

Abstract

This Master's degree thesis deals with a specific area of creative industries: development of mobile applications. The aim is to identify and understand the work routines of Czech iOS developers while considering the importance of design as one of the benchmarks of mobile application quality on the Apple App Store. I mainly focus on mapping work routines of selected developers and their thinking about design in the context of Apple devices and iOS platform, assuming that Apple establishes a high standard of visual and functional qualities. I am addressing an issue of application usability not only in terms of design of the user interface, but also its functioning and more aspects of application development within the ecosystem of Czech mobile app industry.

The theoretical part of my thesis subjectively describes fundamental concepts from the mobile app development field and theories related to the topic.

Empirical part of the study is based on qualitative interviews with 9 Czech mobile app developers and following thematic analysis.

This study can serve as an interesting resource of understanding of the work of Czech mobile app developers, how they think about design and Apple as a platform or as a solid foundation for further quantitative investigation to confirm or revise my findings.