Diploma in Mobile App Development Part 1

LESSON 8
Development Analysis

MAD Educator: Oisin Feely

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LESSON 7: Making Money in Mobile

Monetization Models

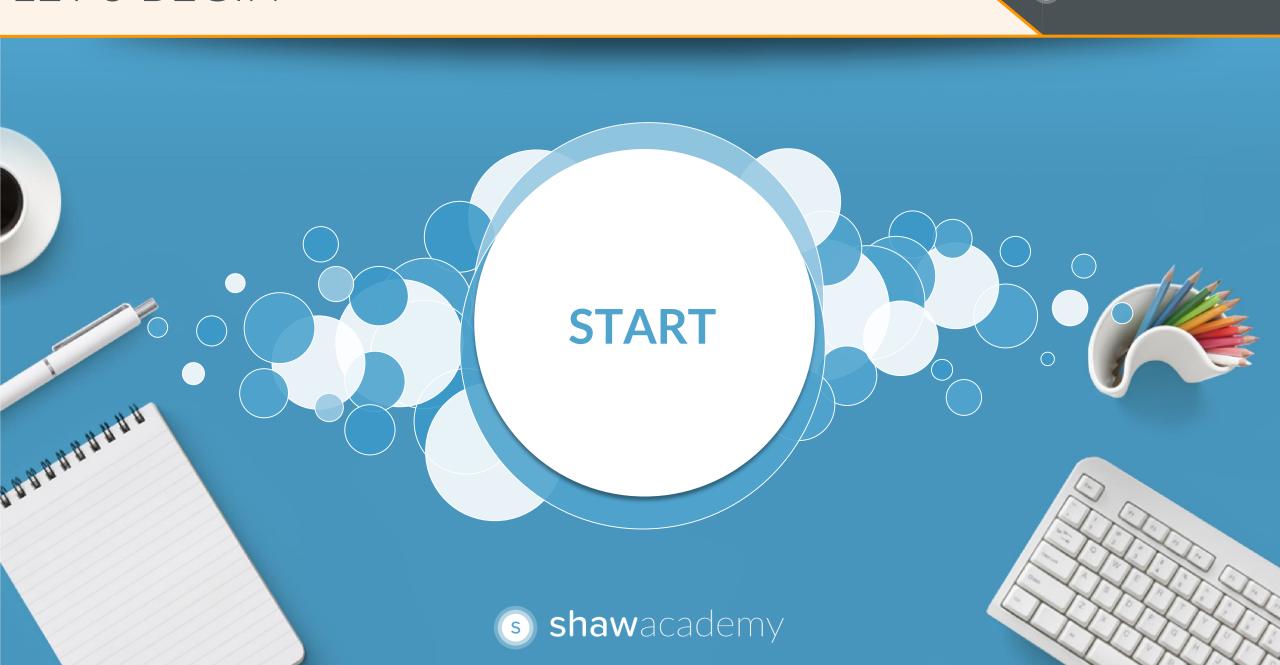Making Money from Free Apps

Maximizing your Revenue

Q & A

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Tools Used in Design

Adobe Creative Suite
Image Editing
Graphic Design

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POP by Marvel (Free)
Prototyping Designs
Daily Inspiration
Blueprint to follow

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Audacity (Free)
Record Sound Effects
Edit Sounds to suit your App

DEVELOPMENT TOOLS OVERVIEW

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Tools Used in Development

App Inventor 2
Logical Prototype
Introduction to App Development

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Android Studio (Free)
Develop through Java
More Control over Everything

What About Distribution?

Google Play Developer Console

Devices Used
Uninstalls
Countries Installed

App Annie

Analytical Tool
App Store Optimisation
Market Data

Firebase
Integrate through Android Studio
User Data
Monitor Events

INTRODUCTION TO USER RETENTION

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An Introduction

First - Some Sobering Statistics

Calculating User Retention

((CE-CN)/CS) x 100

CE = no. of customers at End of Period
CN = no. of new customers acquired
CS = no. of customers at Start of Period

**Start with 100
End with 105
(15 Leave – 20 New)**

((105-20)/100) x 100 = 85%

25% Of installed apps are never used

Daily Active Users after 3 Days 80%

5 - 7

Times more expensive to acquire a new customer than to keep an old one

User Progression

4 Stages of Retention
Gain a Deep Understanding of Users
Create an Incredible User Experience

Understanding your Users helps you to know what action to take next.

Get to know the Users

Meet & Exceed Expectations

Gather Data

Iterate

4 Stages of Retention for Users to Pass Through

Stage 1	Stage 2	Stage 3	Stage 4
Low	Medium	High (few)	High (many)

Stage 1: Learn User Needs

Maintain Personal Relationships
Find out more about their Lives
What functionality your App provides
Keep the Users Happy

Interact with Happy Customers
Early-Stage Users (0-7 Days)
Middle-Stage Users (8-90 Days)
Late-Stage Users (91+ Days)

All-Hands Support
Solve Customer Issues
Adopt a User-Centric Mentality
Plan Future Developments

WE WANT YOUR FEEDBACK

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Stage 2: Set & Meet Expectations

User Onboarding Flow
Inform the User about how it all works
Customize the Experience
FAQS

Set Expectations
Tell them what to expect
Be consistent
Always deliver value

Watch Out for Feature Blindness
Constant Visual Stimuli
Naturally Ignored Information
Remind the User about Unused Features

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Stage 3: Increase LTV

Surprise and Delight
Offer Promotions Proactively
Surprise Users with "just-because" Value
Avoid "last-ditch" Attempts

Have the Best Support Team
Responsive Customer Support
Leave a Lasting Impression
Avoid unmemorable Experiences

Celebrate Successes
User Progress
Milestones or Anniversaries
Remind the User why they Use the App

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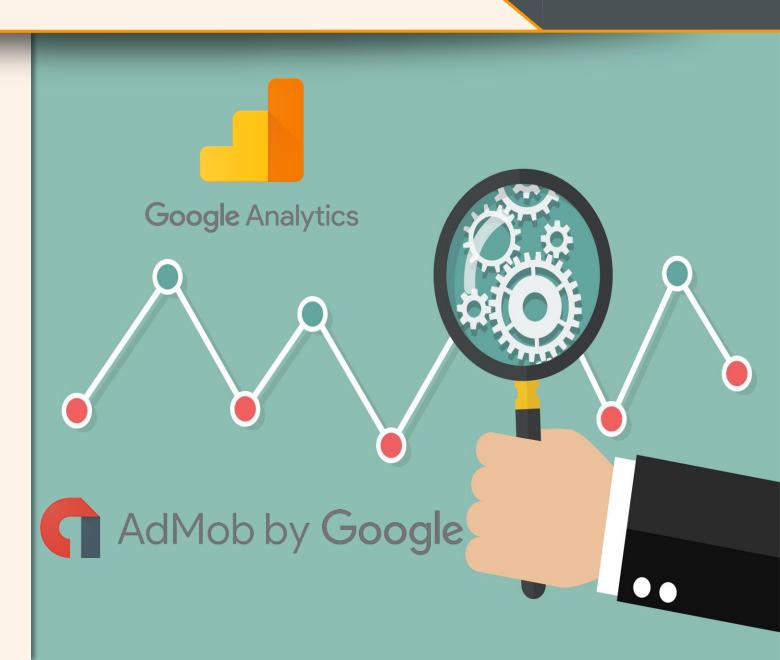## Stage 4: Optimise with Data

Learn where Users Stick
Analytical Tools
Developer Console
Where do Users spend most of their time?

Find Friction
Where are Users Tripping Up?
No Catch-All Solution
Implement a Personalized Approach

Learn, Adapt, Apply
Improve the functionality
Learn more about your Users
Adapt for Accessibility

Google Analytics

AdMob by Google