



# aws INNOVATE

MODERN APPLICATIONS EDITION

20 October, 2022

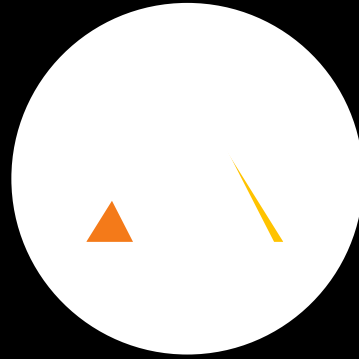
# Visually build and ship full-stack web apps using Amplify Studio

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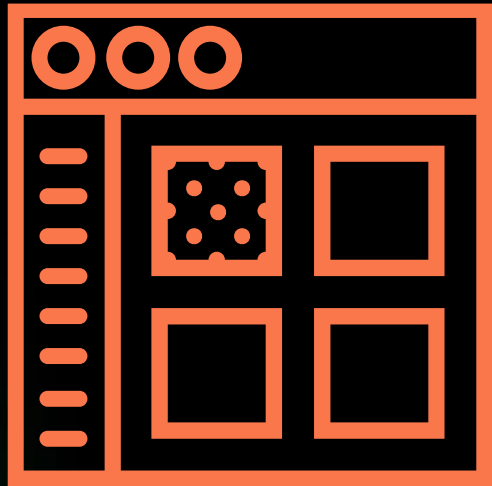


# Agenda



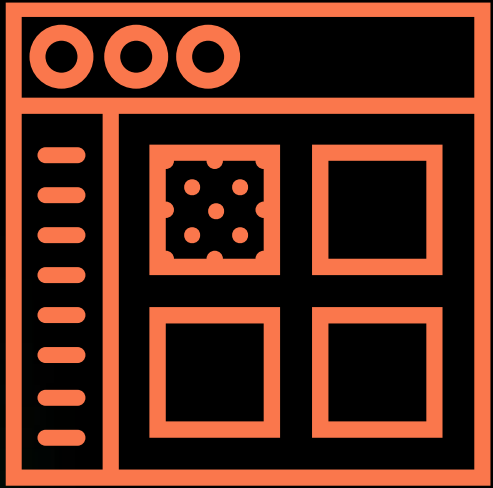
How AWS Amplify is making it easy for front-end developers to go from idea to production-ready app **fast**

# Front-end development



Front-end developers build what users see

# Front-end development



14M web developers



10M mobile developer

# Types of apps: The '90s to Today

1990s     Static content with hyperlinks

2000s     Social media, feature-rich sites such as Facebook and YouTube

2007     Apps were born – feature-rich and performant using device context

2010  
to now     Web apps – responsive, performant, feature-rich

# What led to this improvement?

- Frameworks such as React popularized single-page apps
- Browser became more powerful – faster, IndexedDB, caches
- Cloud computing – storing data and leveraging cloud services made it easier to build scalable apps
- End user expectations from web applications match native mobile applications

**How have these changes impacted the responsibilities of a front-end developer?**



# Full-stack app

Backend

Front-end



Database

Servers

Server-side languages

API

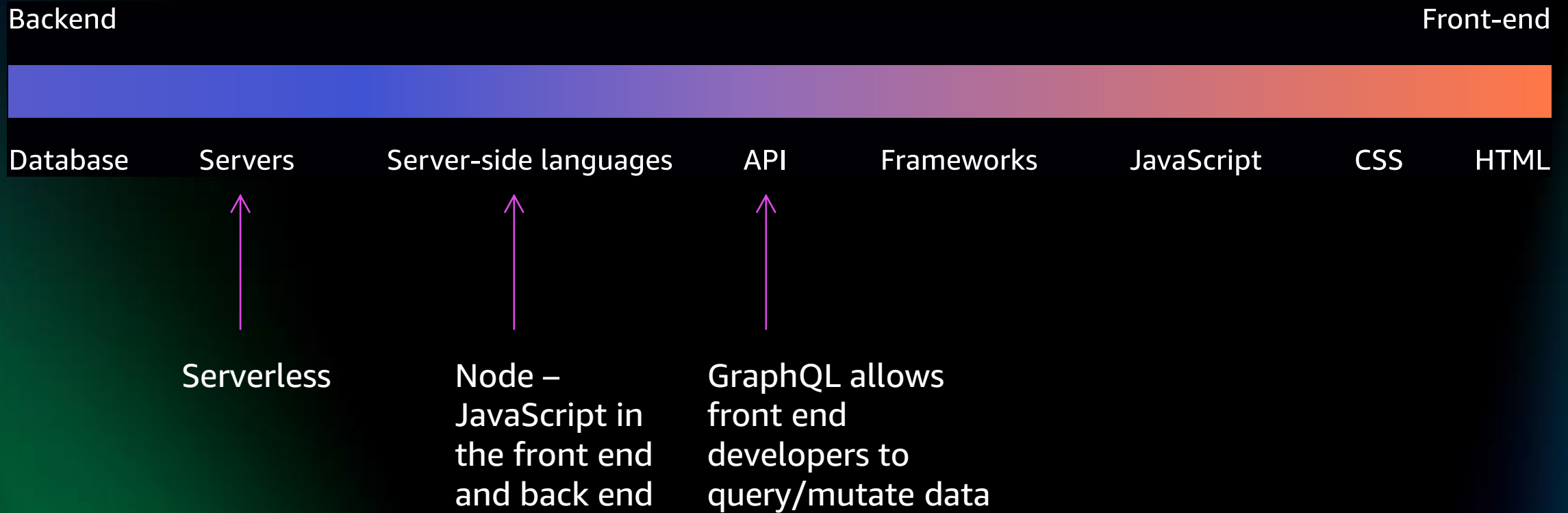
Frameworks

JavaScript

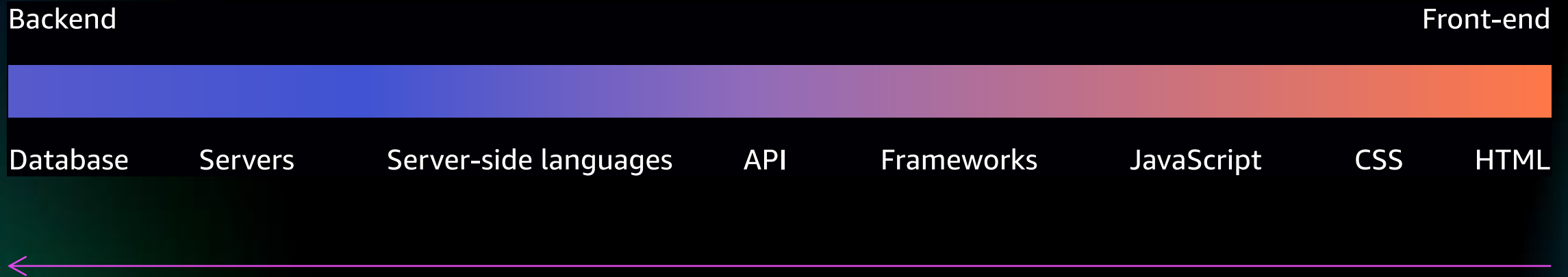
CSS

HTML

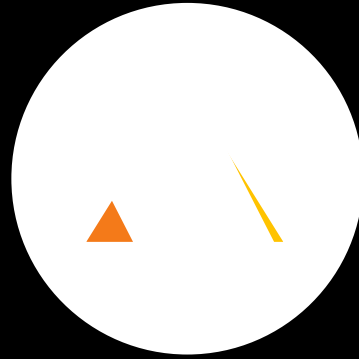
# Full-stack app



# Full-stack app



Front-end developers are increasingly responsible  
for building full-stack functionality



We built Amplify to make it easy for front-end developers  
to build full-stack apps

# AWS Amplify provides tools for front-end developers to build, ship, and scale their app

## Build



Configure AWS  
backends fast



Seamlessly  
connect  
front ends

## Ship



Deploy your app  
front end and  
backend

## Scale



Use CDK to  
override, add,  
and export  
resources

# Build and manage app backend

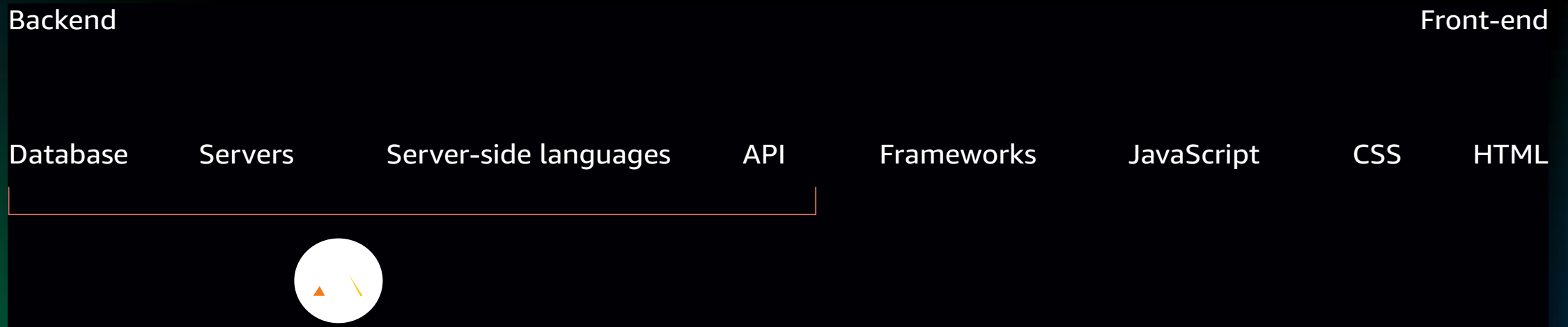
- Model data and relationships to set up a GraphQL API
- Set up authentication, authorization
- Set up file storage
- Extend with CLI toolchain to add functions
- Manage app data, files, users, and groups

The screenshot shows the AWS AppSync console's 'Data' tab. The left sidebar contains navigation links: Home, Manage (Content, Users), and Set up (Data, Auth, Function, Storage, REST API, Analytics, Predictions, Interactions, Notifications). The main area is titled 'Data' with the subtitle 'View & edit your app's data models, add fields, and relationships.' It includes 'Add Model' and 'Save and Deploy' buttons. Three data models are visible: 'Vote', 'Candidate', and 'Election'. Each model has a 'Field name' and 'Type' section, and a 'Relationship name', 'Related to', and 'Cardinality' section.

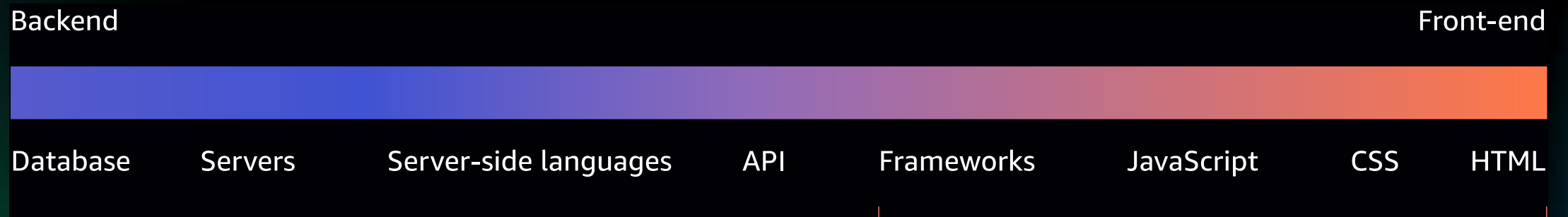
Model	Field name	Type
Vote	id	ID
	+ Add a field	
Candidate	id	ID
	firstname	String
Election	id	ID
	name	String

Relationship name	Related to	Cardinality
candidates	Candidate	m:n many Votes...
electionID		Relationship Source
votes	Vote	m:n many Candi...

Until now, our focus has been to help front-end developers accelerate building and connecting to an app backend



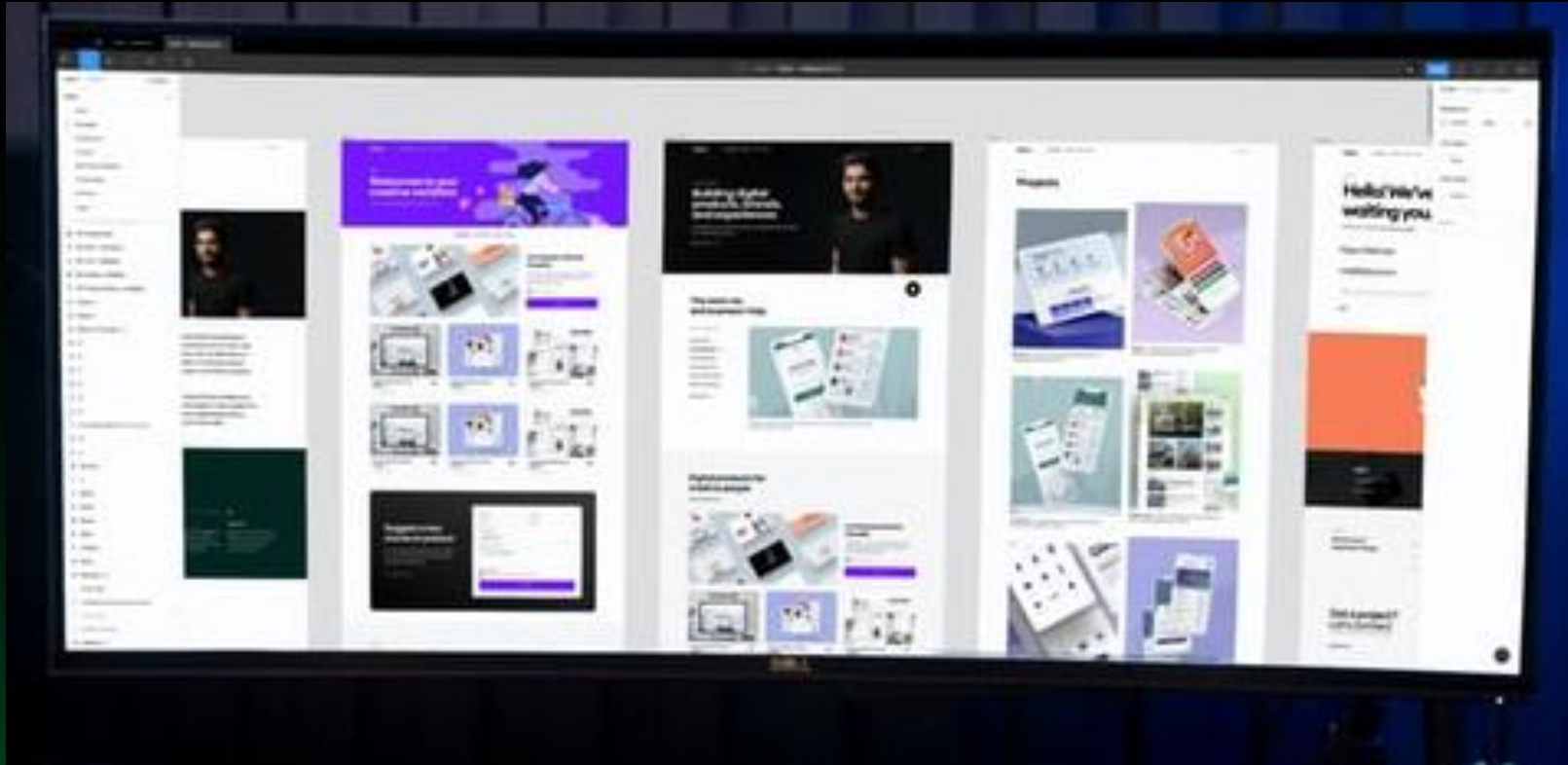
Front-end developers also tell us that building UI is time-consuming and a manual process





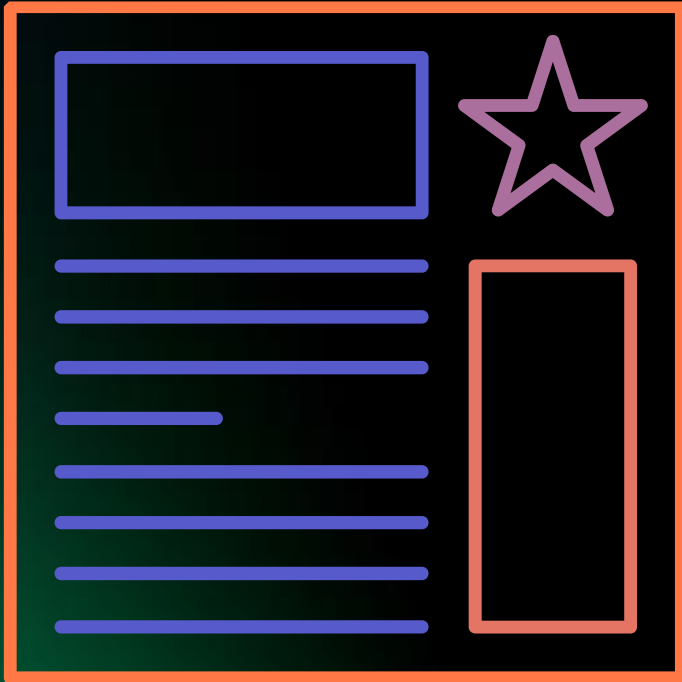
# Product development workflow

Product manager + UX designer → UI designs



# Product development workflow

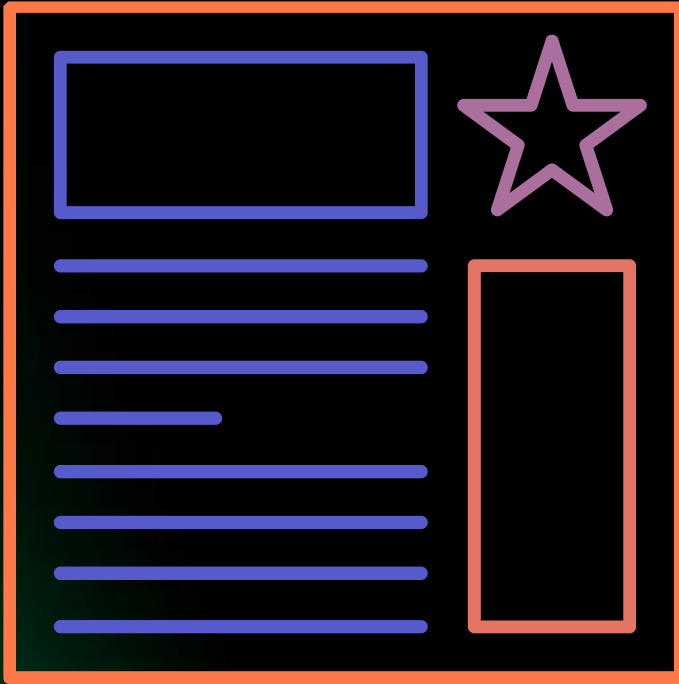
UI designs → developers → code



- Rationalize UI designs into components
- Lay out components
- Bind UI to data
- Write custom logic

# Product development workflow

UI designs vs. actual product



UI designs



Actual product

# How do you solve this?

**Option A:** Build solution that enables designers to take control end to end

**Option B:** Build solution that enables developers to take charge end to end

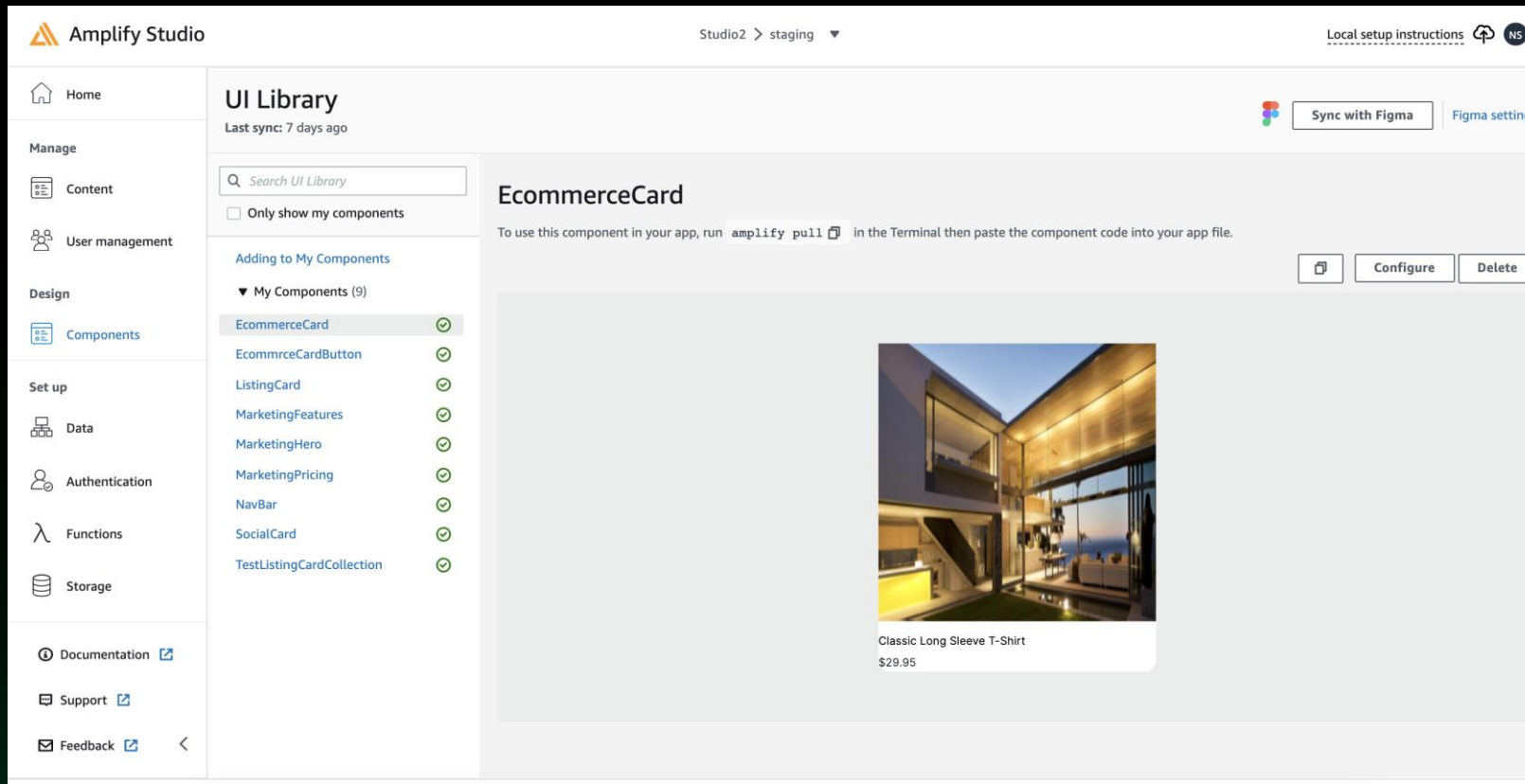
# Neither work

Different skillsets

# Need

A solution to help facilitate the designer-developer handoff, ensuring that developers incorporate pixel-perfect UI designs

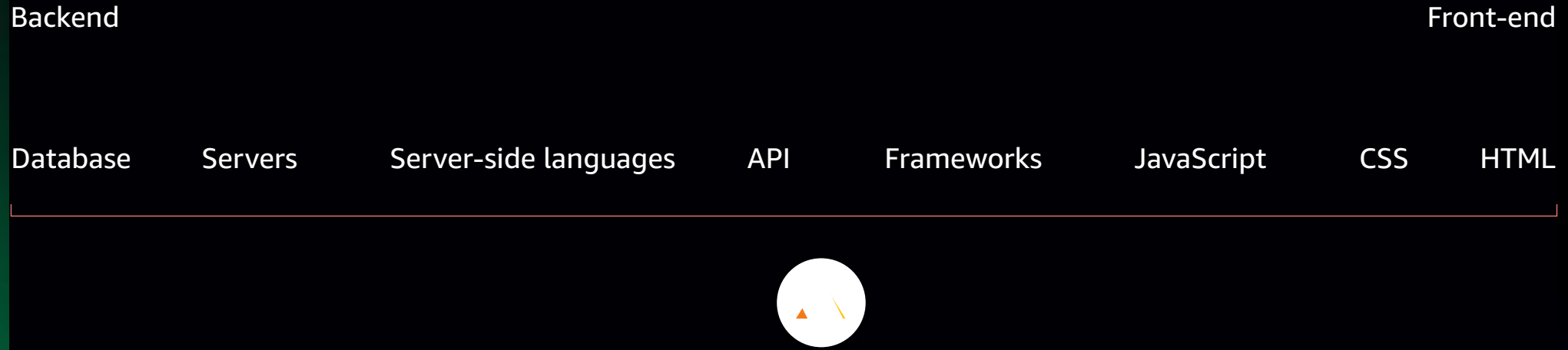
# Amplify Studio



Visually build complete, feature-rich apps in hours instead of weeks,  
with full control over the application code

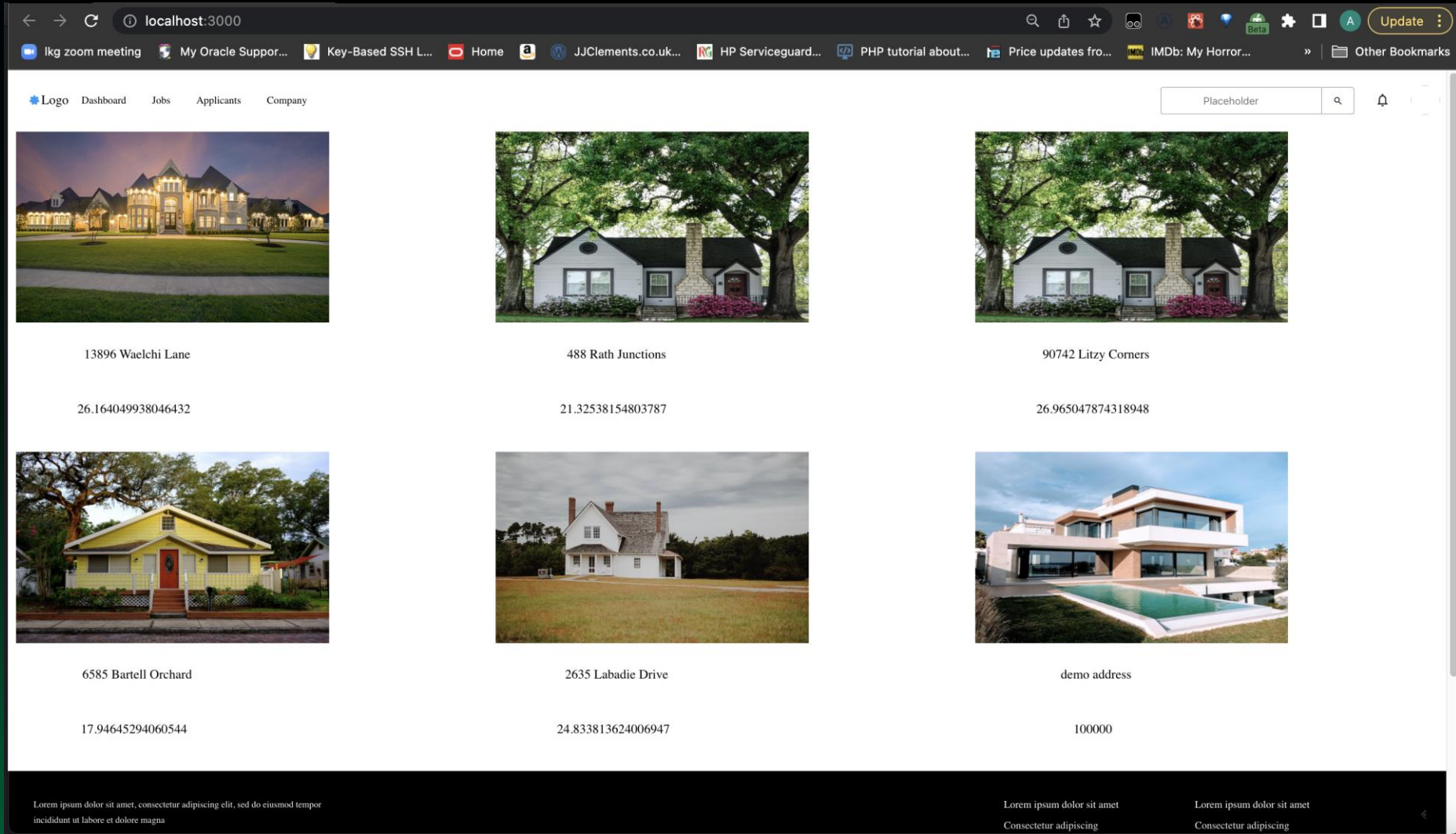
# Amplify Studio

Accelerates full-stack development by handling all heavy lifting required to set up UI components, a backend, and connecting the two together





# Example : Demo app



# High level steps

1. Build app backend
2. Create data model and auto generate data using Amplify studio
3. Design your UI components in Figma
4. Import them into Amplify studio and connect with the data model
5. Import the amplify studio generated components into your react app
6. Customize the components

Voila – The web application is ready !!

# Demo

# Key Takeaways

- Building pixel-perfect webapps needs UX designers and Fullstack developers working together
- Design / Wireframes are built in tools that are designer friendly
- Developers use IDE and Frameworks to develop UI designs
- Need to translate designer intention to perfect designs in Web frameworks
- Amplify Studio solves this need by translating designs in Figma to React web components

# Next steps / Resources

- Try building web app yourself by referring [here](#)
- [Customize](#) the AWS amplify studio generated code
- Amplify resources
  - Discord: <https://discord.com/invite/amplify>
  - GitHub: <https://github.com/aws-amplify>
  - Community: <https://amplify.aws/community/>
- Experience AWS Amplify's capabilities - [workshop](#)

# Visit the Modern Applications resource hub

Dive deeper with these resources to help you develop an effective plan for your modernization journey.

- Build modern applications on AWS
- Business value of cloud modernization
- An introduction to event-driven architectures
- Accelerate full-stack web and mobile app development
- Determining the total cost of ownership: Comparing serverless and server-based technologies
- Building event-driven architectures with AWS
- Continuous learning, continuous modernization



<https://tinyurl.com/modern-apps-aws>

Visit resource hub

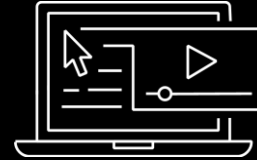


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# Thank you for attending AWS Innovate Modern Applications Edition

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experience for you in the future.



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# Thank you!