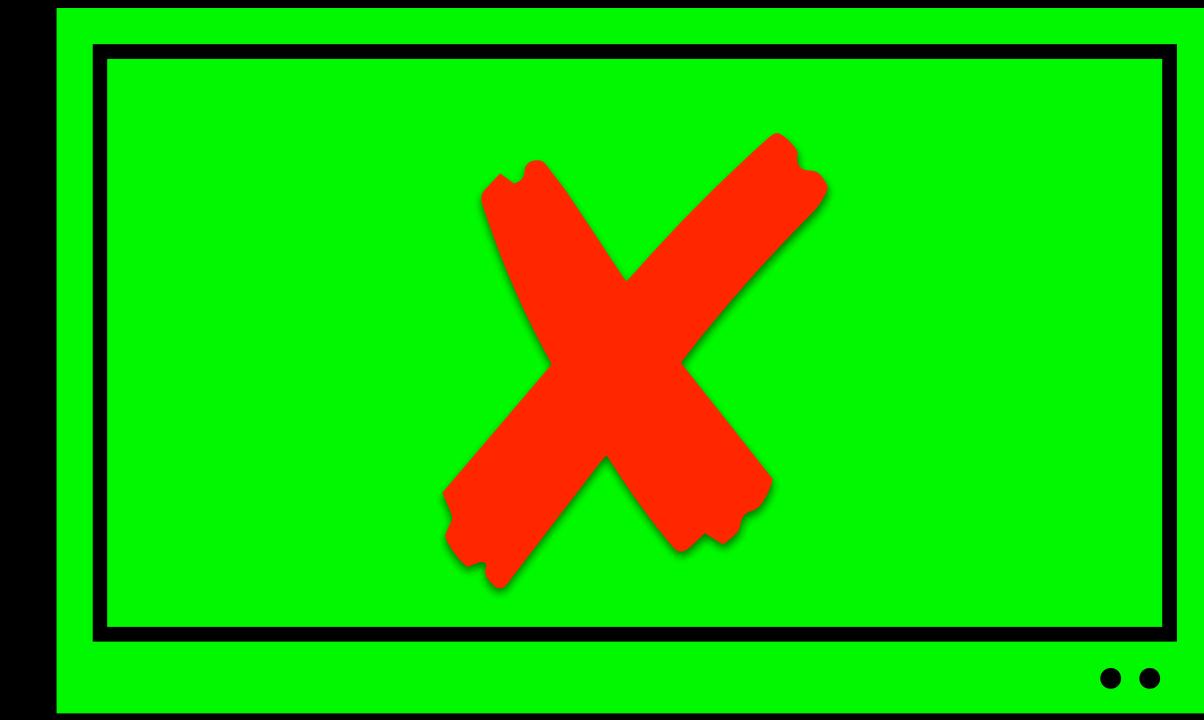


The webinar is about to start...

Make sure your sound is ON

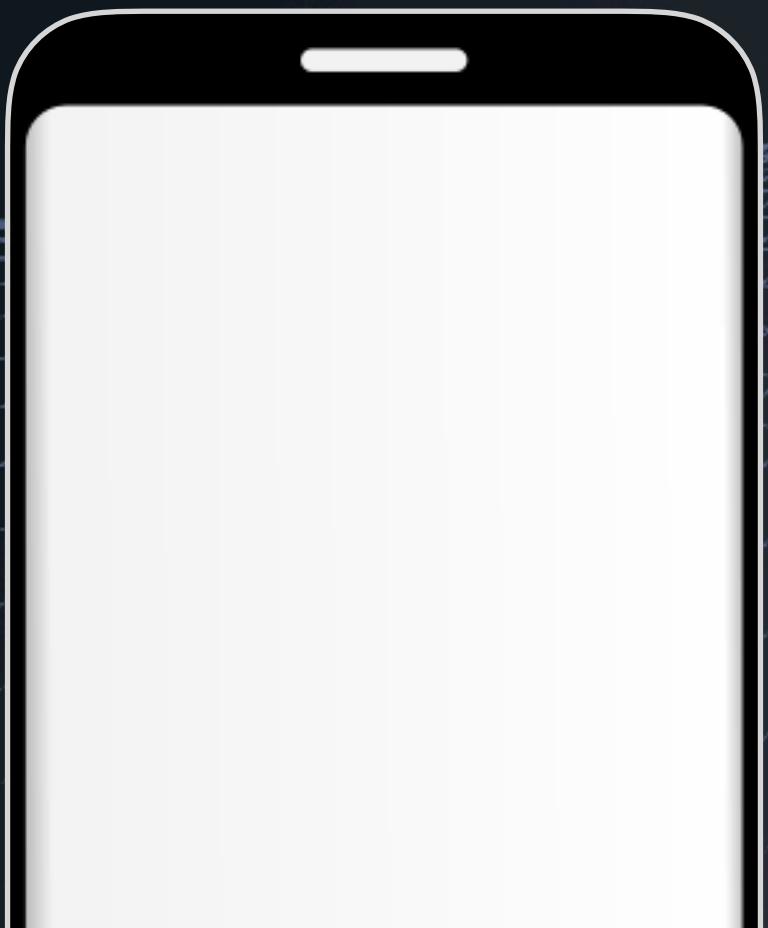


Free yourself from distractions



8 Steps To Coding An App

By Jameson Saunders



Who is this for?

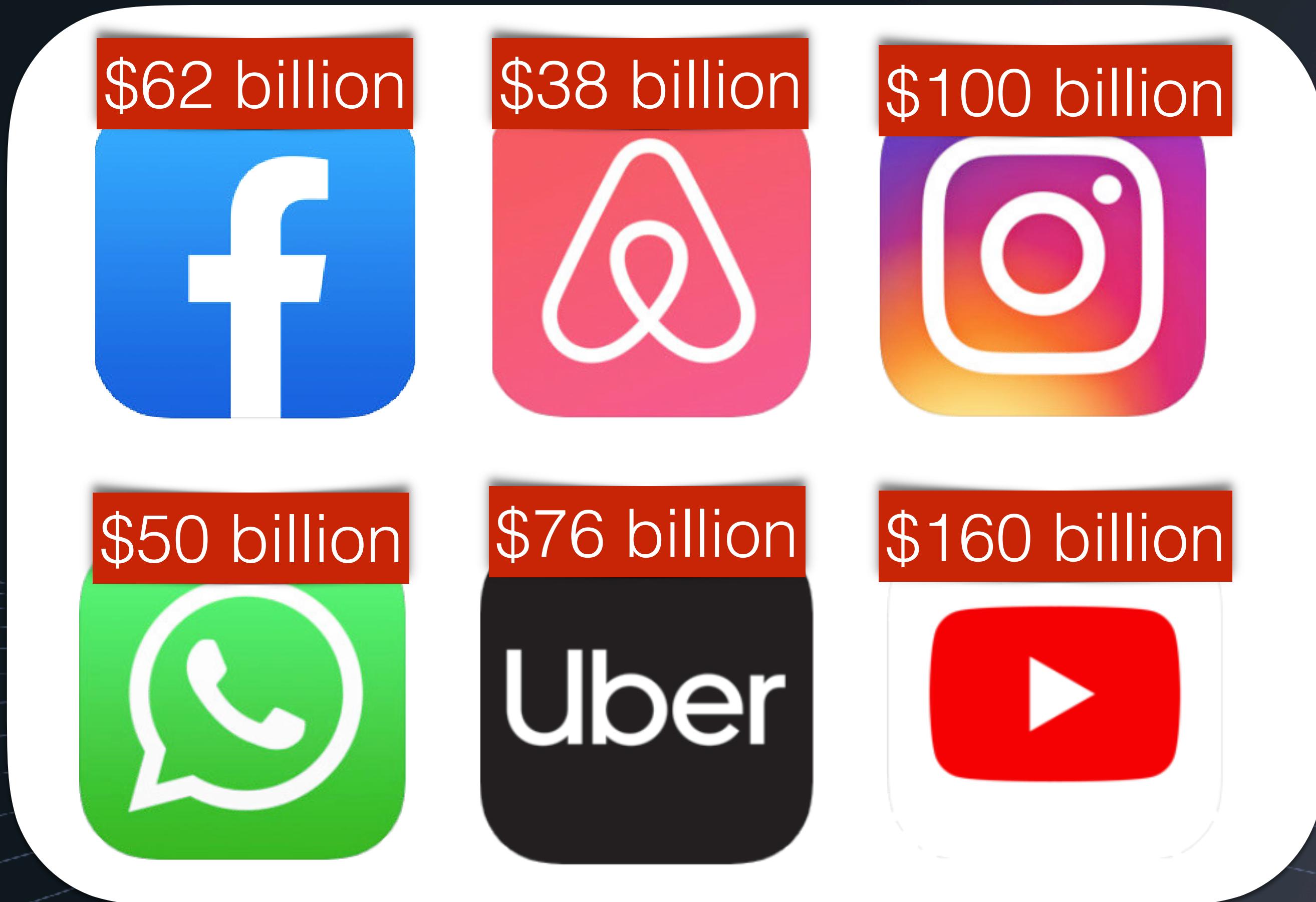
- Beginners who are completely new to coding
- Code dabblers
- Anyone who wants to build an app for:
 - iOS
 - Android
 - Web

Who is this NOT for?

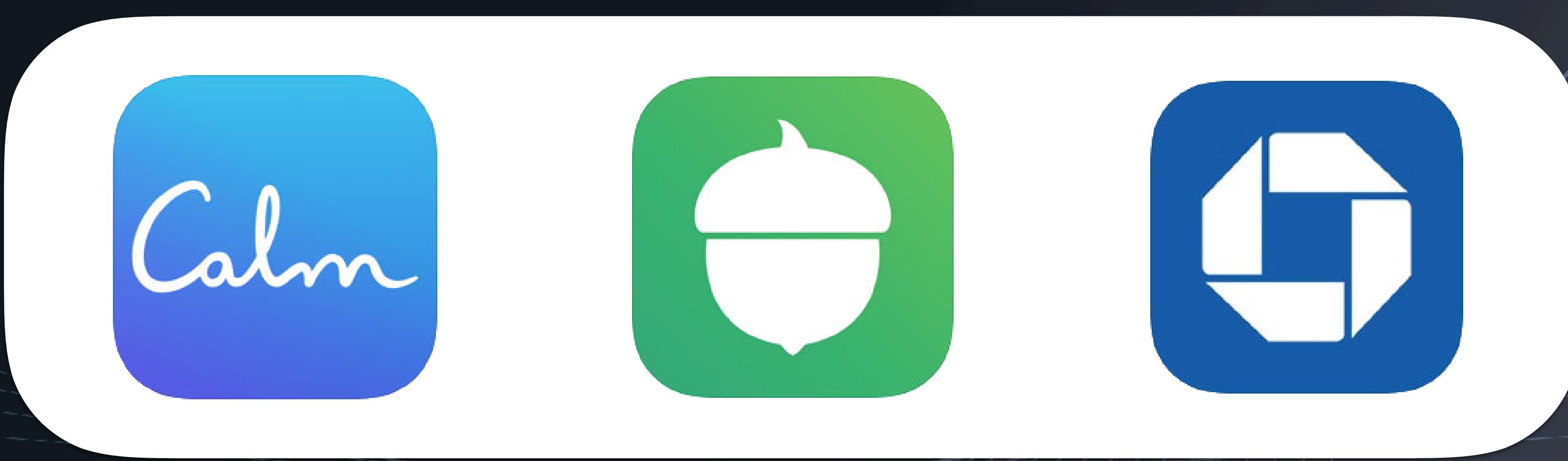
- Those who want to make heavy graphics mobile games
 - 3D
 - Motion
 - Physics
- I recommend you use Unity

Get ready!

Building apps can be lucrative



Apps can help people



Can a beginner learn how to code apps?



Anyone can learn how to code apps...

If they have the right mentor!



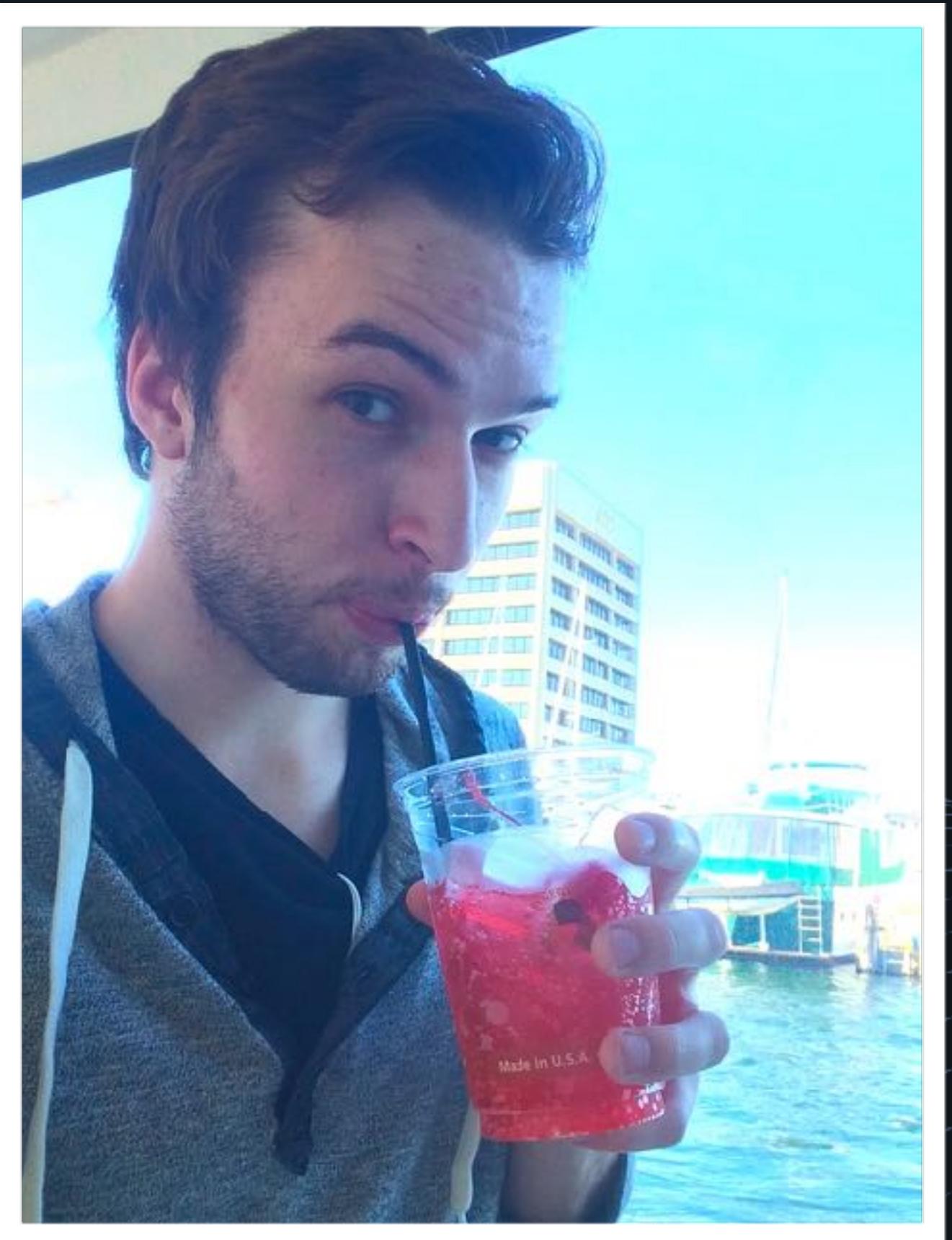


This was me...
I didn't even know what coding was.

This is me now

I left an \$8 billion dollar tech startup.

(Open offer to go back any time – but I prefer teaching.)



What apps have I built?

LOTS of apps for
freelance clients.

Website Consulting & Analysis

\$650.00

★★★★★ 5.00 Sep 2019 - Oct 2019

Fixed-price

Very pleased with the results of this project with Jameson! He was prompt, thorough, and exacting in his analysis and report of our site. We look forward to working with him on future development projects.

 Share feedback

Developer needed to create a cross platform mobile app to select contacts for use in a web app.

\$2,146.67

\$80.00 / hr

27 hours

★★★★★ 5.00 Jan 2019 - Feb 2019

Jameson was able to accomplish in a very short amount of time what other developers told me was not possible given my requirements. Not only was the work he did of high quality, but his communication and recommendations resulted in an end product that was better than I originally asked for. If you need a mobile app built that runs on all the major platforms supported by a serverless backend (and if you're creating a new app, that is by far the best way to go as of February 2019), my suggestion would be to not go with a budget freelancer - go with Jameson and

 Share feedback

**Ongoing Angular/Firebase Code Review
highlighting best practices and offering
guidance/education**

\$920.00

★★★★★ 5.00 Nov 2019 - Dec 2019

Jameson was a great communicator and provided very professional work. His personality is very friendly and was a pleasure to have as a member on the project.

 Share feedback

Enhancement to Cruzzle Mobile App

\$2,160.00

★★★★★ 5.00 Oct 2019 - Nov 2019

\$80.00 / hr

This is my second contract with Jameson and it won't be my last. He consistently over-delivers quality results in an expedited timeframe. I highly recommend!

27 hours

 Share feedback

Developing a Deployment Pipeline

\$2,866.66

★★★★★ 5.00 Oct 2019

\$80.00 / hr

Very happy to work with Jameson, and will continue to do so as we have development needs arise!

36 hours

 Share feedback

Demand for apps is high

I can teach you how to
code apps

Stick with me to get your...

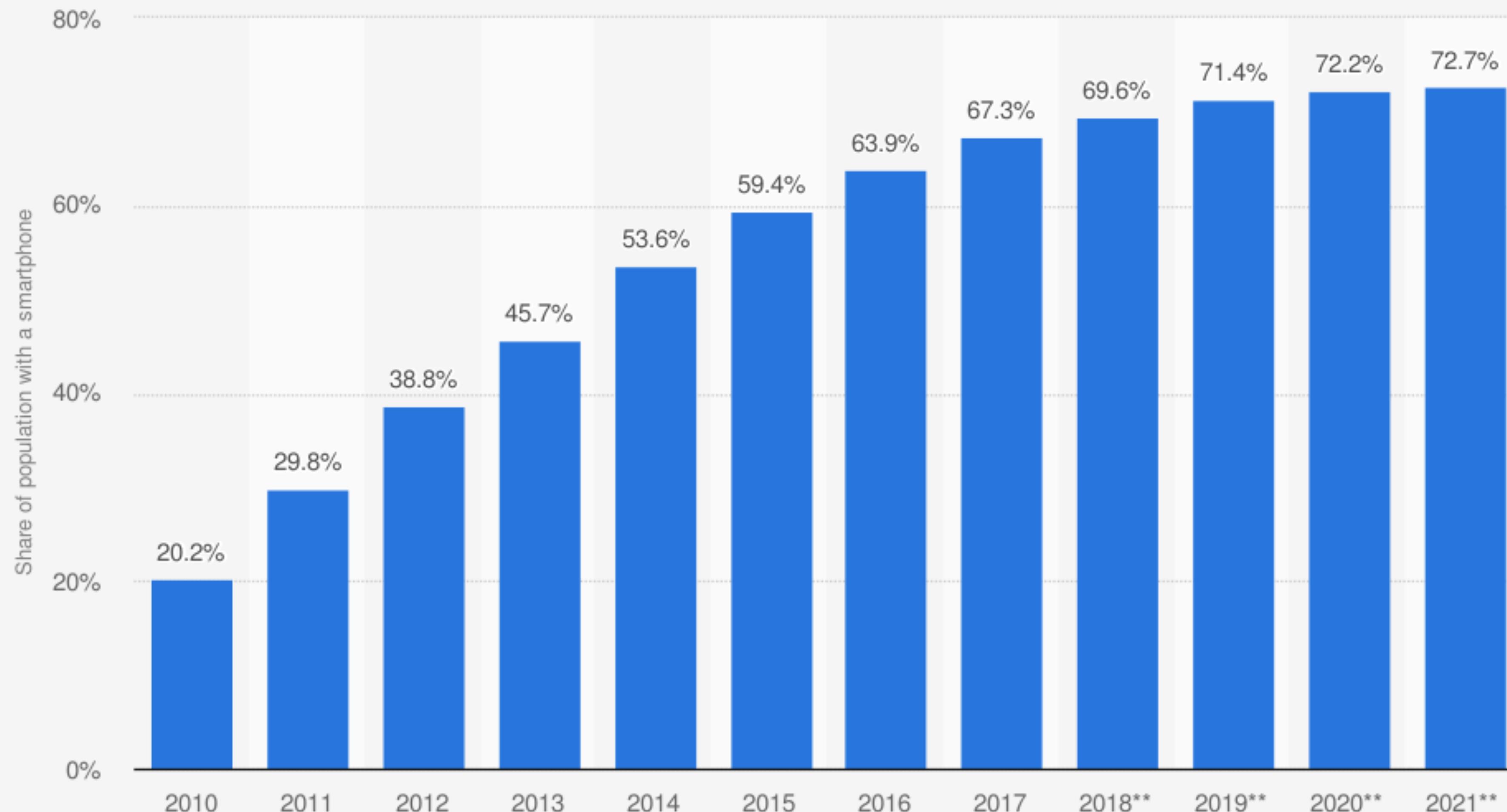
COPY OF
SLIDES

Why is my training special?

- Not like other programs that teach you “how to code”
- Results-driven—How to build actual apps
- Practical—What I actually do on a day-to-day basis

Go ALL IN on app development

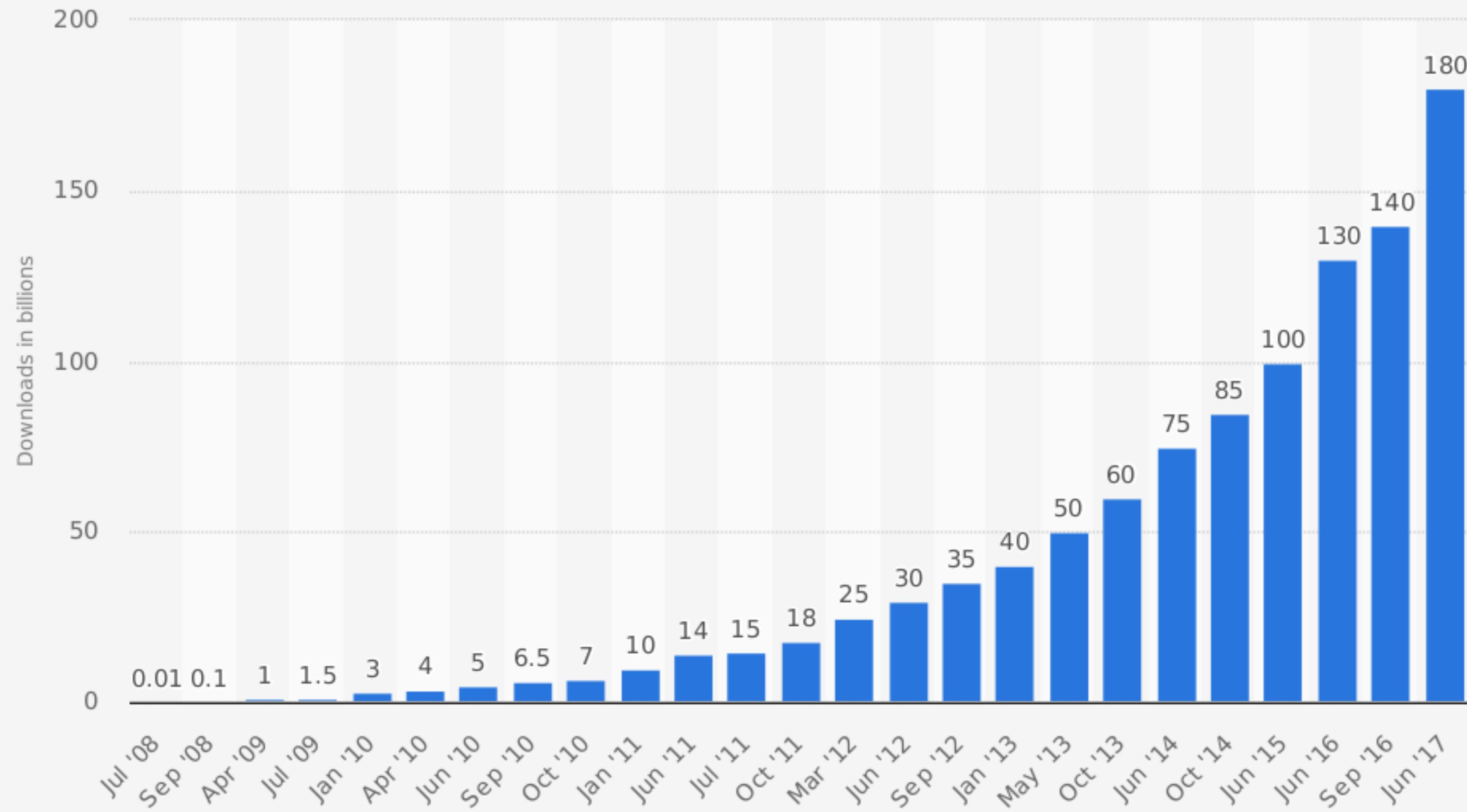
Smartphone penetration rate as share of the population in the United States from 2010 to 2021



Source
eMarketer
© Statista 2019

Additional Information:
United States; eMarketer; 2010 to 2018; Individuals of any age who own at least one smartphone and use the smartphone

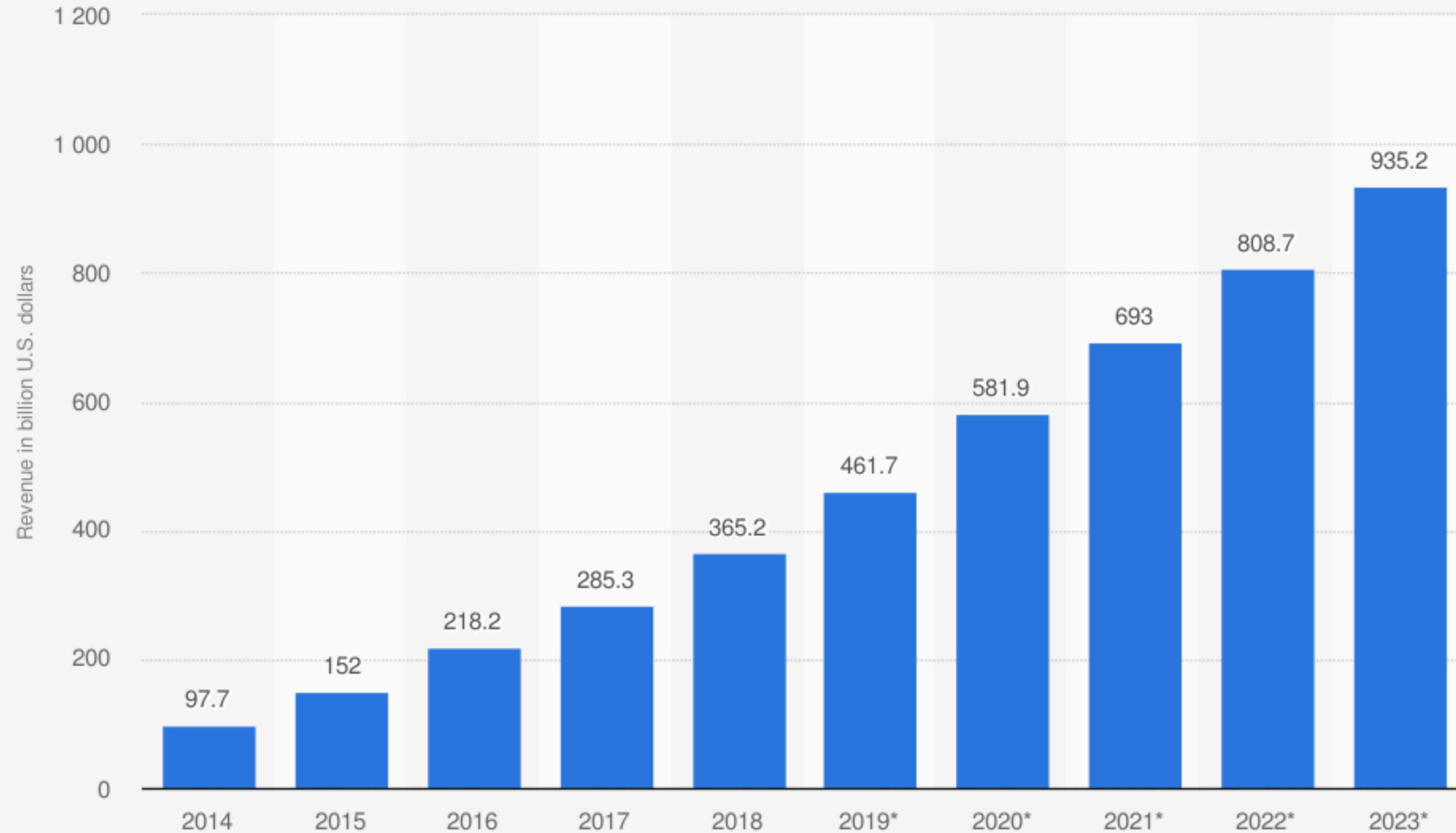
Cumulative number of apps downloaded from the Apple App Store from July 2008 to June 2017 (in billions)



Source
Apple
© Statista 2019

Additional Information:
Worldwide; Apple; July 2008 to June 2017

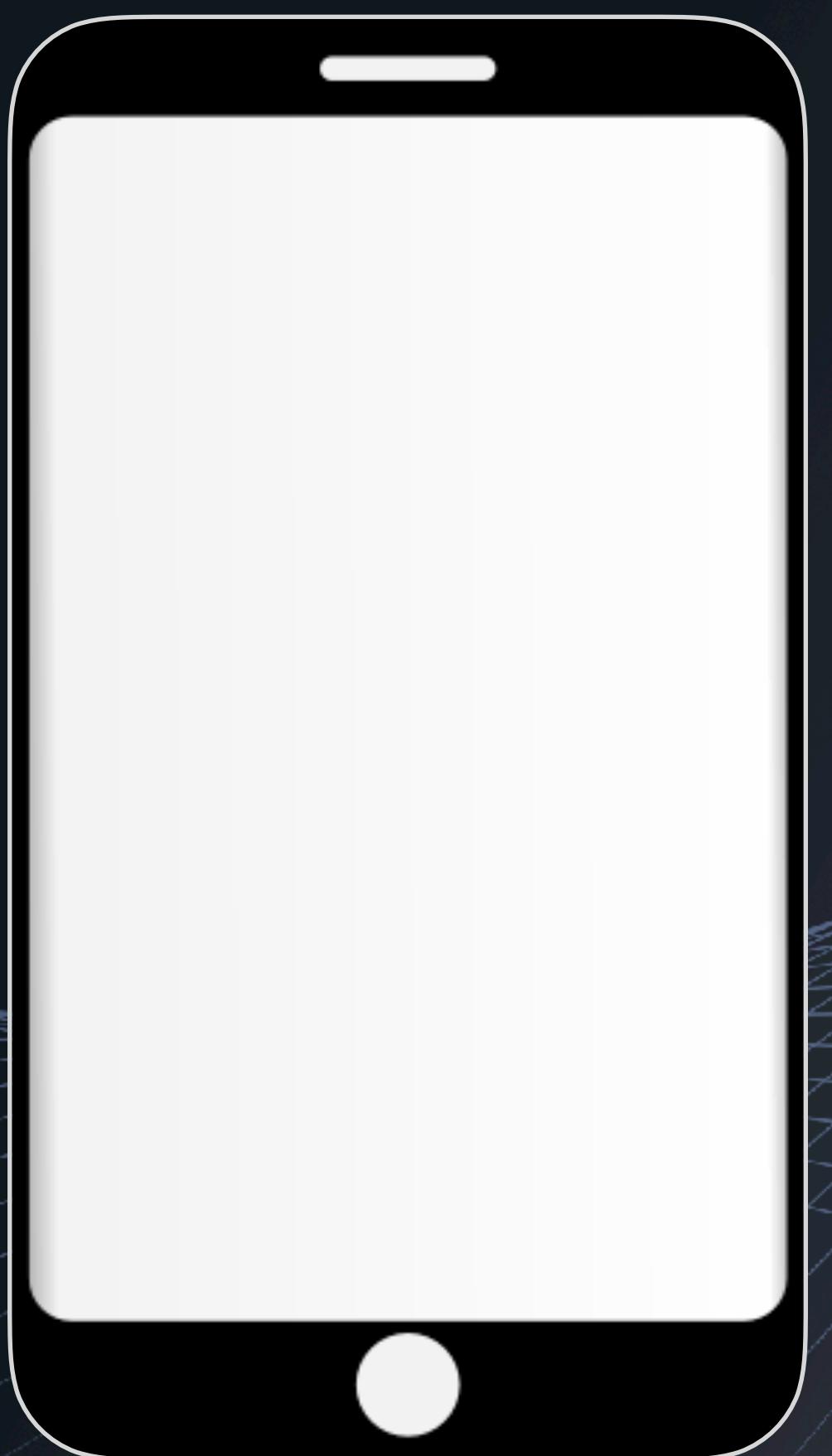
Worldwide mobile app revenues in 2014 to 2023 (in billion U.S. dollars)



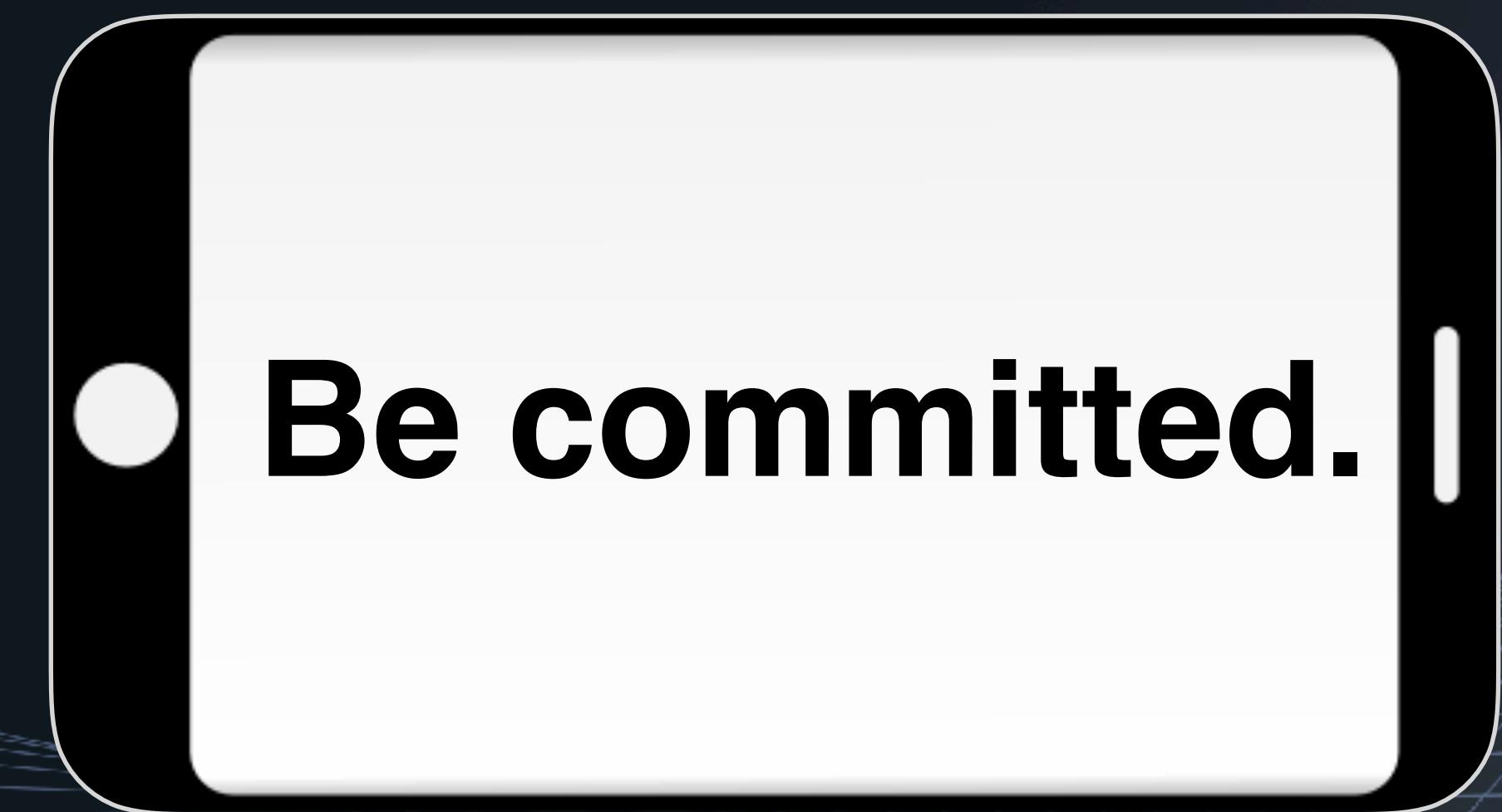
Source
iResearch
© Statista 2019

Additional Information:
Worldwide; iResearch; 2014 to 2018; combined mobile in-app advertising and paid app revenue

Do you want to make an app?



Do you want to make an app?



8 Steps To Coding An App

1

2

3

4

5

6

7

8

1

2

3

4

5

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8

1. Pick an idea

What makes a good app idea?

- Solves a problem that interests you
 - A problem you have
 - A problem your company has
 - A problem you noticed in a market (e.g. dentists, accountants, etc.)
- Solves a **REAL** problem

Stick with ONE idea

- Single focus: $10^2 = 100$
- Split focus: $5^2 + 5^2 = 50$

Time^x = Results



Idea

2

3

4

5

6

7

8

2. Pick your platforms

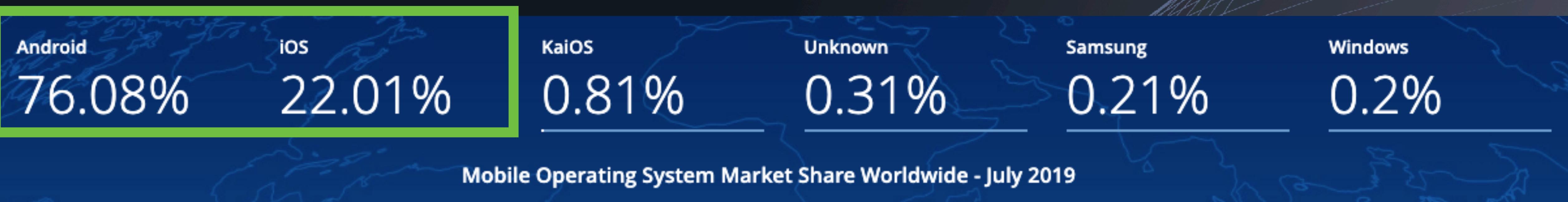
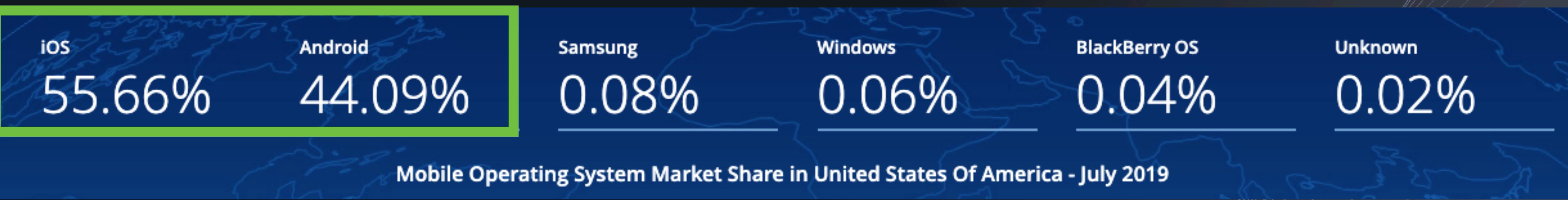
What options are there?



KaiOS

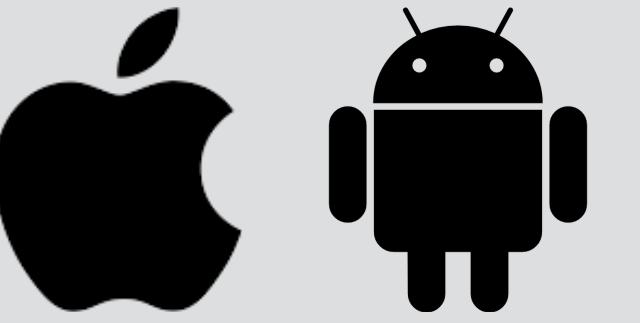
BB BlackBerry

Data makes our choice easy





Idea



Platform

3

4

5

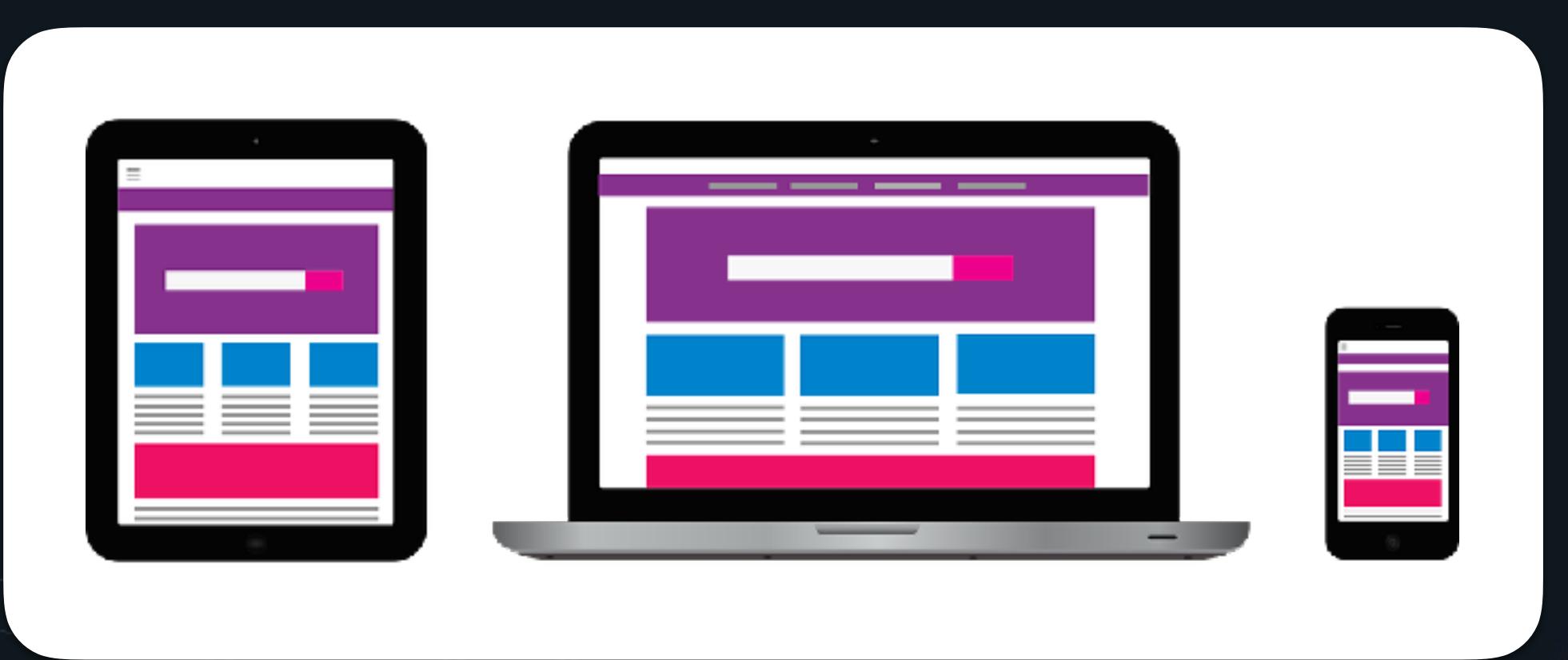
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3. Pick your front end tech

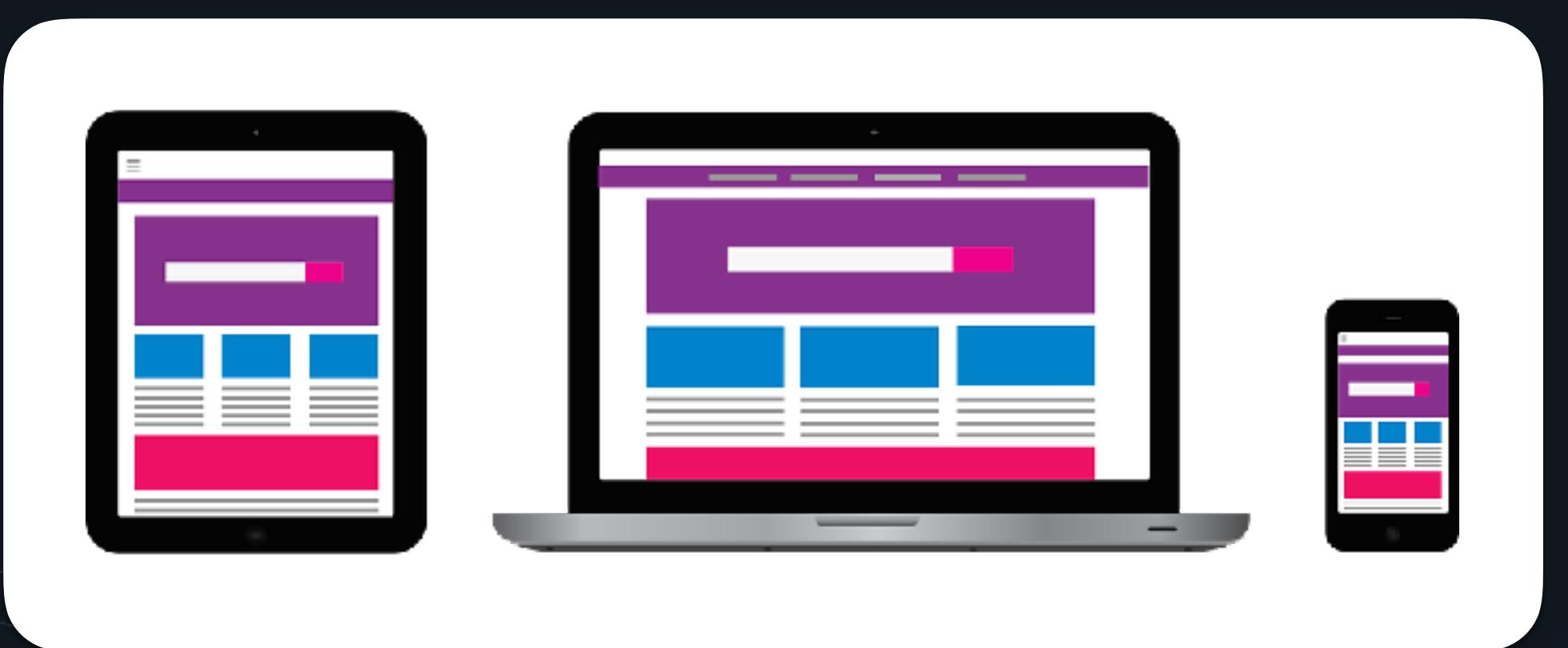
Front end



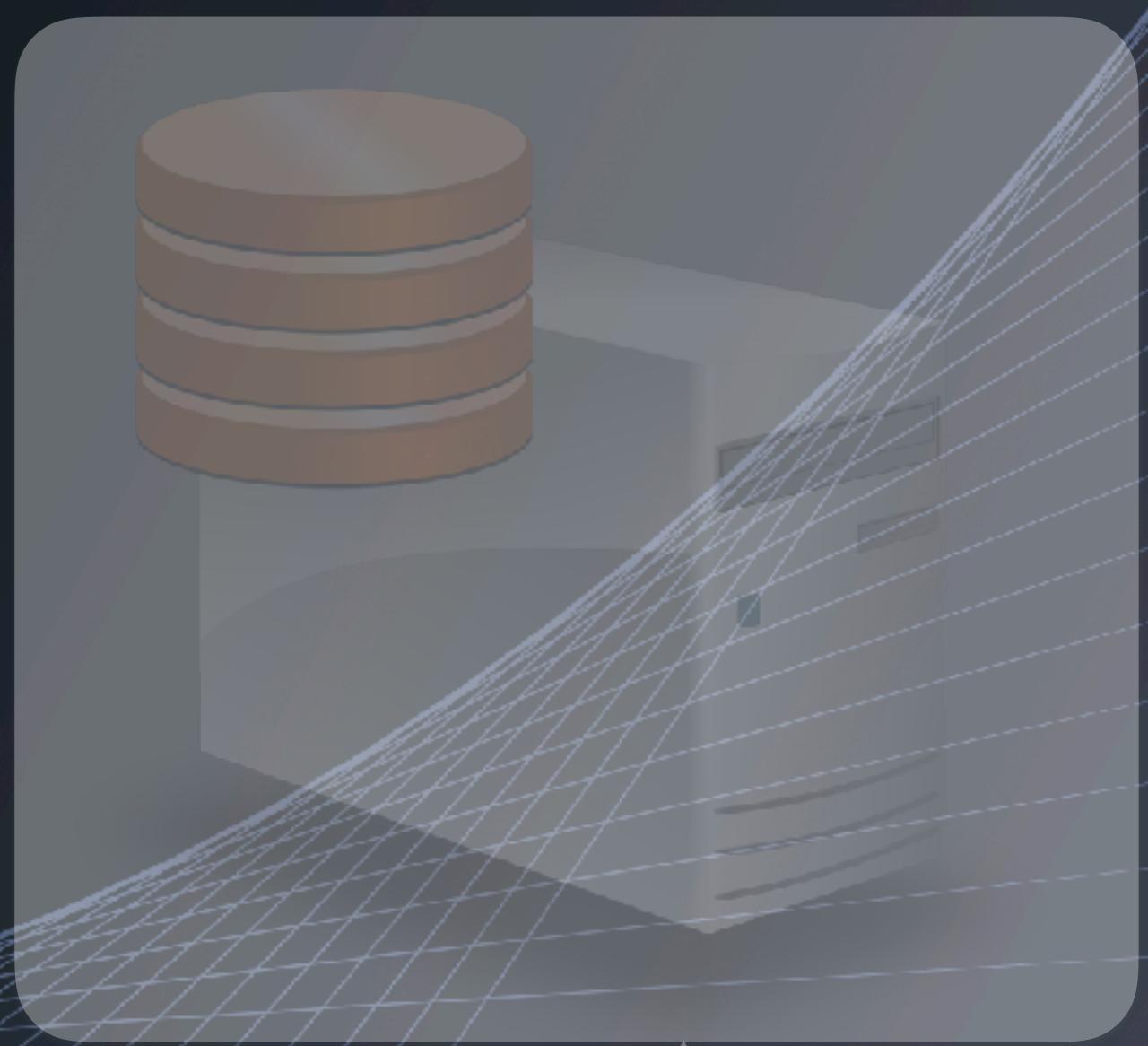
Back end



Front end



Back end



A good front end tech...

- Is easy to use
- Makes pretty apps
- Allows quick implementation
- Builds cross-platform apps
- Is used by trusted brands

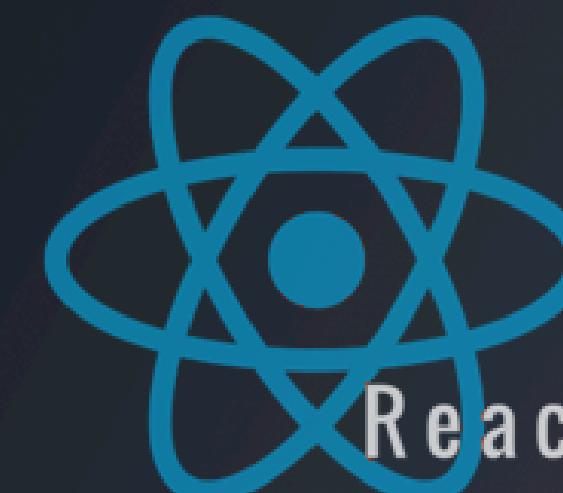
Front end tech options:



Swift



Android
Studio



React Native



Flutter



ionic



NativeScript



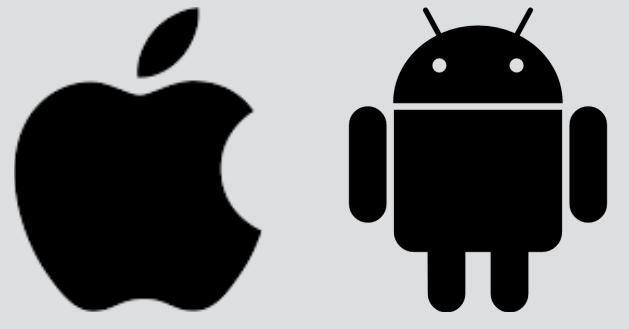
Fast, beautiful apps

Ionic Framework is the free, open source mobile UI toolkit for developing high-quality cross-platform apps for native iOS, Android, and the web – all from a single codebase.





Idea



Platform



Front End

4

5

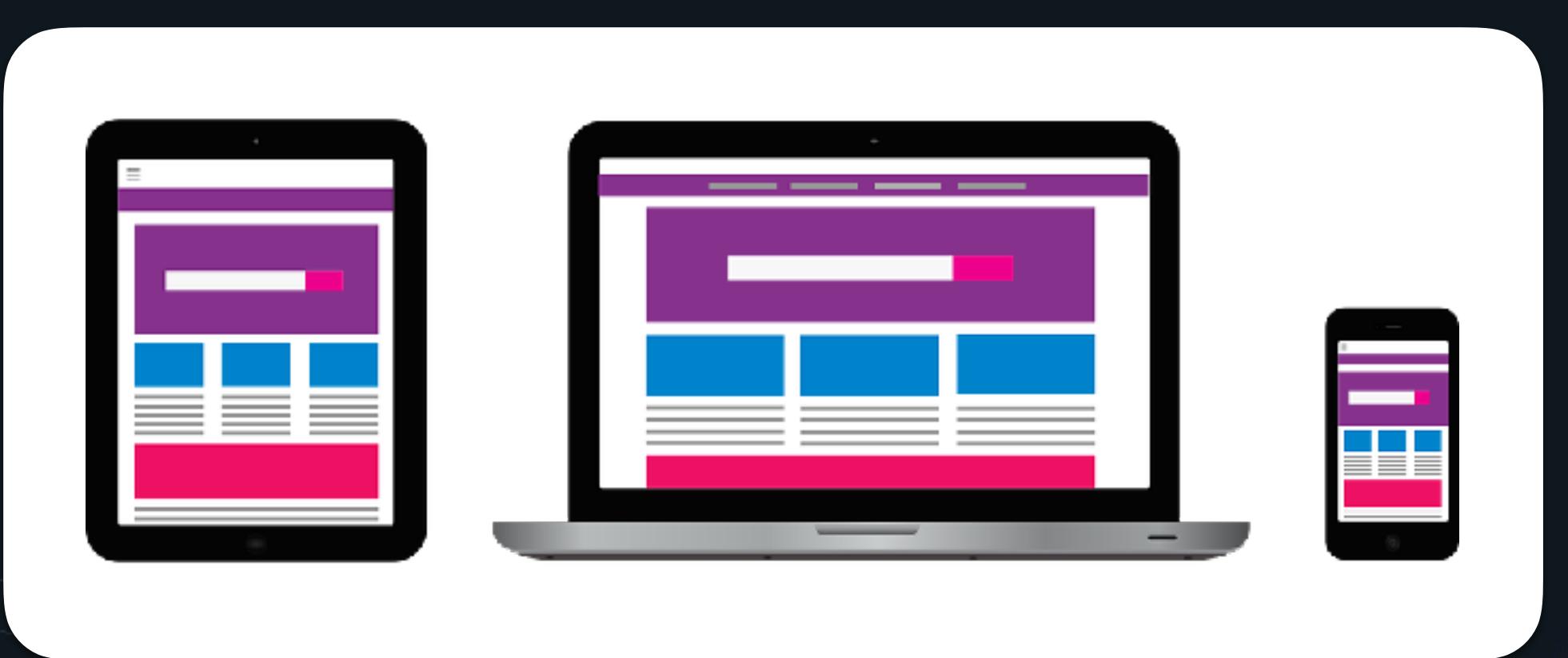
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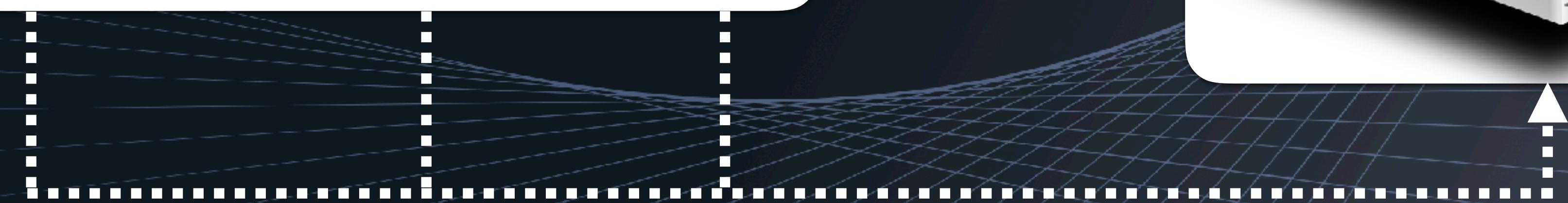
8

4. Pick your back end tech

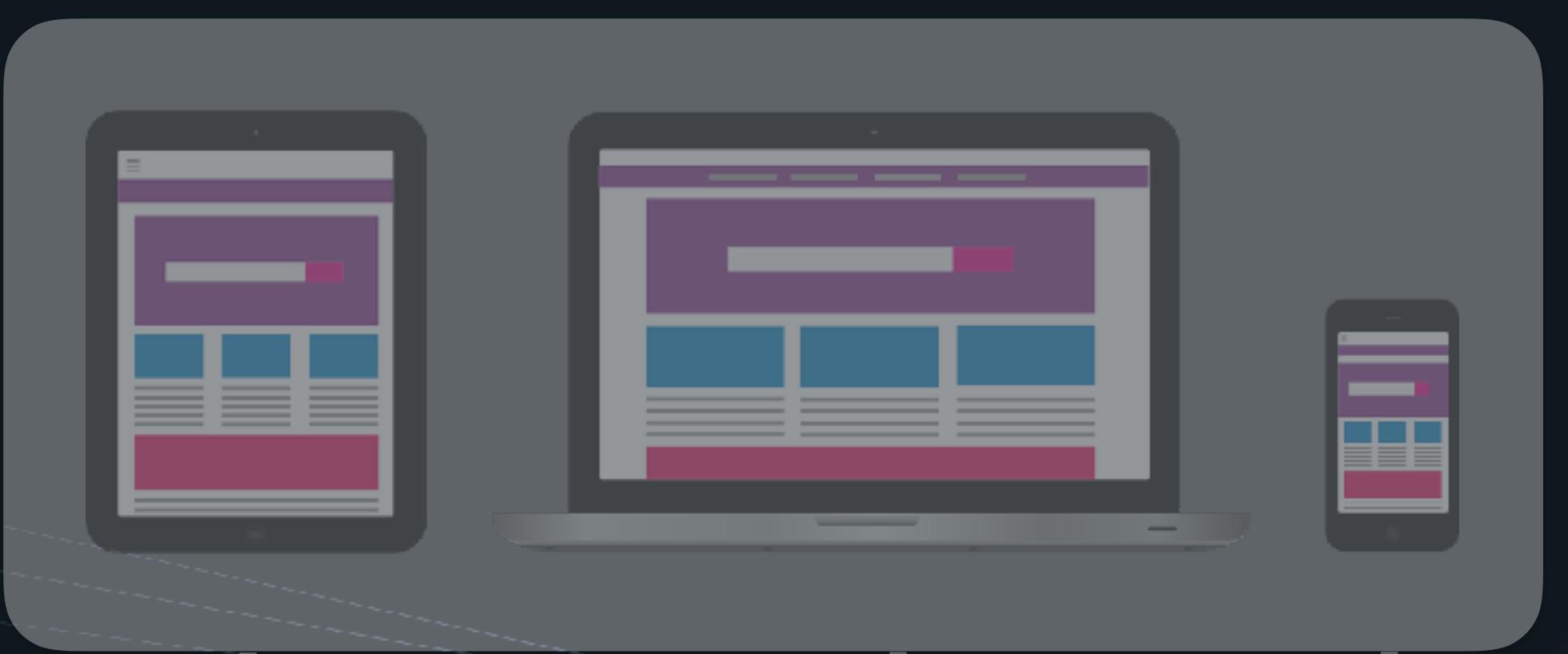
Front end



Back end



Front end



Back end



A good back end tech...

- Is easy to use
- Is flexible
- Is scalable
- Is used by trusted brands

Back end tech options:



Firebase



mongoDB®



Google Cloud

Firebase



A comprehensive mobile
development platform

The New York Times



trivago



lyft



venmo

The Economist



wattpad





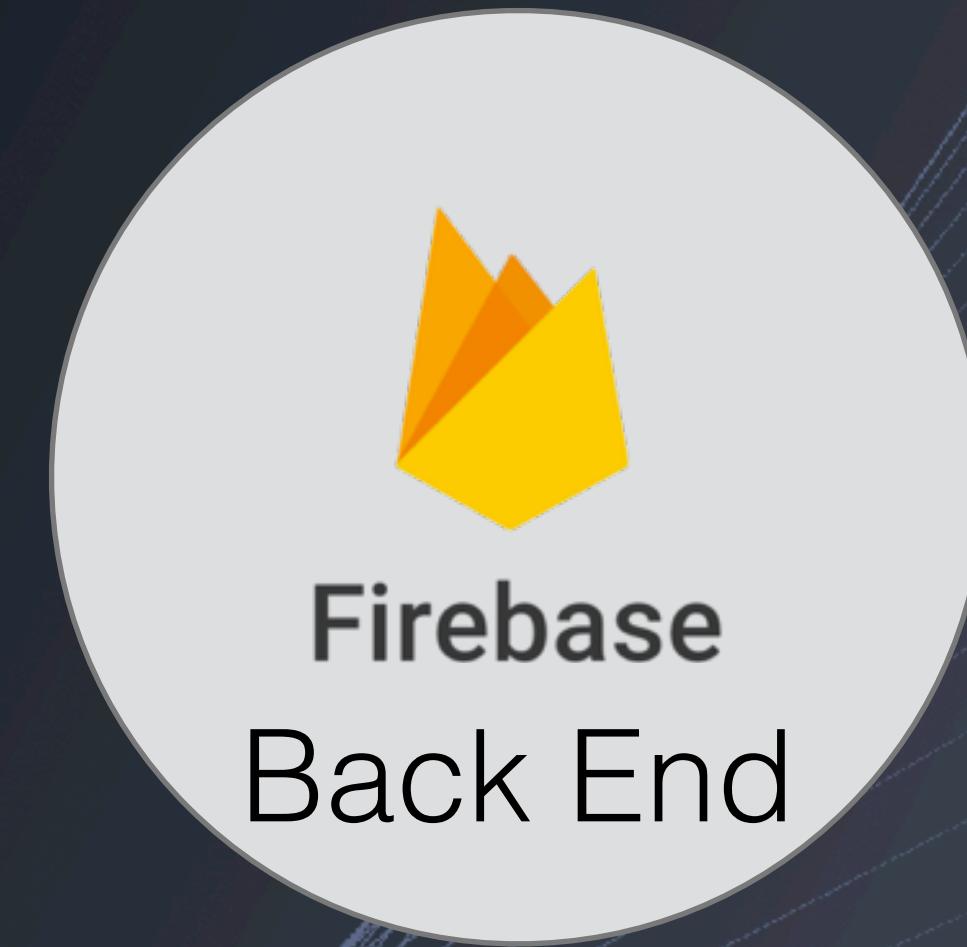
Idea



Platform



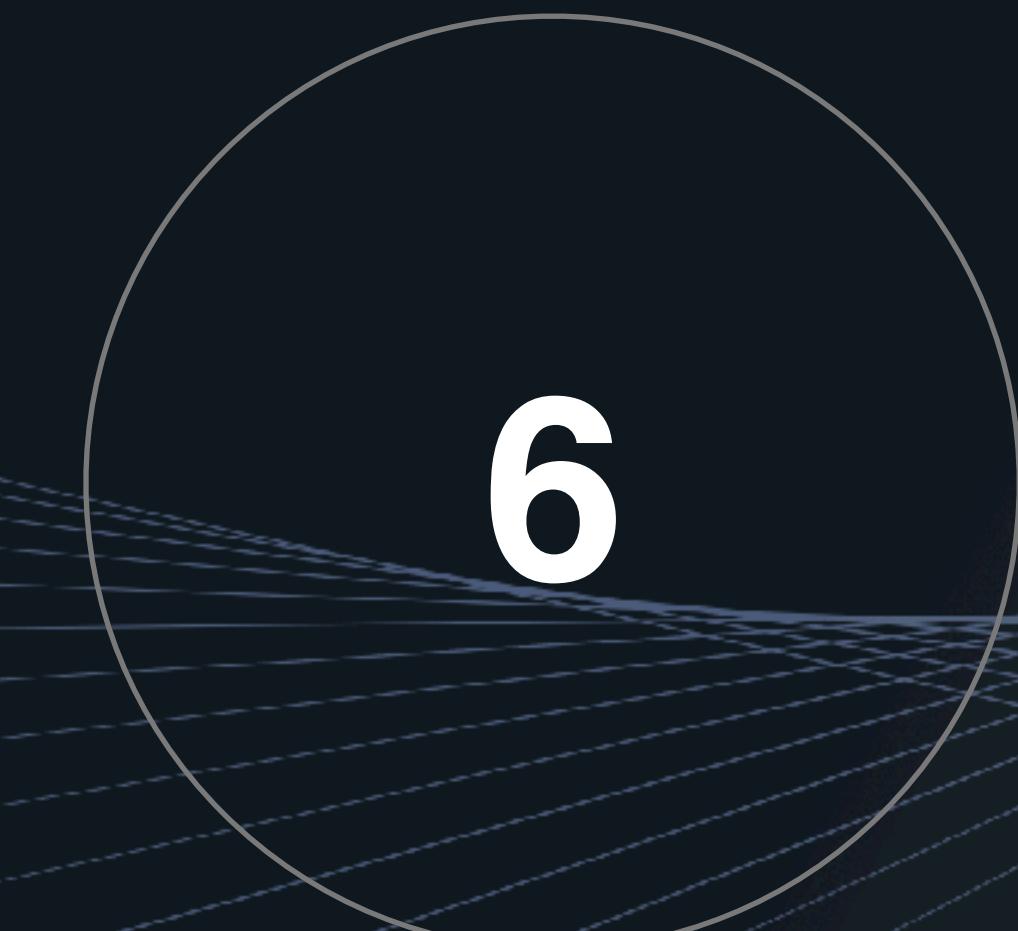
Front End



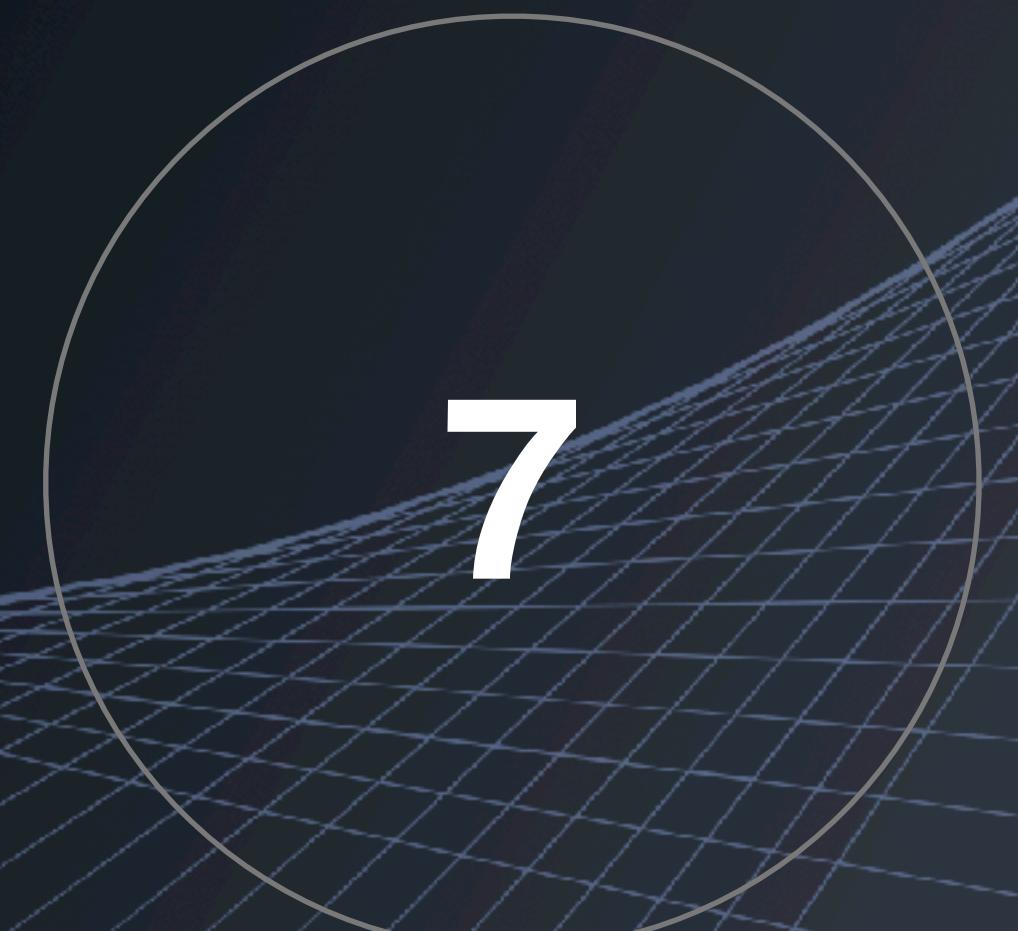
Firebase
Back End



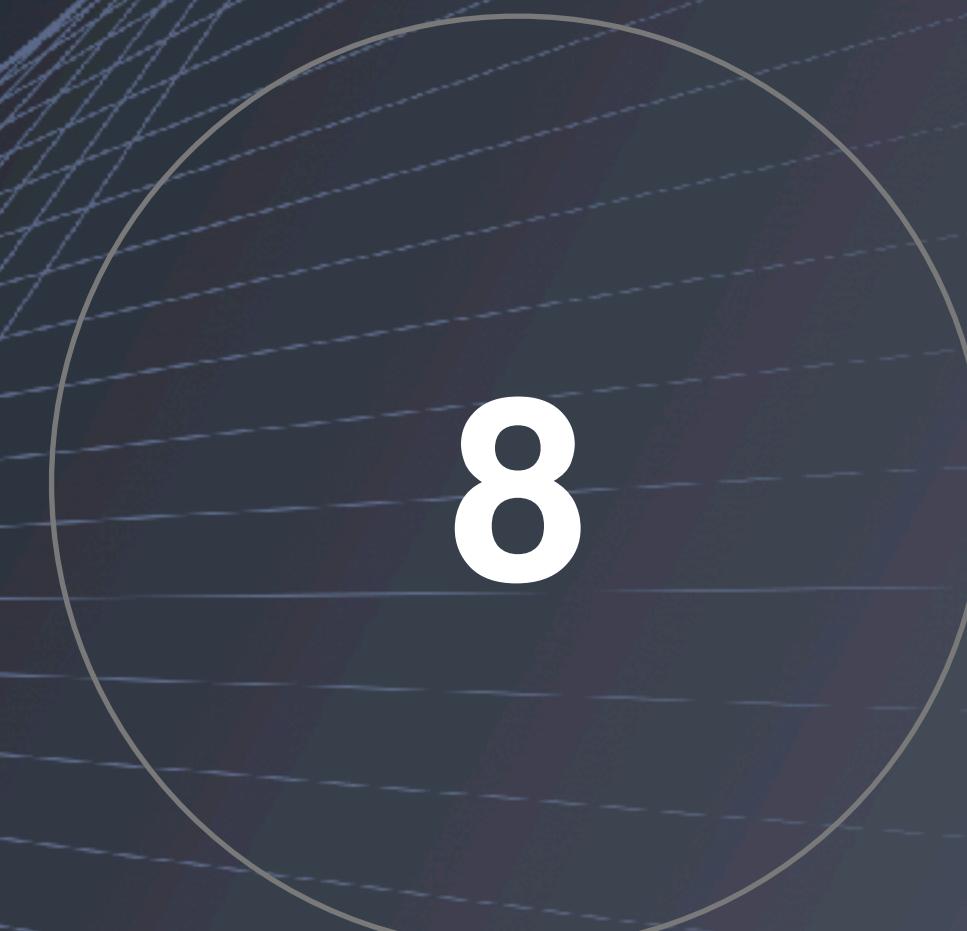
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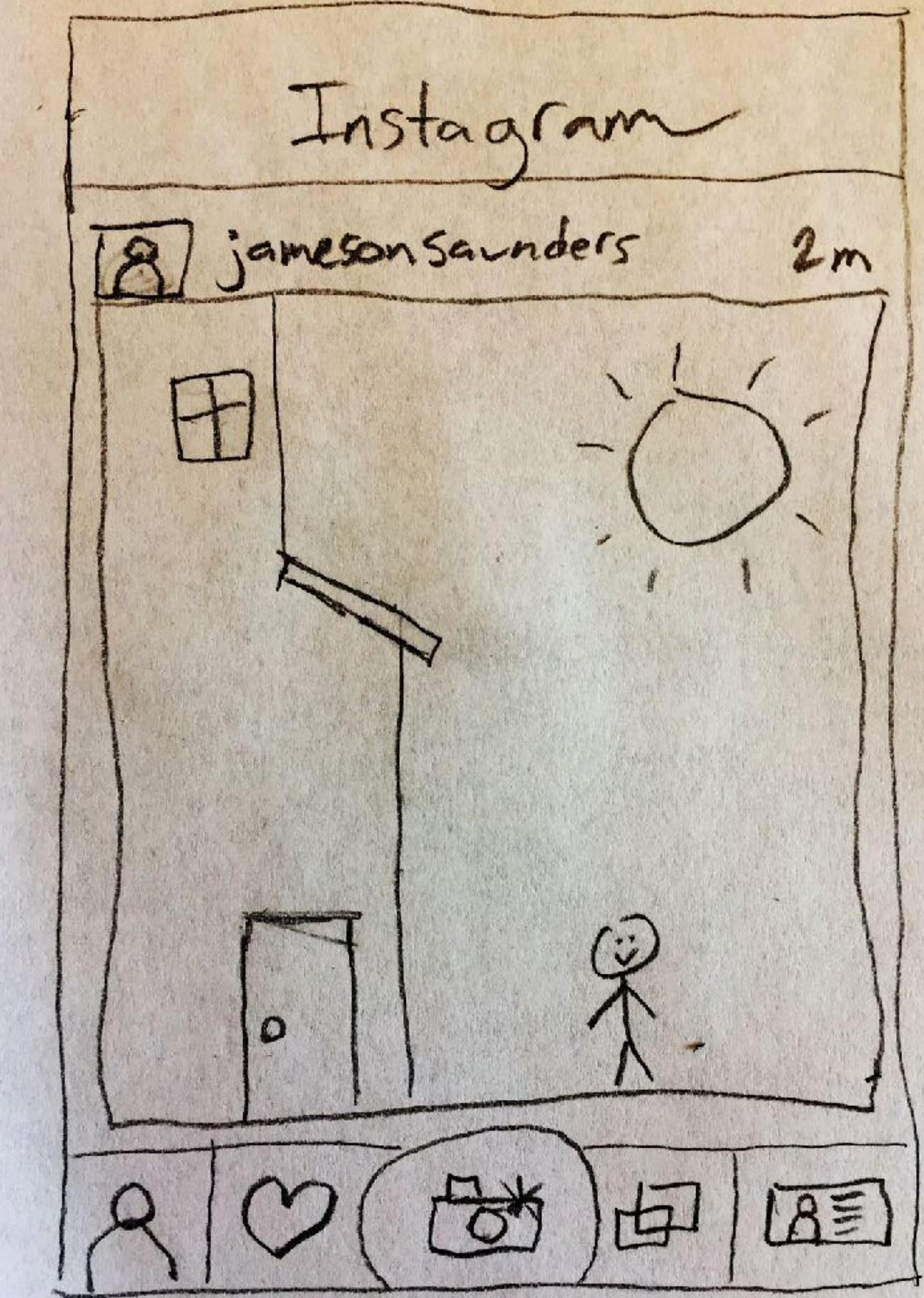
5. Design an MVP

What does MVP stand for?

- Minimum
- Viable
- Product

How to design an MVP

1. Determine minimum features
2. Draw basic sketches
3. Done. (Don't build a prototype yet.)

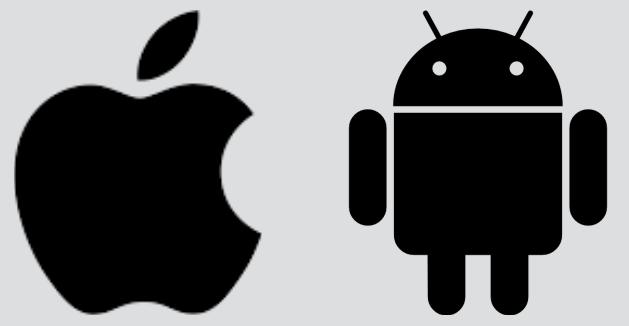


Look at Instagram version 1.0.2





Idea



Platform



Front End



Firebase
Back End



MVP

6

7

8

6. Code a prototype

How to prototype

Convert your sketch to <code/> (more on this later).



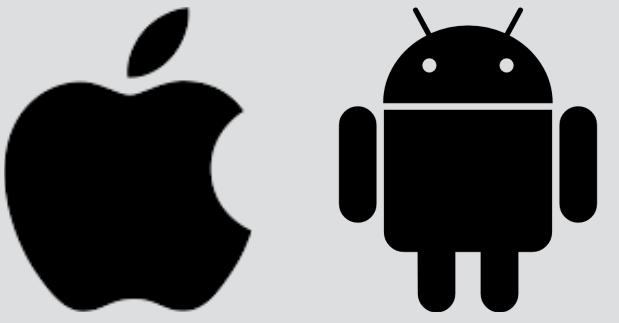
+



Firebase



Idea



Platform



Front End



Firebase
Back End



MVP

<code/>

Code

7

8

7. Test the prototype

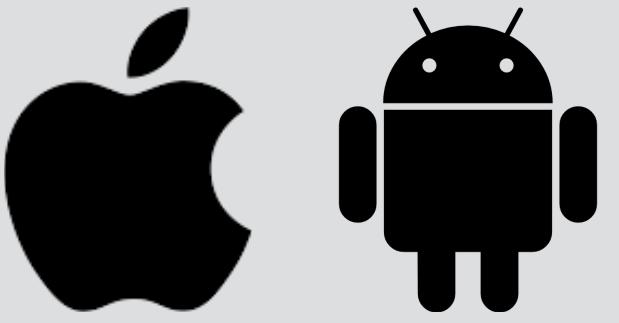
How to test your prototype

- Test it yourself
- Test it with target customers
 - Works best with strangers
 - Don't push your opinions on them





Idea



Platform



Front End



Firebase
Back End

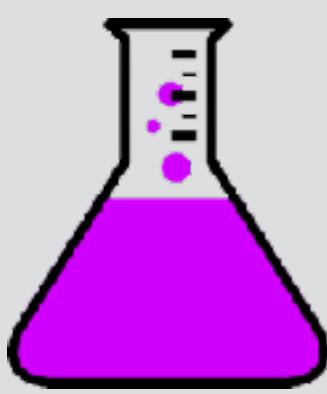


MVP

<code/>

A green rectangular box containing the text "<code/>" in white, representing code or programming.

Code



Test

8

A large white number "8" enclosed in a thick green circle, indicating a count or step.

8. Publish the app

Ship it!

- Get the first version out there
- Sooner is better
- Progress comes through iteration



Let's bring it all together

1

2

3

4

5

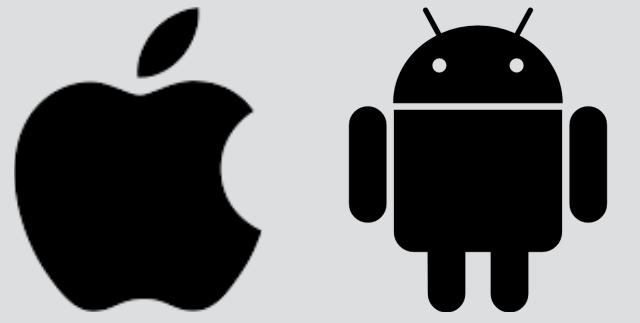
6

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Idea



Platform



Front End



Firebase
Back End



MVP



Code



Test



Publish



Idea



Platform



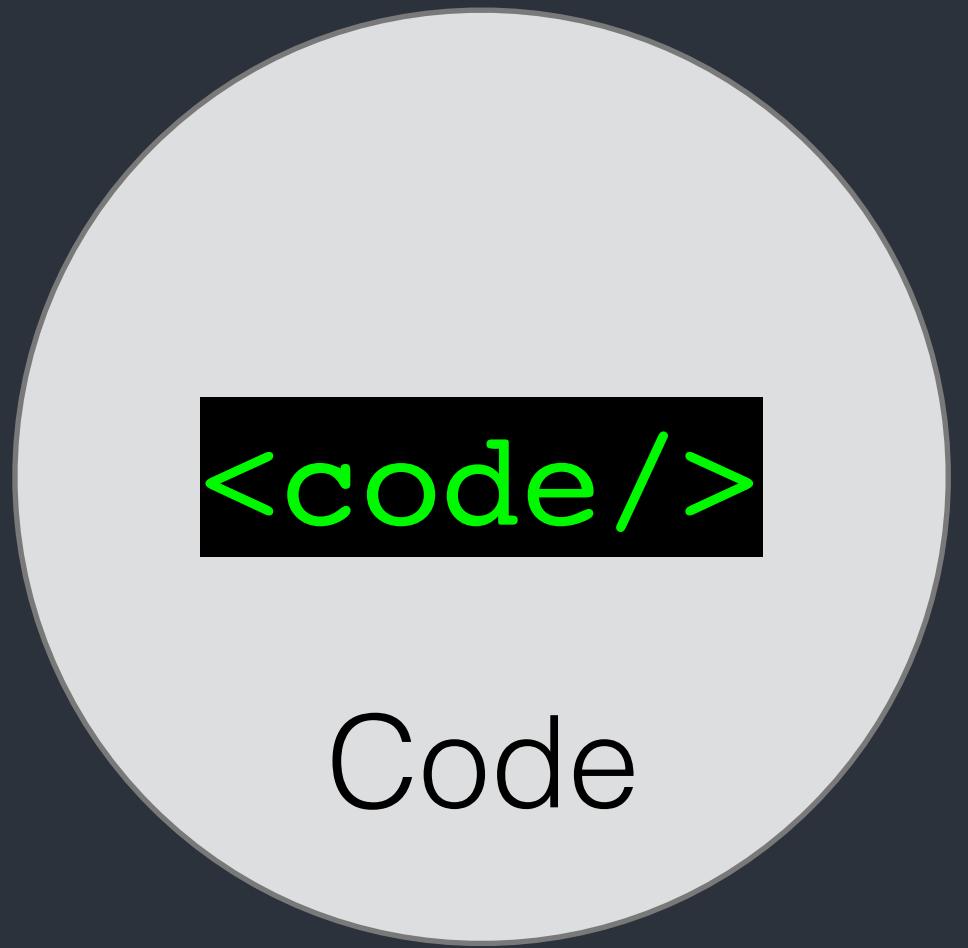
Front End



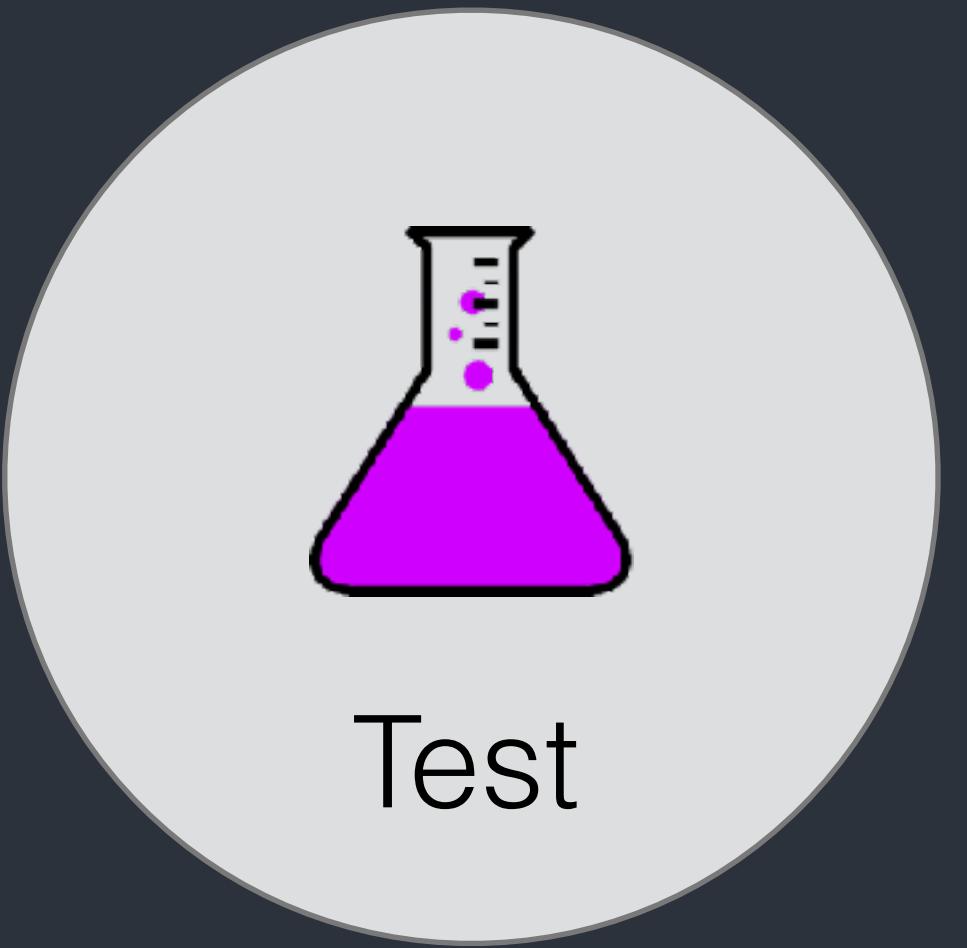
Firebase
Back End



MVP



Code



Test



Publish



Idea



Platform



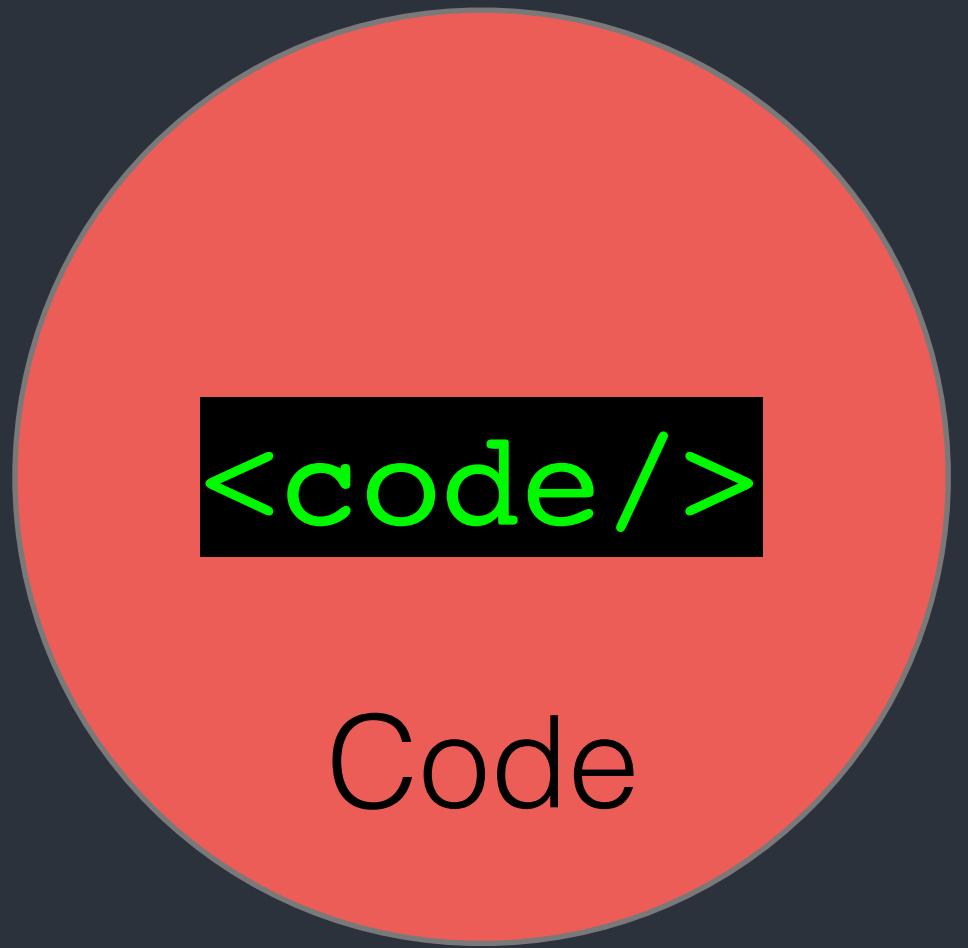
Front End



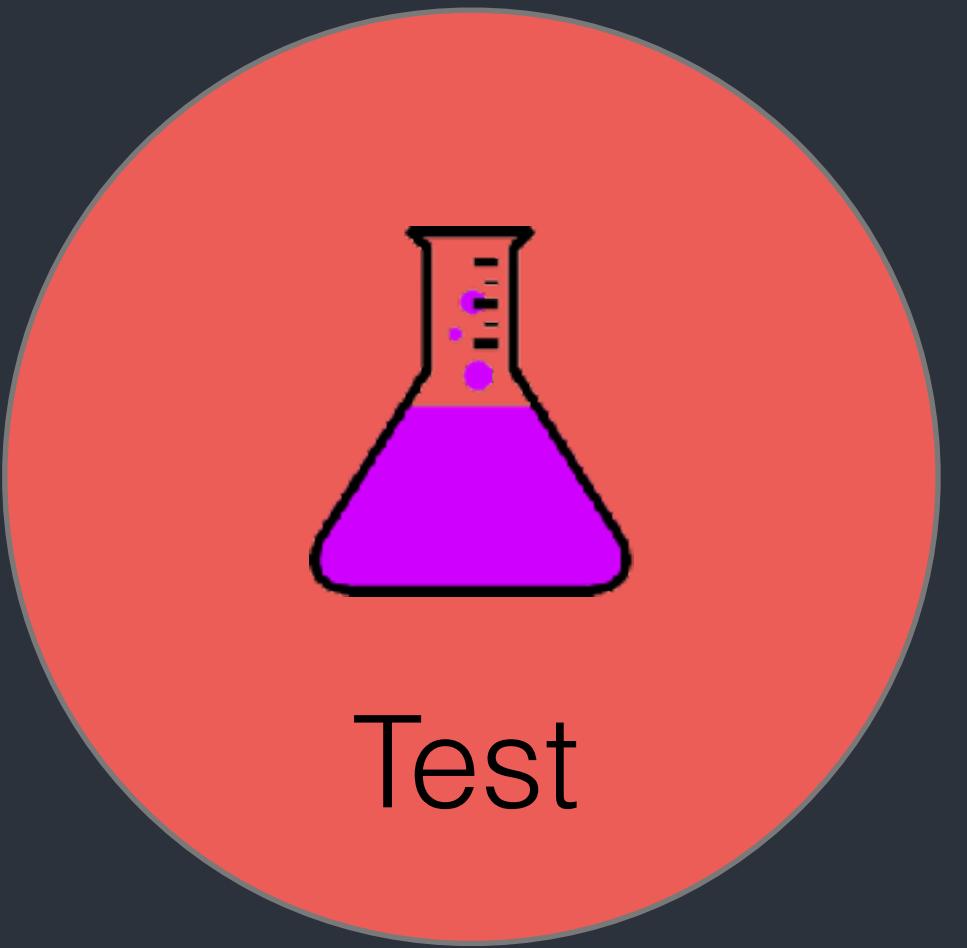
Firebase
Back End



MVP



Code



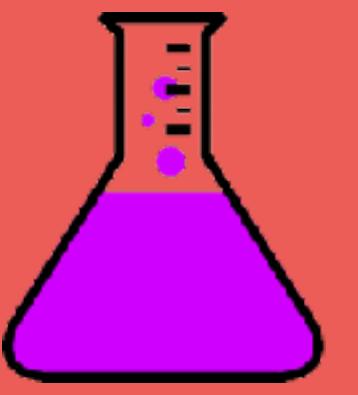
Test



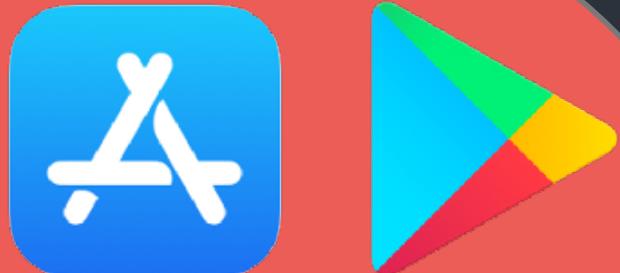
Publish

`<code/>`

Code



Test



Publish

I can help you.

I can answer questions like...

I can answer questions like...

“How do I code?”

I can answer questions like...

“How do I use Ionic?”

I can answer questions like...

“How do I use Firebase?”

I can answer questions like...

“How do I publish an app?”

You have two options...

Option 1: Try it by yourself

- Learn bits and pieces scattered here and there
- Scrap together a shaky foundation
- Take a long time to develop your app

Option 2: Learn from an expert

- Get it right the first time
- Skip wasted time
- Skip massive frustration

Which option
sounds better to you?





Alone...

With my help



The image shows a computer monitor and a physical book standing next to each other. The monitor displays a website for a mobile app development course. The website has a header with the name 'JAMESON SAUNDERS' and a signature logo. Below the header, the title 'Mobile App Development' is prominently displayed. Underneath the title is a small icon of a smartphone. To the right of the icon is a vertical menu with six items: 1. Setup, 2. Structure and Style, 3. Logic and Functionality, 4. Building Blocks, 5. Starting Lines, and 6. Publishing. The menu has a dropdown arrow icon at the top. The book standing next to the monitor has a white cover with a green band at the bottom. The title 'Mobile App Development' is printed in large, bold, black letters. Below the title, it says 'iOS & Android'. There is a small image of a smartphone on the cover. The author's name 'JAMESON SAUNDERS.COM' is printed vertically along the right edge of the book cover. A signature logo is also present on the book cover.

JAMESON SAUNDERS

Mobile App Development

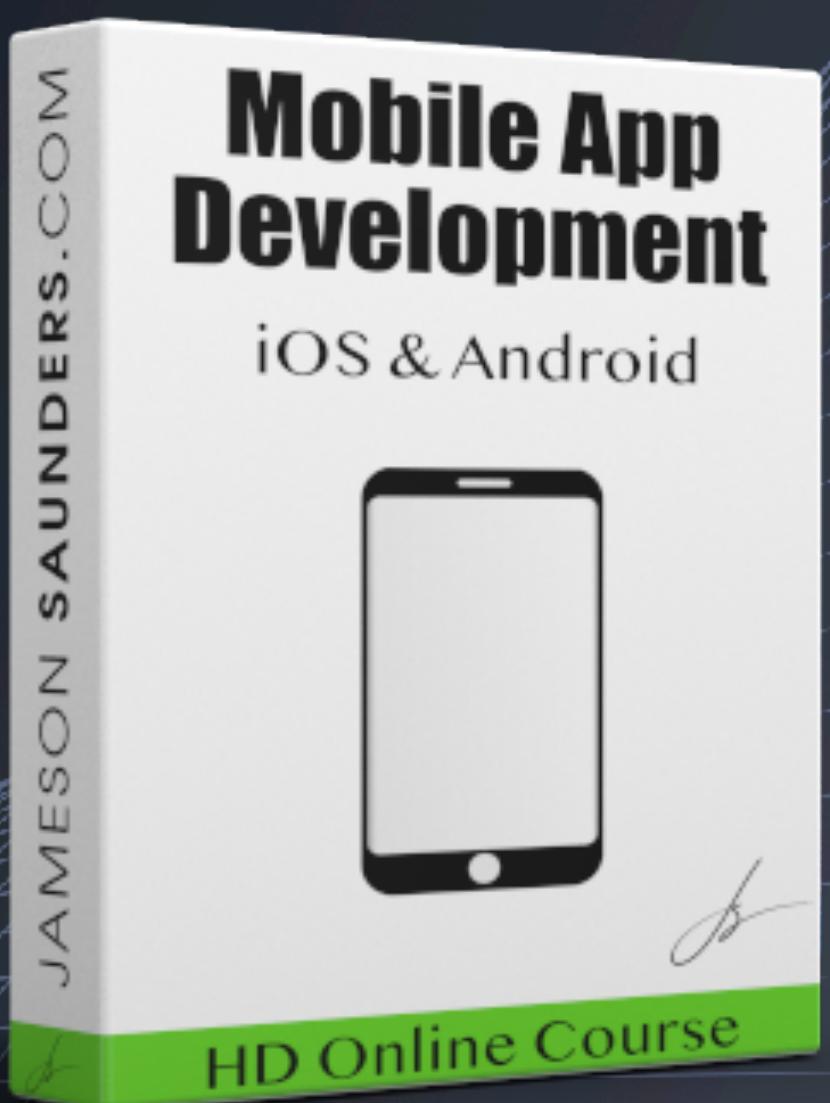
iOS & Android

HD Online Course

HD Online Course

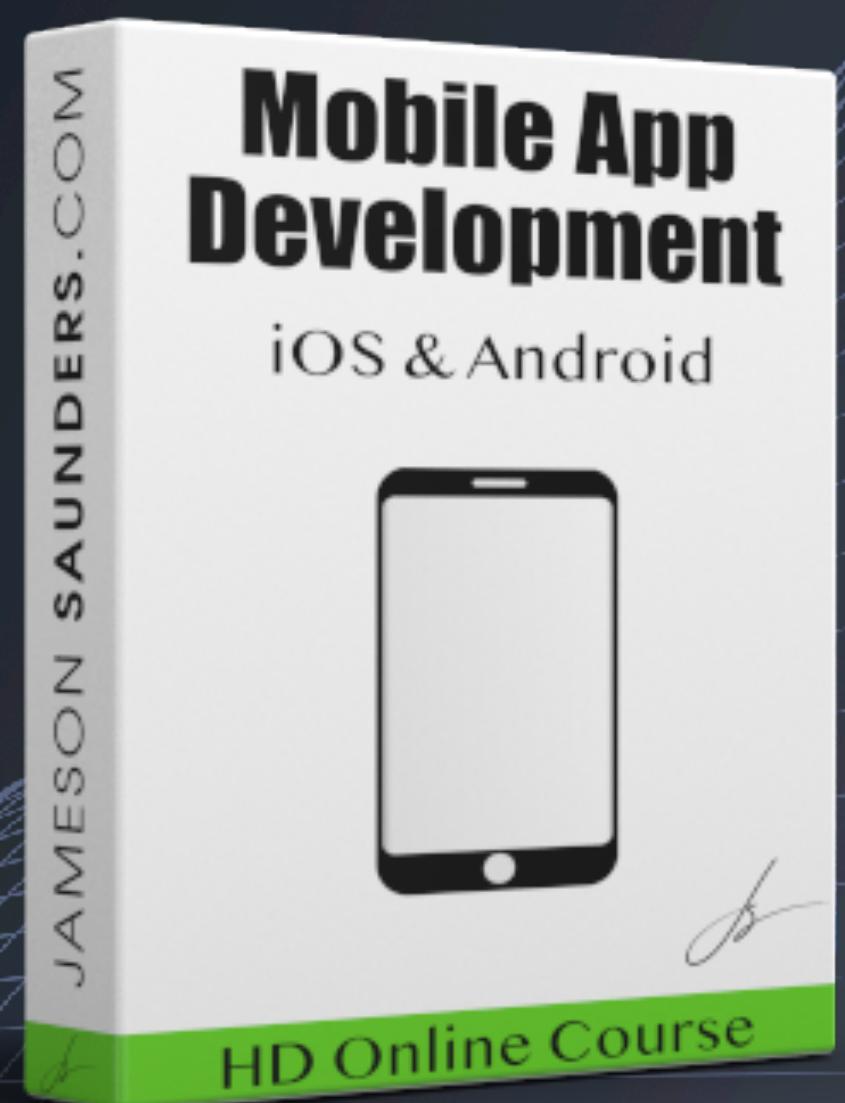
For Beginners

- No prior coding experience necessary
- Code your first simple app in 1 WEEK



For Code Dabblers

- Gain a solid foundation of coding skills
- Learn how to code full-spectrum apps



What apps can you build?

Social Media



Camera



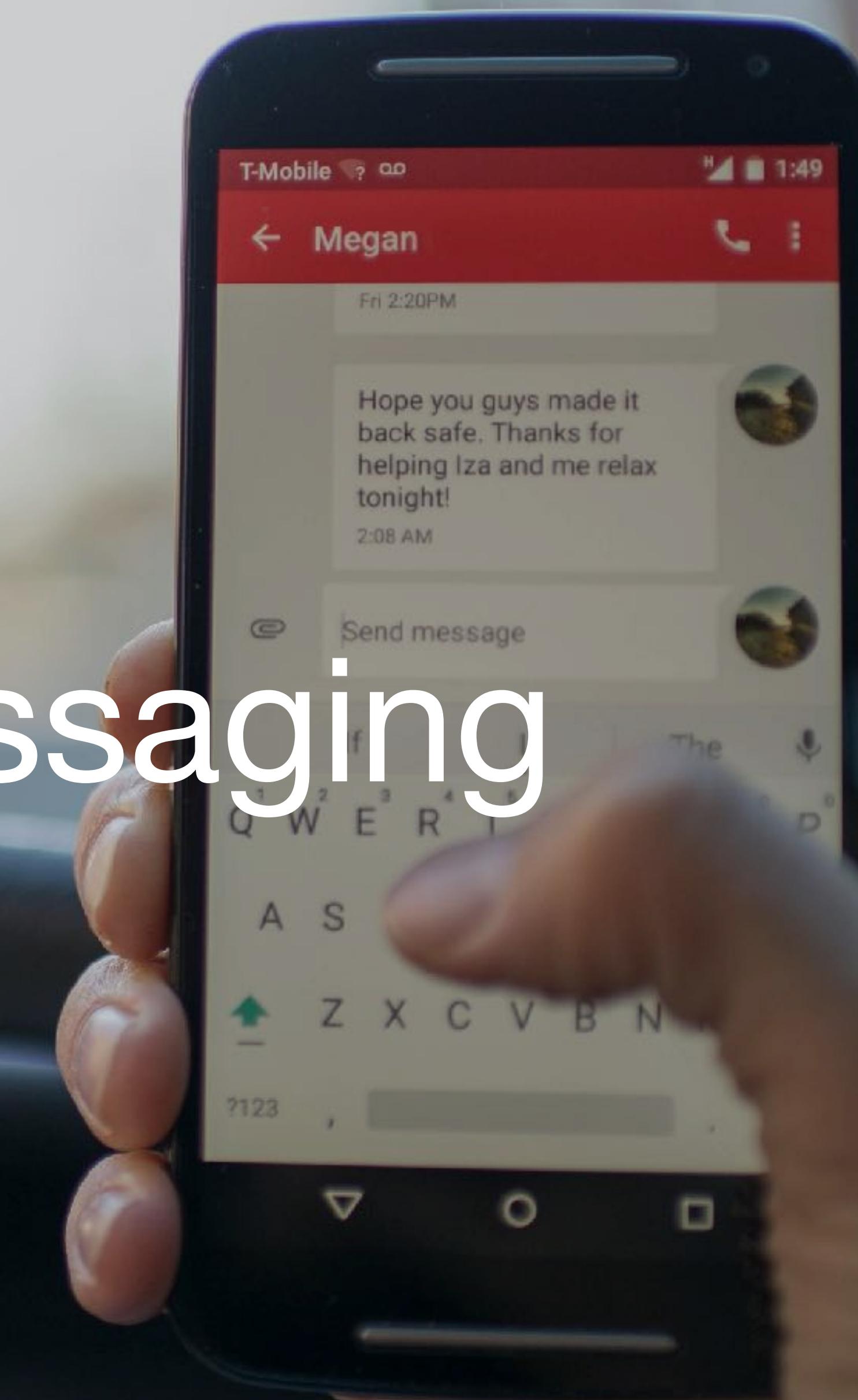
Photos



Geolocation



Messaging





Payments

App Store

Camera+

DailyWeight

Spotify



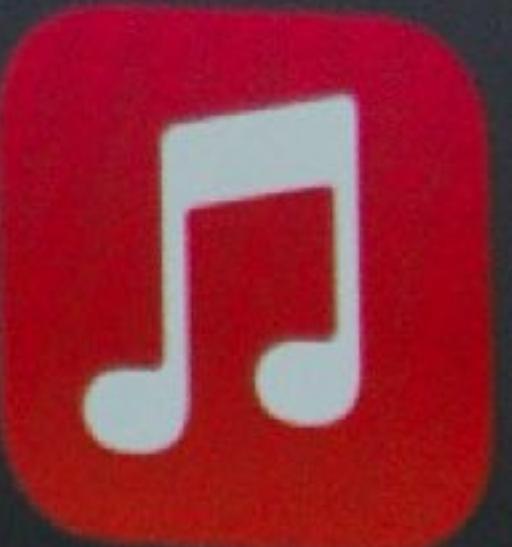
Ajustes



Teléfono



Mail

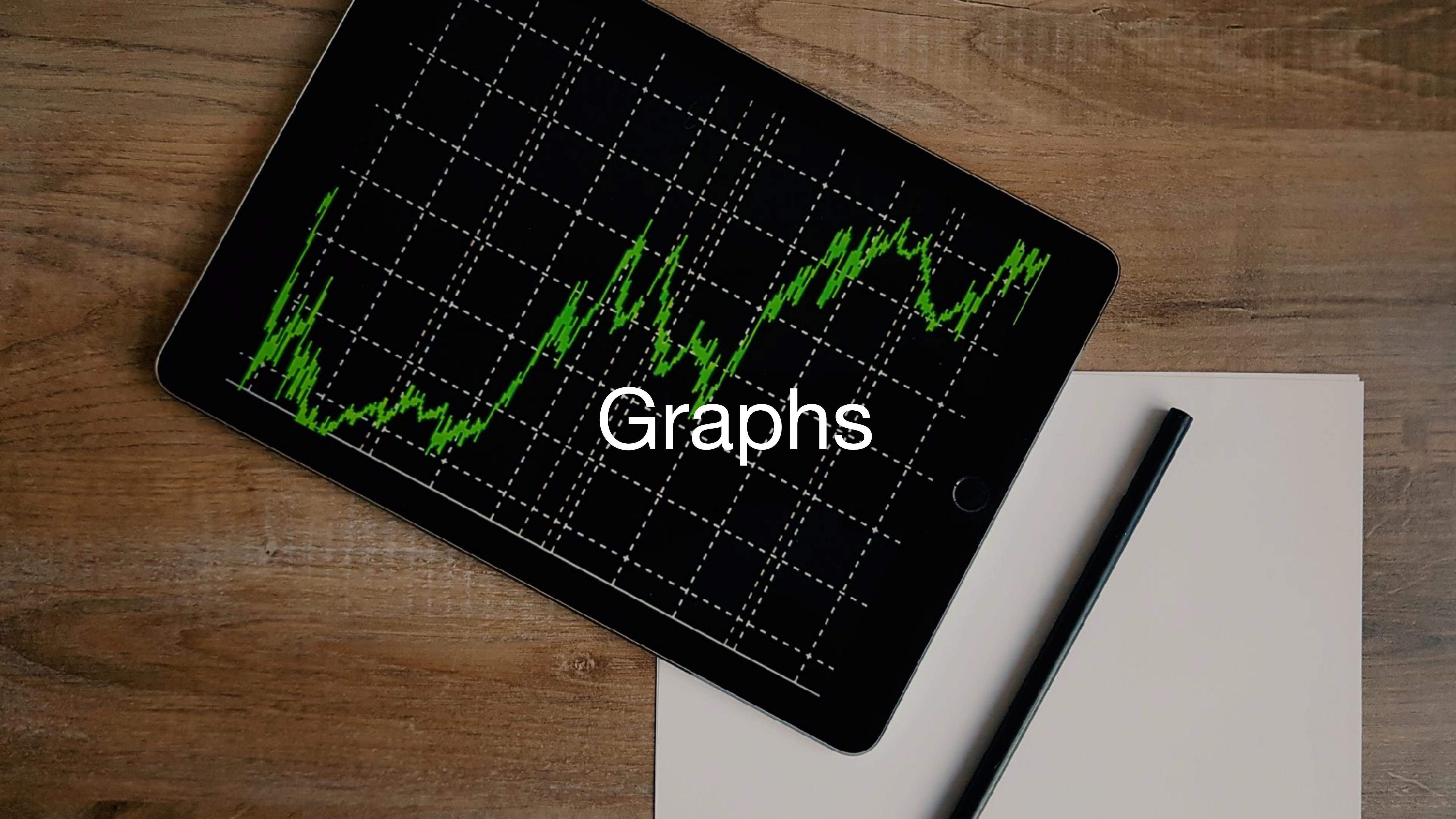


Música

Notifications



Music



Graphs



Video



Anything

6 weeks of training

- Week 1 – Setup
- Week 2 – Structure and Style
- Week 3 – Logic and Functionality
- Week 4 – Building Blocks
- Week 5 – Storing Data
- Week 6 – Publishing

Week 1 – Setup

- Install the best app development tools
 - Mac and Windows friendly
- Learn troubleshooting techniques
- **Build your first simple app!**

Week 2 – Structure and Style

- Explore the Ionic project structure
- Create your app content
- Customize the look and feel
- CHALLENGE: Build a personal profile app

Week 3 – Logic and Functionality

- Learn the fundamentals of coding logic
- Learn how to connect the pieces
- Establish a solid foundation for app development
- CHALLENGE: Create a grocery list app

Week 4 – Building Blocks

- Learn tools for building apps 10x faster
 - Ionic building blocks
 - Open source code
 - Send/receive data using http requests

Week 5 – Storing Data

- Learn Firebase
 - Save user data
 - Retrieve user data
- Back up your code

Week 6 – Publishing

- Build to physical devices (Mac and Windows friendly)
 - iOS & Android
- Publish your app
 - App Store
 - Google Play Store
 - Web

6 weeks of training

- Week 1 – Setup
- Week 2 – Structure and Style
- Week 3 – Logic and Functionality
- Week 4 – Building Blocks
- Week 5 – Storing Data
- Week 6 – Publishing

Anyone can learn how to code
apps if they have the right mentor