

Mobile App Development



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Lesson 2 Notes

Creating Successful Apps

Lesson 2: Who is Your Audience??

Designing for your Audience & keeping the User's in the forefront of your mind help to ensure your App will be a Success. Once you are familiar with your User and understand how your App will be of service to them, you will become a better Developer.

Targeting Your Audience

.....Identify Your Users

.....Do Your Research

.....Gather Data

Who is Your User?

.....Most Popular App

.....What's Trending?

.....User Personas

Planning Your App

.....Get Started, Right Now!

.....Visualize Your Idea

Lesson 2: Targeting Your Audience

When we decide to Target our Audience, we really mean to say we would like to select the individuals who will benefit the most from using our App. This approach allows us to narrow down our audience from every individual on the planet to select individuals who will enjoy the App first. We must first identify these people, gather initial data about the users and find out if any other individuals would share these interests to grow a strategy.

Identify your Users

The particular users you are looking for tend to become obvious when you have designed the App Idea. Select people you know who would regularly use and enjoy the App. Build a Profile from these people and ask yourself, what reason would my imaginary person have for downloading and using this app? If you can answer this question, you may just have a really good idea!

The next step is to start thinking practically. What Return on Investment can I expect to make from Developing this App? A Return on Investment is what you receive upon completing the App Development Journey. Marketing Strategies early on have been proven to increase the number of downloads and broaden your App's Visibility on the Play Store. By Identifying who these people are, you can contact Marketing Teams to Promote your App for you.

Do Your Research

By Identifying your User, you can begin to learn more about a typical user. Finding out Market Research such as What Age-Group they belong to or what Country they are from allows you to make initial assumptions about the typical user of your App, where you might be more successful if devising a marketing campaign when launching the App. A relevantly easy way to capture this data is to check out reviews of competitors and what sort of age group or users are giving the app positive ratings.

Sending out Surveys using a survey provider like [surveymonkey.com](https://www.surveymonkey.com) can help you to gather data faster. Simply by posting a link online, you can have access to a wide range of users who would be willing to help you with your App Idea and give you any insights as to what might be needed in the Development of the App. Focus Groups of people you know or perhaps individuals in your community that would benefit your app are one of the best way to research your audience. Face-to-face communication is by far the best form of communication as it allows you to pick up when someone is holding back or not being completely honest.

By gathering initial data, you'll find yourself getting more excited about the App's purpose. It may even be a case that you haven't quite figured out your App Idea yet, by following this process, you'll be able to get a better understanding of what your users are looking for.

Gather Data

When doing this research, it is easy to complete the simple tasks like setting up the survey and asking people for their responses. What tends to be the tricky part is compiling the data that you have gathered. It is useless unless you can draw a conclusion from it all.

A Good place to start is with the Market Data you have gathered. Find out exactly what % of the Market your competition has. Will your App be stronger and more valuable than their App? Are you looking to take all the current users, or only a small portion? If there are any gaps in their service, you should always look to fill in this service with your App. By undercutting the competition and providing more value for less, you will be able to convert more users from the existing Apps to yours.

Setting realistic goals early-on allows you to see the value of your App. In turn you can assess how much time and money you are able to invest in your App Idea at this stage. (Sometimes it's better to incubate your original idea while you build up the technical skillset to implement it!) An example of this in action is the Pareto Principle.

80/20 Rule

For Many Events, roughly 80% of the Effects come from 20% of the Causes.

This can be applied to what we should expect in terms of a Return on Investment. In the Mobile Game Industry, 50% of generated revenue comes from 0.5% of the Users.

Meaning 1 particular group of Users are will to spend massively more amounts than others.

Who Is Your User?

To begin understanding “Who is Going to use my App?” we’ll need to start creating a User Profile. Creating a Persona Title for your User helps you to understand who this person is and what they will benefit from in your App. Once you have started giving your Users a Title you’ll be able to visualize who these people are and what they like and do for a living.

This can impact on how your Users might use your App because really you are designing the App to best suit them! Once you have a few Samples of Typical Users who will use your App you can add their profile to your App Design Document. The point here is to start getting into the mindset of your User. Perhaps they aren’t Tech-Savvy or don’t have the same interest in Technology as you do. Is your App able to accommodate users who have little to no experience using apps?

The Most Popular App

Before we settle into our User Profiles, it’s worth taking note of what trends are happening in the App Stores at this time. As we know, Facebook and Social Media are where our Users spend the most amount of their time in Apps. This can indicate a strong reasoning that Users will likely enjoy posting or searching through their established Social Networks. No need to reinvent the wheel by creating a new one when we are starting out!

Conversely, the Games Category currently takes up the biggest share of Categories of Apps. It is definitely worth weighing up the values of stiff competition when comparing categories that your App will likely fall under.

What's Trending

Who needs your Service? Find out what kind of problems have been increasingly sought after in recent years. If your App is going to be used in a national or scientific problem-solving fashion, it is essential that we follow trends to make sure we are on the right track. Make sure of the Google Trends Tool that allows you to track what countries you can start with where the problem is most current and start working to solve the problem early on.

On a much more local level, you can begin by getting in touch with local communities and hosting "Tech Events" (with free pizza!) to get in touch with who you can utilize for assistance, whether it is graphic design, marketing or even development. This will give you an idea of how big technology is impacting your area and where to begin with your first app.

User Personas

Once you have a few Samples of Typical Users who will use your App you can add their profile to your App Design Document. The point here is to start getting into the mindset of your User. Perhaps they aren't Tech-Savvy or don't have the same interest in Technology as you do. Is your App able to accommodate users who have little to no experience using apps?

Find out what these people do to detail exactly how your App will solve their problem, are there any competitors out there that are doing something similar? Perhaps they are only doing half of what is needed and you'll be able to improve the service to make it easier! Sign up to competitor's services and go through their processes, are there any things you would do differently? Is there a way to simplify the process? These are crucial design questions that will set you apart from your competition in the later stages of Development.

Flesh out your Users Personas by asking the 5 W's

Who - What - Where - When - Why - How

Being able to keep your User Experience in the forefront of your Designs allows you to create a greater understanding of what the Final Product that will change their lives!

With that in mind, it's time to get started on Designing your App!

Designing your App

At this point we have covered a lot of information about what you can do to get started on your App Idea. Let's start looking at a practical approach to getting started. While you don't need a formal business plan for getting started, it's good practice to put whatever knowledge you have into practice before it's too late. If you catch a mistake in the Design Process, it might save you a lot of heartache in the Development Process later on. Brainstorming Ideas can be a lot of fun. Make sure to stay on point and get those creative juices flowing! Here are a few Strategies for Idea Building:

1. Forget what you think you know
2. Understand your User
3. Constraints Never come First
4. Use all Resources Available to you
5. Keep It Simple

Here is an Example of a Breakdown of Primary & Secondary Requirements for an App that counts down to the minute that President Trump's term in Office Ends.

When does Trump Leave Office?

Primary Requirement – Countdown Clock

Secondary Requirement – Digital or Analog?

An App that provides Medical Updates on Flus and Viruses may also include different requirements, needed to be efficient as opposed to beautiful design.

What flus and viruses are common?

Primary Requirement – List of Flus & Viruses

Secondary Requirement – Multi-Page or Scroll View?

Visualizing Your Idea

Paper Prototypes allow us to visualize the project before development has begun. They are also a great way of communicating your ideas with your peers, investors and programmers. Communication is the key during the Design Stage of Development and allowing the project to be interpreted graphically by your team opens up the specifications needed for discussion.

The Paper Prototype is a technique that allows you to create and test a User Interface quickly & cheaply. It can be achieved using whichever textile methods you prefer.

Whether you would like to make it out of match sticks, clay or simple pen on paper.

When developing a mobile application, it is easier to create the template for the phone and design what the app will look like on screen in the users' hands. The main objective from your Paper Prototype should be to communicate your idea for your App clearly and effectively. Being able to test out the App will allow you to catch any errors in the design and find out how people will more than likely use the App without any prior knowledge of how to.

You can use the template for the iPhone to get started on YOUR Idea. Make sure to print out extra copies and fill them in as each screen is needed when navigating the App:

