

The background is a vibrant blue with a subtle, intricate pattern of white and light blue lines and circles, resembling a circuit board or a network diagram. A central black rectangular box with rounded corners contains the main text in white. The text is centered and reads: "YOU WANT TO MAKE AN APP, NOW WHAT?".

YOU WANT TO MAKE AN APP, NOW WHAT?

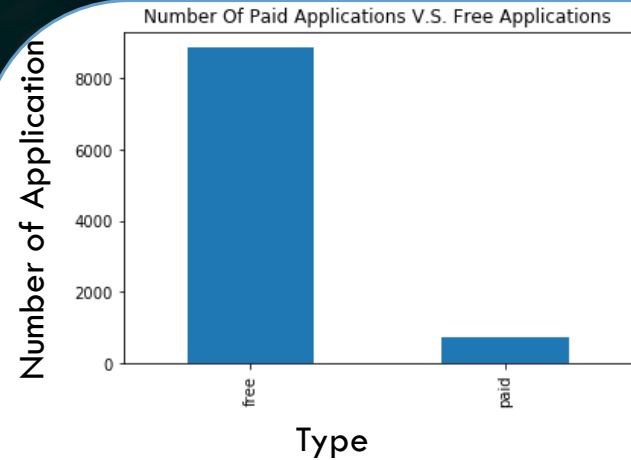
BY GENEVIEVE PLANTE-BRISEBOIS

QUESTIONS THAT WE WILL TRY TO ANSWER

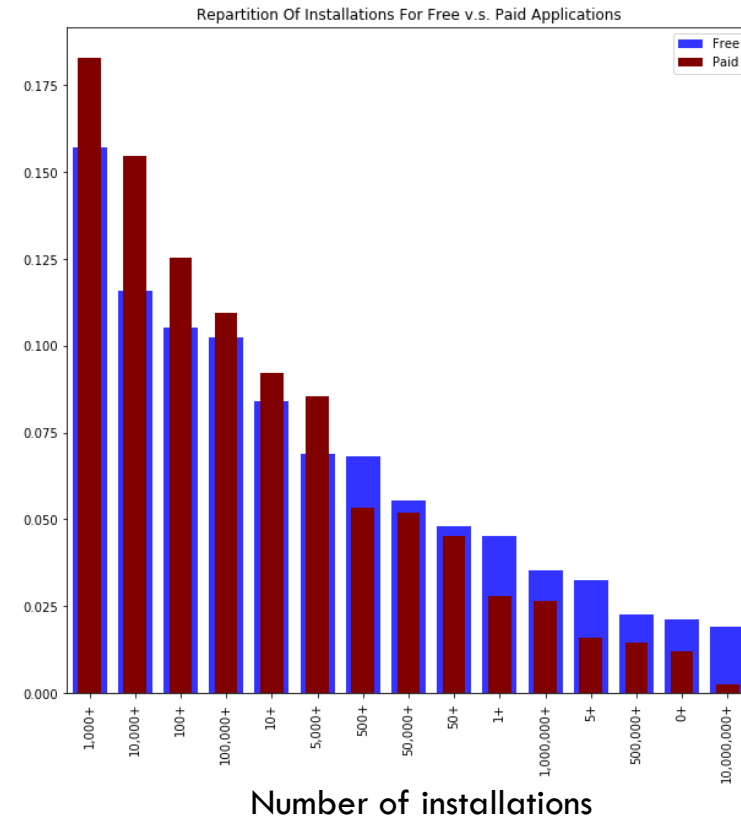
- What makes an application successful at the moment?
 - Paid v.s. Free Applications
 - Category of Application (family, game, business, etc.)
 - Ratings and comments of the most successful applications

Measure of success: number of installations!

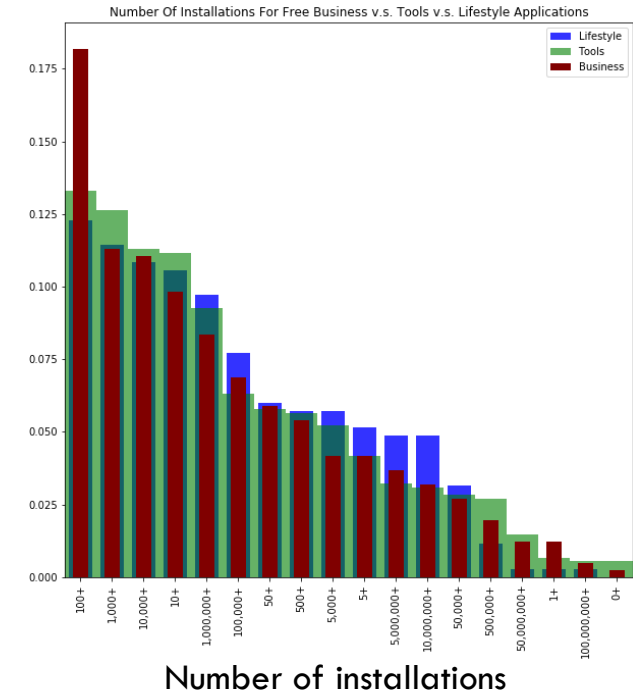
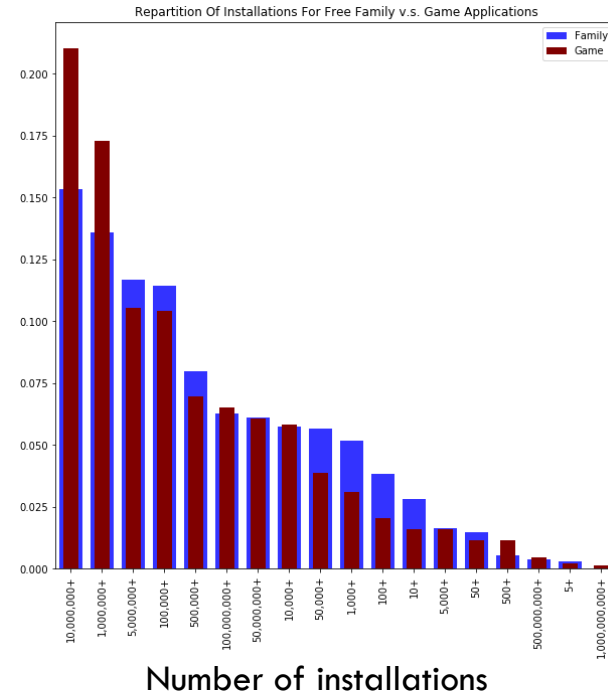
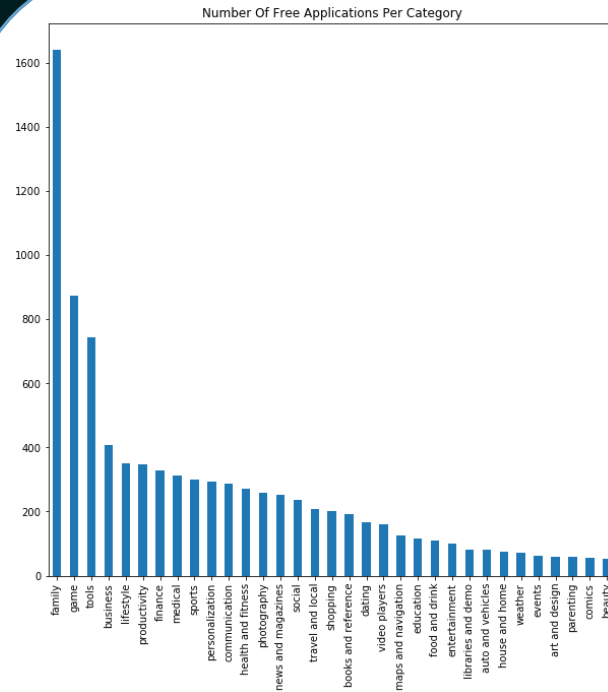
PAID V.S. FREE



- More free applications than paid application
- Paid applications are more concentrated on lower installation rates
- Free applications are more present in the 'big' installation rates (1 million +)



CATEGORIES - FREE



Top Categories :

1-Games

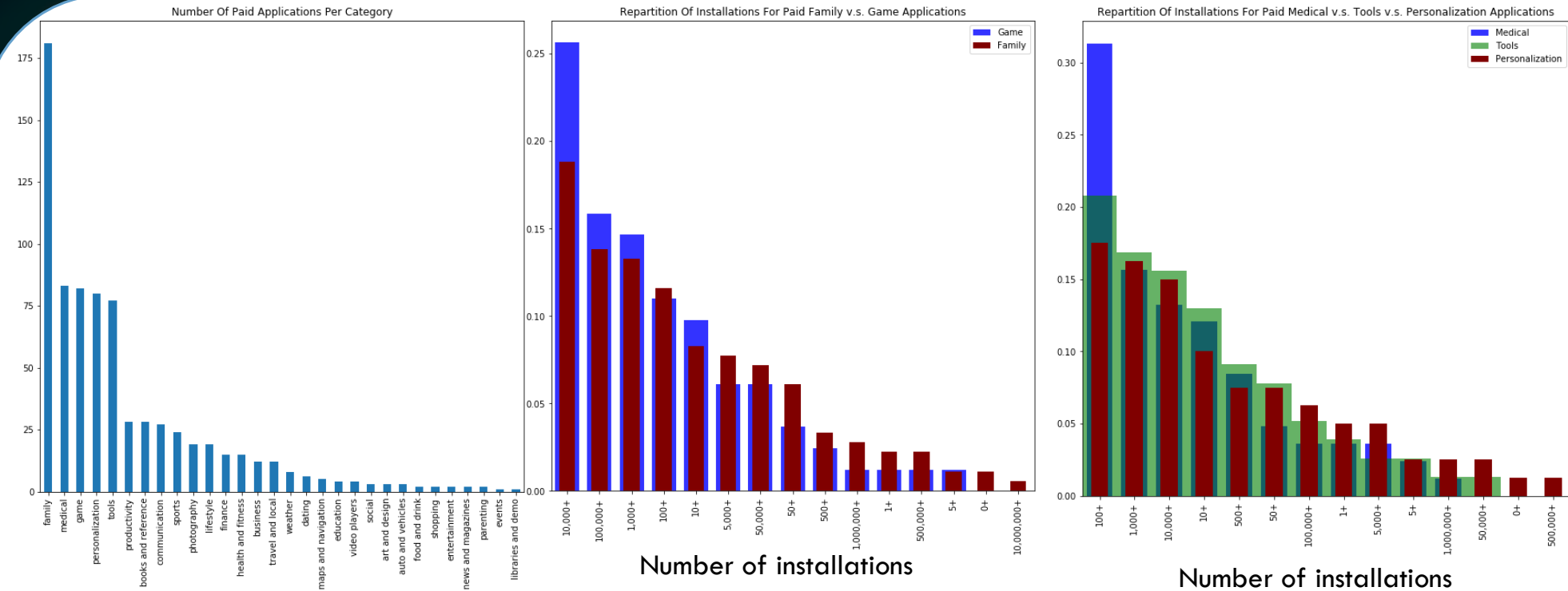
3- Tools

5-Business

2- Family

4- Lifestyle

CATEGORIES -PAID



Top Categories :

1-Games

2- Family

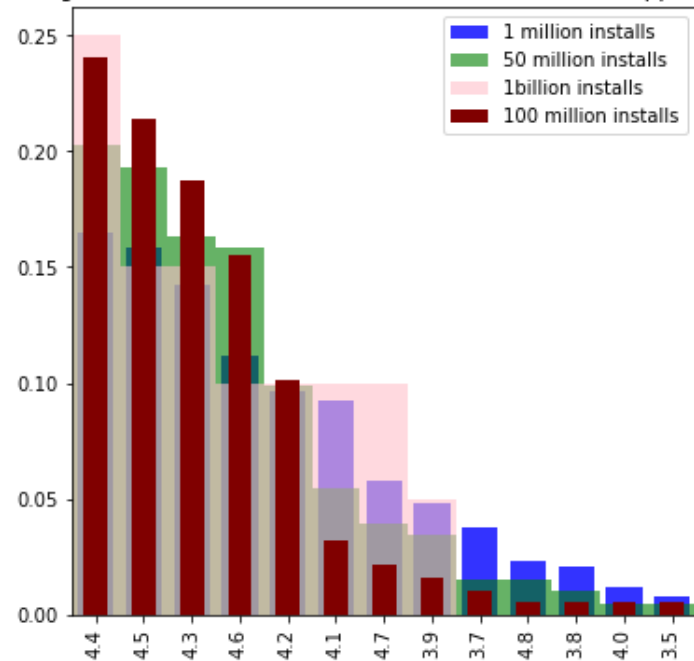
3- Medical

4- Tools

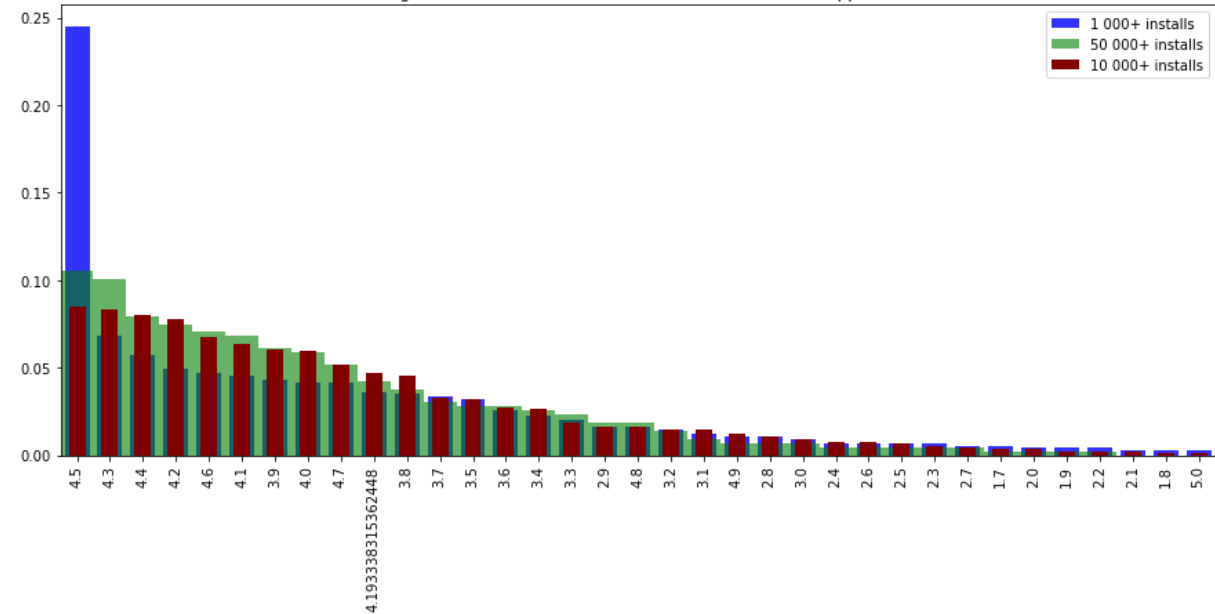
5-Personalization

RATINGS – FREE GAMES : SUCCESS V.S. FAILURE

Rating Distribution For The Most Successful Free Game Applications

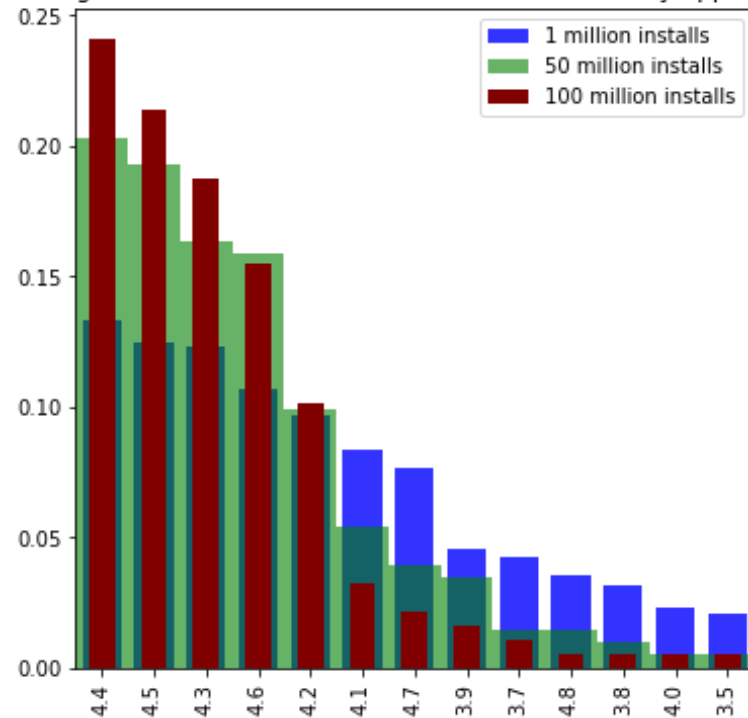


Rating Distribution For The Least Successful Free Game Application

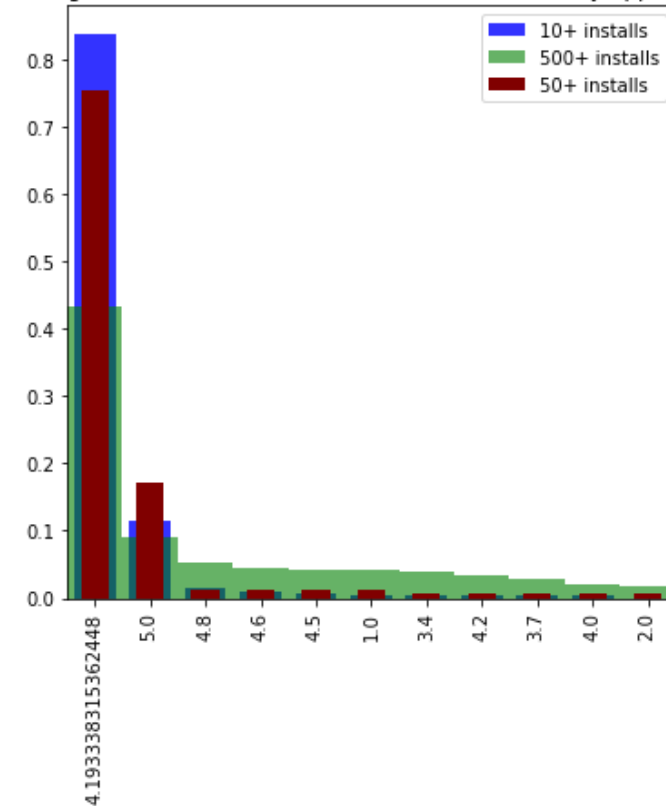


RATINGS-FREE FAMILY : SUCCESS V.S. FAILURE

Rating Distribution for the most successful free family application

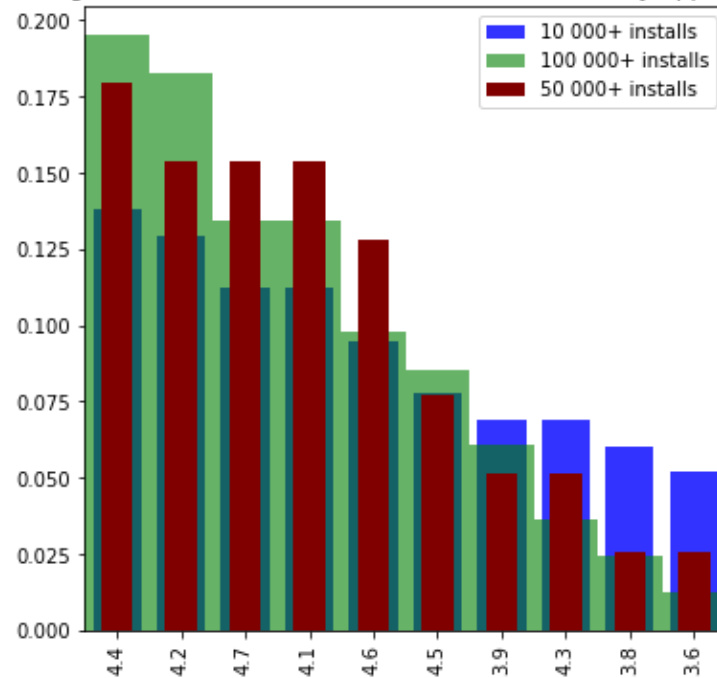


Rating Distribution for the least successful free family application

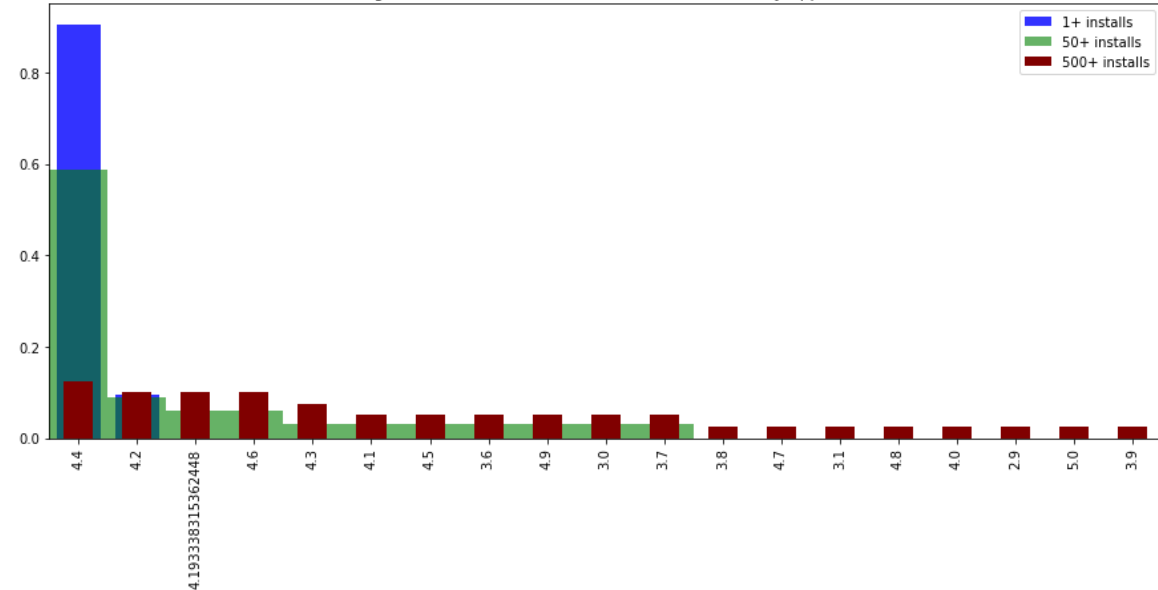


RATINGS-PAID FAMILY : SUCCESS V.S. FAILURE

Rating Distribution For The Most Successful Paid Family Applications



Rating Distribution For The Least Successful Paid Family Application



CONCLUSION

- Paid v.s. Free? Make it a free application!
- Which category of application should you make? Either Family friendly or as a game!
- Do your ratings matter once you have your application? Yes!



THANK YOU FOR YOUR
ATTENTION!

QUESTION SESSION