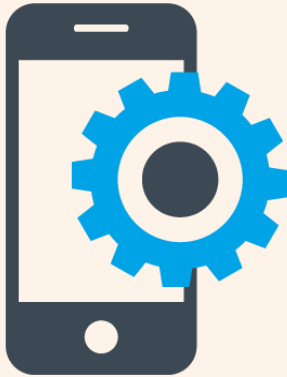


# Diploma in Mobile App Development

Part 1

## LESSON 2

Who Is Your Audience?



Creating Successful Apps



MAD Educator: Oisin Feely

[www.facebook.com/ShawAcademy](https://www.facebook.com/ShawAcademy)

## Lesson 2: Who is your Audience?

Lesson 1 Recap

Targeting your Audience

Who is Your User?

Planning Your App

Summary

Q & A

## Lesson **RECAP**

### **Lesson 1:** Why Make Mobile Apps?

Course Agenda

House Keeping

Why are Mobile Apps Important?

Starting your Journey

The First Steps

Summary

Q & A

# Let's Begin!



START

# Targeting Your Audience



# Targeting your Audience

## Identify your Users

Who will Enjoy YOUR App?

Tailor Marketing Strategies to  
Increase Downloads

Tailor the Experience for  
Users to Increase Downloads



# Targeting your Audience

## Do Your Research

User Personas

Market Research

Survey

Focus Groups





# Targeting your Audience

## Gather Data

Competition

Realistic Goals

Feedback

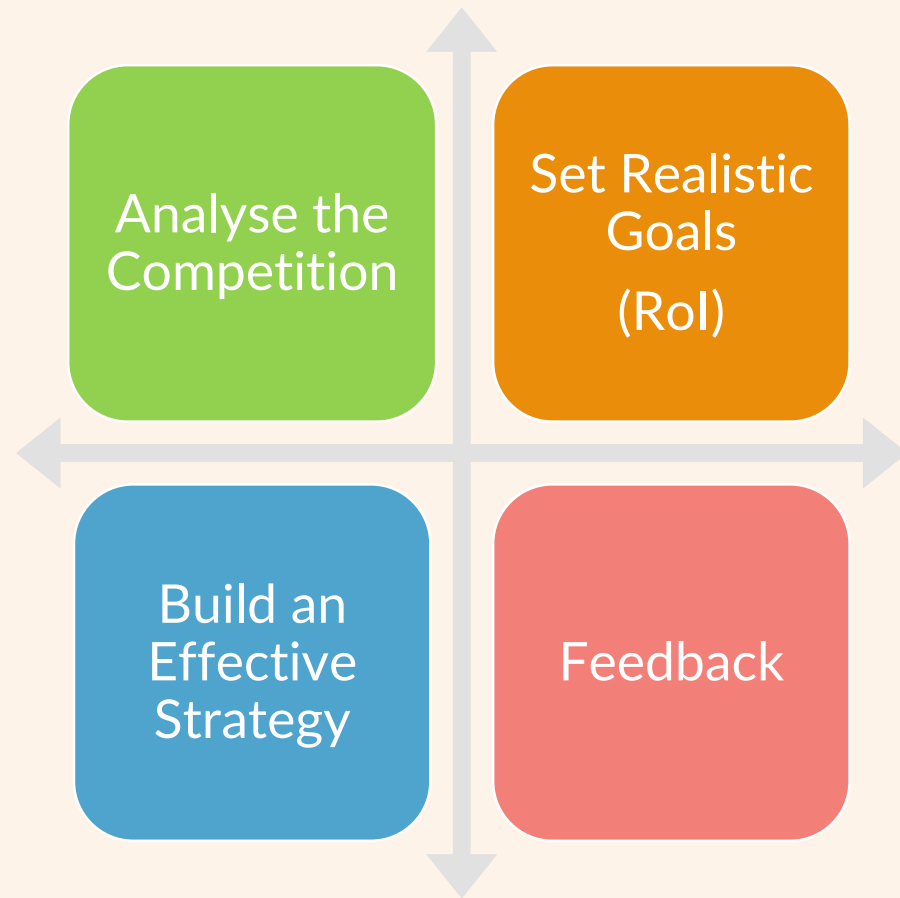
Build a Strategy

**Pareto Principle (or the 80/20 Rule)**  
For many events, roughly 80% of the Effects come from 20% of the Causes

**Mobile Game Industry**  
50% of Generated Revenue comes from 0.5% of the Users.



# Gather the Data



## REPORT ANALYSIS

# Who is Your User?



# Who is Your User?



Most Popular App

Most Popular Apps of 2016

Most Popular Category  
Games

# Who is Your User?



DIY Handy Man Doctor Business Man Babysitter  
Delivery Guy Hipster Single Mom Woodchuck  
Digital Marketer Student Restaurateur

## User Personas

### Build a Profile of Your User

Find out their Problems  
Day-to-day Life  
Competitor Analysis  
Become the User



# Who is Your User?

## User Personas

Who is your User? Behaviours - Predictability

What is Happening? Absorbing Content

When will the App be used? Busy or Idle

Where are they using Your App? Time of Day

Why will they use the App? Content Value

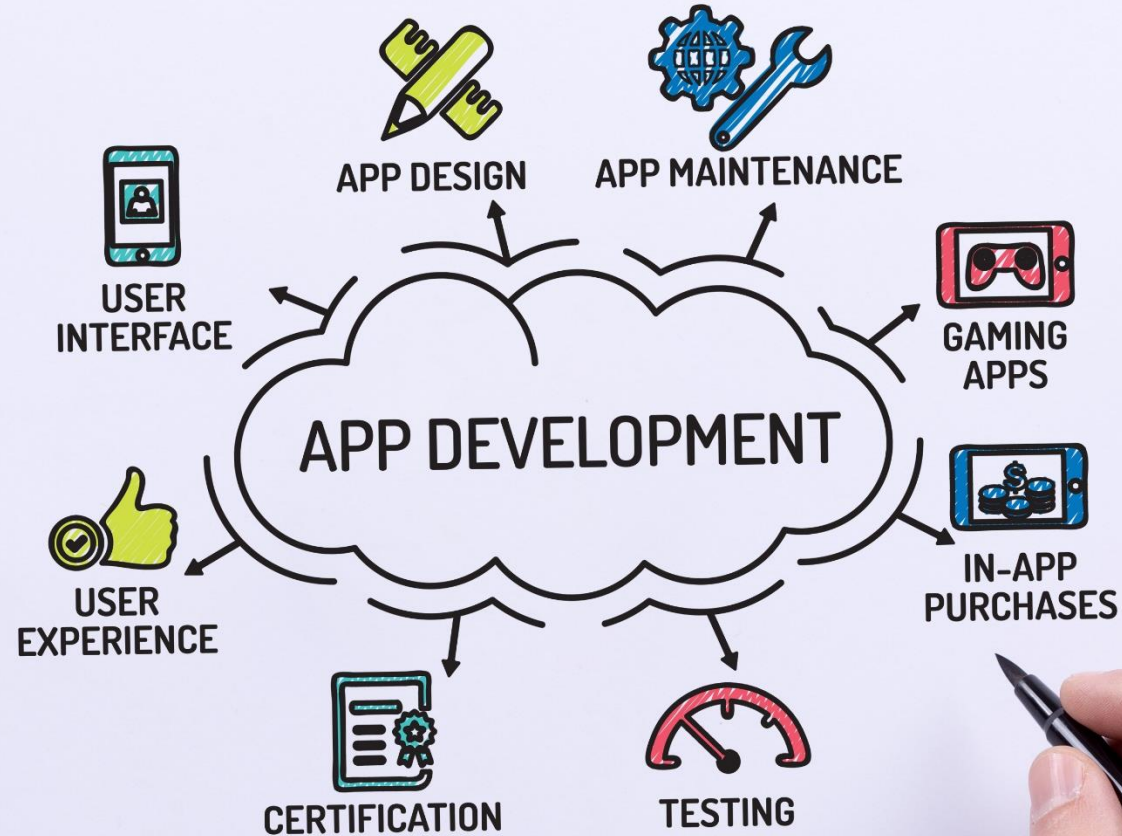
How are they using the App? Orientation

### Build a Profile of Your User

Find out their Problems  
Day-to-day Life  
Competitor Analysis  
Become the User

Think About Context

# Planning Your App



## Get Started, Right Now!

**App Design Document**  
Flesh out your Idea

**Q: Why would someone want to buy or download your App?**

**Identify Requirements**  
Primary & Secondary Requirements

Primary = Functional

Secondary = Non-Functional

**What is Essential for the App to Work**





# Planning Your App

## No Experience? No Problem!

We'll Get you There!

**App Inventor 2**

An Internet Connection

A Google Account

Patience!

Check out the **Tool Kit Bonus Videos**  
AI2 Set-Up

+Praisr  
BookFindr  
TaskTrackr





## Why would Someone want to download & use **YOUR** App?

- ✓ Go To Shaw Academy's Facebook Page
- ✓ Use the **#ShawMAD Idea** and Tell Us Why Your App will be Successful
- ✓ Search **#ShawMAD Idea** to find Past Examples

## **#ShawMAD Idea**

# Weekly Challenge #1



Why would Someone want to download & use **YOUR** App?



#ShawMADidea



- ✓ Who is your User?
- ✓ Targeting your Audience
- ✓ Planning Your App

**Congratulations** you have taken the next step towards **Developing** a  
Successful **App**!

- Attend Lessons **LIVE** to ask **Questions** in real time and benefit the most
- We're here to help, so contact us anytime!
- [mobile.app@shawacademy.com](mailto:mobile.app@shawacademy.com)



The next session is “Coding for Beginners”

Learning to Code

Adding the Design

Creating the Blocks

Taking it Further

Attend all of the lessons LIVE and your knowledge will grow

Shaw Academy 12 Month Membership Prize during Lesson 5

Get your Tool Kit for completing each Lesson (1 – 3)

# QUESTION TIME

See you back for **Lesson 3**  
Coding for Beginners



MAD Educator: Oisín Feely

Watching a Recording? Email Us:

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@ShawAcademy