

Guide to Launching Your First App

Things to consider in having a custom app made for your business.

How to identify a target audience and compare competitors

- Figure out who your target audience is by researching:
 - Interview current customers or prospects
 - Survey your customers or prospects
 - Talk to your co-workers
 - Ask questions on social media
 - Take notes on people's responses to the interview, survey, or social questions
- After doing so start to see looking at those trends that align with your target.
- Look into what they do on social media, are they super young? try instagram
- What apps do they use? What are the design or UI trends around those apps.

Web or mobile, what is best for your target audience?

- Researching into your target audience should inform you on where they are spending their time and how much they are in an office or working around.
- The features of the app are also going to play a part in what is best for your target audience as it is easier to implement some things in mobile and some features are going to be easier for the user to execute on a web app.
- Looking at your competitors and seeing what they are doing. If they are mobile apps that is probably where you need to start.

How to identify top 5 features

- Try scoring the features of your app in a rating system. Use Excitement, performance and basic feature as your 3 categories. The ones that score the highest are going to be the top features.
- Pricing Features, figure up how much it would be for your features to create and give people a set amount they can spend. Let them buy the features they want the most. This can help you figure out what features are key for a product launch.



Overview of the development process

- Discovery, documentation of users stories, what the user is doing for each aspect of the app.
- Design, the developers need to know how the app is going to be laid out and work from a UI/UX (user interface/user experience) aspect.
- Development is one of the longest parts of the process. This is going to be actually building the app and integrating all the designs and features.
- After development Testing and Quality Control is key to insuring the app works correctly across different devices, browsers, operating systems.

Selling your app online or in app stores?

- If you are selling an mobile app you are going to have to go through an app store. There is no way around it for iOS.
- Apple and Google both take out a 30% portion of the profits. Apple has a yearly fee of \$99 and Google's is \$25.
- Selling your product online allows you to set your own prices and hopefully allow you to not have a cut taken out.

Conclusion

Trying to figure out as much of the app before development or launch helps for a more successful app and launch of that app. Identifying your audience helps you figure out the direction, design and features for the app. This also helps you figure out how to sell your app and should general allow you so figure out pricing as well.

Next steps, [download Planning Your App Worksheet](#) and get your idea ready for production. Still confused on what makes the most sense for you? Drop us a line at hello@madebylotus.com and talk to us about your project. Let the app experts help figure out what is best for you!