**How to Develop an Application**

**Come up with an idea**

* You need to have an idea of what our app should be, what it should do, and how it can help your users
* Determine how it will fit into your business goals or long-term vision

**Know your audience**

* Define who your audience
* Create personas so you can better understand who your app’s target users
* Consider what type of app your audience will want to use time and again

**Do your research**

* Conducting market research is essential because it will determine how your app will stand out from the crowd
* Knowing what your competitors are already doing can give you an edge.

**Create a concept proof**

* Concept proofing helps you find out if your app can potentially be a solution to an existing project
* Outline your priorities for the app and sit the team down
* Make sure that everyone is on the same page concerning your goals

**Determine the features you want your app to have**

* Create list of possible features you want in your app.
* These features may change depending on he actual development process and feedback

**Create mockups and consider the graphic design aspects**

* Once your have your list of features, you can start creating your mockups of what your app could potentially look like.
* When building a mockup, you must consider how your users will see and interact with your app

**Build a marketing plan**

* Your marketing plan is an important part of app development.
* Ideally you want to create a marketing plan even before your launch your app.
* Generate buzz for it by creating a website, sharing your app development journey on social media, and etc.

**Develop your app**

* You can start coding
* But before that, you should consider several critical components such as the front and back-end development
* You need to create a test environment for execution

**Do repeated testing and get feedback**

* During test phase, you’ll have to check for front-end and back-end functionality, its compatibility with different devices
* Installation , storage matters, such as the size of your app or if will download correctly to the intended device

**Launch your app**

* The final step the actual launch of your app on your preferred app store.
* Follow your preferred app store’s regulations and requirements before you can successfully launch your app

**Types of application you can develop**

**Web Application Development**

* Uses browsers to perform a function.
* Custom web applications can be accessed using different platforms, whether your customers are using a desktop or a mobile device

**Business Apps**

* Communication apps time tracking apps, helps streamline company’s operation whether it’s a large enterprise or an SMB.
* Allows businesses to better manage their teams, finances, schedules, and business data

**Desktop Apps**

* Applications that require a desktop computer to run
* Typically developed to run specific operating systems, such as windows or mac
* Unlike the other two apps, desktop apps function in an isolated environment which can give users better security

**A Comprehensive Guide to Mobile and Web App Design**

1. **Quality of the user experience**

* The average user spends 5 hours per day on mobile
* The difference between a good app and a bad app is usually the quality of its user experience

1. Fast Loading time
2. Ease of use
3. Delight during interaction / Feels

* You have to consider UX to be not just a minor aspect of design, but an essential component of product strategy

1. **Cognitive Load**

* Amount of brain power required to use the app
* When app provides too much information at once, it might overwhelm the user and make them abandon the task
* *You need to minimize cognitive load*

1. **Clutter**

* One of the worst enemies of good design
* Overloading users with too much information
* Every added button, image, and icon makes the screen more complicated
* Keep interface elements to a minimum. A simple design will keep the user at ease with the product
* Use the technique of progressive disclosure to show more options
* *You need to start decluttering*

1. **Offload Task**

* Look for anything in the design that requires user effort and look for alternatives

1. **Break Task into bite-sized chunks**

* If a task contains a lot of steps and actions required from the user’s side, divide such tasks into a number of subtasks
* This is important because you don’t want to create too much complexity for the user at one time

1. **Use familiar screens**

* Familiar screens are screens that user’s see in many apps.
* They don’t require additional explanation because users are already familiar with them

1. **Minimize user input**

* Typing on a small mobile screen isn’t the most comfortable experience. Its, often error-prone
* Keep forms as short as possible by removing unnecessary fields.
* The app should only ask for the bare minimum of information from the users
* Provide input masks. Field masking is a technique that helps users format inputted text
* Use smart features such as auto complete

1. **Anticipate user needs**

* Proactively look for steps in the user journey where users might need help.
* Example: giving hints on where to find the code of an atm card

1. **User visual weight to convey importance**

* The most important element on the screen should have th most visual weight.
* Adding more wight to an element is possible with font weight, size and color

1. **Avoid Jargon**

* Clear communication should always be on top priority in any application.
* Use what you know about your target audience to determine whether certain words or phrases are appropriate

1. **Make the design Consistent**

* Consistency is a fundamental principle of design.
* Consistency eliminates confusion.
* Maintaining an overall consistent appearance througout an app is essential.
* Consistency means **VISUAL, FUNCTIONAL, EXTERNAL**