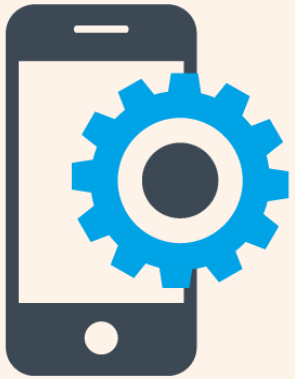
Diploma in Mobile App Development Part 1

LESSON 1
Why Make Mobile Apps?



Creating Successful Apps

MAD Educator: Oisin Feely

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About Us

Oisin Feely (Ush-een)

B.A. (Hons.)Computer Science

MAD Developer

Big Fan of Elevator Music

The Team

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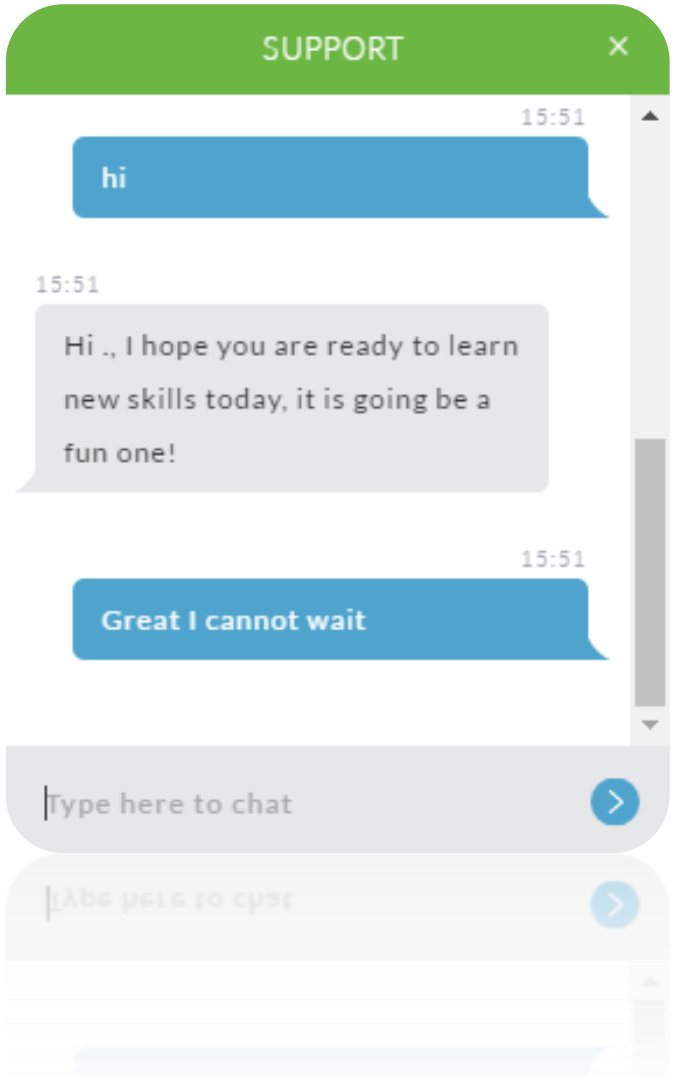
Live Webinars - Interaction

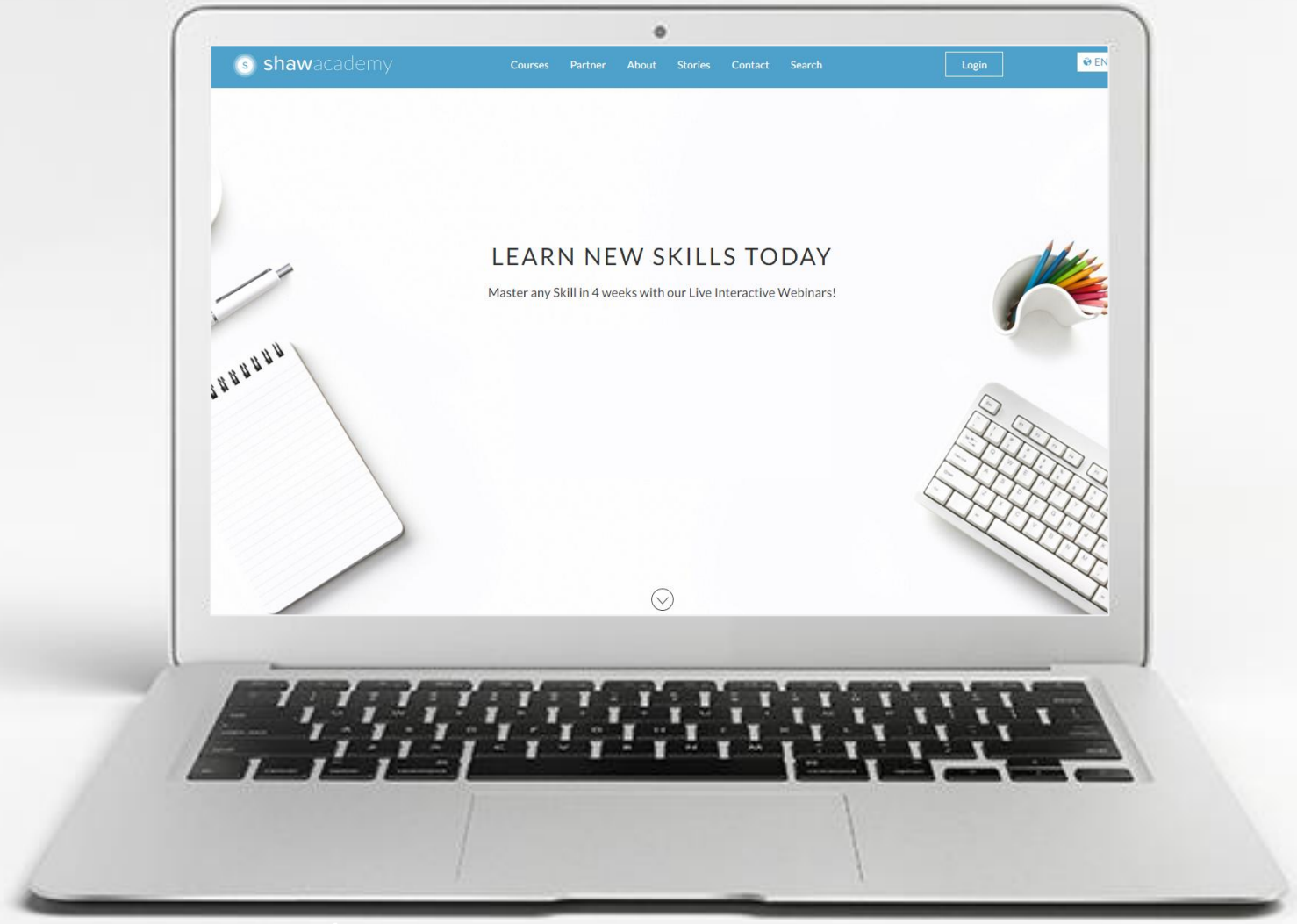
COMMENT
&
ASK QUESTIONS



WEBINAR
CHAT BOX

Priority Queuing
Premium Members get prioritized support

MEMBERS AREA



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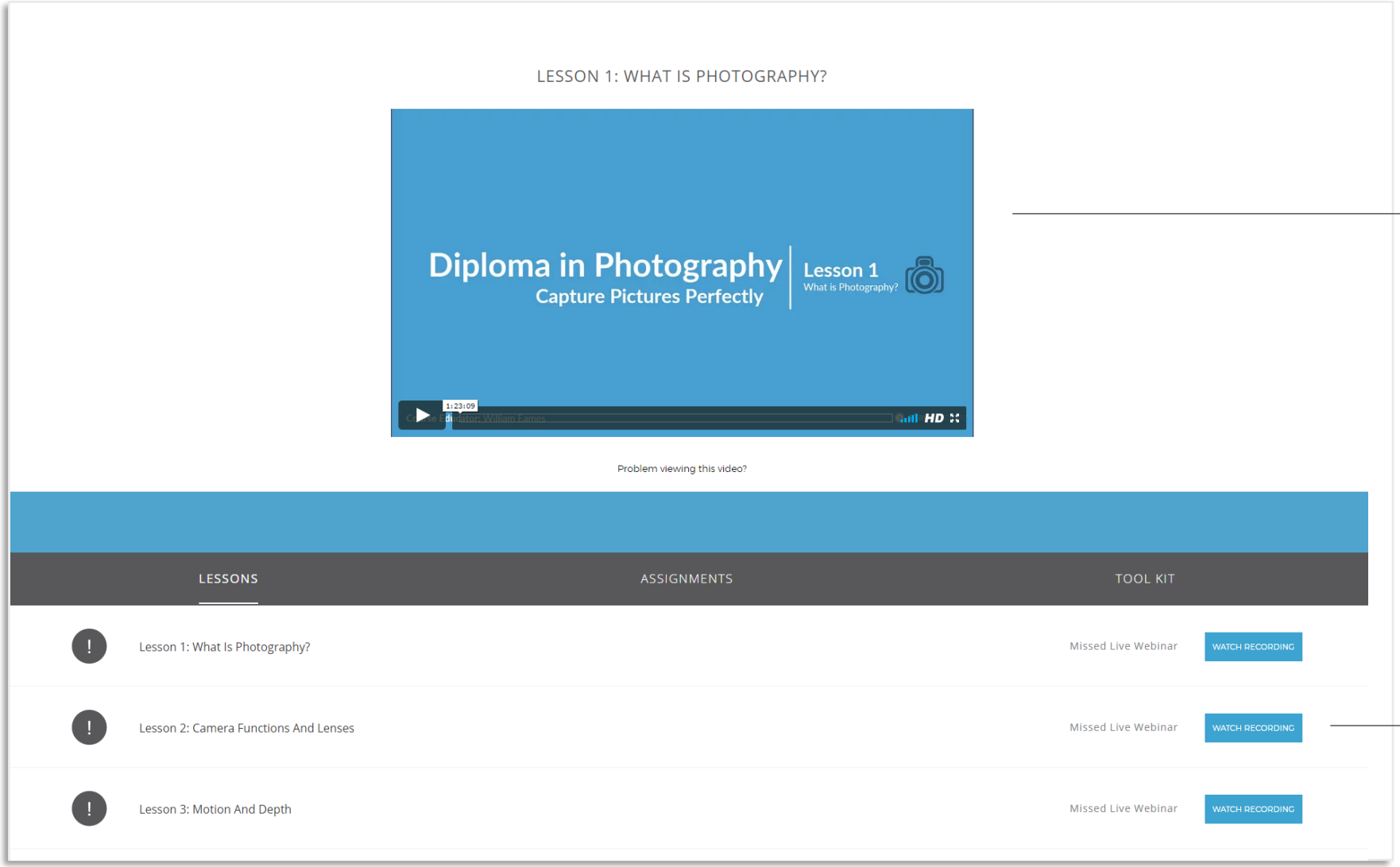
Members Area – Recordings



Watch the most recent lesson

At the top of your members area you will see a recording of the most recent lesson from your current course. Recordings appear in your members area within 24 hours of the live lesson

Watch Recording Button

WIN A
12 MONTH
PREMIUM
MEMBERSHIP

(RRP €599)

Winner will be announced LIVE during lesson 5

Advanced Diploma in Mobile App Development

Creating Successful Apps

Course Agenda

Creating Successful Apps

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Week 1:

Lesson 1 : Why Make Mobile Apps

Lesson 2 : Who is Your Audience

Week 2:

Lesson 3 : Coding for Beginners

Lesson 4 : The Development Lifecycle

Week 3:

Lesson 5 : Storing Data with Apps

Lesson 6 : Publishing Your App Important

Week 4:

Lesson 7 : Making Money in Mobile Important

Lesson 8 : Development Analysis Important

Today's Agenda

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Lesson
AGENDA

Lesson 1: Why Make Mobile Apps?

House Keeping

MAD Agenda

Why Are Apps so Important?

Starting Your Journey

The First Steps

Summary

Q & A

MAD AGENDA

Design – Why, Who

Develop – What, How, Monetize

Distribute – Strategies, Publish

Let's Begin!

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Why are Apps so Important?

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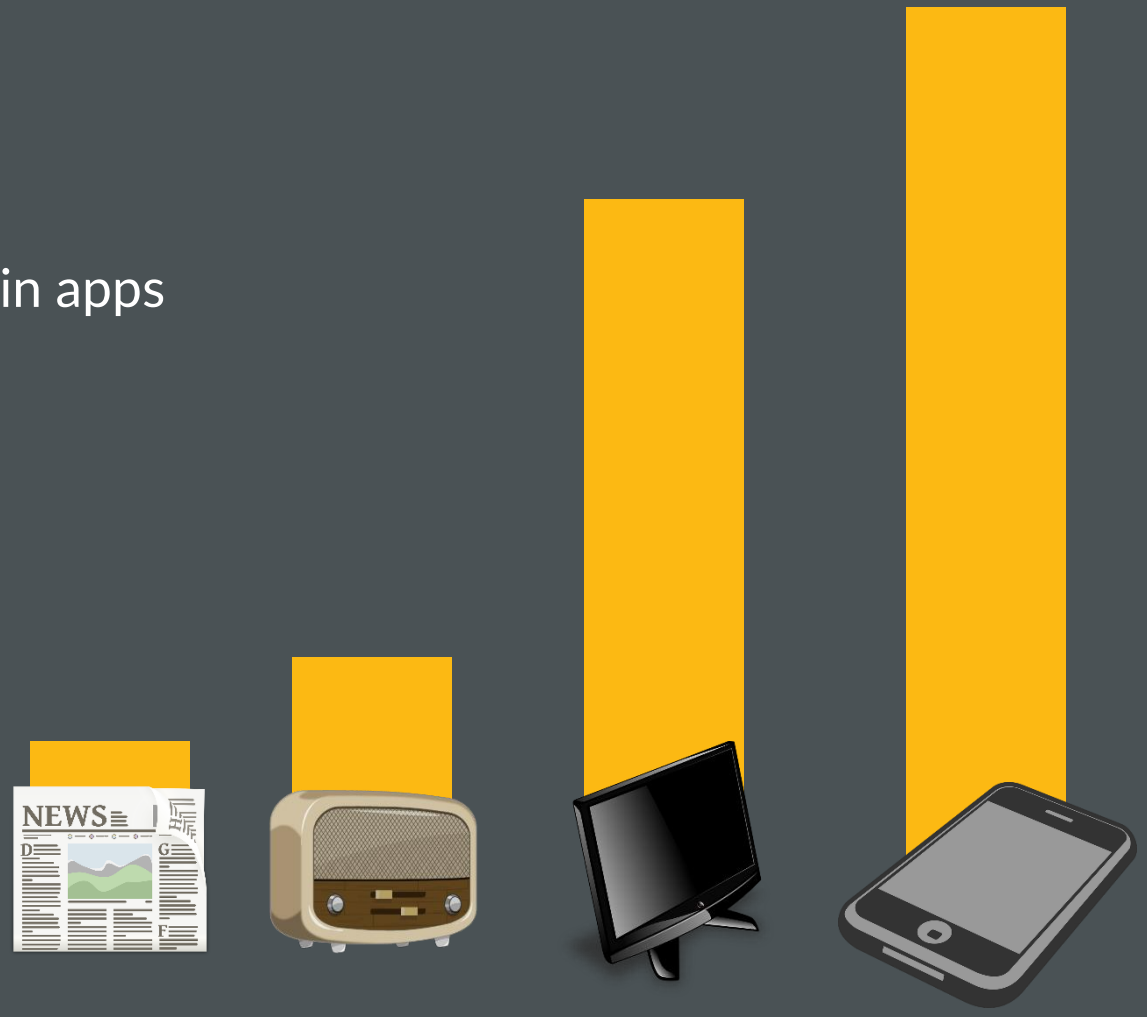
Time Spent on Major Medias



2016 (Oct)

90%
of time spent in apps

51.3%
of all web visits from mobile

We are spending more time online than with any other form of media – Print, Radio, TV, Digital

Why are Apps so Important?

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An Opportunity

How many Businesses could benefit from having a Mobile App?

How many Businesses wouldn't benefit from having a Mobile App?

It's All About Engagement
People spend a lot of time in apps (4+ Hrs)

Add Visibility to your Business

Engage with Users where they are the most

A good app will generate Users and Revenue through engagement

Users spend **90%** of their time in Apps compared to the Mobile Web

Global Mobile App Revenue amounted to **$51** Billion in 2016

and is Projected to generate **$102** Billion in Revenue by 2020

Why are Apps so Important?

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Apps in Day to Day Life

How many People own a Smartphone?
2.6 Billion Smartphone Users Worldwide

Apps Improve Lives in a Variety of Ways

Better Communication

Social Media and Online Presence

Leisure Activities

Organized Lifestyle

Many More

What Gap Does Your App Fill?

2/3 Of all adults now own a smartphone.

Avg User checks their phone **150** times per day.

50% Of smartphone users grab their phone after waking up.

Of people always have their smartphone at their side. **87%**

Why are Apps so Important?

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What App Should I Make?

There are No Instructions!

YOU Decide

Corporate Apps

- Apps that improve business with a company.
- An App that creates a new, easier way to interact.

Facilitator Apps

- Apps that specifically help people do something they already do.
- An App that provides a service in a more efficient way than before.

Standalone Apps

- Apps that Sell on the strength of what they do.
- An App that does something interesting or fun.

Starting Your Journey

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Starting Your Journey

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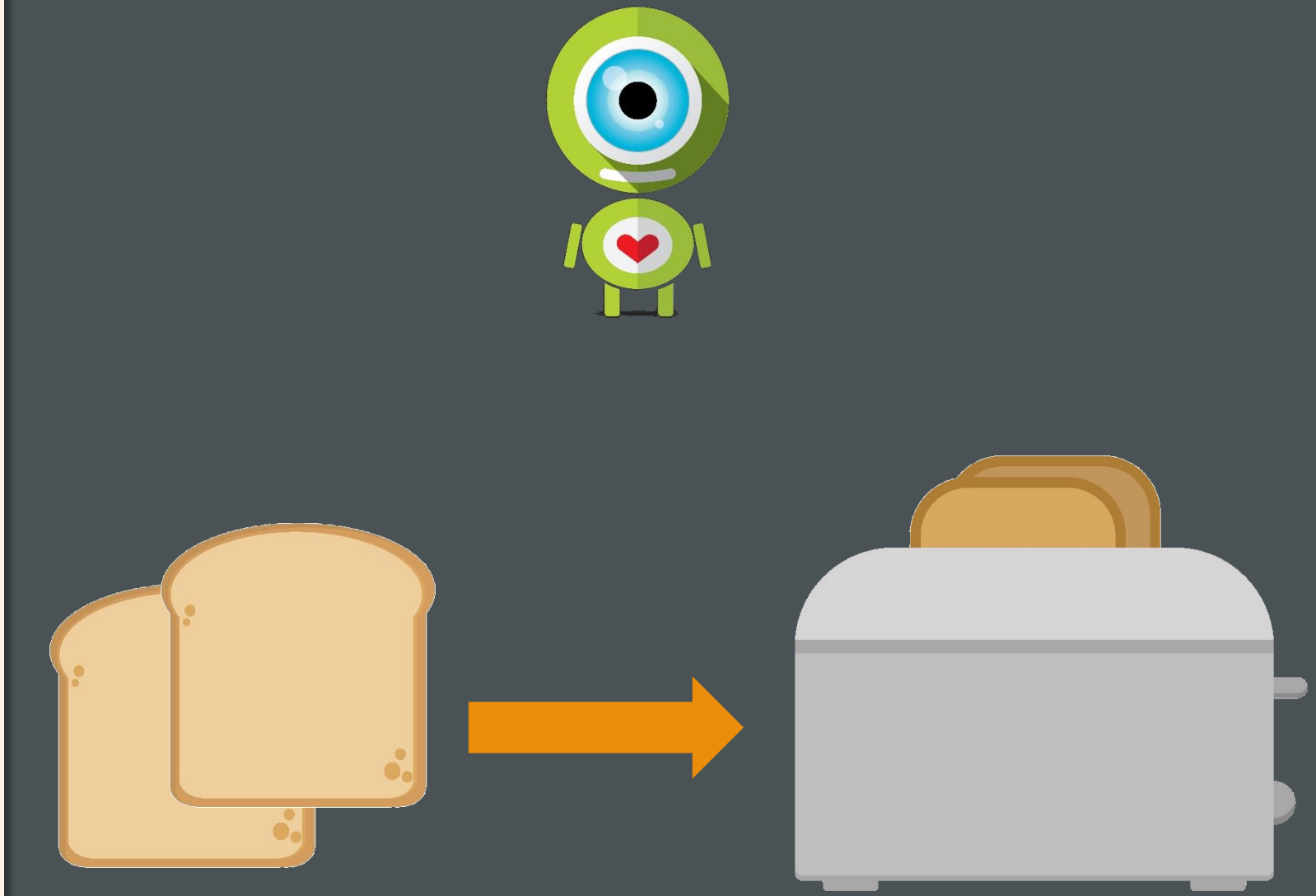
The MAD Process

All **Development** involves creating something that **Solves a Problem**

1. **Identify the Problem**
2. **Design a Solution**
3. **Write the Application**
4. **Check the Solution**

An App is made up of **a List of Instructions**



Starting Your Journey

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The MAD Process

List of Instructions = Algorithms

A list of steps

How to boil an egg?

Logical Thinking

Break down problem into component parts

Find a solution for each part

Getting Started

Create a Design Document

App Design Document

This Document will keep track of the Design as Development continues. You can keep adding to the Document as you learn more about your App.

Blueprint for Your App

Create a Design Document

Elevator Pitch
The **Problem** your App will **Solve** in a few short words

How Will It Be Used
What Makes it **Stand Out**

Features
An Overview of the **Core Features**

Ask Yourself

Q: Why would someone want to buy or download your App?

What Problem does your App Solve?

Set Goals for your App
Think carefully about the potential of your App.

How much can you invest in the App?

Doing this will help you to develop in the best way possible

Summary – Why Make Mobile Apps?

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- ✓ Why are Apps so Important?
- ✓ Starting your Journey
- ✓ First Step

Congratulations you have taken the first step in Mobile App Development!

- Attend Lessons LIVE to ask Questions in real time and benefit the most

- We're here to help, so contact us anytime!
- mobile.app@shawacademy.com

Next Session – Lesson Two

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The next session is "Who is your Audience?"

- Planning your App
- Who is your User?
- Designing for Audiences
- Targeting your Audience

Attend all of the lessons LIVE and your knowledge will Grow

Shaw Academy 12 Month Membership Prize during Lesson 5

Get your Tool Kit for Lessons 1-3 by completing each Lesson

Enhance Your Learning Experience

Course Tool Kit

- Exclusive Starter Pack
- Webinar Slides for every lesson
- Summary Notes for every lesson
- Course Specific Bonus Videos

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SHARE

To Get A Bonus Video

We Want To Give You TIPS, TRICKS, CHEATS, SHORTCUTS AND EVEN MORE SKILLS

We Want To Reward You

Get Skilled. Get Ahead

Weekly Challenge #1

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Why would Someone want to download & use YOUR App?

- ✓ Go To Shaw Academy's Facebook Page
- ✓ Use the **#ShawMADIdea** and Tell Us Why Your App will be Successful
- ✓ Search **#ShawMADApp** to find Past Examples

#ShawMADIdea

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QUESTION TIME

See you back for **Lesson 2**

Who is your Audience?

Watching a Recording? Email Us:

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MAD Educator: Oisin Feely

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