Tutorials Business & Design Dev

Inhaltsverzeichnis

After the reading of the below tutorials & examples you should be able to

- guide a business model workshop and create a business model canvas to describe a business model containing all relevant parts for earning money

- create, iterate and test a GUI frontend wireframe given the software requirements of the business model

- elaborate a polished frontend mockup for mobile and landscape prorportions that can be directly used by webdevs to create beautiful web pages with high quality content

Estimated time of reading & viewing: 8-12 hours

1   Business Model Canvas

Intention

- develop & iterate a complete business model on a single handy chart
- collect the most important parts that make up a business model
- put them together in one chart called Business Model Canvas

Link for reading: https://www.apppartner.com/make-business-model-canvas-app-idea/

Team / App name: CosConnect

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
• Cosplayers • Photographers Other Partners • Costume Shops • Craft Shops • Online Merchandise Shops • Streaming Platforms • Film & Gaming industry • Convention organizers	• Match cosplayers to groups • Provide overview over groups that are looking for members / photographers • Allow group search for specific fandom(s) • Found a group **Key Ressources** • Data & Userbase • Technical infrastructure • Development tools • Financial resources • "Match"-algorithm	As a cosplayer • Create a profile and get matched with groups that are looking for certain characters / members • Connect to like-minded cosplayers in your area • Found a group • Get your business as a commission-based artist started • Gain reputation and show off your skills in a gallery of owned costumes • Find photographers to work with As a photographer • Find (regional) models / groups to shoot with	As a group • Long term brand loyalty • trust As an individual cosplayer • Co-creation • User-driven content • Support & dispute settlement **Channels** • Mobile App → App Store • Convention booths • Mouth-to-Mouth • Influencer marketing	• Cosplayers • Photographers • Cosplay interested People • Film & Gaming Industry • Conventions

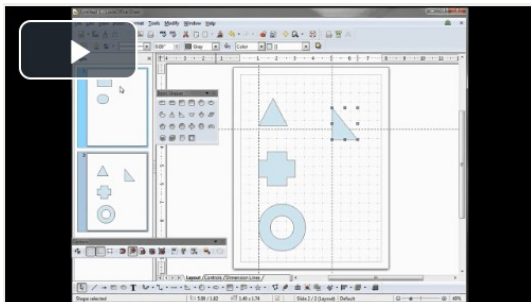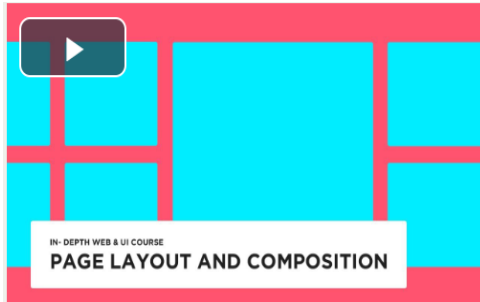| Cost structure	Revenue streams	Competition	USP
• Low development cost expected • Server cost • Service desk cost	• Advertisement revenue • Premium membership • Percentage of every placed commission • In-App purchase	• Facebook • Cosplay Amino • Animexx/CosBase • eBay Kleinanzeigen	• First cosplay group finder on the market • Arrange commissions

Abbildung 1: Example Model Canvas for Cosplay-Connect-App with additional components for Competition and Unique Selling Property (USP)

2   Wireframe & Mockup

Intention

- wireframe: make a frontend GUI concept with ease to allow for easy iteration and usability testing
- mockup: define color, shape, typography, imagery, text content as a guide for the web dev

Video Tutorials

Example Wireframe & Mockup see Appendix: Wireframe_ZooApp.pdf, Mockup_ZooApp.pdf
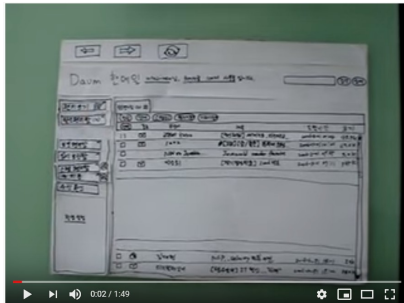
3   Paper Prototype

Intention

- simulate the use of frontends
- detect usability defects and repair them iteratively

For a rough introduction on how to make paper prototypes see appendix: "Low fidelity prototypes"

Example videos

4 Creating text and content for landing pages

Intent

- attract interest & user attention
- communicate the benefits of your business model crystal clear to the target group
- present your unique selling property with only a few headlines

Read through the following examples

- [How to create a landing page](#)
- [The role & purpose of landing pages](#)
- [Write remarkable text for landing pages](#)
- [Tips for writing landing page text](#)

5   Designing color, form and typography

Intention

- make up a beautiful design that communicates graphically the business model to the user
- choose apropriate colors and typography

Read the following tutorials:

- [7 Rules for Creating Goegeous UI](#)
- [Color in UI Design: A practical framework](#)

Tutorial videos: