



A Primer on Mobile Device Development

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1. Document Overview

1.1 Purpose

The purpose of this document is to provide some general rules of thumb for the development of mobile device applications. Some of these guidelines pertain to all mobile apps, some will be specific to data driven applications.

1.2 Scope

This document will provide a brief overview of Human Interface guidelines (HIG), Marketing Ideas, and general rules of thumb.

1.3 Target Audience

This document will be used both by members of iAppFusion and any other interested parties.

1.4 Organization

This document has been prepared as an addendum to the iAppFusion Product Cycle standard.

1.5 Environments

This primer covers all hand-held devices, excluding the iPad. Including iPhone, Windows Phone 7 and Android.

2. Human Interface Guidelines (HIG)

2.1 Dual Modality

Primary modality will allow the user to use device with one hand, typically by allowing user to scroll through a hierarchy of menus. A lot of the data apps are used for reference, so it is assumed the user is using the app at the same time as doing something else, like drinking a beer.

Secondary modality is a free-form search. Typically the user will enter text to search through the data in the app.

2.2 Speed of Launch

The app should launch in 3 seconds or less. The user will consider it slow otherwise and deem it as undesirable.

2.3 Doctrine of Least Surprise

The app should be logical. If features are out of place or confusing, it will cause the user to pause for 1 to 2 seconds prior to proceeding. The end result is the user will view the app as slow.

2.4 Just the App

Do not include an embedded company logo in the screens of the app and do not add a splash page when opening the app. There are exceptions to this rule such as for games that have to load a lot of media files but for the vast majority of apps it is a detriment to the app



2.5 Hierarchical Search for Data

When searching for data using dual modalities, it should be hierarchical. For example, a user is looking for a specific cigar. First show an alphabetical list of brands, the user chooses a brand and it takes them to a list of names, the user chooses a name and it takes them to a list of variations (attributes) where the user can select one and see the detail for that particular cigar.

2.6 Images to Drive Searching

Do not use images to drive searches. User may not know what they are looking for and resolutions may vary.

2.7 Global Search

The global text search should search all brands, names and attributes for the text the user has entered and bring up everything related.

2.8 Adding Photos

Make sure the ability to add a photo is near the beginning of the app. The user may not want to drill down through all the data to get to a particular, but may just want to take a picture and add it to a specific record at a later time.

3. Marketing Hooks

3.1 Web Site

Have a separate web site page for each product with link on the various app stores. Can share pages across platforms, but each app should have a separate page.

3.2 Social Media

Smart phones are social communication devices. More and more, they are being used to keep in touch with sites such as Facebook and Twitter.

3.3 App Naming Convention

Marketing vs. Functional - A functional name will tell the user what the app does, ie. The Humidor. A Marketing name might be something "Leventaras". Over time with the appropriate marketing, people could come to associate "Leventaras" as THE applications to track cigar usage. Sometimes, it is a big company vs. small company decision based on press and marketing budgets.

3.4 Price of App

To a logical extent, the higher the cost, the more perceived value. In the mobile app world, there are a large number of people who consider a \$.99 app a throw-away app or a stepping stone to more functionality. This is more prevalent on the Apple platform. If there is a charge for an app, consider more than \$.99 and 3.5 below.

3.5 Feeder Apps

Once a decision is made to charge more for an app, consider ways to drive sales. One idea is to use feeder apps, that are free, but contain ads for the paid app. Again, using The Humidor as an example,



consider creating at least two, easy, free apps with ads. One of these could be a glossary of cigar specific terms. What is the ring size? How are cigars wrapped? Etc, etc, etc.... A second could be an app with famous quotes about cigars. The app could be a "Quote of the Day". Other ideas include Cigar Trivia or Cigar of the Day apps. All of the feeder apps would be free with ads for the paid app.