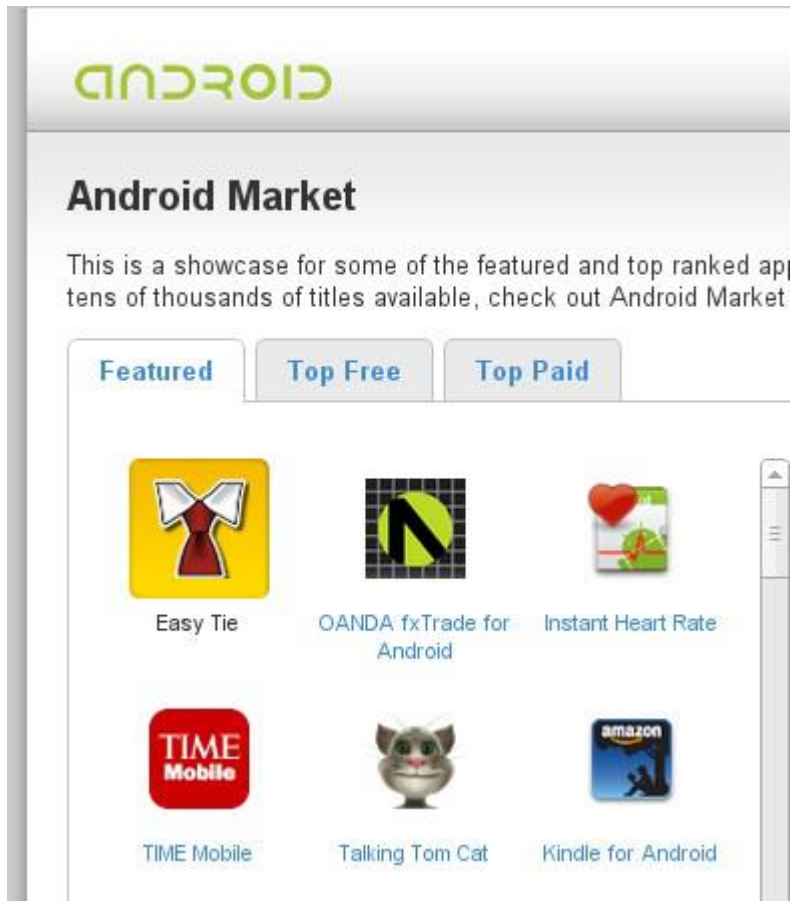


Recommendations for Selecting Your Project

Dr Tadhg O'Sullivan

1 000 000+ Apps and growing...



- Competition is very tough...
- Hard to come up with something original
- If you have, you probably did not search well enough... :-)
- But remember its okay to be inspired and come up with original take

Application Lifespan

- 38% survive the first day on user handsets
- 5-10% survive a month
- Why?
 - Out of space
 - Users do not need the functionality/bored
 - Do not want to pay

What are the options?

- Look around, see the apps you like, think of ways to make them better.
- Think of your own life and what app would make it better
- Don't plagiarise, get 'inspired!'
 - more on this later...

What type of app to develop?

- Think of an app people would use daily
 - “Goldrush” will eventually end...
 - Whats App just got bought for 16 Billion dollars
 - Many competitors but it won.
- Do not attempt to create a 'swiss army knife' that does everything
 - People will get confused about your app and its purpose and won't use it (Google Wave, anyone?)
 - Also, when compass wants SD Card permissions & Internet access, or Barcode reader wants to read and write your contact details, this IS suspicious – and you want your user to trust you!

What type of app to develop? Cont'd

- Concentrate on a small, specific task for your app, and do it well (better than others)
- When you succeed, listen to your users, ignore competition – your users will tell you what they want to see in your app
- Look at the hardware – see what is available to you, use it to your advantage: GPS, accelerometer, Internet, SMS, Telephony, Multimedia...

What type of app to develop? Cont'd

- Concentrate on your local niche markets, thus minimizing competition => limits potential audience, too
- Decide how the app interacts with the user
 - Is it a widget they will use all the time
 - Is it a “standard” app they control by turning on
 - Is it an app that runs itself and contacts the user

Being 'Inspired'...

- DO NOT copy things 1-to-1, do not call them similar names. This is 'derivative works', not 'inspiration'. These will be eventually taken down by Google when it receives a DMCA takedown notice from copyright holders.
- Yes, even if you don't copy any code!
- Weeks/months of your work will be wasted:
- Example: flappy clones being removed from Android Market recently...

On Reusing Code

- Reuse code by all means if source code license allows.
- Quick recap on open source licenses:
 - Approved List available on [Opensource.org](https://opensource.org/licenses/)
 - Most widely used:
 - GPL v2, GPL v3 / Affero/ LGPL
 - Apache / BSD / MIT / Mozilla
- Read licensing terms carefully. Be afraid of 'Beer Ware'-type licenses, they might be legally binding, no matter how ridiculous.

GPL v2/v3, LGPL vs BSD

- GPL: you cannot reuse parts of GPL code in your programme without your programme also becoming GPL
 - If you distribute it (GPLv2)
 - If you distribute or deploy it (GPLv3)
- LGPL – you can link LGPL libraries without opening your code
- BSD/Apache/MIT/Mozilla: you can reuse this code without opening your code, but in some cases might need to acknowledge the original authors

Disclaimer: IANAL & TINLA!

If reusing code in your app:

- Clearly indicate you use/reuse portions of someone else's code
- Clearly state your contributions in the documentation, commit log history
 - Hopefully we won't have to deal with issues when the only things that changed are programme title, icon & copyright info :-)

Using Graphical/Design Material

- Prefer Creative Commons material (Flickr, Google Image search, others allow CC search)
- There are different types of CC licenses, familiarize yourself at creativecommons.org:
- CC-BY, CC-BY-SA, CC-BY-NC, CC-BY-ND, CC-BYNC-SA
- Only CC-BY is suitable for commercial, closed source software. Attribution of author is required
- *Disclaimer: TINLA & IANAL!*

Questions

- Please ask in the Student Forum