

Mobile Applications



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promptu™



Mobility Market

- The market for mobile:
 - Devices : phones, tablets
 - Applications : games, social, business
 - Services : security, management, sales, support
 - Accessories
- Rapidly growing market not just focused on consumers



Is it big?

- Globally
 - 5.6B subscriptions : 80/100 people
 - China 950M: 71/100, India 884M: 73/100
 - USA 327M : 103/100 people
 - Indonesia 250M : 105/100 people
- Australasia
 - Australia 21.2M : 100.4/100 people
 - New Zealand 4.6M : 108/100 people



Pace of Change

- Before smart phones : Feature phones
 - Calls and SMS, few very basic pre-loaded apps
- Rise of the smart phones
 - Blackberry in 2003
 - First iPhone June 2007, iPhone 3G 2008
 - First Android October 2008



Pace of Change

2004



Nokia 6020
128x128px
100MHz

2011



iPhone 4S
640x960px
2x800MHz



Galaxy Nexus
720x1280px
2x1.2GHz



Viva La Revolución

- Before the App Stores
 - Distribute apps via mobile carriers : slow & expensive or DIY with poor reach
- Apple App Store in July 2008
 - Revolutionary for users and developers
 - **Anyone can be a developer or publisher**
- Android Market in October 2008
- Me too : Blackberry, Windows Mobile



What can I do?

- You don't have to be a geek!
- Roles
 - Business development or Producer
 - Interaction or graphic design, artist, musician
 - Project Manager or Publisher
 - Software or Hardware Developer
 - Quality Assurance
 - Marketing
 - Technical & Hardware Support



Biz Dev

- Games industry calls them Producers
- What product or service can we create?
- Potential customers : consumers or businesses?
- What do they need and how much they will pay?
- Market research: is there are market worth chasing?
- Biz-Biz: Negotiate and land the deal



Design

- Interaction Designer / User Experience Designer
 - What does the user want to achieve?
 - What flow of information is the best user experience?
- Graphic Designer or Artist
 - How will it look : birds and pigs or aardvarks?
 - What visual cues and themes?
- Audio Designer / Musicians
 - How will it sound?
 - Audio cues and themes?



Manager

- Project Manager or Publisher
 - Who to do design, development, QA, marketing and support? In-house or outsource?
 - When will each phase of the project be finished so the next can begin?
 - Handle things that go wrong
 - Any regulatory approvals needed, e.g. OFLC?
 - Schedule the development so the marketing campaign can start on time



Developer

- Software Developer
 - Turn the visual design into working code
 - Knows the programming languages and mobile platforms
 - Deals with the different quirks of each type of device and platform
- Hardware Developer
 - Electronic and mechanical design.
 - Can the device be built in the right volume and price? Is it safe?



Quality Assurance

- Test everything you can. Try and break the app.
- Verify the app does what it should and nothing it shouldn't
- Will the target users actually be able to do what we say they can with our app?
- Does the app comply with requirements from mobile platform vendors: Apple, Google etc?
- Does it comply with any regulations, e.g. OFLC.
- Is it good enough to release?



Marketing

- Who is our target audience and how to reach them?
- What methods to use: mass advertising, social media, word of mouth?
- Develop a marketing campaign and time it for maximum impact
- Monitor the sales and adoption. Is a follow up campaign needed?



Support

- Technical Support
 - Know how the product works and also why it breaks. Know how to fix it.
 - Can make a huge difference to customer loyalty, if you are good then people don't mind as much about problems because you fix them
- Hardware support
 - Fixing hardware by replacing parts or repair
 - Detective skills sometimes required to find the cause of a fault



Life of an App

- An idea! Will it sell or will it be free?
- Interaction, visual and audio design. Usability testing
- Implementation by developers
- Testing by QA and reporting faults to developers
- Launch of the product with a marketing campaign
- Support the app, answer questions, fix problems
- V2.0: Go around again and make it better, cheaper, faster

Questions



Thank You

