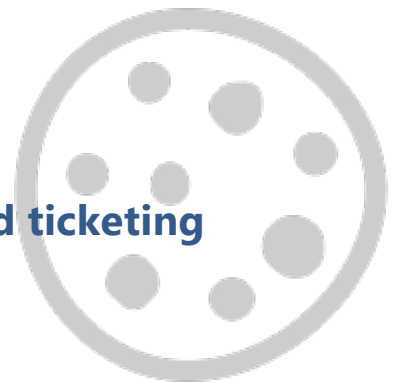# Alternative App Marketplace for cloud based ticketing software

Project codename: GiveThatDevACookie

⊚ Introduction

Alternative app marketplace for cloud based ticketing systems like zendesk.com. Busy developers who are making great apps but has no time for marketing, branding and other laborious tasks can quickly advertise their apps.

Currently for submitting an app on official marketplace it requires quite a few steps:

- ⊚ Create an app itself
- ⊚ Answer branding requirements (icons, images, other branding assets)
- ⊚ Write all sort of descriptions
- ⊚ Create account with stripe.com
- ⊚ Submit an app and wait for approval

Not every busy developer will be happy going through all these steps. For some of them this can be a showstopper. Developers want to code – not do marketing. These obstacles may result in number of great ideas not seeing the world.

Alternative app marketplace will enable **developers** to advertise their apps by providing minimum information. This should encourage talented coders to build great apps and do not worry about all related activities.

Visitors of alternative app marketplace (**ticketing system administrators** or **other developers**) will have another great place where they can look for solutions they need.

Cloud based ticketing platforms such as zendesk.com may use alternative app marketplace to look for great apps or talented authors and help them developing their ideas. Alternative app marketplace is another community place for industry developers.

⚙ Features

Alternative app marketplace will consist, but not limited to the following features:

- ⚙ **Landing page**. Advertising featured apps on the landing page should improve SEO characteristics of the marketplace, should help visitors to see the most useful apps.
- ⚙ **Contact page**. Allow contacting marketplace administrator to share any sort of feedback. This page will also contain information about the marketplace itself.
- ⚙ **Apps page**. Will contain the list of apps including relevant filters. This enable visitors browse available apps.
- ⚙ **Favorite apps page**. Will contain list of apps marked by login user. This enables visitors to quickly access the apps they like.
- ⚙ **Share an app page**. Will enable login users to share their apps. This is how developers spread their ideas to the world.
- ⚙ **App page**. Will contain details about selected app. This allow visitor to learn more about specific app as well as read and submit a feedback
- ⚙ **Login**. Users will need to login in order to share their apps or share a feedback.

⚙ Market Survey

At this moment there is no real alternative app marketplace for platforms like Zendesk. Some users are sharing their solutions on forums or via community posts. Alternative app marketplace will be the very first alternative place for developers to share their ideas.

There are number of existing official app marketplaces which can be a very good source for inspiration:

- ⚙ https://www.zendesk.com/apps/
- ⚙ https://apps.shopify.com/
- ⚙ https://gsuite.google.com/marketplace/

Similarities with alternative app marketplace "GiveThatDevACookie":

- ⚙ Popular apps displayed on the home page
- ⚙ Each app has app page with detailed description
- ⚙ Pages have filter by categories
- ⚙ Standard web site features: home page, contact, login

Differences with alternative app marketplace "GiveThatDevACookie":

- Suggested examples are move advanced in terms of marketing, branding and set of features
- Suggested examples offer comprehensive search functionality
- Suggested examples displays apps rating and number of users that voted the app
- Suggested examples contains platform specific apps while alternative app marketplace may contain broader set of apps, scripts and other technical solutions

References

Alternative app marketplace "GiveThatDevACookie" is primarily inspired by Zendesk marketplace https://www.zendesk.com/apps/

The concept of alternative marketplace is not new on the Internet. It is especially popular for mobile apps built for Android. It has more than 10 alternative marketplaces:

- http://www.digitaltrends.com/mobile/android-app-stores/
- https://www.androidpit.com/best-google-play-store-alternative-app-stores
- https://theappsolutions.com/blog/marketing/alternative-android-app-stores/

Apple App store has also some alternatives listed here
http://alternativeto.net/software/app-store/

Industry of cloud based ticketing software is relatively young and less popular comparing to mobile apps. At this moment there are no real alternatives exist. Alternative app marketplace "GiveThatDevACookie" should be the first of a kind.

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