

# Winning in the App Store

Zulfi Shah  
@zulfishah




# About

- PayPal: 2005-2011
- 1.5 years on PayPal Mobile client team
- Independent for past 2.5 year
- Contacts Journal CRM



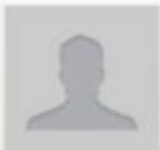
# Contacts Journal CRM

- Organize your relationships with clients, customers, personal contacts

Next 7 Days

	<b>Anna Haro</b> Meeting: Call to set-up next project. Discuss p 🕒 Fri, Sep 20, 04:00 PM
	<b>Kate Bell</b> Phone: Returning to previous job. Call and dis 🕒 Mon, Sep 23, 11:00 AM
	<b>Anna Haro</b> Meeting: Weekly progress report 🕒 Mon, Sep 23, 11:00 AM ↺

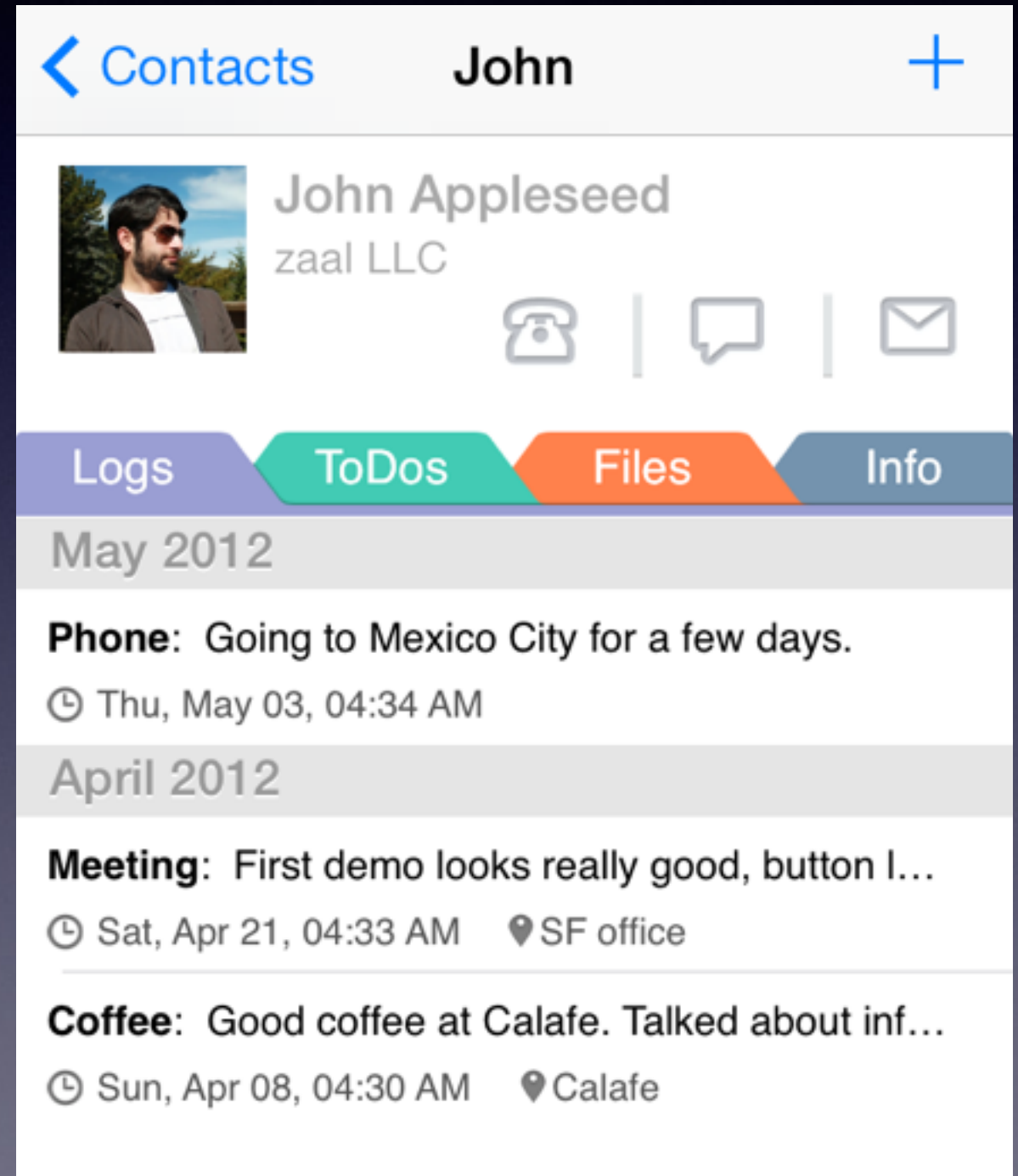
Upcoming

	<b>John Appleseed</b> Email: Confirm satisfaction with his order. Che 🕒 Fri, Sep 27 📅
	<b>Anna Haro</b> Phone: Follow-up on button layout issue and c 🕒 Tue, Oct 01 📍 Calafe 📅
	<b>David Zarkoff</b> Graduation: Graduation ceremony in Ithaca 🕒 Wed, Oct 02 📍 Ithaca



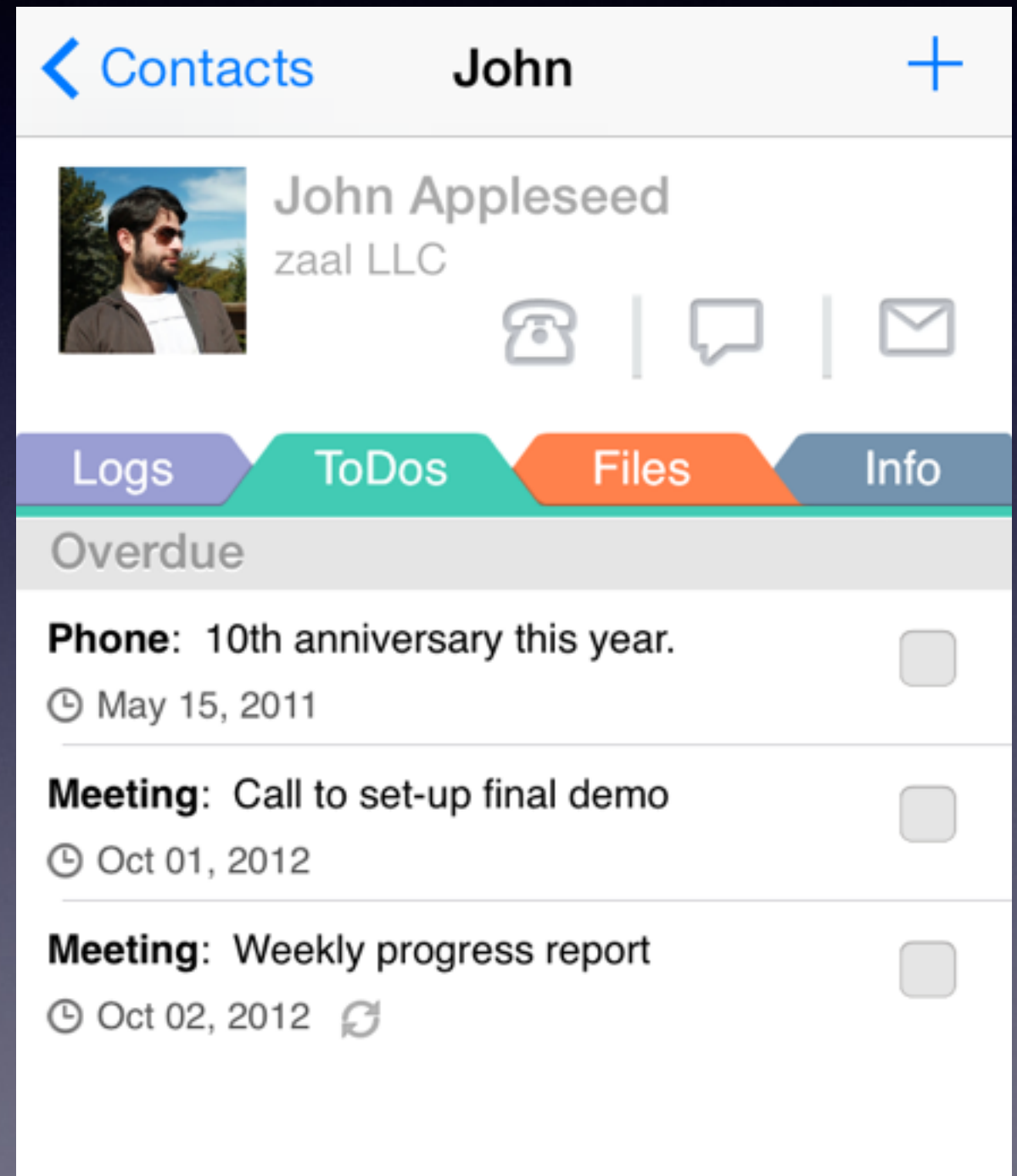
# Contacts Journal CRM

- create a history of notes about meetings



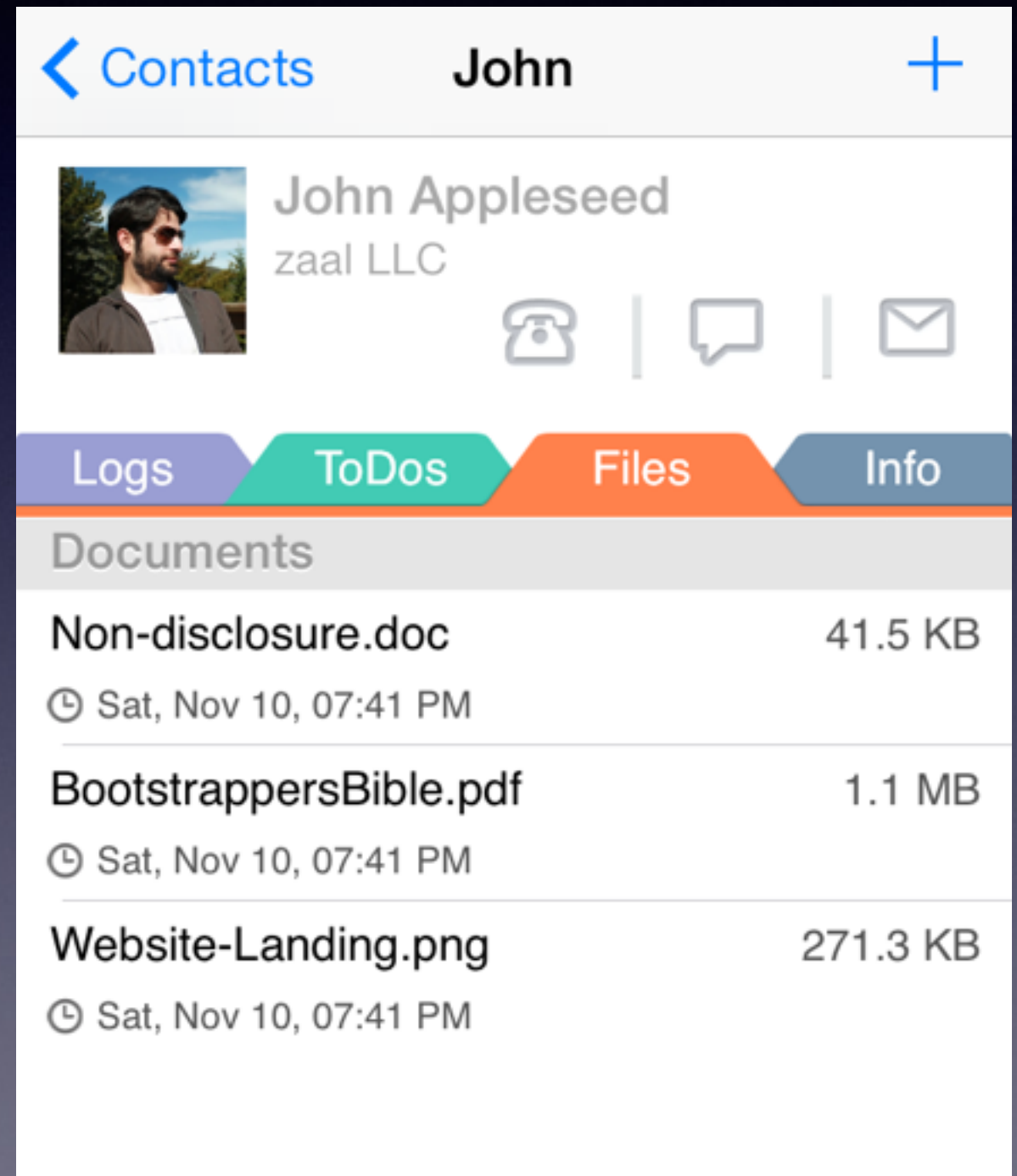
# Contacts Journal CRM

- create a history of notes about meetings
- set tasks or calendar appointments



# Contacts Journal CRM


- create a history of notes about meetings
- set tasks or calendar appointments
- attach files and documents






# Contacts Journal CRM

- create a history of notes about meetings
- set tasks or calendar appointments
- attach files and documents
- create custom fields

[<](#) **Contacts** **John** [Edit](#) [+](#)



**John Appleseed**  
zaal LLC

 |  | 

Logs

**ToDos**

Files

Info

**User Fields**

Pin Color	Yellow
Quote	\$1,500
Status	Active

**Addresses**

Home	1608 Bush Street, San Francisco, CA, 94109, United
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# Featured by Apple

- “Start Your Business”





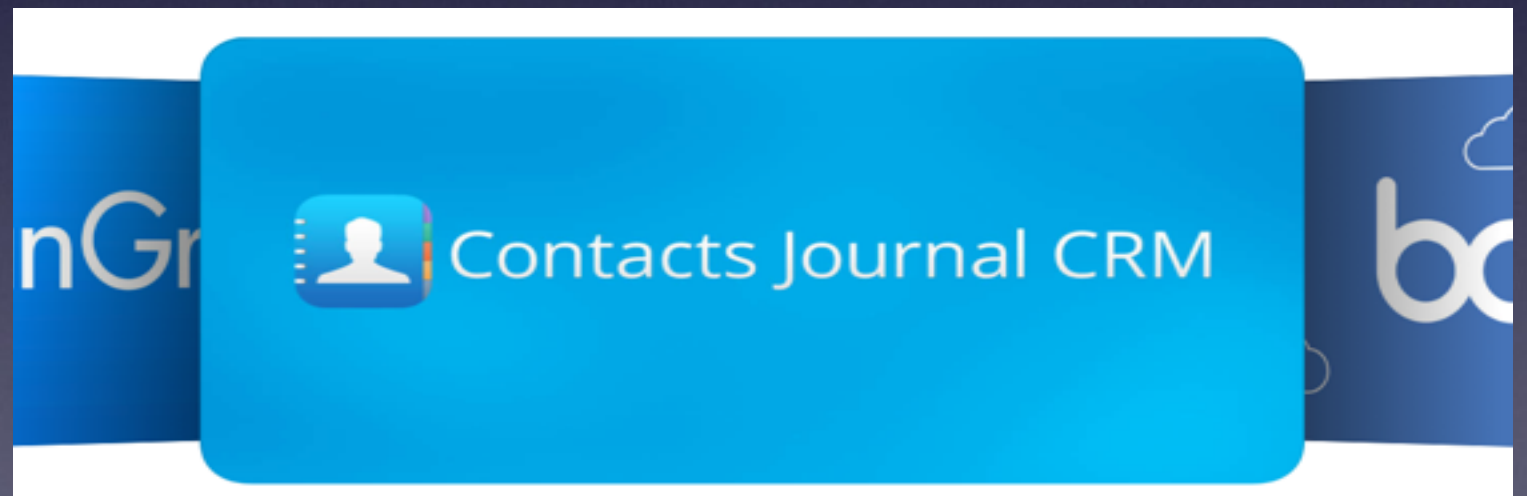
# Featured by Apple

- “Start Your Business”
- “Grow Your Career”



# Featured by Apple

- “Start Your Business”
- “Grow Your Career”
- Banner



# Contacts Journal CRM

- Links:  
[http://bit.ly/cj\\_iphone](http://bit.ly/cj_iphone)  
[http://bit.ly/cj\\_ipad](http://bit.ly/cj_ipad)
- Cost:  
iPhone: \$9.99  
iPad: \$19.99
- Business app with consumer-level design aspirations
- Customers: professional sales, small business owners, insurance agents, portfolio managers, etc.



"Winning"

# "Winning"

- Customer Value

# "Winning"

- Customer Value
- Quality



# "Winning"

- Customer Value
- Quality
- Know Your Customer

# "Winning"

- Customer Value
- Quality
- Know Your Customer
- Sustainability





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- Better pricing



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- Reputation, Support
- Disadvantages: growth, market, press