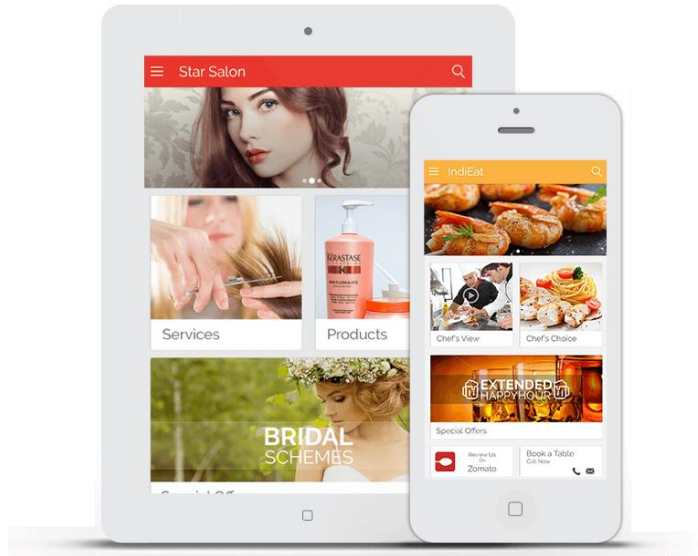# instappy

instant. affordable. stunning. intuitive.

What kind of App suits your business?

The first step towards building a successful app is to know what you want your app to do. This will help you in selecting the type of app for your business.

Content Publishing Apps

Retail and Catalogue Apps

Enterprise Apps

Content Publishing

instappy™
instant. affordable. stunning. intuitive.

Who

Designers, universities, photographers, artists, restaurants, and even magazines can now build customer loyalty by making it easier for them to stay connected! Go the extra mile by offering valuable info, exclusive discounts, and convenient tools. Select from amazing templates to build your own mobile app. With superior content publishing and designing capabilities, *Instappy* will ensure that your vision is translated into a **stunning mobile reality.**

Why

Increase Sales

Native Apps with Slick and Adaptive UI Design	Utilities, Tools, and Social API's Included	Built-in CMS for Unlimited Updates	Smart Analytics – Live Stats Reporting
Run Business Promotions and Offers for your Audience	Secure Cloud Hosting	Unlimited Customization	On-device Trial

How

Select the category that suits you the best	Create your high quality UI design with full customization options	Drag and drop rich media widgets and other APIs for desired functionality	Add all of your content in a structured and seamless manner	You can now publish your app across devices on all the leading platforms	Engage audience with your own native mobile app, built for success

Retail And Catalogue Apps

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instant. affordable. stunning. intuitive.

Who

Got something to sell? Take your business to the next level with a dedicated retail mobile app. Apps built on *Instappy* are ideal for mobile commerce, are equipped with stock and inventory management, shopping carts, as well as ready for secure payment gateway integration. Provide your customers the convenience of purchasing your products at their fingertips. Whether you own an export house, a niche fashion boutique, a superstore, or an exotic pet shop, **your mobile commerce store is instantly ready** with *Instappy*.

Why

Increase Sales

Real-time Inventory Management	Secure Payment Gateway	Unlimited Product Categories
Secure Cloud Hosting	Run Business Promotions and Offers for your Audience	Native Apps with Slick and Adaptive UI Design

How

Select your business category	Choose your design from a range of rich, intuitive templates, or customize your own template from scratch	Create your content; add text, rich media images, videos, and more	Test your app on both smartphone and tablet for free and make sure it turns out to be perfect	Go live across platforms, whether it's Android, iOS, or iPad	Promote your app and get ready for increased business opportunities

Enterprise Apps

Who

If you are a corporate entity and you want to streamline your on-field initiatives and better manage your mobile workforce, then check out our Enterprise Mobile Apps. You can opt for two white label solutions - Sales Team Tracker and Campaign Tracker.

Why

Attendance and Location Tracking	On-the-go MIS Reporting	Superior Data Management
Seamless Order Management	Secure Data Hosting	Native Apps with Slick and Adaptive UI Design

Manage complete tasks like team management, on-the-go attendance and location tracking, and inventory as well as order management. Add transparency, control, and accountability to your business. Develop a one-stop-solution to streamline track resources, increase management visibility, and improve organisational efficiency. Get the most effective business tracker for your business, only with *Instappy*.

Sales Team Tracker Apps

Instappy's Sales Team Tracker is a comprehensive solution that enables you to stay on top of your sales teams at all times. Manage multiple sales teams at once in a structured, transparent, and efficient manner. Sales Team Tracker works best for small to large sales teams, field sales forces, and door-to-door sales teams.

Created for wide range of industries	On-the-move account management	Effective forecasting	Seamless order management
Stay connected to your field force 24X7	MIS on-the-go	Track meetings	Track sales cycle
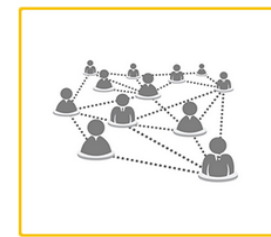
You can go for a white-label solution for your enterprise, and we'll be happy to provide full training and orientation to your teams so that they can instantly adapt and start streamlining and organizing their processes better, all on their mobile.

Marketing Campaign Tracker Apps

Instappy's Campaign Tracker is a campaign management solution that empowers the marketer to track, manage and communicate effectively and effortlessly with his team, irrespective of their location.

Created for wide range of industries
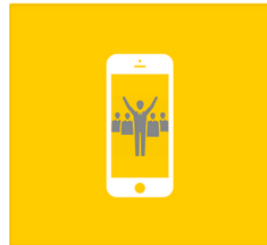
Optimised field force productivity

Your business in your control
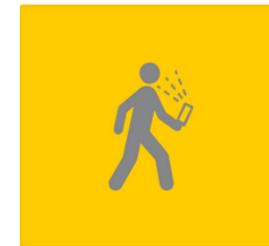
Informed decisions based on authentic data.

Cost effective work structure

Interactive training module

Pay as you grow

Get a white-label solution for your enterprise, and we'll be happy to provide full training and orientation to your teams so that they can instantly adapt and start streamlining and organizing their processes better, all on their mobiles.

Target Audience

Now the next big thing to consider is your target audience. The design, colour, and content of your mobile app will depend upon their likes and preferences. Also during the promotion of your app, you will have to reach out to not only your existing customers, but also to the potential customers. This is how you get to know your target audience:

- **Friends & family -** These should be the first to view and share reviews about your app. This will help you improve and innovate.

- **Existing customers -** Next will be your existing customer base. Go all out and plan to share it with them through all means, be it to share the menu of your restaurant or brochure of your university.

- **Potential customers -** Plan to reach out to new customers in advance. Make a separate check list of how to market your app to this segment.

Friends & family

Existing customers

Potential Customers

Colour Palette and Design

So when you have figured out all the intelligent stuff, here starts the creative and most interesting part of planning your own mobile application. The colour, scheme and design of your app would greatly affect the way your consumers interact with you and amongst themselves.

Optimise colours as per your needs

It is always suggestive to go with your brand colour palette.

Vibrant images & colours grab the most attention. But make sure it doesn't over power the content.

The UI design templates with Instappy are slick, intuitive & stunning.

Keep the app design light and beautiful.

Keep the design user-friendly

Title bar

Navigation Drawer
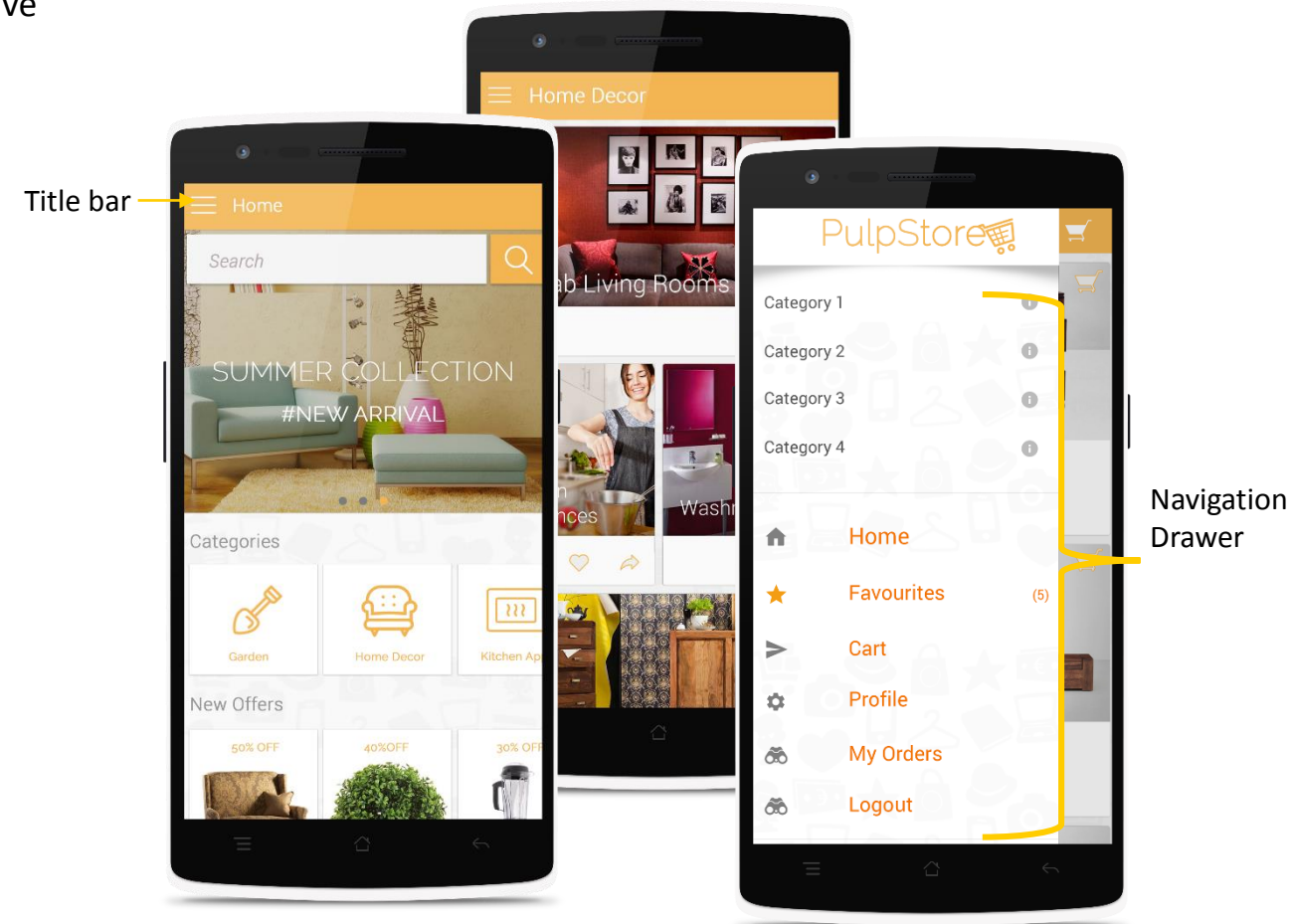
Name your Mobile App

Think like your customer. This will be your app name that will be displayed in the stores. Deciding the right name is the most important part of this process. Choose carefully, you cannot rename your app once it's launched.

The App name should ideally be the name of your business/product or you can pick a universal and a catchy name.

Choose a unique name for better in-store optimization

Go creative with the name- Check of whether it conveys how amazing your product is? Is it easy to pronounce? Is it even accurate to what your app does?

Content is King

Your mobile app content should consist of gorgeous images showcasing your business in the best way. So here are few tips for you:

- Keep it simple & relevant understanding your audience's habits

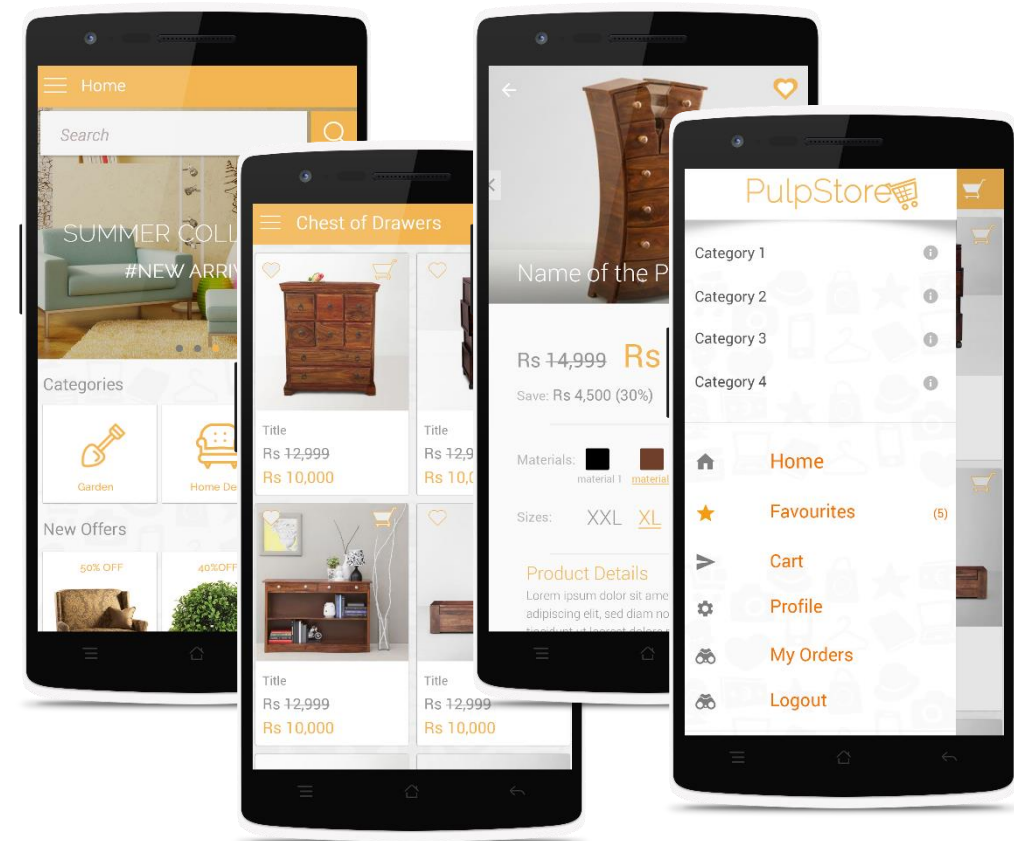- Deliver a great user experience and treasure feedback

- Distribute content, as quality & quantity both matters

- Use rich media content like interesting videos & gorgeous images

- Use loads of relevant keywords in textual content for better search results

Home Screen

The home screen broadly describes your app. So choose the categories carefully. Below are the details of elements that you could chose for your home screen.

Pages	Section	Explanation	Image Dimension
Home			
	Type of App	Dropdown to select type of app, example: Basic or Advanced Retail Commerce, and Basic or Advanced Retail Catalogue (depending upon your product count)	
	Colour Theme	Theme colour section which will be common for the whole app	
	About (image scroll)	Three banners defining the identity of your brand or showcase your brand	1080x740
	Offer Products	These will be automatically picked. This area will have a list of all discounted products	

Navigation drawer button with list of options to explore

Top banner with image scroll view

This is the list of main categories of your products
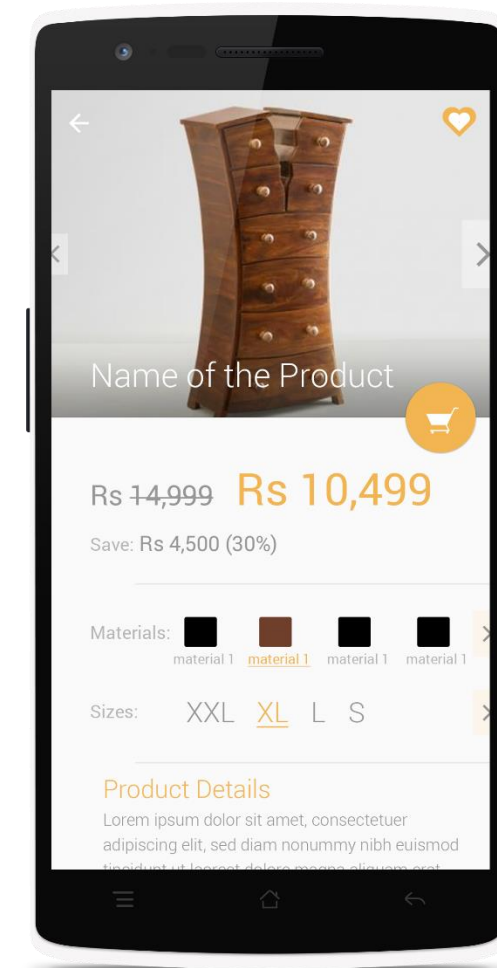
Here are all the discounted/offer products
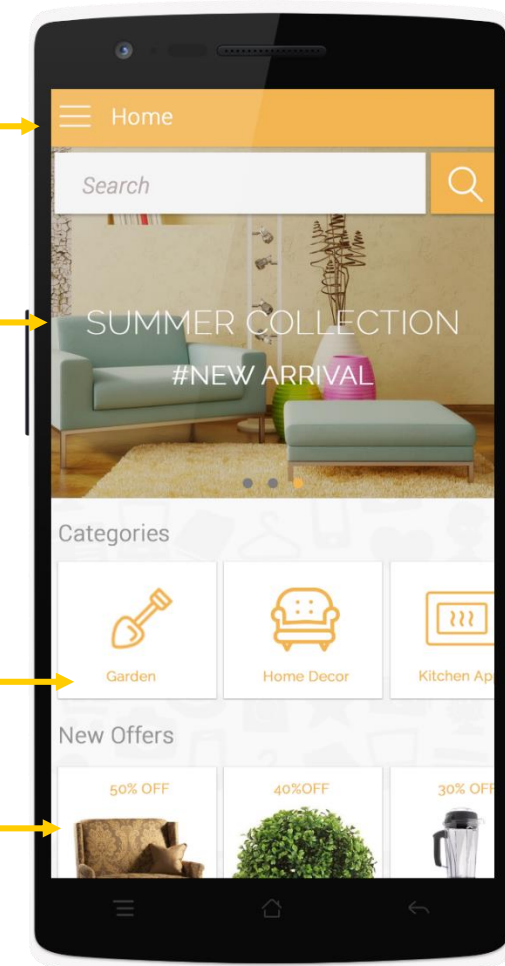
So, in case yours is a home décor & garden retail store, the home screen will be something like this

Product Pages

Here is how you will give details of your product. Better the details, better are the chances of it getting sold. Fill in as much details as you can, as it gives more authenticity to your products. Go on start adding !!

Pages	Section	Explanation
Add Products		
	Filter Categories	Select parent catogories of product and press Filter
	Select Sub-catogories	Select sub-categories of product depending upon the need
	Add product into the Sub-categories	Fill in the following information:
		General Information
		Detailed Information
		Specifications
		Discount (if any)
		Product Images

Name of the Product

Rs 14,999 **Rs 10,499**

Save: Rs 4,500 (30%)

Materials: material 1 material 1 material 1 material 1

Sizes: XXL XL L S

Product Details
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod

Let us suppose you are a furniture store, so Instappy lets you put in all the details about your product. Here's a sample

Finish & Publish

So your awesome app is now ready. Below are the things your need to finalise now.
To make your life easier *Instappy* offers you a range of free & premium icons and
splash screens, which are as per publishing store guidelines. Also it gives you
liberty to upload your own !!

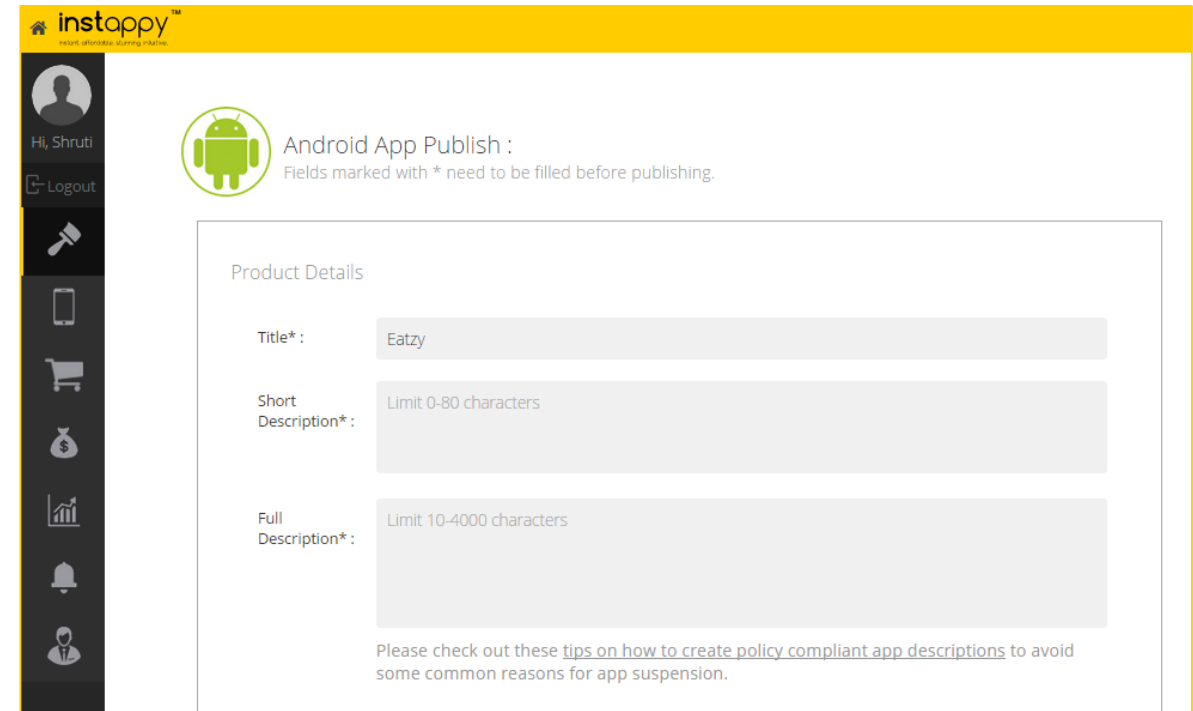|	Section	Image Dimension
APP ICON	Select from our premium icons or upload your own	1024x1024
SPLASH SCREEN	Select from premium or upload your own	1920X1080
Push notification	enable or disable with respect to the user interaction needed or not	
General billing info	Auto fill from the profile page	
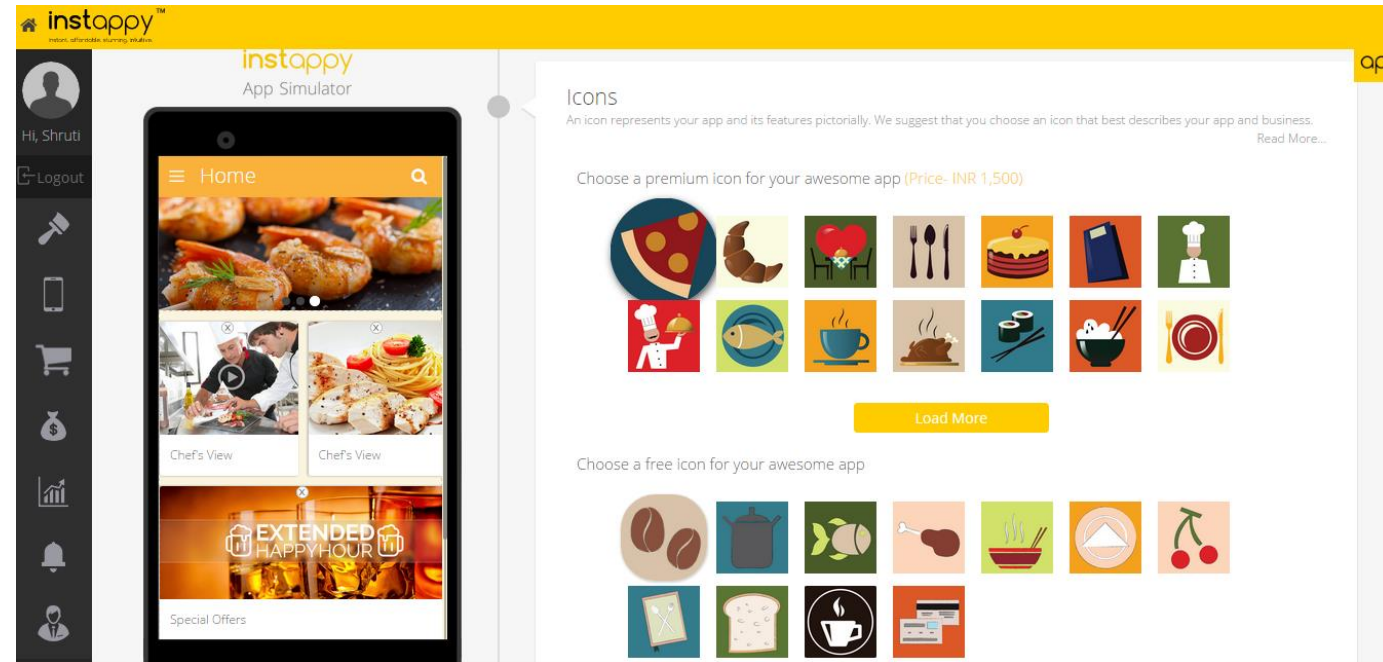
Here's how it looks. Pick from these or upload your own. Same goes for splash screen too.

Publish On Store

After you have bought your yearly subscription, you would want it to reach people. For that you need to put it on App Store and/or Play Store. If you have an account well and good, otherwise we are there to help you.
Before that just be ready with the following:

Pages	Section	Limitations
App name	auto fill	
App Title	Title of the app for google play	
Short description	Describing your app, Use lot of relevant keywords	0-80 characters
Long description	Describing your app, Use lot of relevant keywords	10-4000 characters
Category rating	select from the dropbox	
App rating	select from the dropbox	
App price	price of the app (if any)	

instappy™

Hi, Shruti

Logout

Android App Publish :
Fields marked with * need to be filled before publishing.

Product Details

Title* :   Eatzy

Short
Description* :   Limit 0-80 characters

Full
Description* :   Limit 10-4000 characters

Please check out these tips on how to create policy compliant app descriptions to avoid some common reasons for app suspension.

We will not only guide you in publishing your app but also help in App Store Optimization. We want you to have a successful app.

Finally, plan out your first push notification. Push notifications are great ways to engage with new users and re-engage those who are slipping away.

Below are some tips & tricks to follow:

1. **Know your app = know your user:** What cool things are happening around your business? This gives you a major head start in deciding what kind of content you're going to push to them.
2. **Frequency:** No one likes being told the same thing again and again. A push that says the same thing all the time, send it sparingly.
3. Keep it entertaining and informative.
4. **Timing is everything:** Sending a well-timed push can make a huge difference to your users' experience and the success of your app. A 'Happy shopping' bonus on Saturday mornings is going to out-perform a 'Happy shopping' bonus push at 8am Monday morning by a long shot.
5. **Notification length:** This will make your push notification instantly readable by the user. As a rule of thumb:
   -60-90 characters for Android.
   -No more than 120 character for iOS
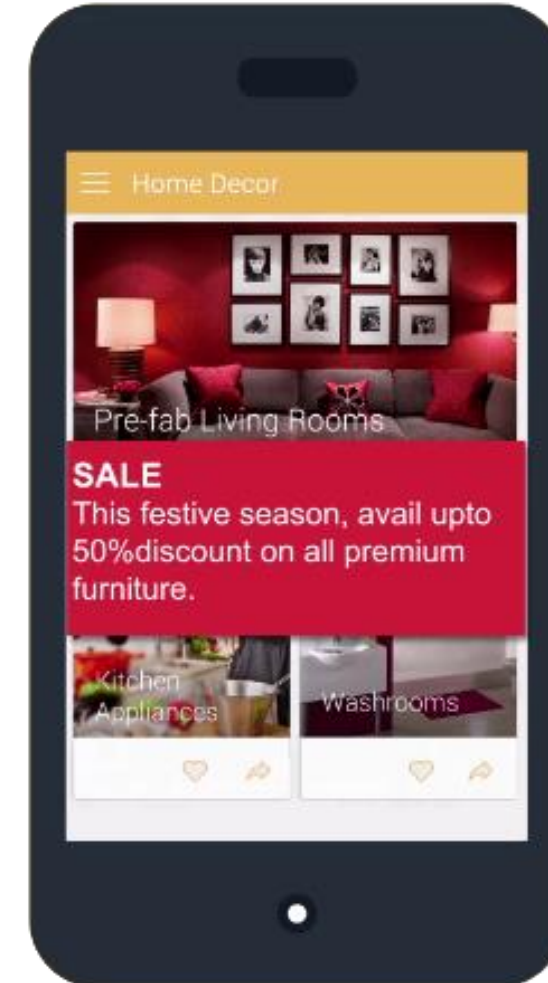
We wish you all the luck with your amazing mobile app. Stay tuned for our tips & tricks to market your app!!

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