



By Logan Merrick

Copyright © 2013

LEGAL JIBBER-JABBER

This book is © All Rights Reserved. You may not sell this book, give it away, display it publicly, nor may you distribute it in any form whatsoever.

While reasonable attempts have been made to ensure the accuracy of the information provided in this publication, the author does not assume any responsibility for errors, omissions or contrary interpretation of this information and any damages or costs incurred by that.

The author does not warrant or represent at any time that the contents within are completely accurate due to the rapidly changing nature of the Internet.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

While examples of past results may be used occasionally in this work, they are intended to be for purposes of example only. No representation is made or implied that the reader will do as well from using the techniques.

The author does not assume any responsibility or liability whatsoever for what you choose to do with this information. Use your own judgment.

Any perceived slight of specific people or organizations, and any resemblance to characters living, dead or otherwise, real or fictitious, is purely unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

You are encouraged to print this book for easy reading.

IMPORTANT NOTE:

This book is aimed at beginner app developers. You don't need to have any experience in developing mobile apps in order to benefit from this book.

You should however be familiar with the concept of mobile apps.

This book will not teach you how to code or develop software. It is designed to teach you the tips and tricks around coding.

If you are still new to mobile apps, don't worry because help is on the way...

If you want to learn about the basics of mobile apps you may want to get the low-down from, <http://www.buzinga.com.au/category/buzz/>

Introduction

Be Inspired

In the last 5 years, the mobile app development industry has gone from zilch, to a multi-billion-dollar industry.

To top that, the mobile industry alone is about to become the 5th trillion dollar industry in the world with over 1 billion smartphones world-wide.

We are now sitting on the greatest opportunity that has ever been.

You probably missed the property boom in the 90's and your father will tell you about the killing made in the stock market in the early 80's. And one day you will tell your children and grandchildren about the great mobile app boom of the 21st Century.

And it could potentially be one of the greatest stories they'll ever hear... but you've got to be in-it-to-win-it. And that's the name of the game when you're a Creative Investor.

Angry Birds made \$10,000,000 in its first year and as we all know, Instagram sold to Facebook for 1 Billion dollars (I don't have time for that many 0's).

But these are only the stories we hear of.

There are hundreds and even thousands of apps being bought up by the large conglomerates like Google (e.g. YouTube). For example, in 2011 Apple paid out over \$4 Billion to mobile app developers for their apps.

My business partners and I sell our apps (or portions of our apps) to publishing companies like Chillingo, who also currently own hundred-million-dollar revenue-churners like Angry Birds and Cut The Rope.

The opportunities are out there.

Even if you never receive an offer on a mobile app... there are some very successful Appreneurs like Chad Mureta and Trey Smith who make squillions from their own apps every year.

It is an interesting time we live in.

“To cut a long story short...”

The Creative Investor Guide is a collaboration of the 10 Most Asked Questions by mobile app developers world-wide, and the answers to each of the questions.

Cheers to your Mobile Success!

The 10 Most Asked Questions By Mobile App Developers

How Do I Create An App?	1
How Much Does It Cost To Develop A Mobile App?	2
How Long Does It Take To Develop A Mobile App?	3
What Defines A Good App?	4
How Do I Know A Mobile App Developer Is Right For Me?	5
What Do I Do When My App Is Completed?	6
How Do I Market My Mobile App?	7
How Can Mobile Apps Make You Money?	8
What Should I Charge For My App?	9
How Do I Detail My Requirements For A Developer To Understand?	10

Question 1:

How Do I Create An App?

I'm not going to get into the nitty-gritty of coding an app. Because you'll need a lot more than an article to become a software engineer.

However, I do want to talk about how you as a non-developer can leverage the experiences of a development team to create your own spectacular mobile app. Starting with...

Step 1: The Idea

I'm assuming at this point that your inner entrepreneur is breaking out and your mind is bubbling with cool app ideas.

The first thing you want to do pick out your strongest idea. Not you're most expensive, and not the simplest one with the intentions that it will fund your future apps. But the one that you feel the most passionate about.

Step 2: Find Your Developer

There are many ways to do this, and there are many ways to get this wrong. Follow my instructions to minimise risk of failure.

Due-diligence. As an entrepreneur you will naturally look for the cheapest developer. Let me clarify this for you. In the mobile app development industry, whether you're looking for an iPhone app developer or an Android app developer, if you pick the cheapest you will most likely get stung. I can almost 100% guarantee that.

You must be careful. Pick the developer that seems the most capable, but also adds the most value to your idea.

An app can go horribly wrong when the people who are meant to be experts in the area aren't able to assist you in improving your idea.

However, when you find someone who can, make sure you hold on to that developer. Because you just found a gold-mine!

Step 3: Observe and Monitor

Make sure you have a deadline in place for the developer with milestones along the way.

You need to ensure that you stay on top of your project to get it out on time.

You also want to monitor the progress of development with beta builds, to make sure that your app stays on track.

A Beta Build is an incomplete versions of your app released to you for testing the functionality of the app at milestones. It is provided by the developer.

This is important because sometimes developers can get a little ambitious and make executive decisions that may cause the app to look and feel slightly different to what you've got in mind.

Beta builds also help you determine the progress of development.

Step 4: Test-Test-Test

Have you ever had an app completely crash on you? Has it ever happened twice?

App crashes are common and can be the cause of many things. For the most of it, it is brought on by poor coding.

Mobile app developers tend to rush things at the end of the deadline to get the app completed in time. It's not uncommon to give a developer another 2-4 weeks for testing time once the app has been completed to make sure that the app is bug-free. An app that tests out perfectly before the launch is going to get a much better response once the app is released.

Regardless of perfect testing results, app crashes can happen. On the release of iOS 6, Facebook's app started crashing and forced them to completely rebuild in the native platform. Instead of the original which was HTML5 (cross-platform for both Android and iOS).

Step 5: Marketing

An app can pull in \$100 a day, organically, without any marketing power at all.

However, if you're anything like me, and you want to make 6 figures per quarter from your apps, then marketing better become a very dear part of your skill-set.

Leading Mobile App Developers spend on average 14% of their focus on marketing and over \$30,000 on marketing alone.

Now am I saying that you need to spend \$30,000 on marketing your first app? Absolutely not. But be ready to spend either \$10,000 in your own time, or \$10,000 in employing a team of marketers.

Step 6: Reap The Rewards

You worked hard. You took a big risk and you should be proud of that. You've done what 99% of people in this world are too afraid to do so give yourself a big pat on the back. I'm serious. Use some of the earnings from your app to treat yourself. You earned it. Now do it all again!

Question 2:

How Much Does It Cost To Develop a Mobile App

The development cost from app to app can vary immensely depending on what you want. As a mobile app developer it's important to keep in mind that every app you develop comes with a calculated risk. And as a rule of thumb, the more you put into it (not just money) the more you will get out of it.

The cost of development can also vary depending on the developer you work with. Working with a local developer as oppose to out-sourcing overseas is going to vary the price massively. Developing with an overseas developer may only cost you somewhere between \$3k-\$5k. Which at first may seem like a bargain...until you get what you paid for?

There is no substitute for quality. But on the same token, you don't need to pay the \$70k-\$150k that a lot of mobile app developers charge to get a decent app developed. These developer are targeting the big corporate companies with huge marketing budgets.

A good mobile app developer should be able to develop a great app for a fraction of that price. Your most important job is just a matter of finding a decent developer.

Some software developers will offer to charge you on the hourly basis, meaning that they culminate a certain amount of hours for the work they have done – *taking their time of course* – and then send you the bill afterwards.

What's the problem with this? Well, if Joe gets paid more if he works slower, what's he going to do?

So what is the cost of developing a mobile app locally?

Starting from around \$7,000 for a good app. And once again, it all depends on the type of app and the efforts that go into it. Game apps for example are normally a bit pricier. On that note, Game apps generally have a much higher turn-over. R.O.I.

Here's how to find success in mobile app development:

- a) Define your idea,
- b) Find out the development and marketing costs,
- c) Estimate your ROI. Do the numbers add up? Yes? Then go for it!

Question 3:

How Long Does It Take To Develop A Mobile App?

This is a tricky one as it varies from project to project. There is also a big variance depending on the *kind* of app that you're developing.

For example, a basic social media application – initial release (MVP) – should only take between 3-4 months including graphic design.

Graphic design will normally take up the first month of any mobile app development project (apart from the planning stage which can add a couple of weeks).

The UI (User Interface) will generally be developed for the whole of the second month whereas in the third month the development team will wholly work on the back end development and tying that in with the UI at the end of the month.

“A Basic Social Media App Should Only Take Between 3-4 months...”

The fourth month will consist of hard core systems and integration testing where the mobile app developer puts the app under an immense amount of strain.

Releasing the app on the app store will take roughly 14 days if you are developing for iOS and releasing onto the Apple App Store.

The Android App Store (Google Play) has a much higher turn around (same day approval).

The bigger the app, the longer it takes to develop. For example, a game application will generally take upwards of 6 months, depending on the complexity of it.

“It really depends on what you're after and what you want to develop.”

If for any reason you are unsure of how long it might take, please don't hesitate to contact us directly or post something below.

Question 4:

What Defines A Good App?

The definition of a good app, in short, is this: If there is a need for it, and the application is easily marketed, and there is a decent ROI then you have a good app concept.

The real questions you want to ask yourself here is:

- How Do You Know That your Mobile App Idea Is Viable
- How Do You Check The Feasibility Of Your Project

Part 1-

How Do You Know If Your Mobile App Is Viable?

I've been asked this question by every striving mobile app developer I have ever come across since I got into this gig.

At this point in time, I am pretty confident in my ability to gauge a good mobile application idea from a bad one. But regardless of whether you like an idea or not, it's important to always do your due diligence.

There are tonnes of ways to gauge whether or not your mobile application is viable or not:

When I get pitched an idea for a mobile app I'll generally flesh it out a bit and get it down on paper. I need to be sure that I've got the core of the concept right, before I start talking to people.

Google it...

I quick search on Google of (keyword) followed by the word “App” should highlight any potential competition or threats. Finding out a little more about my competition is a matter of downloading the app and trying it out myself, testing the UI, functionality, user base, current activity, etc.

Simply looking at what the competition does right, what it does wrong and what it doesn't do at all will highlight any gaps. Then I can determine whether this idea is worth pushing through to the next phase of research.

Ask an App Developer

I know people from all walks of life. People whose opinions I trust. I know I can run an idea by them and get honest feedback. The last thing you want is a ‘pity-opinion’ from your socially-over-generous aunty who doesn't want to hurt your feelings...

After running it by some international industry professionals I take down any notes I can use to improve the concept. I'm looking for the wow factor, which is something that can only be measured through honest feedback.

This part of the due-diligence process should only take a couple of days. If you want to take it even further, or if you're pitching investors, it may be necessary to perform some surveys or hiring a research company to complete the market research for you.

So what's the verdict?

At the end of the day, 11% of mobile applications are successful. So if you develop right and market it effectively, your chances of success mobile app development are phenomenal, especially compared to traditional businesses.

Part 2-

How Do You Check The Feasibility Of Your Project

Many app ideas never get developed because the mobile app developer isn't sure if the idea is even feasibly possible.

There are five main feasibility issues that a mobile app developer needs to overcome BEFORE going into development, and I'll cover them off here:

- Technical
- Information
- Financial
- Skill
- Passion

You need to ensure that each of these limitations are checked off in a thorough feasibility check before you go into development. It's not a huge process but as a mobile app developer it certainly helps if you know what you're doing...

The first check you need to make is:

Technical

There are always technical limitations to mobile app development and this is something that the developer needs to overcome early on in the development process— before you actually start spending any money.

“The developer should do this for you...”

This can either be the ‘Do or Die’ of your project and can run you into a bit of trouble later on down the line, so make sure this is done properly.

As an experienced mobile app developer, it is easy for me to tell what can and can't be done with today's technology. And if I don't know then my Lead Developer definitely will. But not everyone has that advantage.

Information

There are a number of reasons why it might not be feasibly possible to develop a given app, and only ONE of those reasons has anything to do with technology.

“Information is often an easy one to overcome, you just need to know where to look.”

Sometimes, the information that you require, or want to tap into, isn't available. Say for example, a TV station doesn't just share their TV channels with anyone, and certainly not without a price.

Which bring me to my next point:

Financial

That can depend on a number of things, including your own personal financial reasons. Is the app feasible for you to develop based on your budget? Have you set a realistic budget? Or from another perspective, will your app generate enough income to make it feasible to spend money on development?

Skill

How good a developer are you? I know we all like to fancy ourselves the next Zuckerberg but realistically speaking, if you are serious about your project (and I don't see why you are reading this if you weren't) you need to bring aboard the right talent that *can* develop your mobile app, and to a high standard.

“If your app is to be developed, it deserves to be developed RIGHT, by a mobile app developer who knows what they’re doing.”

Check your skill set after you have produced a list of the technologies you will be using to produce the app. Are you the right person for the job?

Passion

You are your own greatest tool, so you need to make sure that YOU are in check. Developing an app can take time. Sometimes even up to 8 months. So your commitment and passion will need to be charged when it comes to the push.

Because 8 months later it may be required of you that you drive your app into the hands of the user through a tactical marketing plan. You need to be pumped. And you need to be ready... make sure that YOU are in check, throughout the whole process.

Being a mobile app developer takes guts. It's always a risk and funnily enough it's the brave who persevere and become successful in the app store.

As far as Technical and Information feasibility goes, I have helped many budding and battle hardened entrepreneurs discover the feasibility of their project.

I'm assuming that by reading this, you have crossed the other 3 limitations off your list.

Question 5

How Do I Know That An App Developer Is Right For Me

Below you will see I have formulated a set of 5 questions that you should ask every mobile app developer that you interview. And yes, I would suggest you have a look around to see what's on offer to make sure that the developer YOU choose is the right fit for you.

An underlying thing you should always keep in mind when you engage in discussion with the developer is the general relationship. Do you like this company? Do they understand you? Because this is a company you will need to get quite intimate with if you want to develop a god-class app.

Don't buy into any sales-gimmicks. You're looking for someone who you can trust. Pretend like you know what you're talking about. At least if you seem to know a lot, the developer is unlikely to try to take you for a ride.

#1: What is your development process?

Every development firm needs to have a solid development process. Because without a good process of development, the whole thing can turn into an absolute nightmare. Be wary of this.

#2: What is the average cost of an app with your company?

Now this is where some app developers can get a little bit untruthful. The average app does not cost \$10,000. That's too low. On the other hand, an app should not be up above \$25,000. To give you a reference point. At Buzinga, the average app development project is \$17,500.

#3: Do you produce a clear project scope before going into development?

The project scope is possibly the most important part of development and needs to be done quite accurately. It's like a building plan for your mobile app. If not done right, the whole thing can become a disaster.

#4: How do you bill?

Be careful because some developers bill on an hourly basis. This means that they'll give you an estimate before taking on the job and at the end of the project they will culminate all the hours and send you the bill before release. Often-times the bill turns out to be a lot more than the initial estimate. I've seen some companies charge more than double the initial estimate for the app.

Find someone who can give you a fixed price for development. That way you greatly minimise your risk.

#5: Where is your team?

Some developers outsource the whole project overseas. I don't have a huge problem with this but I wouldn't do it myself because you lose control of things like UI/UX (Graphic Design) which really should be done on home-turf for optimum results.

Coding can be outsourced to bring down the price at your end, and I've done this very successfully before. But I'm incredibly careful of how I do it and I only use developers who I keep on payroll unless I need some really niche talent for one of my projects.

Overall, don't trust a developer just because they say they can develop your app. Make sure you gauge their talent by checking out their apps. Are they basic or technically advanced?

Hint - You want the latter

Question 6

What Do I Do When My App Is Complete?

I know mobile app developers talk a lot about developing the first app and how to get it off the ground, but no one tells you about what do you do once your app is up on the app store and making you some money.

Is this a subject that isn't worth talking about? If I didn't know, I question why 90% of apps don't make it on the app store. Or maybe the answer is obvious. That mobile app developers just don't know what they are supposed to do once their app is on the app store. Let me enlighten you...

Once your app is on the app store you need to gauge its success and make sure to stay on top of user-feedback. Keep in mind that 94% of users don't leave feedback. And out of that, only 2/5 leave feedback that you can use. Use for what? Use the feedback to upgrade your app.

Upgrades aren't expensive but they are an important to the success of your mobile application to ensure your product maintains a good user rating.

Listen to what your users want. User-feedback is a gold-mine for growth. If you want people to enjoy your app more then do what they want... mobile app development is a huge market and touches on the old saying: *"It's easier to ask 1 million people for \$1, than to ask 1 person for \$1.* So working in this worldwide market you need to quickly understand that this is 'their' app, not yours.

You will also need to keep your finger on the pulse with regards to marketing. Don't let your app go on its own for at least 6 months, and even after that period. If an app is to become successful it needs to be marketed well.

“Mobile App Developers need better marketing”

At this point you need to seriously consider your options. You need to decide if you want to develop another app, to build your number of opportunities, which doubles your chances of hitting the jackpot. Which means you'll need to push this app the same as you did the first, and that takes time and effort... but could potentially pay off in a big way.

Or do you rather focus on your first app and break through the layers of success this way. After all, you only need one app to take off and you're set up for life...

Focus Vs. Diversification

Tough decision... I know... and there is no right or wrong answer because every app is different and will receive a different reaction from users. You need to gauge the uptake of the app and make your decision accordingly.

It all depends on the 'uptake' of your app and the 'return usage'. If you have a large user-base that are using your app religiously, then in order to grow, it may mean that all you need to do is find additional or alternative ways to monetise your application to make more profit. Without upsetting your users of course.

Popular apps tend to crash and burn after getting greedy with the excessive use of in-app purchases. Users constantly receive notifications to buy tokens or gems so that they can perform better. As a mobile application developer you need to be aware of this.

A perfect example is the game “Agent Dash” (iOS). All you need to do is read the user reviews and you get the whole history of an app.

Like any other business | Happy Client = Profit

This is one of those things you need to have a good idea about the apps market in order to make that call. And that comes with time...

Question 7

How Do I Market My Mobile App?

There are *Tricks Of The Trade* in every industry, and this tip is one of the real bank-busters for the Mobile App Development industry!

The Funnel

Fundamentally, funnelling in the mobile application development industry is a marketing term for when you direct a large volume of online traffic from a number of different sources into your landing page and from there, into your iTunes page where the visitor can download your app.

This is a highly effective marketing strategy and works every time.

Targeted Marketing

I'm going to assume that you have identified your target market by now. If you haven't then you need to read marketing a mobile application.

Make sure that everything you do is aimed at your target audience. It's about targeting your perfect customers to create raving fans. 1 raving fan = 100 downloads!

Website/Landing page/Blog

The first step is to set up your landing page/blog. For my clients I use WordPress (Genesis Framework) as they are easy to use, quick to set up and the StudioPress themes are preloaded for SEO which is absolute key.

Some of the StudioPress themes are already optimised for mobile use which is a bonus as over 50% of search engine usage goes through mobile devices now.

You'll need to get a web developer to help you out here. It's not hard but you need to have a reasonable understanding of HTML.

Social Media

The social media accounts you need are:

- **Twitter** : one for your app and a personal account for each member of your team
- **Linked in** : one for you and one for your business/app
- **Youtube** : for posting videos about the production, updates, promos, etc
- **Facebook** : for your fans to stay up to date
- **Google+** : for each member of your team for added publicity

You can also draw attention from Bookmarking sites and Hub Pages however make sure to set up your 5 key social media sites first as these will be your main tools for directing traffic.

There's no shortage of material on how to most effectively use the social media sites above for marketing purposes. I'm not going to put it all down here. I have read over 50 books, ebooks, articles, forums, etc. on this subject.

And that's no joke. If you really want to master this area of app development then you'll need to do the same.

Sure, you can buy thousands of Facebook likes and Twitter followers but what's it worth when they don't engage with your information? Bots don't download applications, simple is that.

Use Your Platforms...

By platforms I'm referring to your social media accounts, your blog, and your other lead sources. Use these platforms to communicate with your audience. Speak to them about what they want to know. In other words, be their friend. Grow a relationship and educate them by giving them valuable content.



Every industry is different in terms of what you can talk to them about. But if you're developing a smartphone game application, you could speak to your audience about similar game apps. Write positive reviews on games. Give them something they will appreciate.

Setting up your funnel

Setting up your funnel takes time and needs to be done right. Your social media sites should be linked to your website and need to be marketed independently.

You may need to get a hand with your first app. Every app you develop needs its own funnel in order to work effectively.

Launch

On the launch date, you'll begin to direct your users through to your landing page by blogging a recommendation, Tweeting a special offer and posting a compelling story on Facebook with a link leading them straight to your landing page.

At your landing page you need to *WOW* them! They should be intrigued enough to click the button that will lead them through to the designated app store.

Don't throw too much imagery and information at them all at once. In most cases and for most people, less is more.

The App Store

Whether it's the iTunes App Store or Androids Google Play, here is your chance to seal the deal. Make sure you write some compelling content to seal the deal and get those downloads!

Funnelling

This is the most commonly used strategy by all the top online iPhone and Android app marketers in the world. It's cheap, it's effective and as a bonus, it builds your brand. Branding is everything when you're building a Mobile App empire.

Smartphone users will download apps from the same maker if they liked the first one. This is why you need to ensure that the application you develop is of the highest quality and very well thought out.

Once marketed effectively, a good app will sell itself!

How Much Does Marketing A Mobile App Affect My Return?

The App Store celebrated their 25 billionth download earlier in the year. Pretty impressive. But did you know that 60% of mobile applications never make enough money to break even...

That's an incredible figure! So one begs to question: WHAT THE HELL? Truth be told, there are so many crAPPS that are being released every day by Mobile App Developers building their apps on the cheap. If you don't have the money then *get* the money. Simple.

Even an average mobile application can do *well* on the app stores, providing that it's marketed right-up-the-ying-yang! However, that kind of success is not long-lived as no type of advertisement beats the good old word-of-mouth. And that can only be done effectively through developing a solid product.

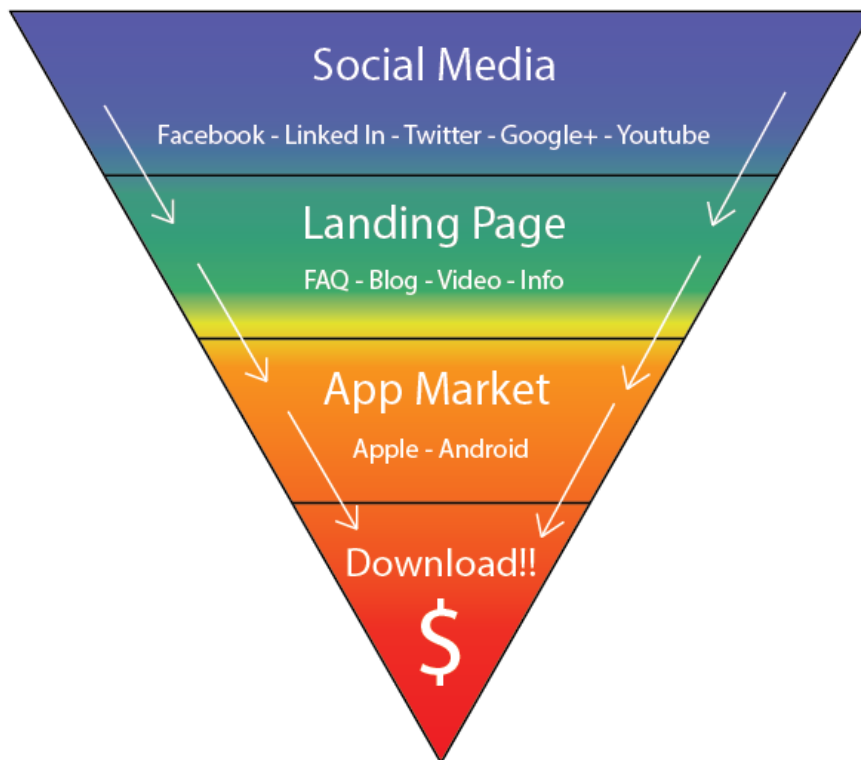
Ok, so let's say you are a smart mobile app developer and you've built a solid app. You didn't cheap out. You were very selective about who you got to develop it for you and you took all the right steps. The only way you can sustain a solid rate of downloads and effectively 'Sales' is by

marketing the application the right way. Just like any other business. Oh-oh! Did I just mention the words mobile app and business in the same context? Guys, it's all the same thing.

But how much does marketing your mobile application affect your return? **11%** of developers have had their mobile apps reach 500,000 downloads. Whereas 63% of app creators saw less than 50,000 downloads. Dave Leclair from AppAdvice said "The most successful application developers have an annual marketing budget of at least \$30,000 and spent 14 percent of their time marketing their apps."

Now there's something quite interesting in that... For a start-up application it may not be feasible to pour \$30,000 into marketing your iPhone or Android application when the application itself probably costs the same amount. But it's clear that we do need to focus a large amount of attention and allocate *some* of our budget towards marketing.

From my own experiences with marketing mobile apps, a start-up application needs a big push on the launch date and that takes expertise over budget. One also can't deny the on-going need for effective marketing throughout the life of the application. And if the big-boys are doing it then you probably should too.



This is a diagram of The Funnelling Process.

Question 8

How Mobile Apps Can Make You Money

How can you monetise your application and start making big bucks consistently, month to month?

Cashing up on apps!

There are several ways that you as a Mobile App Developer can make money from a mobile application. But do all strategies work for applications?

Depending on the concept itself, what platform you release it on and how your users engage with it, there are different ways that apps *should* make money.

I have seen some really good mobile applications use the wrong monetisation strategy, making it too obvious and sending the users the wrong message. Needless to say these apps never made it past 100 downloads.

The most popular monetisation strategies are:

a) Pay per download

To date, still the most popular monetisation strategy however is not always the most lucrative. People are becoming more sceptical by the minute and generally won't buy without a recommendation.

This is where effective marketing comes in. Check out our articles on effective mobile application marketing.

b) Light and full version

“The Rovio Way”: The creators of the smash-hit wonder Angry Birds admit to releasing two versions of all their games: a light and a full version.

Originally the light version is a dumbed down copy of the full app with limited functionality. Now, it can be an app with banner ads on certain pages, pushing people towards paying for the full version. It works an absolute treat with game apps that drive a lot of repeat usage!

c) Banner Ads

This is the core strategy mobile app developers use to make money from Free apps. It works for light and full version strategies because you’re guiding your users towards the paid download. But ads alone can become incredibly tedious and warrant negative reviews on the app store.

This marketing strategy is generally used for apps that don’t offer much value and therefore can’t be monetised in any other way. It can help you generate around a couple of hundred a month on average and relies heavily on return usage because your revenue comes from ‘impressions’ and (mostly accidental) pay-per-clicks.

d) Freemium

In-app purchases has become an incredibly popular and lucrative way to monetise your mobile application. Infact, go check out all the top grossing apps on the app store; what strategy do they use?

For those who are unsure of what ‘Freemium’ is, it’s when you can buy tokens, or coins, or upgrades within the mobile application using real money! I know it sounds insane, and it gets worse! The top grossing app on the app store for several months in a row was Slotomania. A slot machine simulation where you buy coins with real money, gamble with it and...eventually lose it all. I know, right?

Even Rovio’s new game, Bad Piggies uses in-app purchases in a really clever way. I know because I got sucked in...

Strategy Combo!!

What strategies can you combine to pull some serious figures out of your app? For example, users are more likely to make in-app purchases within an application that they paid to download the app in the first place.

“Successful App Developers use a combination of monetisation strategies.”

This means we are combining the ‘pay per download’ strategy with the ‘freemium’ strategy. The upfront payment compared to ‘in-app purchases’ are at a ratio of 60:40. The latter being in app purchases.

Clearly in-app purchases is something a developer doesn’t want to miss out on if using the ‘pay-per download’ strategy. This all may excite people but pick your strategy wisely.

In conclusion of this chapter...

Mobile application development is more than just throwing some ideas and code into a mixer and hoping for the best. It comprises talent in many areas including marketing and business strategies. Another thing you need to consider is the app store guidelines. Especially with Apple's app store, because some monetisation strategies are simply not allowed...but that's for another day.

Question 9

What Should I Charge For My Mobile App?

This is a good question asked by the vast majority of new mobile app developers.

Firstly, not all apps should be on the 'Pay-Per-Download' model. For instance, social media applications should always be free. Social media apps are designed to build a large user base. And you'll get significantly more downloads when the app is free. Then you'll find a wicked way to monetise it!

So what should you charge for your 'Pay-Per-Download' apps?

The answer is simple and depends on the app store itself.

For example, the average cost of an app on the Apple App Store is \$0.99. On the other hand, Android apps tend to be a lot more expensive. And though a lot of apps will be marked at \$0.99 here as well, the average mobile app ranges from \$1.99 – \$4.99.

On that note, the most popular apps – I'm talking about AngryBirds, etc. – are generally costed at \$0.99 on both platforms...and they are doing pretty well for themselves don't you reckon?

Your ideal price also depends on the app itself. If you have a niche product tailored for a very defined market, then it wouldn't be unfeasible to sell your app for a little more. I've seen apps selling for \$99.00 and even higher.

"The reason being that a niche app simply won't get as many downloads."

We are seeing a trend of apps getting pricier, and so they should. I mean, after all, a good mobile app isn't cheap to make. Besides, isn't everything getting more expensive anyway? Mobile app development is no different.

As a retailer – and that's kind of what you are – you need to price your app effectively to look attractive. For example, \$1.99 looks a lot better than \$2.00. Dropping the price by 1c makes all the difference to the buyer.

As a rule of thumb, when pricing your mobile application, look at your 5 closest competitors. What are they charging? And what is the mean average of that? \$1.05? Drop that down to \$0.99. That's your price.

Question 10

How Do I Detail My Requirements For A Developer To Understand?

Every day, people come to me at Buzinga with an app idea they are keen to have developed. Their ideas are normally quite looser and there's always a lot they are unsure of.

So to help you out today, I have written this guide to show you how to build a requirements document for your kick-ass app idea, to give to a mobile app developer.

The first thing you want to do before you approach a mobile app developer is get your core requirements down on paper – documentation is key my friend...

“So, how do real mobile app developers build a requirements document?”

Well this takes a bit of practice. The first thing you want to do is jump on a computer, open a new word doc and save it as “My Killer App Idea” then file it in the “Secret App Ideas” folder < -- what, don't we all have one of those?

Next, name your app. Seriously, even if you haven't settled on the final name yet. There's nothing more confusing than when a client refers to their app in 5 different ways. Ok, now the easy stuff is done, and if you're still with me then that's good.

“Getting into the thick of it.”

Alright it’s really not that exciting, so let’s kick this off by highlighting some of the key features.

What are they? Well it depends on the app of course. Does it require a database to store information? Will you need an admin panel to edit information or flag users? Will it incorporate social media integration? What about other social connectivity?

Just jot down the key features as you think of them. You don’t have to finish the list right away. But try to get down 4-5 key features.

Who is your target audience?

Most mobile app developers don’t have any clue about marketing. So you may need to highlight the target audience as well so that the app developer understands who the app is being developed for. This goes double for the UI/UX designer.

Initial Plans

What are the initial plans of development, in terms of, what platforms do you want to develop your application on?

You need to be sure of this because a lot of mobile app developers will encourage you to develop on all platforms at once, however in most cases you would only want to develop on one platform first then port across to another platform once the code is complete or you have proven your concept.

Future Plans

It’s important to bring to attention your future plans and intentions with your project. This let’s the mobile app developer know what might be needed in the future and lets them to code the application to easily allow for that later on down the line.

“Highlighting your future plans can save you bucket-loads later on down the line.”

Highlight things like future improvements, platforms that you want to develop on, back end systems that may need to be developed later. It all helps...

Reference Applications

Mobile app developers love it when you reference an application (or two) for them to work from, or draw ideas from. Obviously copying is never an option however there’s nothing wrong with drawing inspiration from some of the more successful applications.

The Users

Identify all the users of the application as in, if there are more than one type of user then they need to be highlighted. For example, Facebook has Profile Users and Page Users. There is a hazy line between the two but that stuff can be sorted out later.

Focus mainly on what the different users can do.

Monetisation

Every app needs to make money somehow, otherwise it just becomes a really expensive and time consuming hobby.

A smart mobile app developer knows how to make money from users in the best way possible. What do I mean with that? Well, depending on the app, you need to identify the best way to make money from it.

Finished? ...so soon!

I don't expect that you will have written a book with the information that I've given you but it's a good start and it will help a lot in the long run, no matter who you decide to work with. Even if you're a mobile app developer and you're doing it yourself.

Have a crack at it. My average sized document for a basic Project Overview is 10 x A4 pages, but I go into a LOT of detail. If you can punch out 3-5 pages of good content for a mobile app developer to read...well, you're one step closer.

Your Partner In App Development
Buzinga Mobile App Development

Are you serious about developing a high quality mobile application, designed to thrive in the app store?

Are you looking for advice and guidance through the whole process? Do you want to work alongside a dedicated team to create your perfect application? Then you're in the perfect position to making a killing on the app store.

Buzinga Mobile App Development. Work alongside a group of truly passionate people and become inspired in ways you haven't been before.

We'll take your application idea through the Top 10 Key Factors Of Developing A Successful Mobile App and bring you the latest in Mobile Technology, Graphic Design, IP advise, and put it all on the table! We'll take our ideas, and mix them with your ideas to create something truly wicked. Something we'll all be proud to stick our names to.

We thrive in our ability at developing kick-ass mobile apps and you're gonna love working with us.

Get Your App Developed By Us:

info@buzinga.com.au

03 9510 9256

<http://www.buzinga.com.au/>