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System Of Server-Side Resource Updates And Customization On Mobile Apps

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SYSTEM OF SERVER-SIDE RESOURCE UPDATES AND CUSTOMIZATION ON MOBILE APPS

ABSTRACT

A system and method of providing server-side resource updates for a mobile application ("app") are disclosed. The system includes an app server that would allow installation and customization of the app. When the user installs the app in a mobile phone, the server may provide the app with only the essential resources without rolling out the entire app. The user may then place a customization request to the server. The server would then supply the essential resources required for customization. The app may use locally stored resources or those fetched from the server to effect the customization. The method may also be generalized as a platform that could separate app distribution and appearance changes. It could typically be used to apply language customization, instead of installing all the languages by default. The system may dynamically change appearance, fix bugs or serve as a framework for experimentation in app development.

BACKGROUND

Deploying an app encompasses installation, configuration, running, testing and making necessary changes. The app is deployed along with all the languages it would support. For each of those languages, the app would consume significant space. A user usually speaks only a couple of languages and would never make use of the majority of the languages supported by the app. Also translation changes involve an entire app update. Hence significant amount of resources like bandwidth is wasted in downloading and in subsequent updating of the app. Also, data storage on the device and memory footprint are also wasted. Frameworks are also needed for experimentation and to test and evaluate app localization quality.

DESCRIPTION

A system and method of providing server-side resource updates for a mobile app are disclosed. Accordingly, the system includes an app server that would allow installation and customization of the app. The system works using the method as illustrated in FIG. 1. When the user installs the app in a mobile phone, the server, without rolling out the entire app, may provide the app with only the essential resources. For customizing the app, the user may place a request to the server. The server in turn would supply the essential resources required for customization. The app would fetch the essential resources from the server and store the resources locally. The app may use locally stored resources or those fetched from the server to effect the customization. The method may also be generalized by extending it as a platform. Further, if any of the required resources are unavailable the system may fall back to default resources that were shipped with the app.

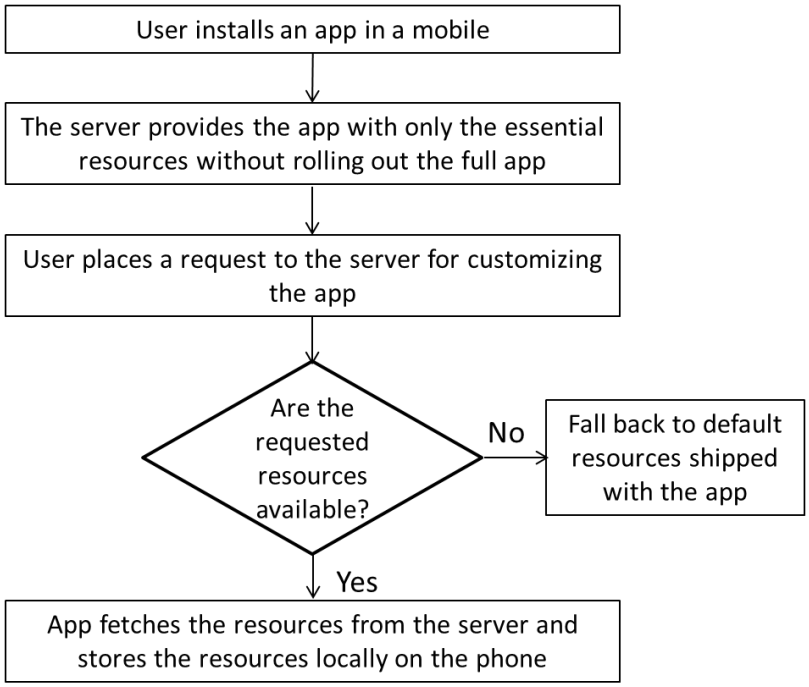

FIG. 1: Method of customizing a mobile app through server-side resource updates

The system could also release experimental results of appearance changes and

meaningful usage analysis for a specified duration. The primary use case for appearance changes would be language and localization but is also extensible to other resources. Specific details of the customization could also include app resources with any media element such as logos, icons, images, color schemes, sounds, videos etc.

The system disclosed is a platform that could separate app distribution and app appearance changes. The system may dynamically change the appearance of the app, fix bugs and includes a framework for experimentation to test and evaluate app localization quality without a full app rollout.