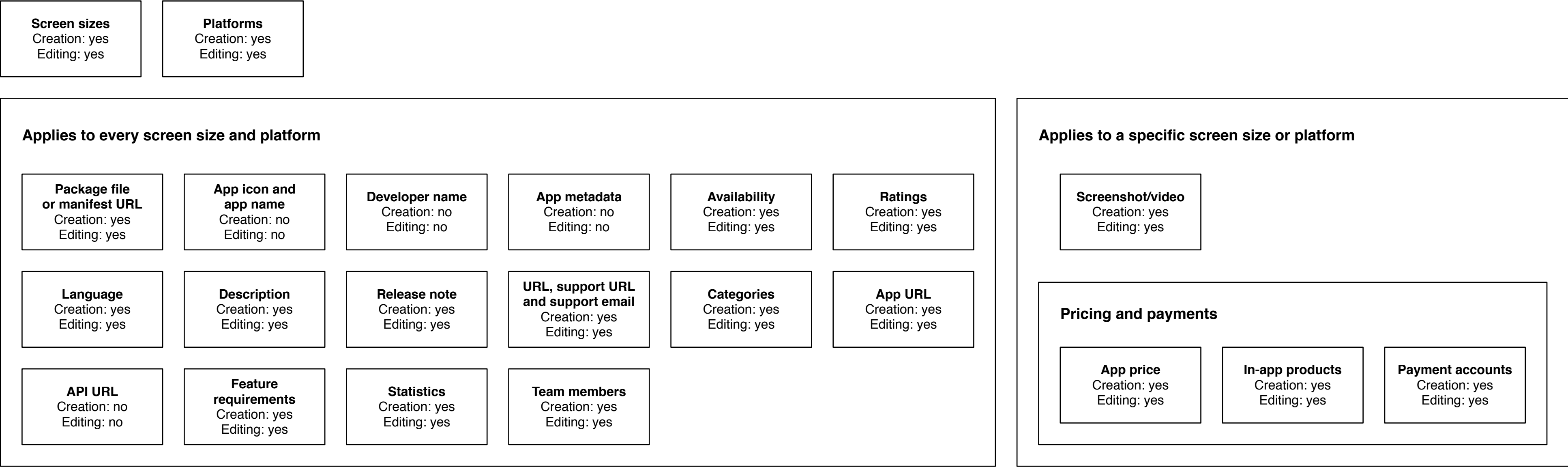
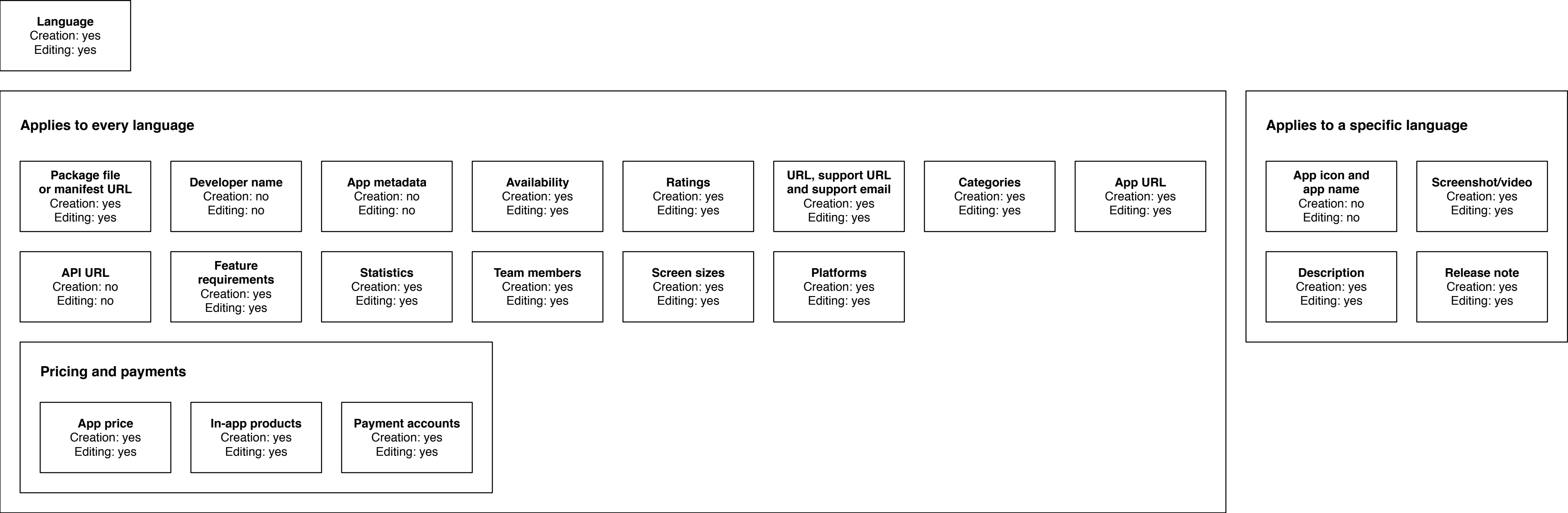


<div>Package file and manifest URL</div> <div><div><div>Package file or manifest URL Creation: yes Editing: yes</div><div>App icon and app name Creation: no Editing: no</div><div>Developer name Creation: no Editing: no</div><div>App metadata Creation: no Editing: no</div></div><div><p>Creating means creating new app Editing means creating new version</p><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• Pass validation without error</li><li>• User understands that our primary platform doesn't support Flash</li></ul><p><b>We need:</b></p><ul style="list-style-type: none"><li>• Easy access to testmanifest.com</li><li>• Easy access to package app equivalent</li><li>• Flash incompatibility</li></ul><p><b>We should consider:</b></p><p>Eliminating Flash altogether. That is, no app that's created can require Flash. After all, if it requires Flash, it can only run on desktop.</p></div></div>				<div>Screen sizes and platforms</div> <div><div><div>Screen sizes Creation: yes Editing: yes</div><div>Platforms Creation: yes Editing: yes</div></div><div><p><b>Our goals are:</b></p><p>Encourage responsive design</p><p><b>We need:</b></p><p>Display all three screen sizes with clear terminology</p><p><b>We should consider:</b></p><p>Having something encouraging that appears when all three screen sizes are selected.</p></div></div>		<div>Things consumer sees on the app listing page</div> <div><div><div>App icon and app name Creation: no Editing: no</div><div>Developer name Creation: no Editing: no</div><div>Price</div><div>Availability Creation: yes Editing: yes</div><div>Screen sizes Creation: yes Editing: yes</div><div>Ratings Creation: yes Editing: yes</div><div>App metadata Creation: no Editing: no</div></div><div><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• User finishes adding information in at least one language</li><li>• User sees the description's limitations (e.g. we will only show the first 8 lines, how many characters per line on each screen size, etc.) and be able to adjust accordingly.</li></ul><p><b>We need:</b></p><ul style="list-style-type: none"><li>• A language selector</li><li>• An easy way to switch between multiple languages</li></ul><p><b>We should consider:</b></p><ul style="list-style-type: none"><li>• Dropdown menu</li><li>• Sidebar language menu</li></ul></div><div><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• User understands that screenshots are specific to a screen size</li><li>• User uploads a minimum of 3 screenshots for every screen size</li><li>• User uploads the correct size for each screen size</li></ul><p><b>We need:</b></p><p>File upload dialog</p><p><b>We should consider:</b></p><ul style="list-style-type: none"><li>• A screen size switcher</li><li>• A smart detector that will detect a screenshot's device, and/or help user assign screenshot to the correct device once it's been uploaded</li><li>• Linking to MDN resource on screenshot sizes</li><li>• If this is a test submission, have some sample images at the ready</li><li>• If we're doing some sort of a preview area, it needs to be pixel accurate</li></ul></div><div><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• User understands that description will propagate to every screen size</li><li>• User understands that release note is optional if it's a new app</li><li>• User understands that release note is mandatory if it's a new version</li></ul><p><b>We need:</b></p><p>Text input field</p><p><b>We should consider:</b></p><ul style="list-style-type: none"><li>• One field to rule them all</li><li>• Unfortunately, the end result is displayed not as link texts, but as buttons with generic labels.</li></ul></div><div><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• User understands that these fields will propagate to every screen size</li></ul><p><b>We need:</b></p><p>Text input field</p><p><b>We should consider:</b></p><ul style="list-style-type: none"><li>• Hiding release note during app creation</li><li>• Showing release note only during app editing</li></ul></div><div><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• User understands that these fields will propagate to every screen size</li></ul><p><b>We need:</b></p><p>Text input field</p><p><b>We should consider:</b></p><ul style="list-style-type: none"><li>• Showing apps in the Marketplace that belongs on the same category as the one that's been selected. It's like doing competitive research</li><li>• Showing a very visual category selector</li><li>• Showing explanation for each category</li><li>• Tying category to ratings. Your business app is probably not going to get an "M" rating. In fact, most apps other than games will need to worry more about user interaction rather than age rating.</li></ul></div><div><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• User understands that every app will be given a listing URL</li><li>• User understands that URL is only viewable by himself until the app is approved</li><li>• User understands that URL can be listed publicly, or be kept private to a selected audience</li></ul><p><b>We need:</b></p><p>Text input field</p><p><b>We should consider:</b></p><p>Having the private/public control be located nearby this URL field</p></div><div><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• User understands that these fields will hide their apps to certain set of users with incompatible devices</li></ul><p><b>We need:</b></p><p>Feature selectors</p><p><b>We should consider:</b></p><ul style="list-style-type: none"><li>• Because there are a lot of feature, consider referring user to MDN for more information</li><li>• A phone-to-feature matrix that shows the features that can still be checked while maintaining compatibility with as many phones as possible, or as many phones in a specific market as possible</li></ul></div><div><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• Encourage user to share statistics to consumer</li><li>• User understands that statistics are optional</li><li>• Need more conversation. Do we want to encourage this behavior?</li></ul><p><b>We need:</b></p><p>Checkbox that toggles on/off</p><p><b>We should consider:</b></p><ul style="list-style-type: none"><li>• Showing the kind of statistics that is possible to show in a visual way</li><li>• Limiting the statistics that consumer can see. Maybe developer doesn't want to show absolutely everything, but in the spirit of openness, still wants to show something</li></ul></div><div><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• User understands that team members are optional, but they're helpful</li></ul><p><b>We need:</b></p><p>Text input fields</p><p><b>We should consider:</b></p><ul style="list-style-type: none"><li>• Hiding team members during app creation</li><li>• Showing team members only during app editing</li></ul></div></div> <td data-kind="ghost"></td> <td data-kind="ghost"></td> <td data-kind="ghost"></td> <td data-kind="ghost"></td> <td data-kind="ghost"></td> <td data-kind="ghost"></td> <td data-cs="4" data-kind="parent"><div>Things consumer don't see on the app listing page</div><div><div><div>Package file or manifest URL Creation: yes Editing: yes</div><div>Categories Creation: yes Editing: yes</div><div>App URL Creation: yes Editing: yes</div><div>API URL Creation: no Editing: no</div><div>Feature requirements Creation: yes Editing: yes</div><div>Statistics Creation: yes Editing: yes</div><div>Team members Creation: yes Editing: yes</div><div>Availability Creation: yes Editing: yes</div></div><div><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• User understands that availability impacts language</li><li>• User understands that availability impacts price</li><li>• User understands the trade-off between availability and payment account. The more available = the more payment account forms that need to be filled out later</li></ul><p><b>We need:</b></p><p>Dropdown menu or sliders</p><p><b>We should consider:</b></p><ul style="list-style-type: none"><li>• Complete selection of app price for as many regions as possible, as quickly and simply as possible</li><li>• User understands the trade-off between price granularity and time. The more region-specific their price is, the more time they will have to spend in the form</li><li>• Encourage user to make their app available in as many regions as possible</li><li>• Make it possible to make app exclusive to certain regions, if need be</li></ul></div><div><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• Complete sign up for payment account without error, for every possible account</li><li>• User receives money at the designated time, without error</li></ul><p><b>We need:</b></p><ul style="list-style-type: none"><li>• Lots of text input fields</li><li>• Payment vendor must be able to verify the correctness of the submitted info</li></ul><p><b>We should consider:</b></p><ul style="list-style-type: none"><li>• Account signup portability. After user sign up for one payment account, he can apply for other payment accounts without filling the forms over and over again.</li><li>• Just because we store user's payment information, doesn't mean that it has to be insecure. For example, we can fill every billing address and bank info field, but still ask user to enter his bank account number every single time.</li></ul></div></div></td> <td data-kind="ghost"></td> <td data-kind="ghost"></td> <td data-kind="ghost"></td>							<div>Things consumer don't see on the app listing page</div> <div><div><div>Package file or manifest URL Creation: yes Editing: yes</div><div>Categories Creation: yes Editing: yes</div><div>App URL Creation: yes Editing: yes</div><div>API URL Creation: no Editing: no</div><div>Feature requirements Creation: yes Editing: yes</div><div>Statistics Creation: yes Editing: yes</div><div>Team members Creation: yes Editing: yes</div><div>Availability Creation: yes Editing: yes</div></div><div><p><b>Our goals are:</b></p><ul style="list-style-type: none"><li>• User understands that availability impacts language</li><li>• User understands that availability impacts price</li><li>• User understands the trade-off between availability and payment account. 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## Divided by screen size and platform



# Divided by language



# Flow idea #1

Base everything around a few basic questions. These questions will determine whether certain steps can be skipped later. Even though steps are skipped at creation, they will still appear on the editing IA as nodes. User can always change them later.  
Pros: user can skip a lot of pages on submission.    Cons: the creation steps does not mirror the editing IA.

