



MOBILE EXPERIENCE DELIVERED

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Mobile
Development



Software
Development



Outsourcing



Quality
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Guarantee Your Next App Success

We all know that 'there's an app for that', but many of us still dream up mobile apps we think will shake the world and land on every phone imaginable because revolutionary apps hit almost every day.

These apps have many common traits in their development, deployment, and launches, and I'd like to share some of these tips for creating amazing consumer value. Your job is to fill the need or desire, while these thoughts are to help you tailor your approach and make a big splash on day one.

Be a Problem Solver

There's a reason every app guide, TED talk about mobile, and guru startup presentation focuses on solving a problem that the user has: it's the best way to get noticed and to get downloaded.

The digital ecosystem is flooded with millions and millions of apps with purchases to the tune of roughly \$25 billion each year. While the money can be great, that's a lot of noise to cut through. Solving a problem gives you two strong pluses:

- Users search for apps that solve their problems. Taking this approach means you'll be likely to come up in search results that don't need branding or advertising. If you're a game developer, the problem you want to solve is the bored user saying "Why is there no good card (or driving, RPG, fishing, etc...) game for my phone!?"
- Solving a user problem also helps your app get used more than once. [According to Flurry](#), users are downloading and deleting more apps from their phones and tablets each week, and only about one-third of apps (including those that you can't delete!) stay on phones from year-to-year. Solving a problem makes it easier for you to stay on that survivors list.

Just Fix One Thing

Once you've found a problem to solve, solve it, and then you should stop! Honestly, stopping after solving one problem is a great tactic. Sticking to the adage "do one thing and do it well" is great for mobile apps because tackling multiple problems makes it difficult to keep an app simple. Complicated apps lead to frustrated users, and frustrated users will go elsewhere.

Keep Text Simple

If you can solve one problem simply, you're ahead of the game. After you've gotten that process down, check and see if there are any other steps you can remove. A piece of golden information here: every page of data or page of text fields a user has to go through counts for, at the very least, one step.



Filling out large amounts of information isn't easy on a mobile device. For older users and older phones, it can be an incredibly frustrating process.

Would you want to sign up for health insurance on a mobile and have to click through to each and every text box of personal information and past coverage? How about go through all the checkboxes to create a family history? You don't want that, and your customers don't want anything like it either.

Consider Adding Video

When it comes to displaying your content, keep it simple. If one chart will do, use it. If you can explain a function or feature in one sentence, go for it! If you have something complicated, show it in a video! Forrester research [found](#) that one minute of video is equal to 1.8 million words, sure beats that 1,000 a picture can claim.

If you need more reasons to think of adding in a video demo, explanation, or just something for fun, consider [these three](#):

- comScore says that today alone, 89 million people in the U.S. are going to watch 1.2 billion videos online.
- NPD has found that mobile and tablet shoppers are three times more likely to watch videos than desktop and laptop users.
- 92% of users that watch video on a mobile, whether on apps or websites, will share videos with other mobile users, says Invodo.

Don't forget, you are aiming at smart devices that are very, very visual.

Be Tablet-Capable from Day One

Does your app work on the iPad? How about tablets like Microsoft Surface or those that run Android? If the answer is "No" to any of those, you may want to rethink your app strategy.

Worldwide, tablet shipments grew 78.4% percent last year, [according to IDC](#). This growth beats out smartphones, the previous champ, which had a 46.1% growth; portable PCs, think laptops and netbooks, which dropped 3.4%; and desktop PCs whose shipments dropped 4.1%. Over the next five years, IDC expects tablets to account for 16% of all connected device sales, reaching more than 352 million units shipping in 2017.

Tablets are being projected to outstrip PCs and laptops for sales in the next five years, all the while the line between smartphones and tablets will get blurrier and blurrier. Aiming for tablets, in terms of processing power and other capabilities, means your app will support more phones and devices in the future.

Promotion: The Sneak Peek

If you're planning to launch your app soon, grab your list of media contacts. Does it fit on one page? If so, you've got some homework to do. Reach out to as many tech sites, blogs, freelance reporters, and newspapers as you can. Tell them an overview of what you're planning and when you expect to launch. Ask if they are interested.



You probably won't get a lot of bites, even with 20 pages of contacts. That's okay, you don't want everyone under the sun just yet. The journalists and bloggers that respond to you and seem willing to give you the time of day should get a sneak peak. Let them preview the app, send them videos, and give them a brief exclusive. This will get the word out without drowning out your message. You get the feel of exclusivity, a big sell for early adopters.

Let Us Know

These tips are to get you running and help you stay sharp through the development process, but there are plenty of other tips and tricks available. What are your favorite tips? Do you have any ideas that could help others? Email us your thoughts or contact us through <http://www.mobileapp-development.com/> and we'll be sure to get back to you and share what we hear!

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Our Testimonials

"We're delighted with their aptitude and skill sets. Their communication with us has been focused and productive. In a very short space of time, we've come to feel that they are part of InnerWorkings and have almost forgotten that they work with APRO Software."

Robert Brady – VP of Operations, Ireland., Innerworkings



"Thanks to APRO we could see our expectations for the Message Analyzer product come into life. We especially value the technical expertise of the team and their overall innovative approach to creating solutions. They have always resolved our requirements to our best satisfaction."

Pavel Tuma, product manager, T-Mobil



"It looks really great, thank you! I am very impressed from your team achievement during time we work together!"

Mihail Mihaylov, Fifthplay, Project Manager



"We have cooperated with APRO company for a long time and together we have completed several projects in the IT field, simply because the people at APRO know how to externalize our visions and bring them to reality. APRO is a company with a truly professional approach to its customers and it always fulfills our assignments."

Karel Pavlicek- IT manager of Peugeot CZ



"I must say that at all times I have always been served with high professionalism by APRO team workers – any time and over any problem that we resolved."

Jan Kadlec - Renault Trucks CZ, System Specialist



"The created web application helped to enable access to data in our internal system for external parties, either customers or suppliers, thus greatly improving all processes related to car order management."

Michal Bašta - Application Analyst, LeasePlan ČR, s.r.o.

