

# MOBILE APP IDEA TO LAUNCH (NO CODING).

Validate ideas, hire developers affordably, and launch on Google Play with monetization strategies.



Hustle Poa PDFs — *kila hustle inahitaji plan.* 🍷

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# 1. Introduction to No-Code App Development

Building a mobile app no longer requires expensive coding skills or hiring full-time developers. **No-code platforms** have opened the door for entrepreneurs to turn ideas into functional apps quickly and affordably.

This chapter introduces you to the power of no-code, the types of apps you can create, and clears common myths that often hold people back.

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## 1. Why No-Code is a Game-Changer for Entrepreneurs

- **Low Barrier to Entry:** You don't need programming skills, so anyone with a good idea can start building.
- **Faster Development:** Launch apps in weeks instead of months.
- **Cost-Effective:** Avoid high developer fees; you can even build MVPs (Minimum Viable Products) on a tight budget.
- **Flexibility:** Easily iterate and update your app based on feedback without relying on a developer.
- **Empowerment:** Entrepreneurs maintain full control over their vision, updates, and growth strategy.

**Key Takeaway:** No-code platforms democratize app development, making entrepreneurship more accessible than ever.

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## 2. Types of Apps You Can Build Without Coding

No-code tools allow you to build a variety of apps for different purposes:

- **Service-Based Apps:** Booking, appointments, delivery, or local services
- **E-commerce Apps:** Selling products, digital goods, or subscriptions
- **Community or Social Apps:** Forums, chat, or niche social networks
- **Utility Apps:** Productivity, calculators, reminders, or tracking tools

- **Content Apps:** News, blogs, learning, or media platforms

**Tip:** Start simple—focus on solving one problem effectively before scaling.

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### 3. Myths and Misconceptions About App Development

**Myth 1: “You need to know coding to build an app.”**

**Truth:** No-code platforms like Glide, Adalo, Bubble, and Thunkable allow anyone to create functional apps.

**Myth 2: “No-code apps are low quality.”**

**Truth:** With good design and testing, no-code apps can be professional, scalable, and user-friendly.

**Myth 3: “You can’t monetize no-code apps effectively.”**

**Truth:** Many no-code apps generate revenue through ads, subscriptions, or in-app purchases. Monetization is fully achievable.

**Myth 4: “No-code is only for prototypes.”**

**Truth:** No-code apps can grow into full-fledged businesses and be maintained long-term with updates and enhancements.

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#### Key Takeaway

No-code app development is a powerful tool for entrepreneurs who want to validate ideas quickly, launch efficiently, and scale without the traditional barriers of coding.

## 2. Validating Your App Idea

Before spending time or money building an app, you must ensure there's **real demand**. Validation helps you avoid costly mistakes and increases your chances of creating a profitable app.

This chapter guides you on identifying problems, researching your market, testing demand, and filtering out ideas that won't sell.

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### 1. Identifying Real Problems to Solve

Successful apps solve **specific problems** or fulfill a need. Ask yourself:

- What problem do people face that your app can solve?
- Who experiences this problem (students, professionals, local businesses)?
- How urgent or painful is this problem?

**Tip:** Focus on problems that are **frequent and frustrating**, not minor inconveniences. Real pain points drive adoption.

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### 2. Market Research Techniques for Mobile Apps

Understanding your audience and competitors is key.

**Methods to use:**

- **Competitor Analysis:** Check existing apps solving similar problems. Identify gaps or weaknesses you can improve.
- **Social Media Listening:** Join groups, forums, and pages where your target users hang out. Observe discussions, complaints, and needs.
- **Keyword Research:** Use tools like Google Trends or app store searches to see what people are looking for.
- **Industry Reports:** Look for statistics, reports, or surveys relevant to your app's niche.

**Goal:** Ensure there is enough audience interest to justify building your app.

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### 3. Testing Demand Before Building

Validate your idea **without coding** using simple tests:

#### a) Surveys

- Ask potential users about their needs, preferences, and willingness to use or pay for your app.
- Tools: Google Forms, Typeform, SurveyMonkey

#### b) Landing Pages

- Create a simple website describing your app idea.
- Track sign-ups or email subscriptions to gauge interest.
- Tools: Carrd, Wix, WordPress

#### c) Prototypes / Mockups

- Show clickable app mockups to users and gather feedback.
- Tools: Figma, Canva, Marvel, Adobe XD

#### d) Social Media Testing

- Post polls, questions, or short videos explaining your idea.
- Measure engagement and interest before committing to development.

**Tip:** Aim for at least **50–100 responses or sign-ups** before moving forward.

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### 4. Avoiding Ideas That Won't Sell

Red flags for app ideas that may fail:

- Too niche: small audience, not enough users
- No clear problem or solution

- Overcrowded market without differentiation
- Requires expensive technology before MVP
- Users aren't willing to pay or engage

**Rule of Thumb:** If you can't **explain why someone will use your app daily or pay for it**, reconsider or pivot your idea.

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### **Key Takeaway**

Validating your app idea ensures you spend time, money, and effort on something **people actually want**. Using surveys, landing pages, prototypes, and market research will help you focus on the ideas with the highest chance of success.



## 3. Designing Your App Without Coding

Design is the blueprint of your app. A well-planned design ensures your app is **user-friendly, visually appealing, and easy to navigate**. With no-code tools, you can create professional designs and mockups without writing a single line of code.

This chapter covers wireframes, user flow, design tools, and mockups.

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### 1. Wireframes and User Flow Basics

Before adding colors or branding, focus on **structure**:

- **Wireframes:** Simple sketches showing the layout of each screen.
  - Think of them as the skeleton of your app.
  - Include buttons, menus, and key features.
- **User Flow:** Map how users move through your app:
  - Example: Home → Sign Up → Onboarding → Dashboard → Feature → Action
  - Ensures users complete tasks without confusion.

**Tip:** Start simple. Avoid overcomplicating with too many screens.

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### 2. Tools for Designing Apps Visually

You don't need coding—use these no-code tools:

Tool	Purpose
<b>Figma</b>	Professional UI design & prototyping
<b>Canva</b>	Quick app mockups and graphics
<b>Glide</b>	Build functional apps from spreadsheets
<b>Adalo</b>	Drag-and-drop app builder for mobile apps
<b>Bubble</b>	Web and mobile app building with workflows

**Tip:** Choose a tool based on your app type and technical comfort.

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### 3. Best Practices for Simple, User-Friendly Interfaces

- **Keep it clean:** Minimal buttons, avoid clutter
- **Prioritize main actions:** Place primary features where users expect them
- **Consistent design:** Colors, fonts, and icons should match across screens
- **Readable text:** Use clear fonts and adequate size
- **Accessible navigation:** Easy to move back and forth between screens
- **Test on a small audience:** Early feedback helps avoid major redesigns

**Rule of Thumb:** Less is often more. Users appreciate simplicity.

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### 4. Creating Mockups for Presentation

Mockups make your idea tangible for:

- Developers
- Testers
- Potential investors or early users

#### **Steps to Create Mockups:**

1. Use your wireframes as a guide
2. Add colors, branding, and images
3. Make clickable prototypes to simulate navigation
4. Share with testers for feedback

**Tip:** Even a simple Figma or Canva prototype can validate your app's design and flow before building.

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## **Key Takeaway**

Designing your app visually helps you:

- ✓ Plan user experience before development
- ✓ Communicate your idea clearly to developers or testers
- ✓ Reduce costly changes later
- ✓ Create a polished, professional look for your app

## 4. Hiring Affordable Developers or No-Code Experts

Once your app idea is validated and designed, you may need help to bring it to life. Hiring the right developer or no-code expert ensures your app is built efficiently, on budget, and according to your vision.

This chapter shows you when to hire, where to find talent, and how to manage the process effectively.

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### 1. When to Hire vs. Using No-Code Tools Yourself

- **Do it yourself if:**
  - You're comfortable learning no-code platforms
  - Your app is simple or MVP-level
  - Budget is very limited
- **Hire if:**
  - Your app requires complex features or integrations
  - You want a professional-looking, polished product quickly
  - You lack time to build and test

**Tip:** Start with no-code tools for MVPs; hire only when scaling or adding advanced features.

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### 2. Finding Reliable Freelancers and Agencies

#### Freelancers:

- Platforms: Upwork, Fiverr, Toptal, Freelancer
- Tips: Check reviews, portfolios, and relevant experience

#### Agencies:

- Offer full-service solutions (design, development, testing)

- Often higher cost but handle project end-to-end
- Search locally or online to compare rates

#### **Networking:**

- Join Facebook groups, LinkedIn communities, and startup hubs
- Ask for referrals from other entrepreneurs

**Tip:** Always request previous app demos or references before hiring.

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### **3. Communicating Your App Vision Clearly**

Clear communication reduces misunderstandings and saves money.

- Provide a **detailed brief** with:
  - App purpose and target audience
  - Wireframes or mockups
  - Key features and user flow
  - Branding guidelines
  - Budget and timeline
- Share examples of apps you like
- Use visuals and prototypes to explain interactions
- Set clear milestones for delivery and reviews

**Tip:** The better your brief, the smoother the development process.

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### **4. Managing Timelines and Costs Effectively**

- Break the project into phases: MVP → Feedback → Full App
- Set realistic deadlines for each milestone
- Keep budget buffer for unforeseen changes
- Monitor progress and provide feedback regularly
- Avoid scope creep: stick to core features for launch

**Rule of Thumb:** A structured timeline and budget prevents delays and keeps costs predictable.

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### **Key Takeaway**

Hiring the right help is about **balance**:

- DIY for small, simple apps
- Hire for complex or polished apps

By clearly communicating your vision, vetting talent, and managing timelines, you increase your chances of a **successful, on-budget app launch**.

## 5. Building and Testing Your App

Once your app is designed and your team is ready, it's time to **bring your app to life**. No-code platforms make this easier than ever, allowing you to build a functional app quickly and test it with real users before launch.

This chapter guides you step by step through building, adding key features, beta testing, and iterating based on feedback.

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### 1. Step-by-Step Building Using No-Code Platforms

1. **Select Your Platform:** Choose based on your app type:
  - **Glide:** Simple apps from spreadsheets
  - **Adalo:** Mobile apps with drag-and-drop features
  - **Bubble:** Complex web/mobile apps with workflows
  - **Thunkable:** Mobile apps with advanced integrations
2. **Start with Core Features:** Focus on the essentials that solve the problem.
3. **Follow Your Design:** Use wireframes and mockups as a guide for layouts, navigation, and user flow.
4. **Test as You Build:** Don't wait until the app is fully complete—preview and interact with features early.

**Tip:** Build incrementally; start with an MVP (Minimum Viable Product) to validate your idea.

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### 2. Adding Essential Features

Depending on your app's purpose, make sure it includes:

- **Login / Registration:** Email, social login, or phone number
- **Forms & Data Collection:** Contact forms, surveys, or user inputs
- **Notifications:** Push notifications or in-app alerts for engagement
- **Payments (if needed):** Integrate PayPal, Stripe, or mobile money options
- **Basic Analytics:** Track user actions to understand engagement

**Rule of Thumb:** Focus on functionality that delivers value—extras can come later.

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### 3. Beta Testing with Real Users

Before launching, test with a small group of potential users:

- Invite 10–50 people from your target audience
- Observe how they navigate the app
- Identify bugs, confusing flows, or missing features
- Use feedback to improve usability

**Tip:** Beta testing reduces negative reviews and increases user satisfaction at launch.

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### 4. Collecting Feedback and Iterating Quickly

- Gather structured feedback using surveys, forms, or interviews
- Prioritize changes based on impact and feasibility
- Update your app iteratively rather than trying to fix everything at once
- Communicate improvements to testers to keep them engaged

**Key:** Fast iterations help you launch a polished app while keeping development costs low.

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### Key Takeaway

Building and testing your app with no-code tools allows you to:

- ✓ Launch faster
- ✓ Validate your app idea with real users
- ✓ Collect actionable feedback
- ✓ Fix issues before full release



## 6. Launching on Google Play

After building and testing your app, the next step is to **publish it on Google Play** so users can download and engage with it. A successful launch involves proper setup, preparing assets, understanding requirements, and monitoring performance.

This chapter guides you through the entire launch process.

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### 1. Google Play Developer Account Setup

- **Sign up:** Go to Google Play Console
- **Fee:** One-time payment of \$25 (~KSh 3,000)
- **Requirements:** Google account, valid ID, payment details for monetized apps
- **Verify:** Complete all account verification steps before submitting your app

**Tip:** Double-check account details to avoid delays during submission.

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### 2. Preparing App Assets

Google Play requires professional assets to attract users:

- **App Icon:** Clear, simple, and scalable
- **Screenshots:** Highlight key features and app flow
- **App Description:** Concise, benefit-driven, and keyword-friendly
- **Promo Video (optional):** Short demo of app functionality

**Rule of Thumb:** First impressions matter—high-quality assets boost downloads.

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### 3. Understanding Google Play Requirements and Policies

- **Content Guidelines:** Avoid prohibited content such as adult material or copyright infringement
- **Privacy Policy:** Required if your app collects user data
- **Technical Requirements:** Compatible with multiple Android versions, no crashes
- **App Size Limits:** Keep APK or AAB file optimized for smooth downloads

**Tip:** Read Google Play policies carefully to prevent rejection or suspension.

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## 4. Submitting and Monitoring Your App Post-Launch

- **Submission:** Upload APK/AAB, assets, and metadata in Google Play Console
- **Review:** Google may take hours to days to approve your app
- **Monitoring:** Track downloads, ratings, and crashes
- **Updates:** Push improvements and bug fixes regularly to keep users happy

**Key:** Respond to reviews and feedback to improve visibility and credibility.

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### Key Takeaway

Launching on Google Play is more than hitting “Publish.” Proper account setup, compelling assets, compliance with guidelines, and monitoring post-launch are essential for a **successful app launch and long-term growth**.

## 7. Monetization Strategies

Launching your app is just the beginning—turning it into a profitable venture requires a solid monetization strategy. This chapter explores various ways to generate revenue and choose the right approach for your audience.

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### 1. Freemium vs Paid Apps

- **Freemium:** Free to download, with optional paid features
  - Pros: Attracts more users quickly
  - Cons: Only a fraction pay for premium features
  - Example: Extra levels in a game, advanced tools in productivity apps
- **Paid Apps:** Users pay upfront to download
  - Pros: Immediate revenue from every user
  - Cons: Slower adoption due to upfront cost

**Tip:** Freemium works well for mass-market apps; paid apps are better for niche, high-value solutions.

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### 2. In-App Ads, Subscriptions, and One-Time Purchases

- **In-App Ads:** Display ads within your app
  - Platforms: Google AdMob, Facebook Audience Network
  - Best for apps with high traffic but free content
- **Subscriptions:** Recurring revenue for ongoing access or features
  - Example: Premium content, tools, or services
  - Encourages long-term engagement
- **One-Time Purchases:** Unlock features or content once
  - Ideal for apps with specific tools or content bundles

**Rule of Thumb:** Choose a monetization type that matches user behavior and app purpose.

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### 3. Affiliate Links or Partnerships

- Partner with other brands or services to earn commissions
- Examples: Product recommendations, service bookings, or referral programs
- Benefits: Adds revenue without charging users directly

**Tip:** Ensure partnerships align with your app's purpose and audience interests.

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### 4. Choosing the Right Monetization Model for Your Audience

- Understand your user base: demographics, spending habits, preferences
- Test multiple strategies in beta or early releases
- Balance revenue goals with user experience—don't annoy users with excessive ads

**Key:** Monetization should feel natural, enhancing value rather than disrupting it.

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#### Key Takeaway

A well-planned monetization strategy helps your app generate sustainable revenue. Whether through freemium models, ads, subscriptions, or partnerships, the key is **matching the model to your audience and app purpose**.

## 8. Marketing Your App on a Budget

Even the best app won't succeed if no one knows it exists. Marketing doesn't have to be expensive—smart strategies can attract users, generate downloads, and build engagement without breaking the bank. This chapter covers cost-effective ways to promote your app.

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### 1. Pre-Launch Marketing

Create awareness before your app is live:

- **Landing Pages:** Build a simple website explaining your app's value and collect email sign-ups. Tools: Carrd, Wix, WordPress
- **Social Media:** Tease features, share behind-the-scenes content, run polls, and build anticipation
- **Email Lists:** Notify subscribers about launch, updates, and exclusive early access

**Tip:** Pre-launch marketing helps you gather an initial user base ready to download on day one.

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### 2. App Store Optimization (ASO)

Make your app discoverable in app stores:

- Use **relevant keywords** in the title and description
- Write a **compelling app description** highlighting benefits
- Include **high-quality screenshots** and promo videos
- Encourage early reviews and ratings

**Rule of Thumb:** ASO is like SEO for apps—optimized apps get more organic downloads.

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### 3. Leveraging Communities and Influencers

- Join **online groups and forums** where your target users hang out
- Engage authentically by offering value before promoting
- Collaborate with **micro-influencers** to showcase your app at low cost
- Encourage user-generated content to spread word-of-mouth

**Tip:** Organic growth often outperforms paid campaigns if you engage the right communities.

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### 4. Paid Campaigns vs Organic Strategies

- **Paid Ads:** Quick results, target specific demographics, but require a budget (Google Ads, Facebook, Instagram)
- **Organic Strategies:** Social media, ASO, communities, and referrals—slower but cost-effective and builds loyalty

**Rule of Thumb:** Combine both: start with organic growth, then amplify with small, targeted paid campaigns as needed.

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#### Key Takeaway

Effective app marketing doesn't require huge budgets. Pre-launch campaigns, ASO, community engagement, and strategic use of paid ads can generate **downloads and loyal users** while keeping costs low.

## 9. Tracking, Analytics, and Scaling

Launching and marketing your app is just the start. To ensure growth and long-term success, you must **track performance, analyze user behavior, and scale wisely**. This chapter teaches you how to monitor key metrics and improve your app strategically.

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### 1. Setting Up Analytics

Use analytics tools to understand user behavior:

- **Google Analytics for Firebase:** Free, tracks downloads, engagement, retention, and in-app events
- **Mixpanel:** Tracks detailed user actions, funnels, and conversion rates
- **Other Tools:** App Annie, Flurry, or platform-specific dashboards

**Tip:** Implement analytics from day one to capture accurate data.

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### 2. Key Metrics to Monitor

Focus on metrics that indicate app health and growth:

- **Downloads:** How many users are installing your app
- **Active Users:** Daily and monthly active users (DAU & MAU)
- **Retention Rate:** Percentage of users returning after initial use
- **Engagement:** Feature usage, session duration, in-app interactions
- **Revenue Metrics:** Subscriptions, in-app purchases, ad revenue

**Rule of Thumb:** More downloads don't guarantee success—focus on engagement and retention.

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### 3. Iterating Based on User Behavior

- Analyze which features are popular and which are ignored
- Collect user feedback and prioritize improvements
- Release updates to fix bugs, improve UX, or add requested features
- Test small changes (A/B testing) to see their impact on engagement

**Tip:** Continuous iteration keeps your app relevant and users satisfied.

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## 4. Preparing for Updates and Scaling Features

- Plan for scalability from the start (databases, APIs, server capacity if applicable)
- Add new features gradually based on demand and feedback
- Monitor server performance and app crashes
- Use version control to manage updates effectively

**Key:** Scaling smartly ensures your app grows without breaking or frustrating users.

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### Key Takeaway

Tracking analytics, understanding user behavior, and iterating based on data is essential for app growth. With proper monitoring and scaling, your app can **retain users, increase engagement, and grow revenue steadily.**



## 10. Avoiding Common Pitfalls

Even with a great idea and careful planning, many apps fail due to common mistakes. Avoiding these pitfalls increases your chances of building a **successful, sustainable app**.

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### 1. Overcomplicating the App

- Focus on your **core problem**—don't add unnecessary features just because you can.
- Complex apps confuse users and increase development time and costs.
- Start with an MVP (Minimum Viable Product) and expand based on feedback.

**Tip:** Simplicity often drives adoption and retention.

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### 2. Ignoring User Feedback

- Users are the best source of insights about your app.
- Collect feedback through surveys, reviews, or beta testing.
- Implement meaningful suggestions to improve usability and satisfaction.

**Rule of Thumb:** Feedback drives iterative improvements—don't dismiss it.

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### 3. Overspending on Unnecessary Features

- Avoid spending money on fancy or complex functionalities that users may never use.
- Stick to features that directly solve your audience's problem.
- Track ROI on every feature or integration before committing.

**Tip:** Prioritize cost-effective development to stay within budget.

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## 4. Failing to Plan Monetization and Marketing Early

- Monetization should be considered **before launch**, not as an afterthought.
- Early marketing builds an initial user base and creates momentum.
- Ignoring these steps can lead to low downloads and poor revenue generation.

**Rule of Thumb:** Launching without a plan for monetization or marketing is like building a shop in the desert—no customers will find it.

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### Key Takeaway

Avoiding these common pitfalls ensures your app remains **user-friendly, cost-effective, and profitable**. Focus on simplicity, listen to users, manage spending wisely, and plan marketing and monetization from the start.

# 11. Final Tips for App Launch Success

Launching your app is just the beginning. To achieve long-term success, you must **adapt, connect, and grow strategically**. This final chapter provides key tips for sustaining momentum and scaling your app over time.

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## 1. Stay Updated with App Trends

- Follow industry news, app stores, and emerging technologies
- Observe competitors and see what works in your niche
- Adapt your app to new trends, user expectations, and platform updates

**Tip:** Staying current keeps your app relevant and competitive.

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## 2. Build a Small, Loyal User Base First

- Focus on early adopters who genuinely value your app
- Engage with them regularly, respond to feedback, and reward loyalty
- Loyal users often become advocates, spreading the word organically

**Rule of Thumb:** Quality engagement outweighs sheer download numbers in early stages.

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## 3. Network with Other App Creators

- Join online communities, forums, and local meetups for developers
- Share experiences, collaborate on ideas, and learn from others' successes and mistakes
- Partnerships can open opportunities for cross-promotion or joint ventures

**Tip:** Networking accelerates learning and can help you avoid common pitfalls.

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## 4. Continuous Learning and Iteration

- Treat your app as a constantly evolving product
- Track metrics, gather user feedback, and implement improvements regularly
- Experiment with new features, designs, and monetization strategies

**Rule of Thumb:** Iteration is the key to long-term growth and staying ahead of competitors.

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### Key Takeaway

Success doesn't stop at launch. By staying updated, nurturing a loyal user base, networking, and iterating continuously, your app can **grow sustainably, retain users, and generate revenue over the long term.**