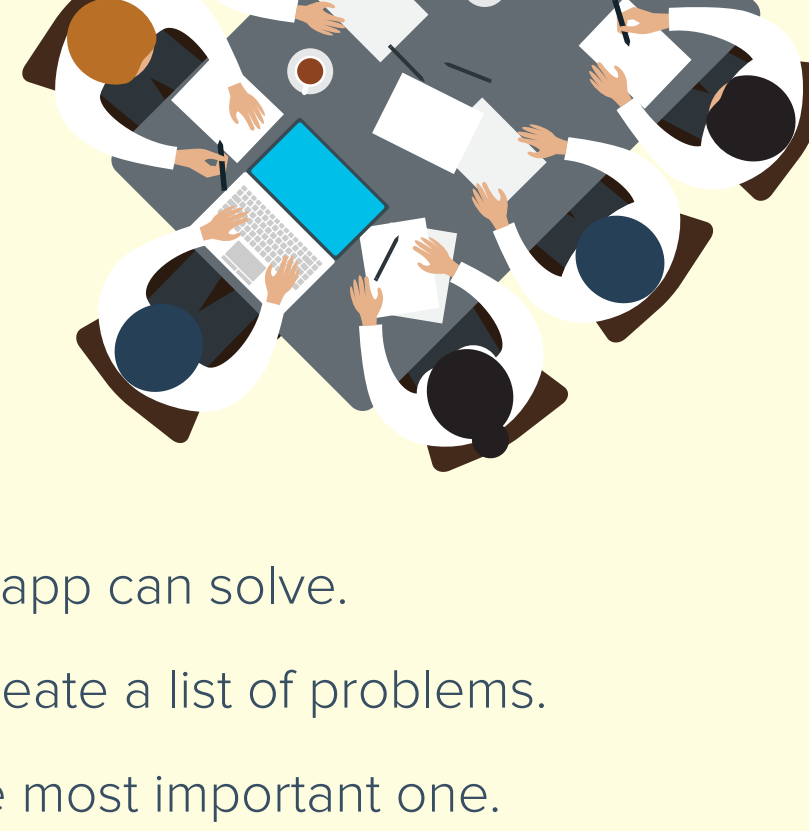


HOW TO CREATE A Great Mobile App

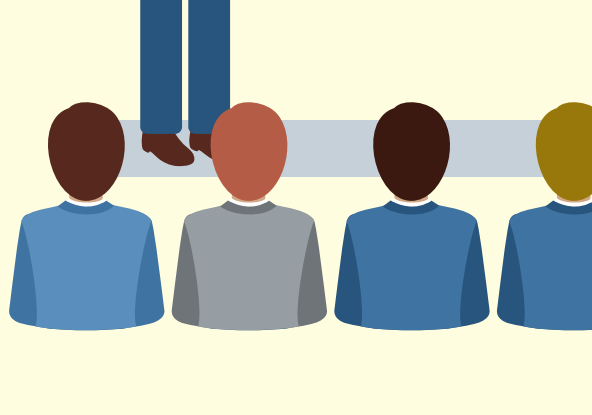


1

Look for a Unique Problem to Solve



- ✓ Identify a problem that your app can solve.
- ✓ Work with your peers and create a list of problems.
- ✓ Assess the list and solve the most important one.



Validate the Demand

2

- Identify your target audience and run some tests. ✓
- Use tools like Google Keyword Planner or build a landing page for feedback. ✓
- Gain deeper insights by connecting personally with interested users. ✓

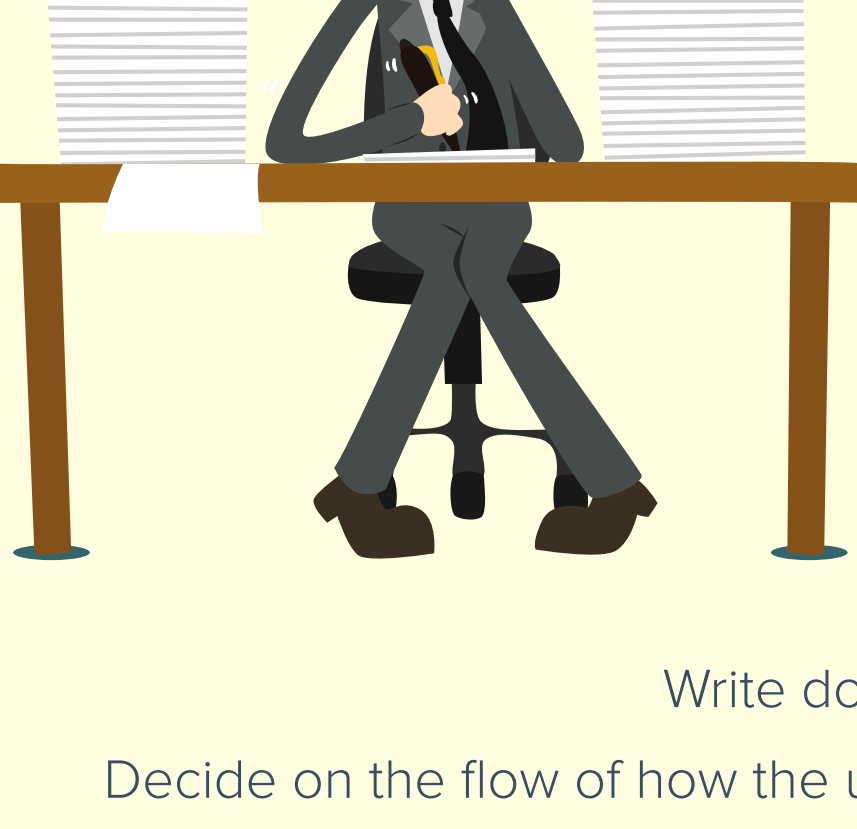


3

Decide on Key App Features



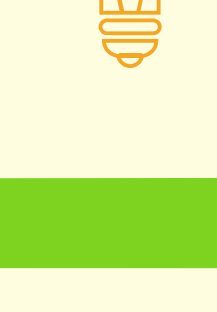
- ✓ Look for solutions with tangible benefits that save users time or money.
- ✓ Decide your key features around these benefits.
- ✓ Highlight the key problems each feature will solve.



Clearly Document Your Idea

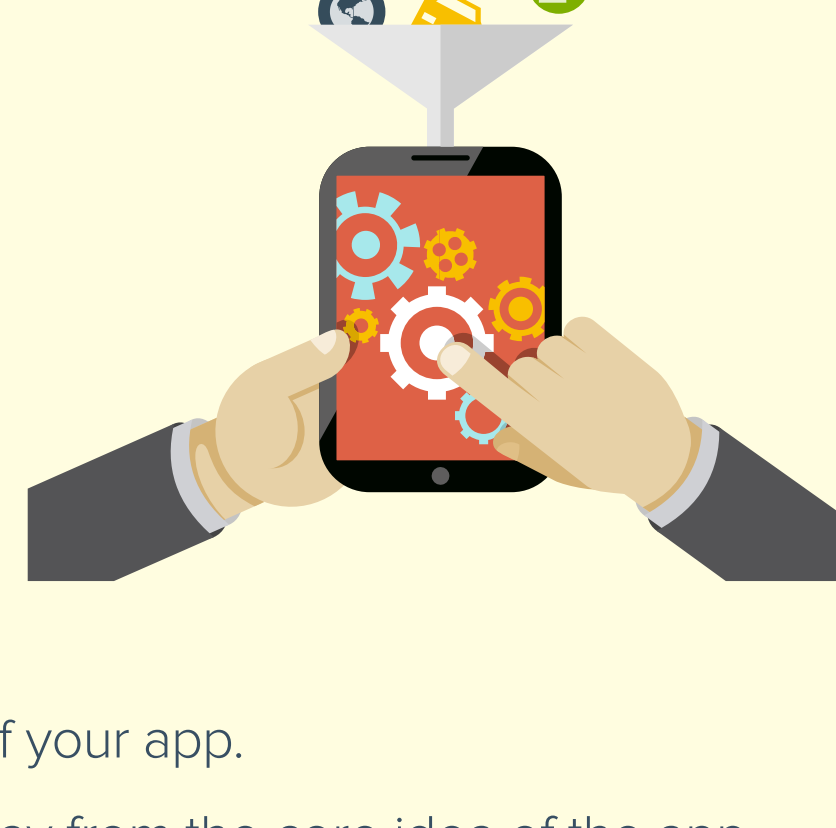
4

- Write down your vision for the app in detail. ✓
- Decide on the flow of how the user will navigate through your app. ✓
- Pour out the details on a document or use a wireframing tool. ✓

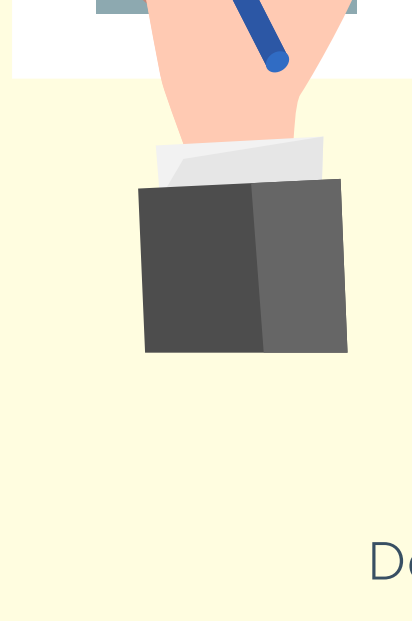


5

Filter Out Unwanted Features



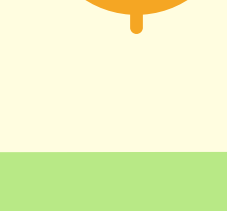
- ✓ Refer to Step 4 for the key features of your app.
- ✓ Eliminate other features that stray away from the core idea of the app.
- ✓ Do not include features just because they seem popular or are "nice to have".



Identify Your Approach

6

- Is time to market very crucial for your app (web)? ✓
- Do you want complete control of your app build (native)? ✓
- Want the best of both worlds (hybrid)? ✓

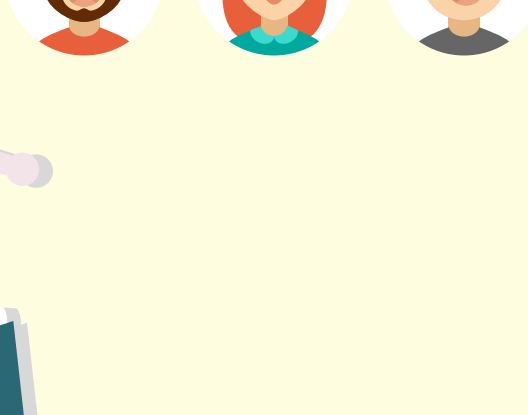
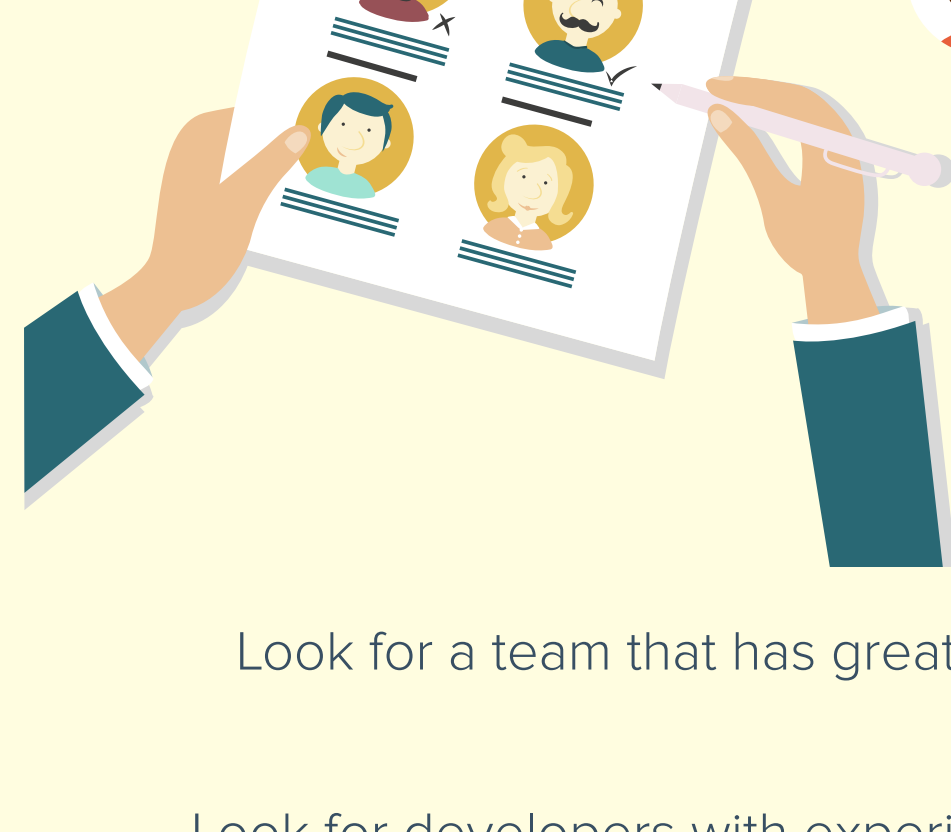


7

Work on Design



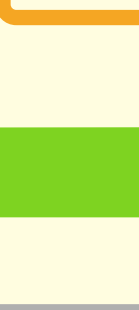
- ✓ Consider the respective platform design standards for the UI.
- ✓ Build design features around core user experience needs.
- ✓ Look for a user experience expert with experience in mobile UX.



Start Hiring

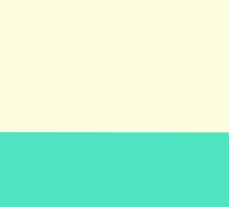
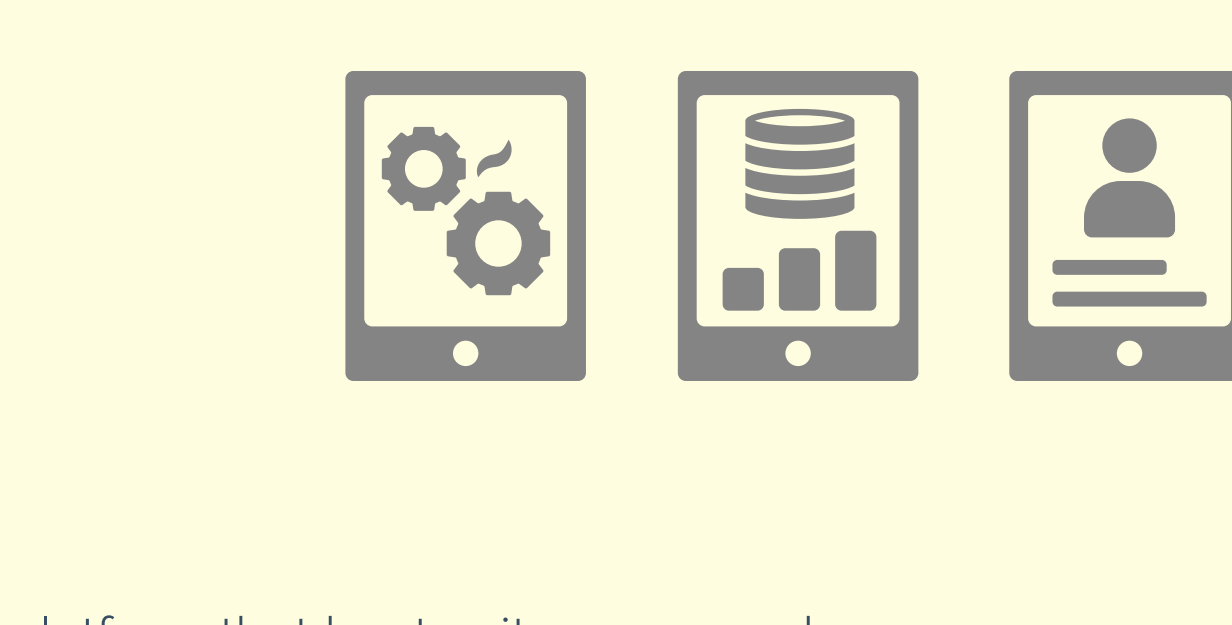
8

- Look for a team that has great design and development skills. ✓
- Review apps they have created. ✓
- Look for developers with experience in your core technologies. ✓



9

Integrate App Analytics



- ✓ Choose the analytics platform that best suits your needs.
- ✓ Back up raw data to be prepared to jump ship just in case.
- ✓ Popular tools: Google Analytics, Flurry, Mixpanel, Preemptive and Localytics.

BETA



Launch Beta Testing

10

- Beta testing is the first opportunity to get feedback from target customers. ✓
- Pay attention to factors that enhance your visibility in the app store. ✓
- Identify good beta testers to ensure success. ✓

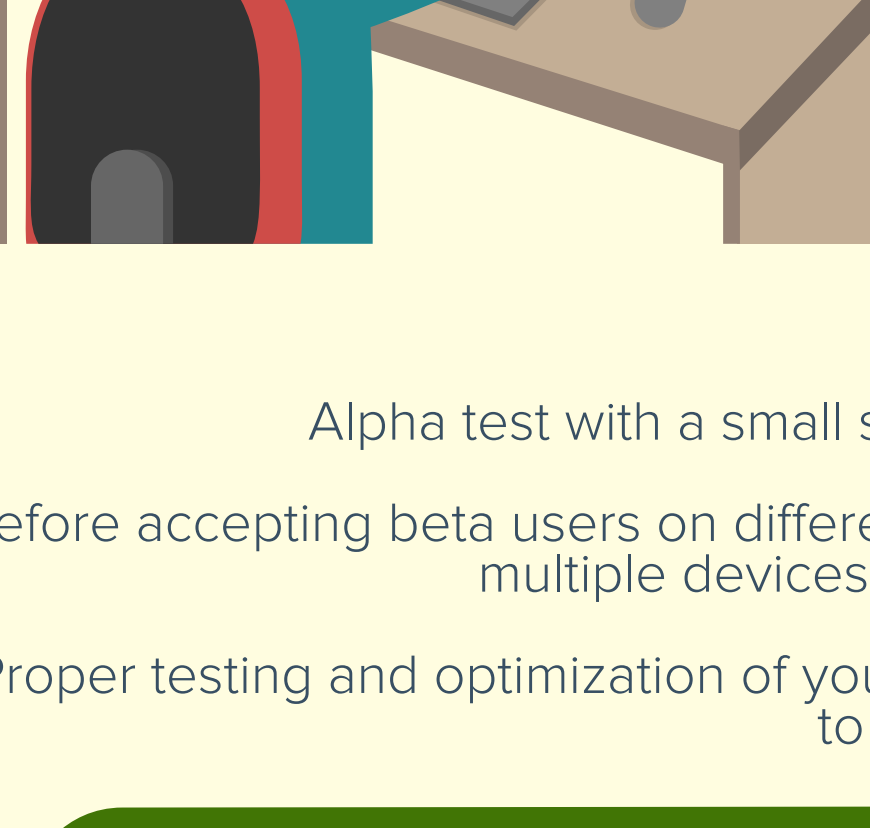


11

Get Feedback Quickly and Improve



- ✓ Refer to your chosen analytics tool to gain quick feedback before you go live.
- ✓ Feedback from the first set of user app navigation data is very important.
- ✓ Continue to look out for user feedback on the app stores.



Eliminate Bugs

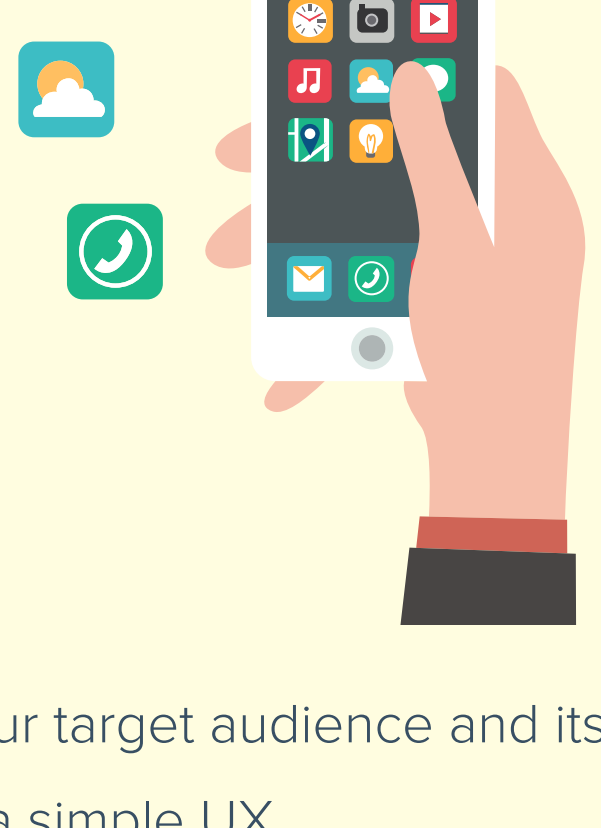
12

- Alpha test with a small set of users to address main bugs. ✓
- Before accepting beta users on different platforms, test your product on multiple devices to eliminate device specific bugs. ✓
- Proper testing and optimization of your app across devices is important to maintain a great user experience. ✓



13

Introduce Features



- ✓ Learn from your beta launch about your target audience and its needs.
- ✓ Ensure that the limited features have a simple UX.
- ✓ Assess analytics and user reviews to design your product roadmap.