

# **ASPIRING INDIE DEV**

**MY JOURNEY**

# **IT'S NO SHORT JOURNEY**

**YOU'RE BASICALLY AN ENTREPRENEUR WHO CAN'T  
SEEK FUNDING**



# MY APPS

## THE ONES I COMPLETED

- **Lingo** [Failed]
- **Tasks** [Looks promising]



# LINGO MISTAKES

- Did not talk to my potential users
- Took too long to get the app out there
- Was extremely lazy when it came to marketing



# Practice

worksheets and earn crowns

09:41

Quiz Me    Pronouns    Done

6 / 30    3 / 30

**I & Me**

1    2    3

**My & Mine**

1    2    3

**Practice**

1    2    3

**You, Your & Yours**

# Improve

with performance reports

09:41

< Reports    Pronouns    Sort

worksheets    Answer wise reports

**Good**

me    56 ✓  
14 ✗

i    60 ✓  
17 ✗

**Average**

he    10 ✓  
5 ✗

**Needs attention**

mine    11 ✓  
11 ✗

his    7 ✓  
7 ✗

# Stories

to help you learn better

09:41

Ant 🐜

Someone help me! Please help me!

The dove saw the ant struggling for her life in the water. He felt sad for the ant.

Dove 🕊

Oh, no! The little ant is in trouble!

The dove decided to help the ant.

Dove 🕊

Don't worry, my friend, I will save you.

Quickly, the dove took a leaf and dropped it into the water next to the ant.

The ant climbed up onto the leaf and reached the shore safely.

# Feedback

so you understand better

09:41

Choose the correct option

Is it a common or a proper noun

Bear 🐻   Train 🚂

Toys

Incorrect response

Toys is a common noun.

TRY AGAIN



# Tasks

Reminders meets Kanban board meets collaboration

The image shows a digital interface for a task management app. At the top, there are three large cards representing different stages of a task list:

- Do**: A white card listing several tasks with orange checkboxes:
  - Write a story 🎁
  - Compose a song 🎵
  - Learn a new skill 🎓
  - Try a new recipe 🍲
  - Organize your closet 🛒
  - Or... (with a large orange arrow pointing right)
- Doing**: An orange card listing tasks with orange checkboxes:
  - Read a book 📚
  - Play a game 🎮
  - Give a gift 🎁
  - Bake a cake 🍰
  - Organize your closet 🛒
  - Or... (with a large orange arrow pointing right)
- Done**: A white card listing tasks with green checkboxes and small icons:
  - Watch all the Marvel movies if you haven't already 🎬 (marked with a yellow star)
  - Binge watch a TV show 📺
  - Just try yoga once 🧘 (marked with a yellow star)
  - Get a quarantine hair cut 💇 (marked with a yellow star)
  - Sleep for 10 hours at a stretch! 🌪 (marked with a yellow star)

At the bottom right, there is a black button with white text and an Apple logo that says "Download on the App Store".

# **TASKS**

## **THINGS I DID RIGHT**

- Heard the users first**
- Wrote down what the app is and what it aspires to become**
- Got it in the hands to the users early**
- Wrote about the journey**
- Did a good job at pricing**

# **PRICING**

**TIPS FROM A PERSON WHO GOT IT RIGHT ONLY ONCE**

**You have 3 options to pick from**

- Pay up front**
- In app purchase**
- Ads**

# PAY UP FRONT

- **It was extremely easy to make the app**
- **Few potential updates**
- **No additional costs other than your time and effort**

I know there are apps like Things and Procreate that made it huge, but that's only because of Apple and not because of themselves.

# **IN APP PURCHASES**

## **CONSUMABLE & NON CONSUMABLES**

- This is pretty much a pay up front app, but you want higher downloads, it's just that simple**

# IN APP PURCHASES

## SUBSCRIPTIONS

- You have extra costs you incur for backend
- Feature requests are unavoidable and you'll have to spend a lot of time on the app and users will get benefitted
- Next year, you profit 15% extra for retained users thanks to Apple's policy

A valuable point I learnt from Tasks is that keep a lifetime option, it gives you a lot of revenue from early adopters and price it **X** times the revenue of the yearly subscription, where **X** is the number of years you see yourself supporting the app

**MAKE THAT  
PRESS KIT**

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**"YOU SHOULD  
PROVIDE THE BEST  
CUSTOMER SUPPORT."**

**- MUSTAFA YUSUF**

# LETS TALK SOME NUMBERS

App	Impressions	Downloads	Revenue	Duration
Lingo	158k	~500	~\$50	8 months
Tasks	6M	29k+	\$7k+	4 weeks

**ANY QUESTIONS?**