Today, most of the people were really impatient particularly the mobile users who have minimal patience when it comes to their smartphones. And as a student who is planning to have her future business, making websites and applications to introduce my products is my brand’s calling card, and it should be findable, useful, usable, and engaging on any device a customer uses to access it. Through the help of informational and creative design phases which are the cloud platforms, CMS and responsive design. It helps us to develop run and manage applications. So if I would be asking myself should I develop a mobile application? Of course yes, because in today’s generation most people were connected on the internet and they usually use smartphones and handheld devices because of that it would be easier to advertise and market products and build brand image in industry.

In order not to waste your investment through developing mobile application, you need to have a strategic plan to attract and catch the attention of the mobile users so that they’ll get the most benefit of what they paid for. Upon developing mobile applications, it is unavoidable to receive feedbacks and comments so in order to lessen this case before I upload the developed mobile application, I will implement testing to validate the application’s functions. To become satisfactory, the application must have a direct to the point information

To become familiarize, a mobile application needs to be advertised. By the use of search engine such as google, yahoo or bing, also through the support sharing like social media, that mobile application must be easy to search and it also important to be included in the mobile site link. Upon the process of advertising, you need to know your target market and match it with them. To have a great quality mobile application, you need to consult a critic to help you improve the strategic plans and application’s structures and functions. So as not to waste all the efforts, the developed mobile application should have version number and must be copyrighted.

Santos, Riangelou Genesis C.