

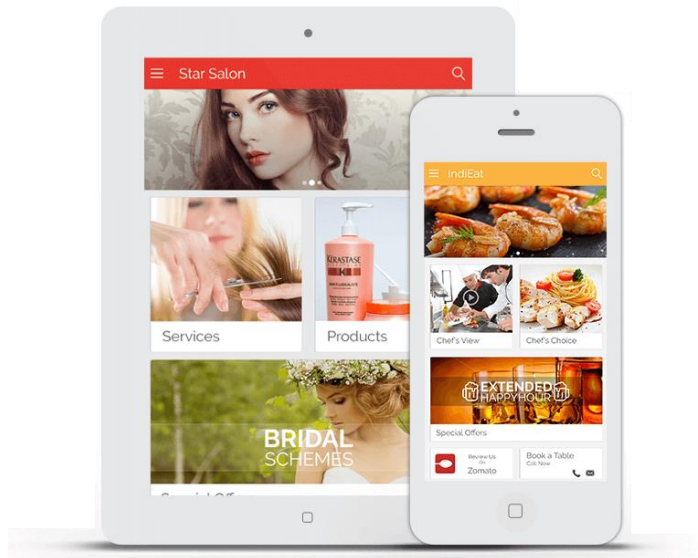
instappy

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 & Catalogue Apps



Enterprise Apps

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



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

## 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



## 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.



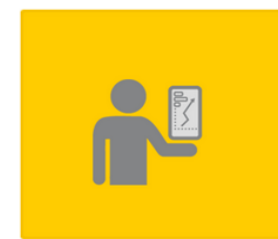
Created for wide  
range of industries



On-the-move  
account  
management



Effective  
forecasting



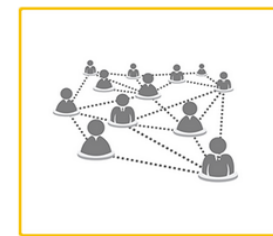
Seamless order  
management



Stay connected to  
your field force 24X7



MIS on-the-go



Track meetings

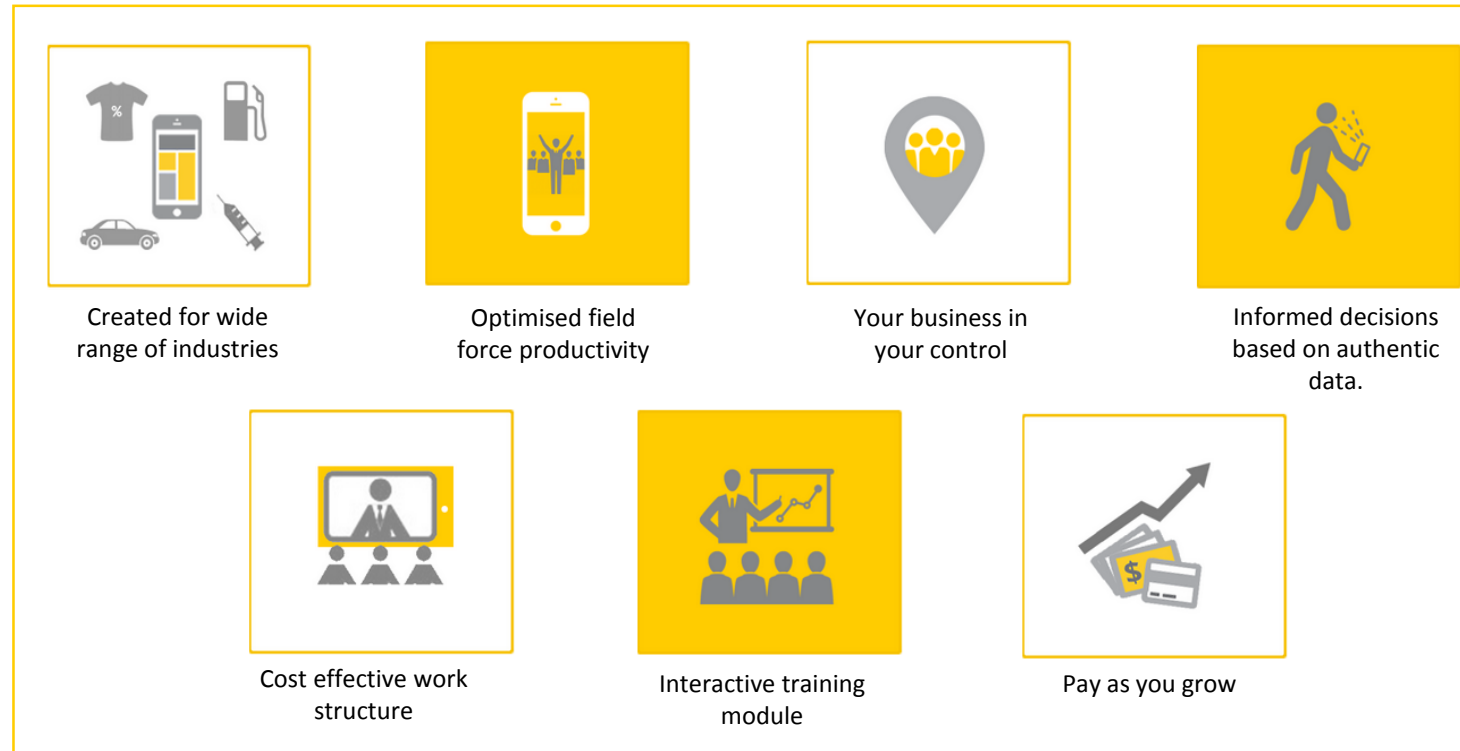


Track sales cycle

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 marketers to track, manage and communicate effectively and effortlessly with its team involved in a campaign, irrespective of their locations.



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.





# 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.

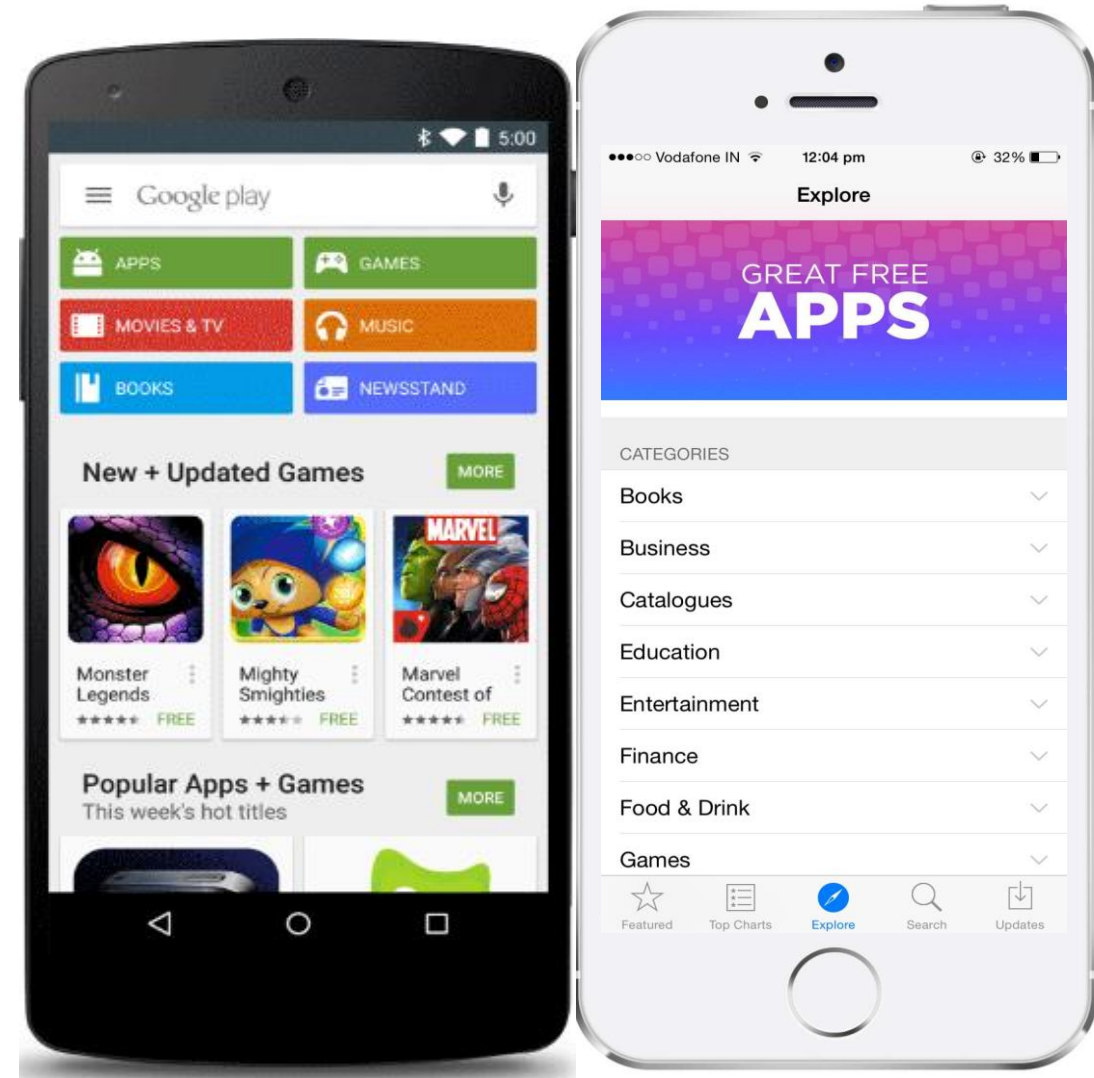
-  Optimise colours of title bar, background & fonts as per your needs.
-  It is always suggestive to go with your brand colour palette.
-  Vibrant images & colours grab the most attention. But make sure it doesn't overpower the content.
-  The UI design templates with *Instappy* are slick, intuitive & stunning. Choose whichever suits your content the best.
-  Keep the app design light and beautiful.
-  Keep the design user-friendly.



# Name your Mobile App

Think like your customer. Your app name 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 out whether it conveys how amazing your product is? Is it easy to pronounce? Is it also 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 – understand your audience's habits.



Deliver a great read 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

- Put out the most important features about your business on the first screen of your app. For example if you are a restaurant, put the most loved dishes and the special offers on the home screen. Because if your consumer gets what he is looking for in the first go, you have grabbed his attention.
- Here's a sample of how the first screen of your restaurant's native app would look like.
- This will be a functional app with content rich content to enable searchability.
- This is customizable layout for your app. This can be updated as per the needs.

Side drawer with list of options to explore

Top banner with image scroll view

Video Card to share videos about your Restaurants

Here you can talk about your special offers

Give your consumer an opportunity to rate you right from your app only



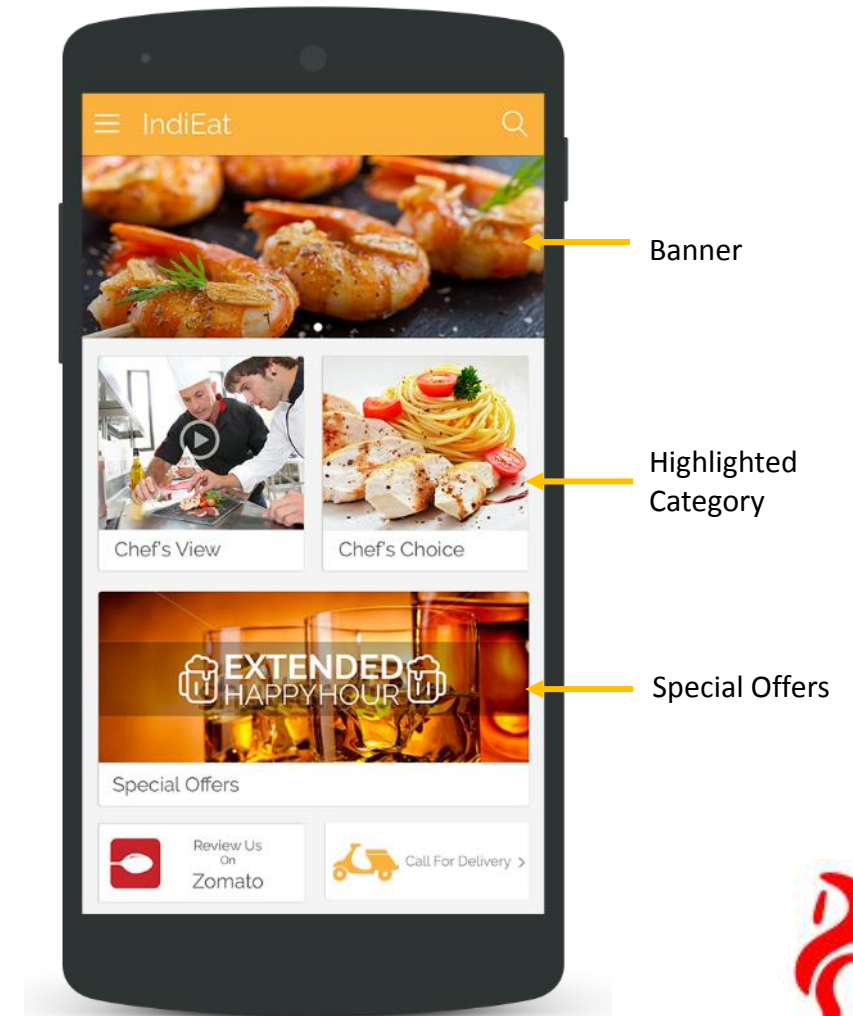
A card which will let your consumer directly call you just by tapping on it



# Home Screen

It can be any no. of widgets with respect to your needs: below are the suggested widgets which can be incorporated with complete details.

Section	Explanation	Image Dimension	Limitations
Banner	Three banners defining the identity of your brand or showcase your brand	1080x740	
Highlight Category of your Business 1	Image and heading	480x480	20 Character
Highlight Category of your Business 2	Image and heading	480x480	20 Character
Special Offer (if any)	Image and heading	1000x500	20 Character
Review Us (API)	URL to redirect to the respective page		20 Character
Booking Card	It's a contact medium by which user can directly contact app owner		20 Character

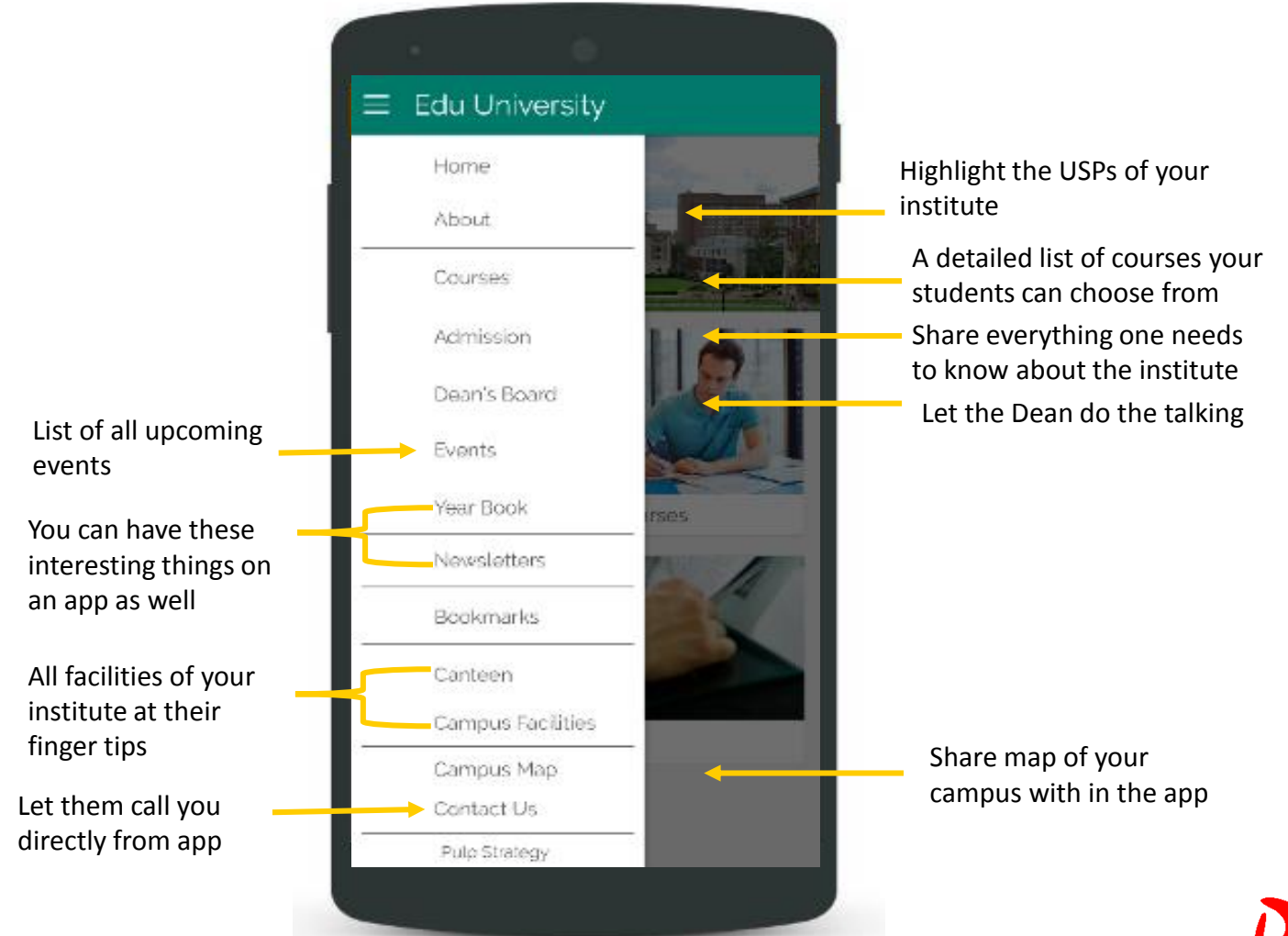


# Navigation Drawer

Navigation drawer or the side drawer is the main menu of your app. It works just like the index. Anything about your business that needs to reach your audience needs to be here. Your consumer can access this list anytime, irrespective of whichever page he/she is on.

- Let us suppose you are an educational university, so here is a sample for you.

This is what you can have in your side drawer

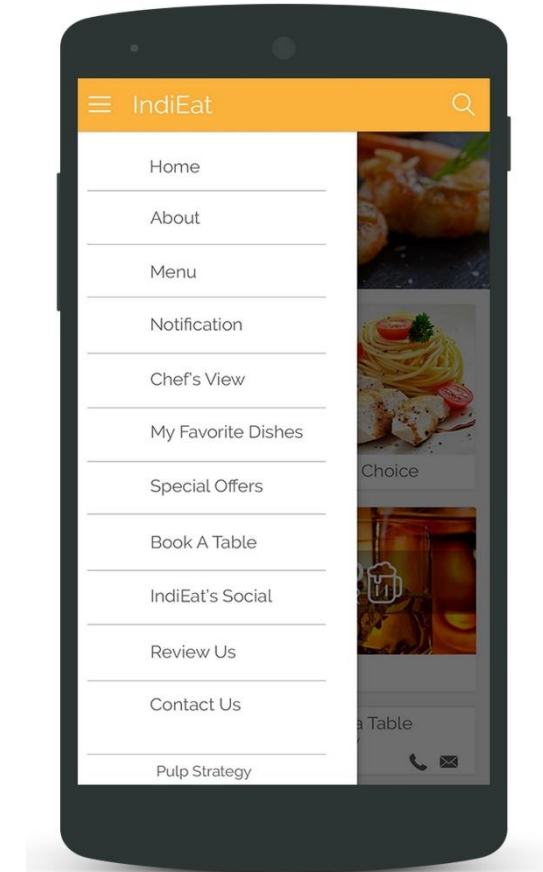


# Navigation Drawer

Here are more technical aspects:

Section	Explanation	Image Dimension	Limitations
Home	Default	192x192	20 Character
About	Default	192x192	20 Character
Category 1		192x192	20 Character
Notification			20 Character
Category 2		192x192	20 Character
My Favourite Dishes	Auto added into the mobile app once liked by the user		
Special Offer	Talk about all the special offers here	192x192	20 Character
Social	This one has list of all your social properties	192x192	20 Character
Review Us	Add social APIs of all the platforms where you want your customer to review you	192x192	20 Character
Contact Us	A separate page to display all the contact details	192x192	20 Character

Here's a sample navigation drawer of a restaurant for you. Add fields as per your need.



# Booking Card

Select from a range of Call-to-action cards. These cards enable your customer to call or rate you directly with the tap of card.



Book A Table >



Call For Delivery >



Make Reservation >



Contact Us >



Donate >

Or customise as per your requirements:

Add  
Image

Heading  
Sub-heading

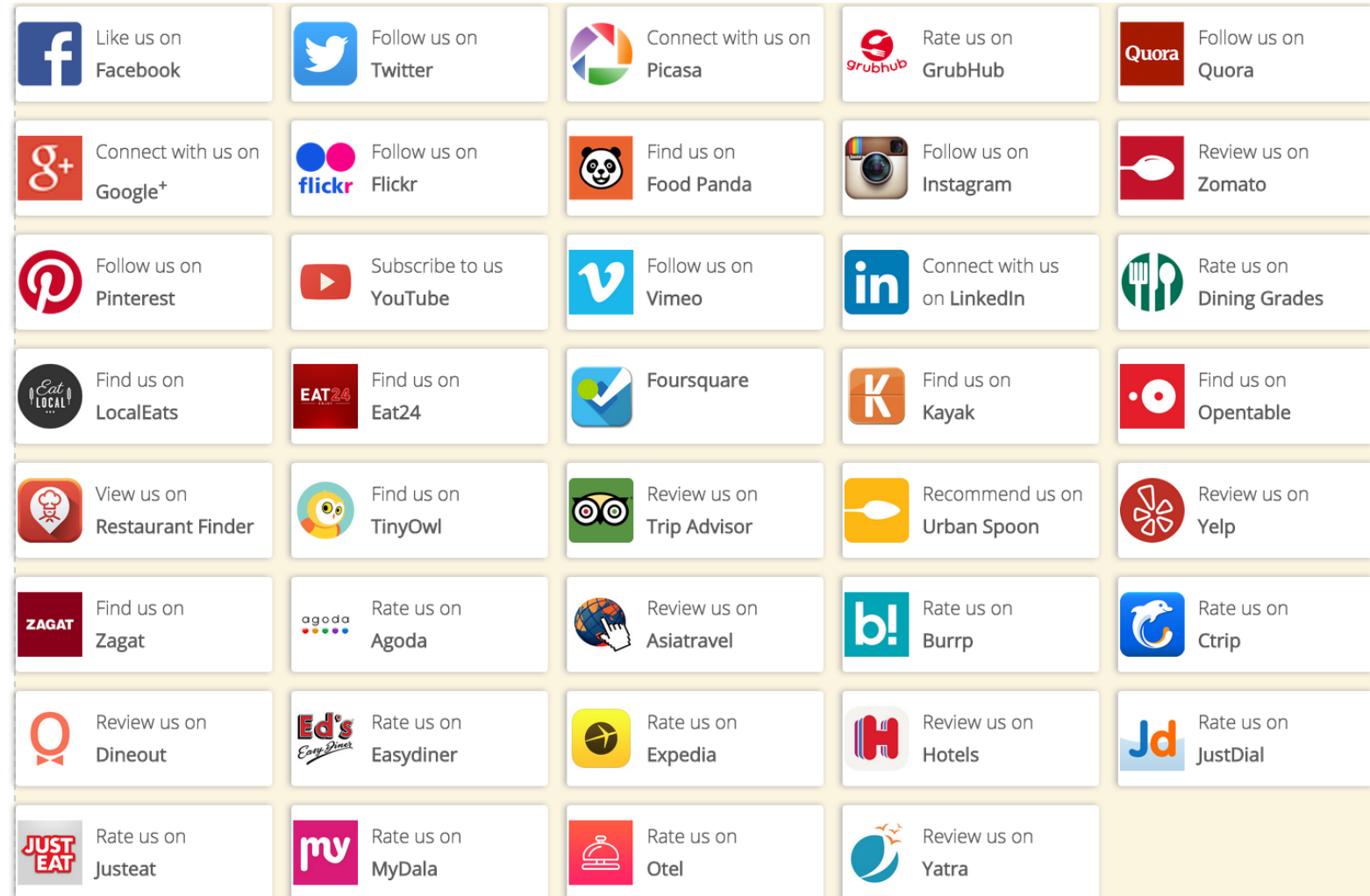




# Social API Cards

*Instappy* provides you with a range of Social API Cards to choose from. This means you can have all your digital properties in the app, just by dragging their cards. Isn't it awesome?

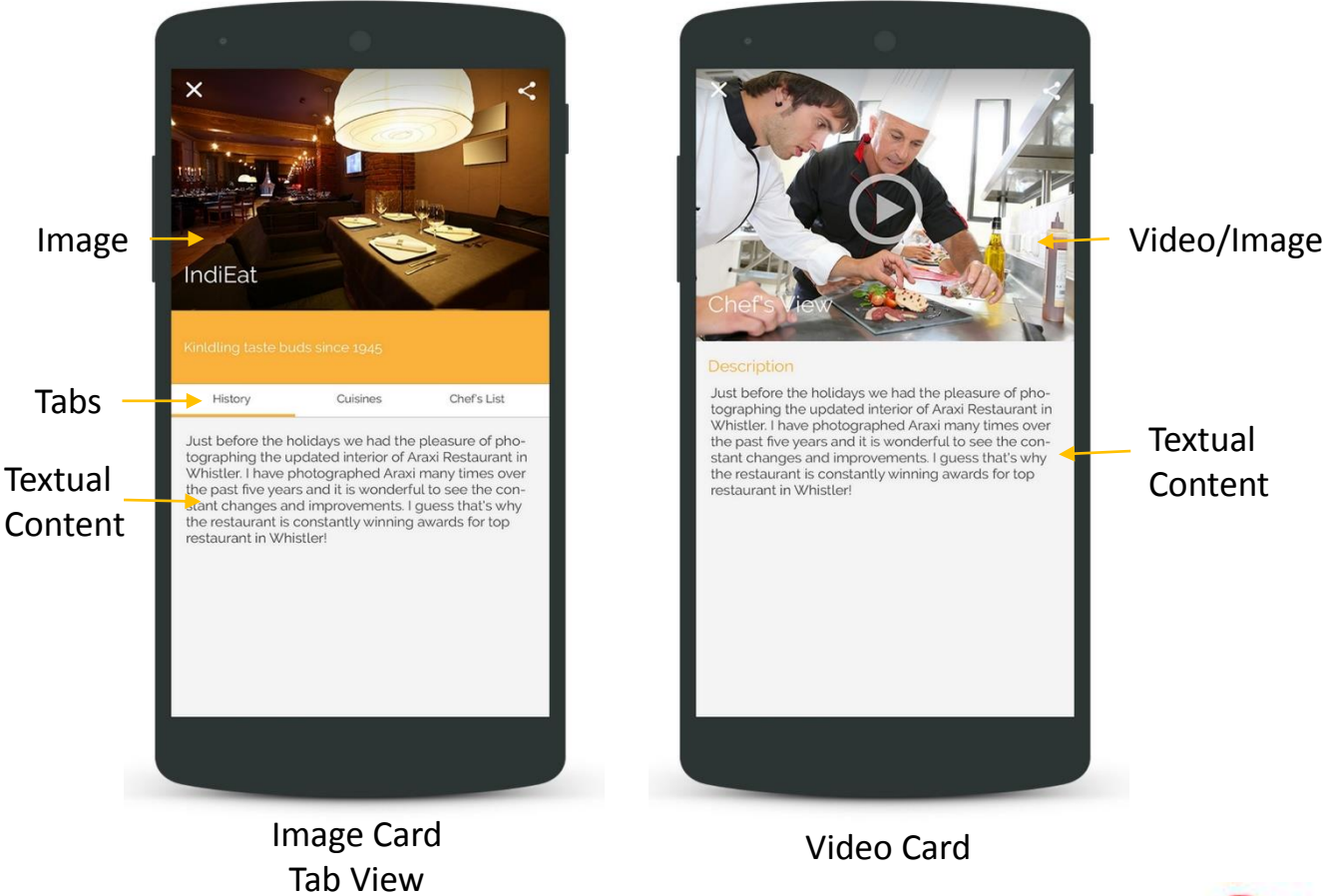
All you need to do is drag the card, add a corresponding URL, and its done.



There are many layouts which can be used: following is the content with respect to the suggested layouts !!

If you have content under different heads, Image Card with tab view is what you need. Or if you have something to tell via video, go for a Video Card !!

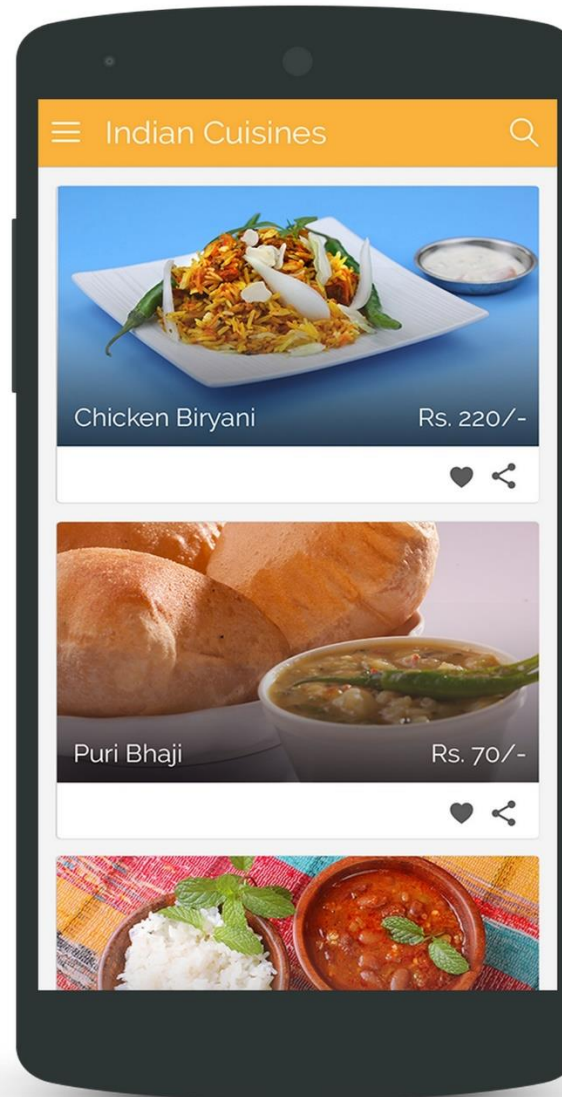
Banner Image		1080x740	20 characters for heading
Tab View	There are three tabs with respect to which content would be required		20 characters for heading



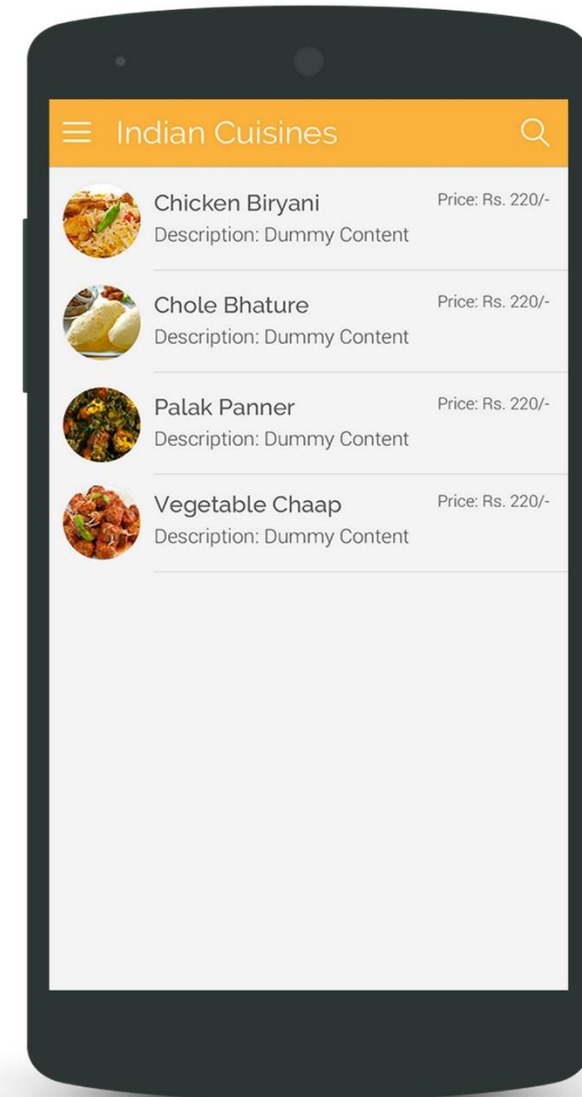
# Inner pages

Every element in your navigation menu has to have a corresponding page. The lists of content can be represented in the adjacent two ways. The adjacent images show references on how menus can be represented.

## Card View



## List View

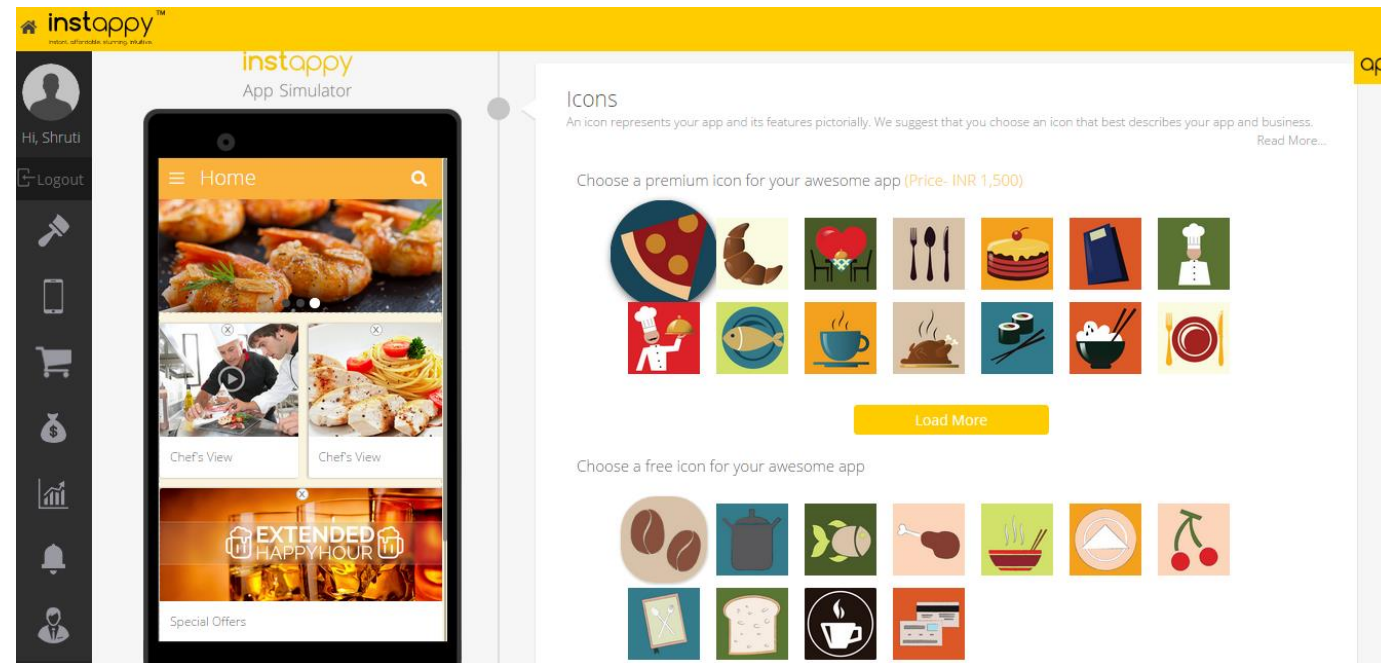


# Finish & Publish

So your awesome app is now ready. Below are the things you would 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 !!

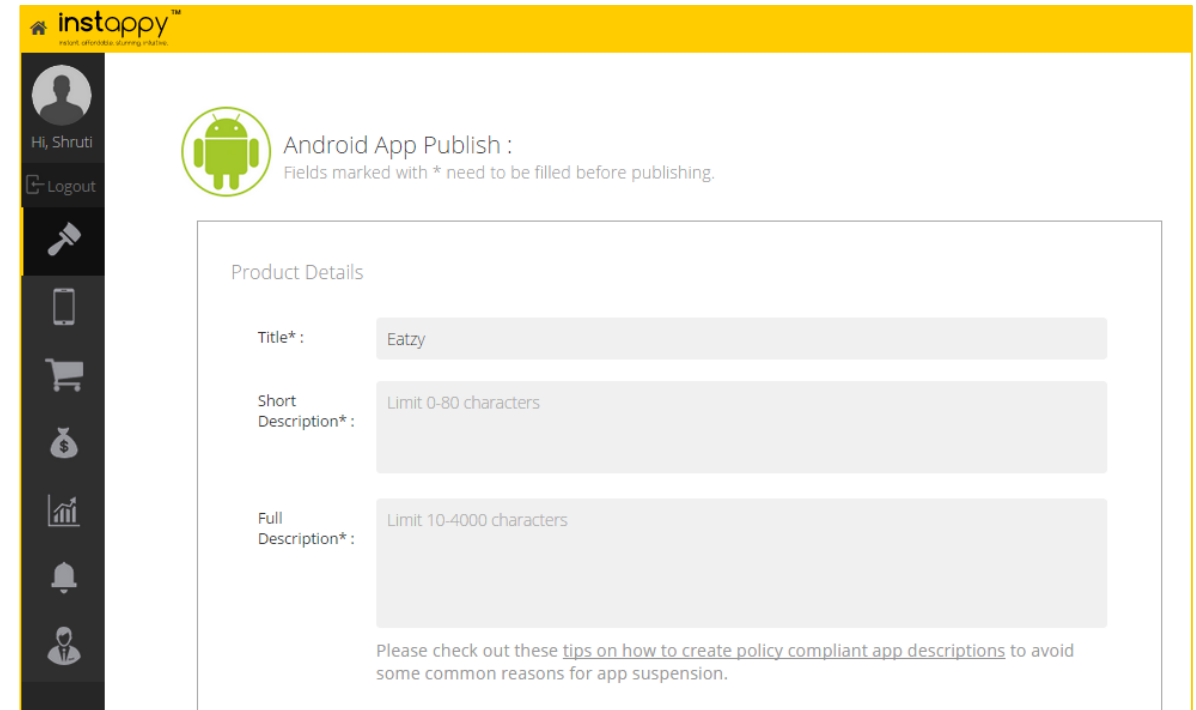
Elements	Section	Image Dimension
APP ICON	Select from our premium icons or upload your own.	1024x1024
SPLASH SCREEN	Select from premium or upload your own.	1920X1080
Push Notifications	Enable or disable with respect to the user interaction needed or not.	
General Billing Info	Auto fill from the profile page.	



Here's how it looks. Pick from these or upload your own. Same goes for splash screens too.

After your have bought your yearly subscription, you would want your app to reach to 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	Character Limit
App Name	Auto filled	
App Title	Title of the app for google play	
Short Description	Describing your app – use lots of relevant keywords	0-80 characters
Long Description	Describing your app – use lots 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)	



The screenshot shows the 'instappy' interface for publishing an Android app. On the left is a dark sidebar with icons for user profile, logout, tools, mobile, shopping cart, wallet, analytics, notifications, and support. The main area is titled 'Android App Publish' with a note that fields marked with an asterisk are required. Under 'Product Details', there are three input fields: 'Title\*' (containing 'Eatzy'), 'Short Description\*' (with a 'Limit 0-80 characters' hint), and 'Full Description\*' (with a 'Limit 10-4000 characters' hint). At the bottom, a note advises checking tips on how to create policy-compliant app descriptions to avoid suspension.

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

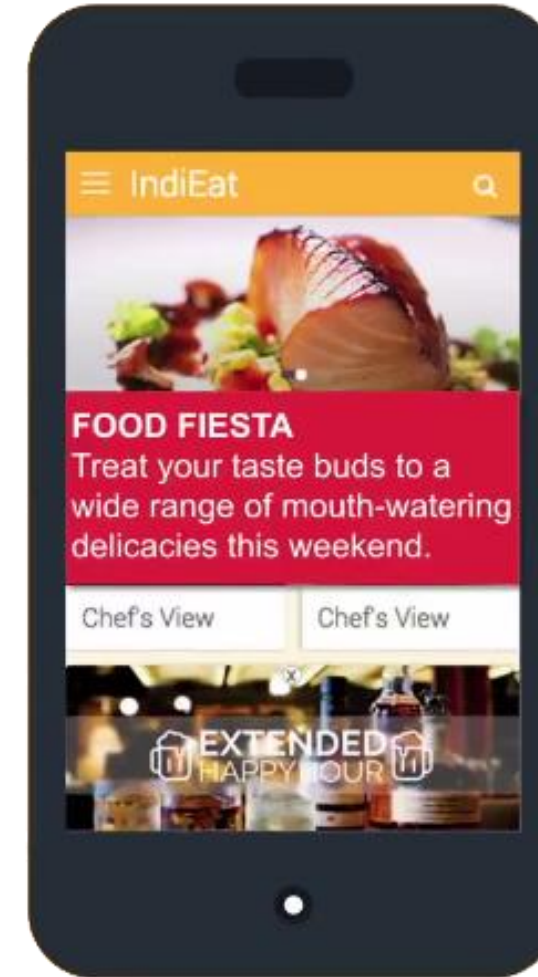


# Free Updates to your users via Push Notifications

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!!

**instappy**  
instant. affordable. stunning. intuitive.

