# How to validate

## If the market sees value in the HealthReady application

* Downloads
  + If users are downloading the application.
* Engagement
  + Number of active users (generally those who have opened the app more than 5 times)
* Session Length
  + Average length of time a user interacts with your application in one sitting
  + A longer session time can result in a better uptake by the user and a higher number of active and loyal users.
* Goal Completion
  + When an active user completes some predefined goals e.g. Facebook share, used daily, used for a set length of time. For example, in the context of HealthReady how many health goals the user completes.
* User Loyalty
  + The average time a user remains active with the application. This would be a key factor for health ready if the user remains active for long periods of time the user obviously sees the benefits and an improvement in their health
* Retention
  + Highly important as can show that a mistake in user engagement may have been made. Also can alert to a possibility of the delivery needs to be changed slightly to increase retention.
* Feedback
  + App reviews, manual feedback, automatic crash reporting.
* Frequency of use

## What methods would prove most productive in driving users to the application.

* Start marketing before application is released.
* Marketing campaign
  + A Facebook group dedicated to the app
  + Send a copy of the application to key blog site owners in the target market
* A promotional website for the app.
* A push to some industry leaders to asses and review
* At first possibly make the app free (at least till build up a decent customer base)
  + Or have a lite version as well with heavily restricted functionality
* Offer a free download to newspaper columnists, technical and non-technical alike.
* Possibly a press release.
* YouTube demo video
* App Launch Party (employees, family and friends and some industry connections).
* Google AdWords
* The addition of features over time.
* Appear at trade shows