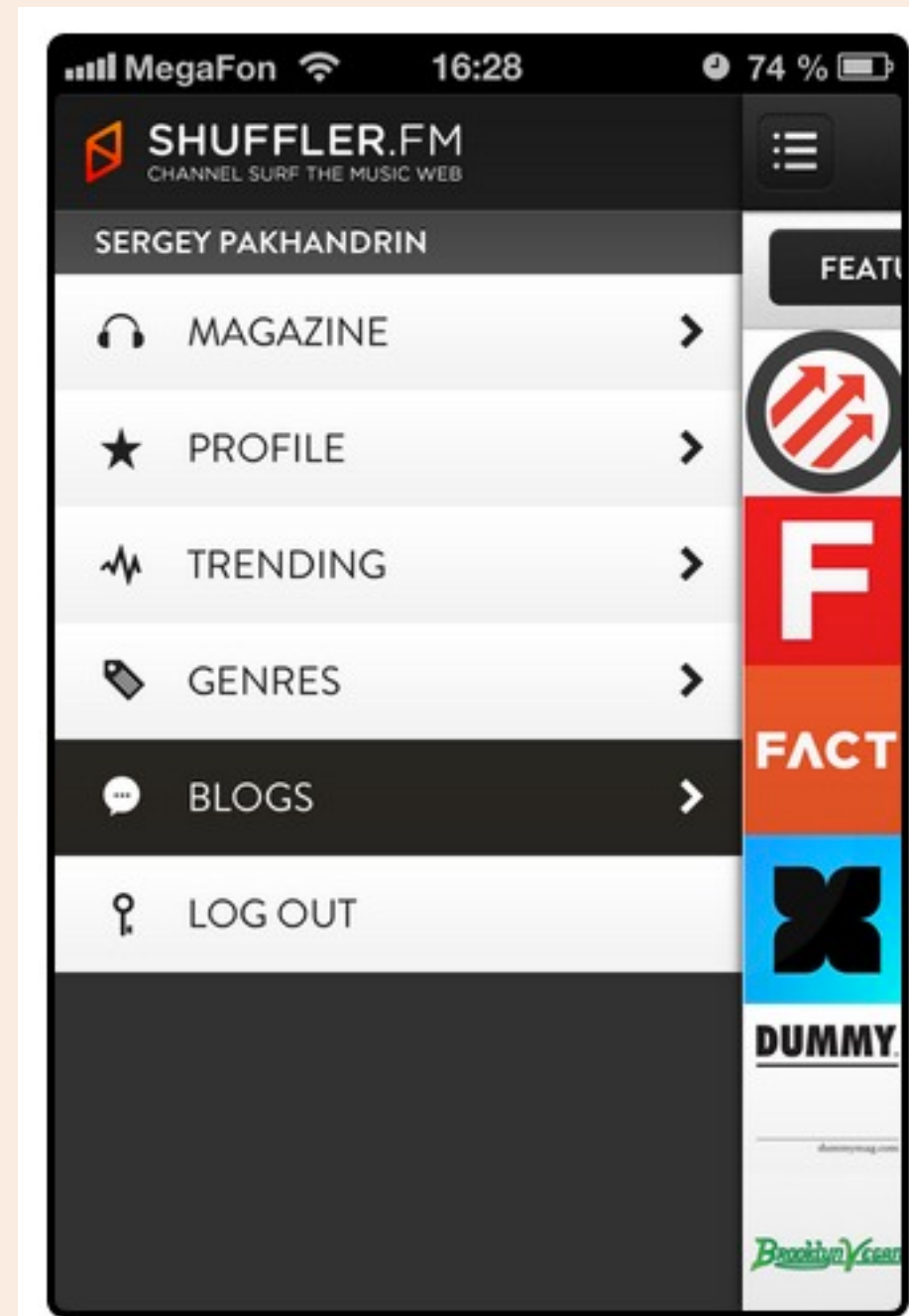


Arion Banki

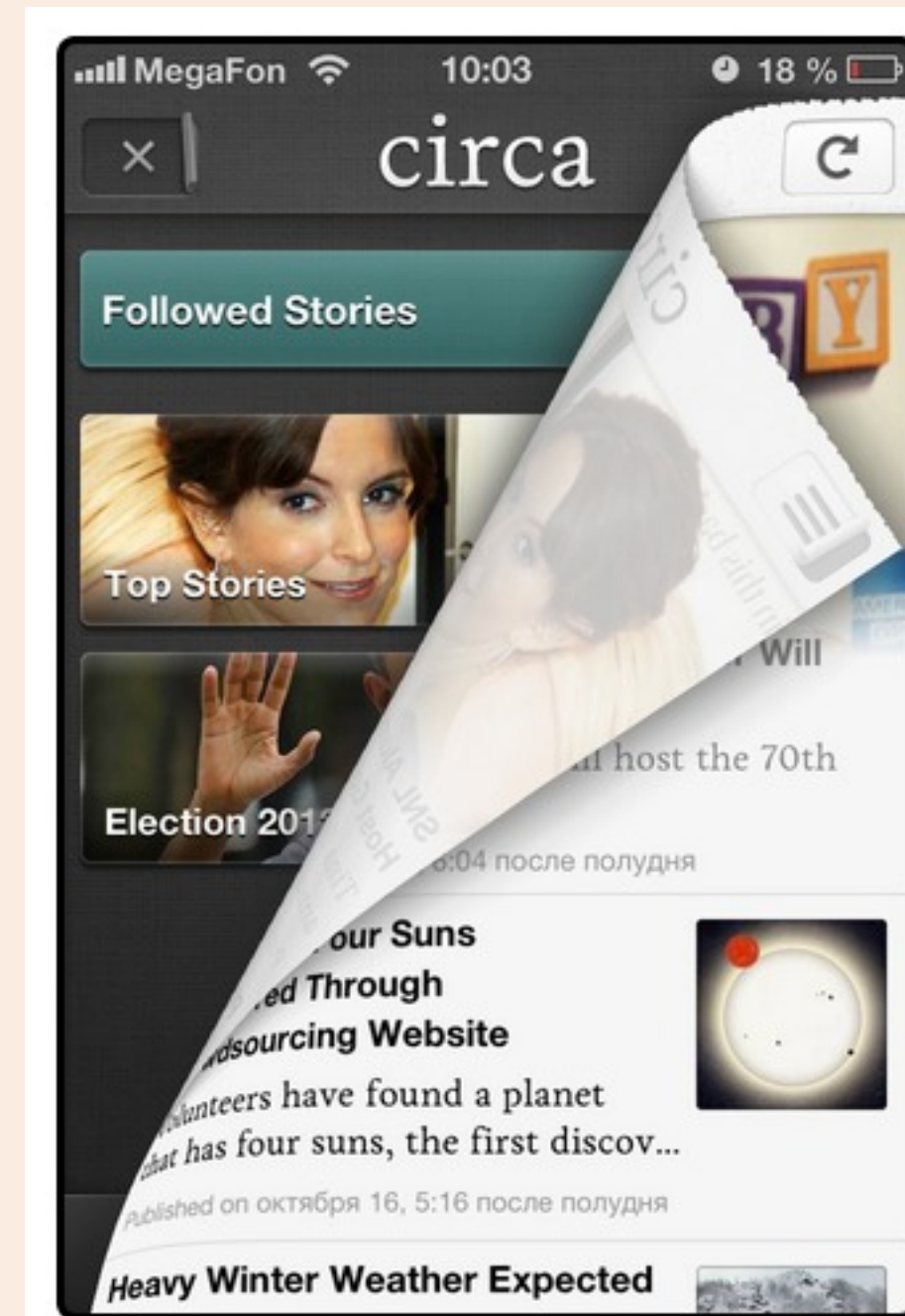
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Stokkur Software



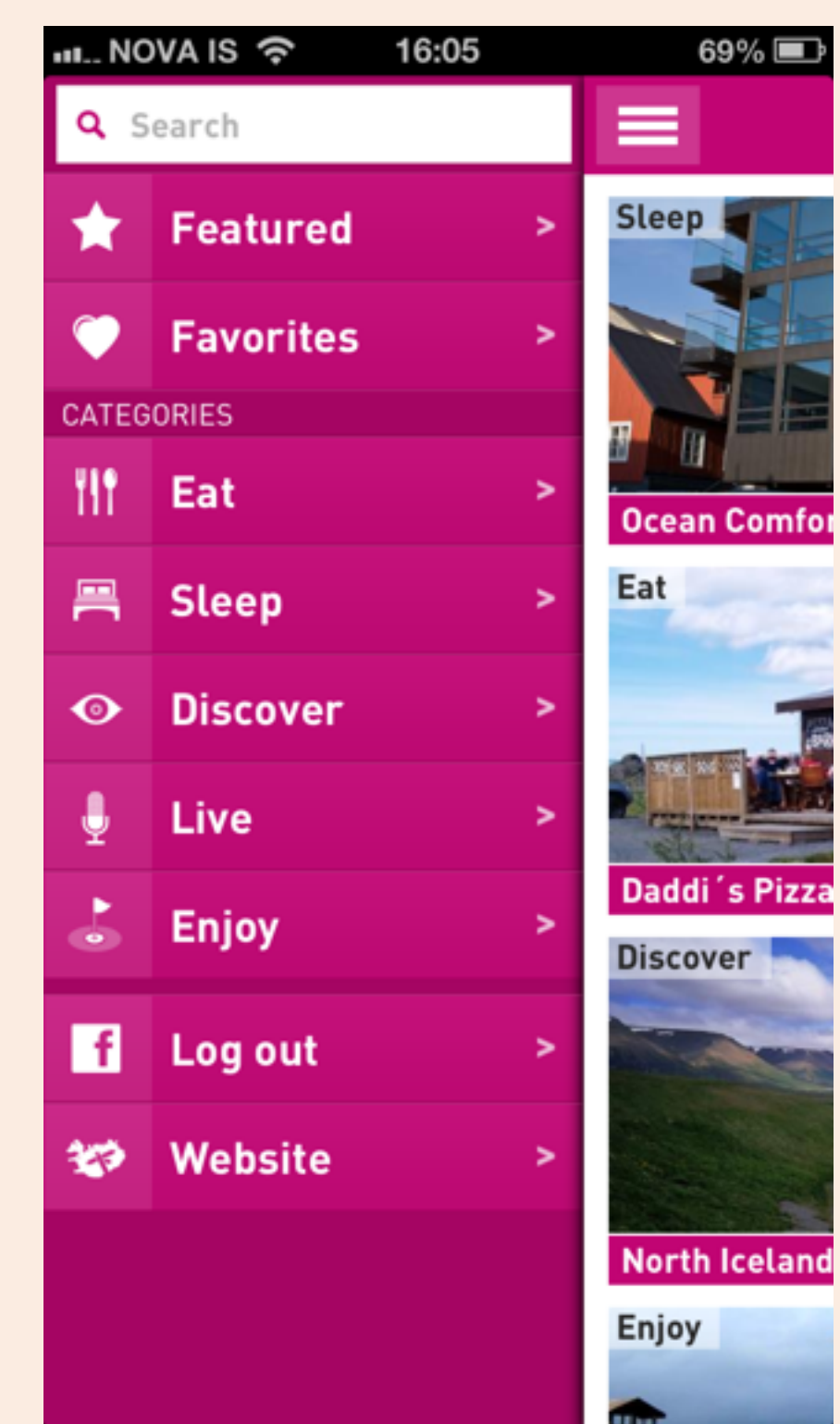
Habit List



Shuffler FM



Circa



Be Iceland

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