



BootCamp - Technical Session 1

Mobile Apps Life-Cycle and
Ecosystem

Presented by

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Lecturer

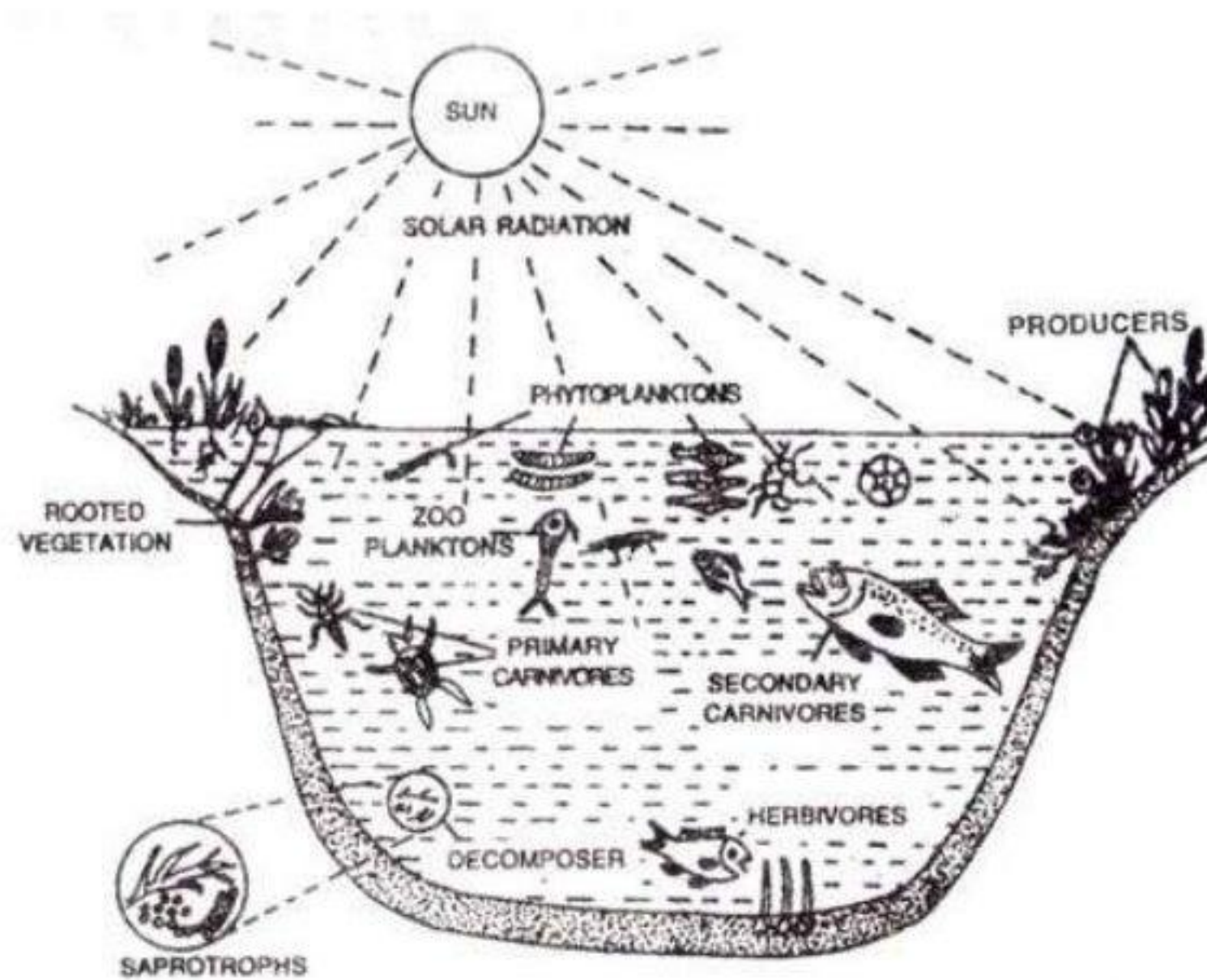
Institute of Information Technology

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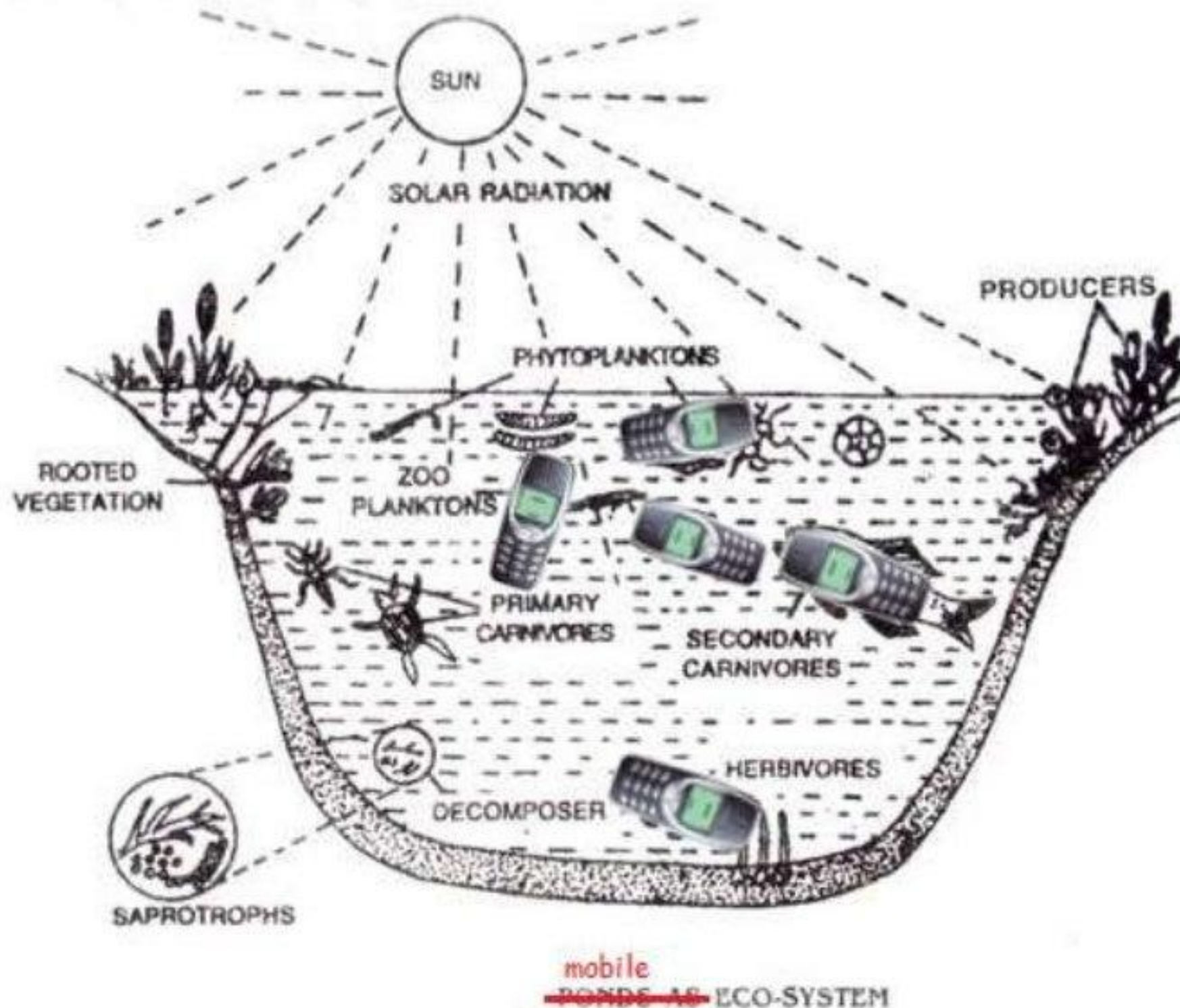
Uh... what exactly is this about?

Eco-System



PONDS AS ECO-SYSTEM

Mobile Eco System



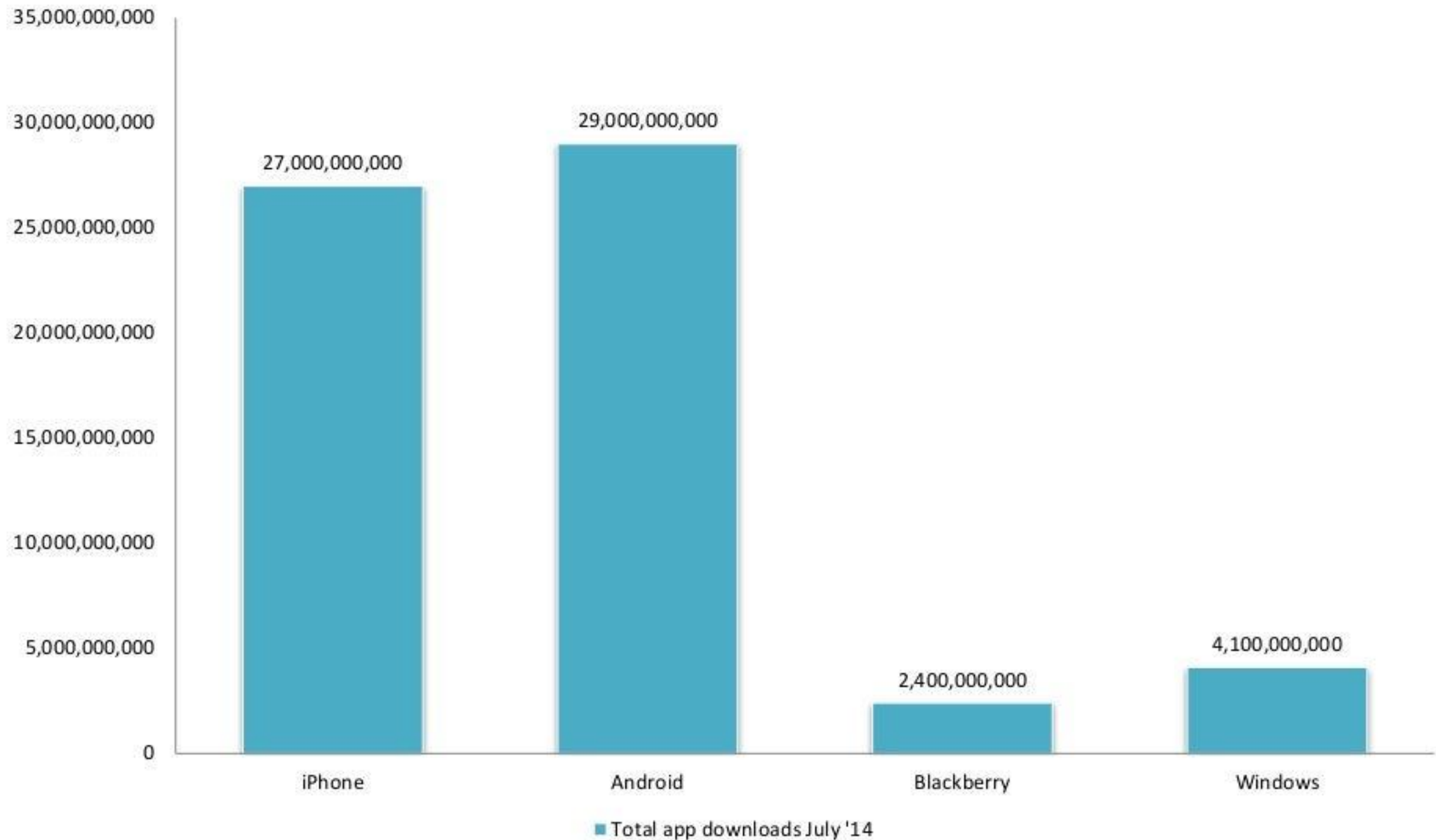
Seriously..



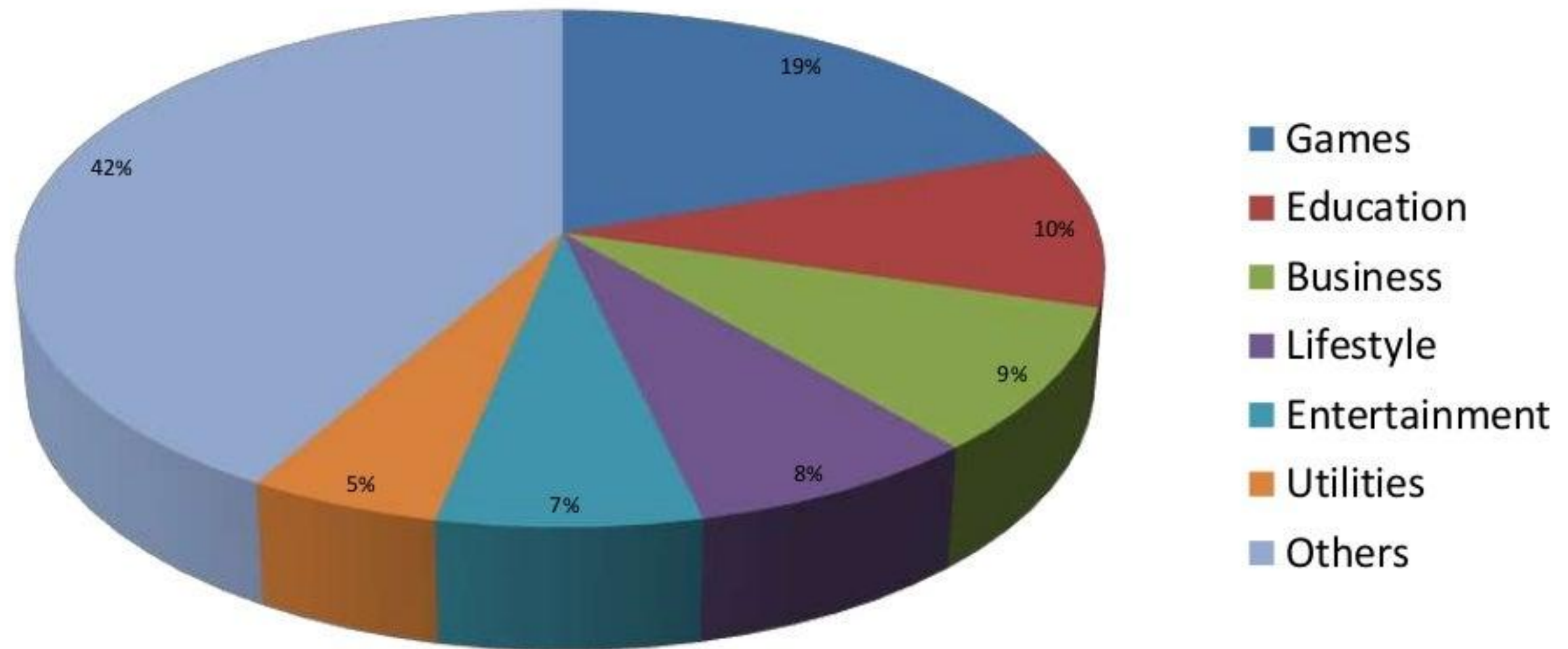
Why Mobile Apps

- Provides mobility
- Takes less time
- Offers specific features

Total Apps Downloaded – July 14



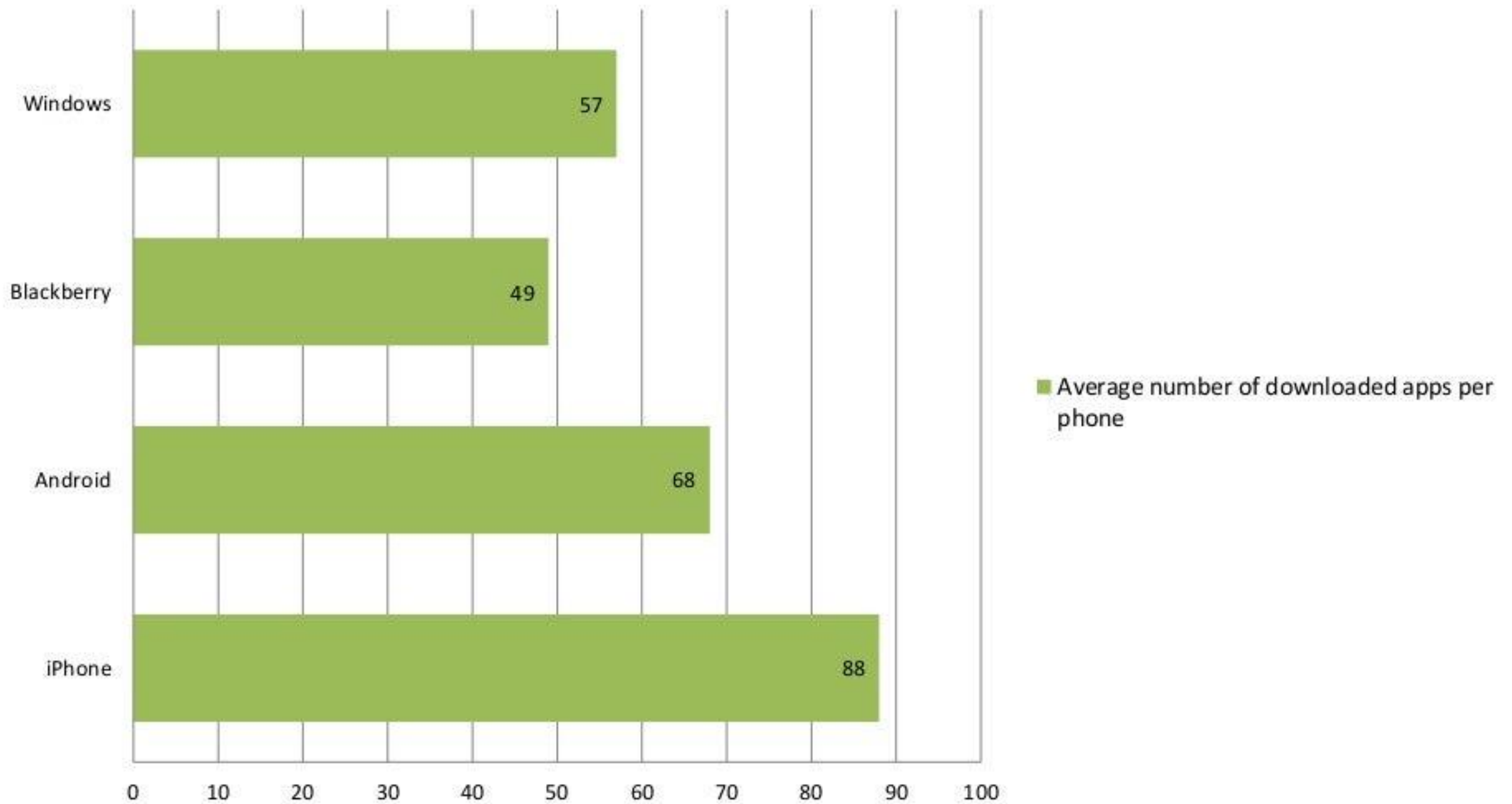
Most popular Apple App Store categories in September 2014



Average Number of Apps in Device 2013



Average number of Downloaded Apps



3 hours

per day in apps in average

Some more statistics

- Over 500,000 Android devices are activated per day – Google

Things to be concerned about

- One quarter of all downloaded apps are used just once
- Games and widgets dominate

So, where are we?

- **LOTS** of Competitors
- Easy Exposure

Points to keep in mind

- Uniqueness
- Good User Experience
- Sustainability and ROI

So.. How do we start?

“Every problem is an
opportunity in disguise.”

- Benjamin Franklin

And then..

- Do market analysis
- Analyze existing products
- Add value

The usual to-do then

- Analyze requirements
- Design and Develop
- Do testing – lots of testing!
- Maintain!

Product Lifecycle

