



Innovate and Acquire New Customers Using mobile Apps

The Future of Business is “Mobile”

Presented by Lawrence Lartey



So, who is Lawrence Lartey?

Director and co-founder of Pure Online Genius Ltd (PureOnlineGenius.com)

Director and co-founder of You Report Ltd (YouReportTV.com)

Advisory Board member of BIZNELP (biznelp.com)



Prior to directorships I had a New Media career spanning eleven years

Worked for various New Media organizations including:

- Loot.com
- InfoSpace Inc
- Fish4
- Deal Group Media
- DoubleClick (Google)

Set up business four years ago – Pure Online Genius

Supporting the needs of SME' s Online

Deliver the creativity, support, and direction for our clients to succeed on the Internet.



Our key objectives...what we will cover today

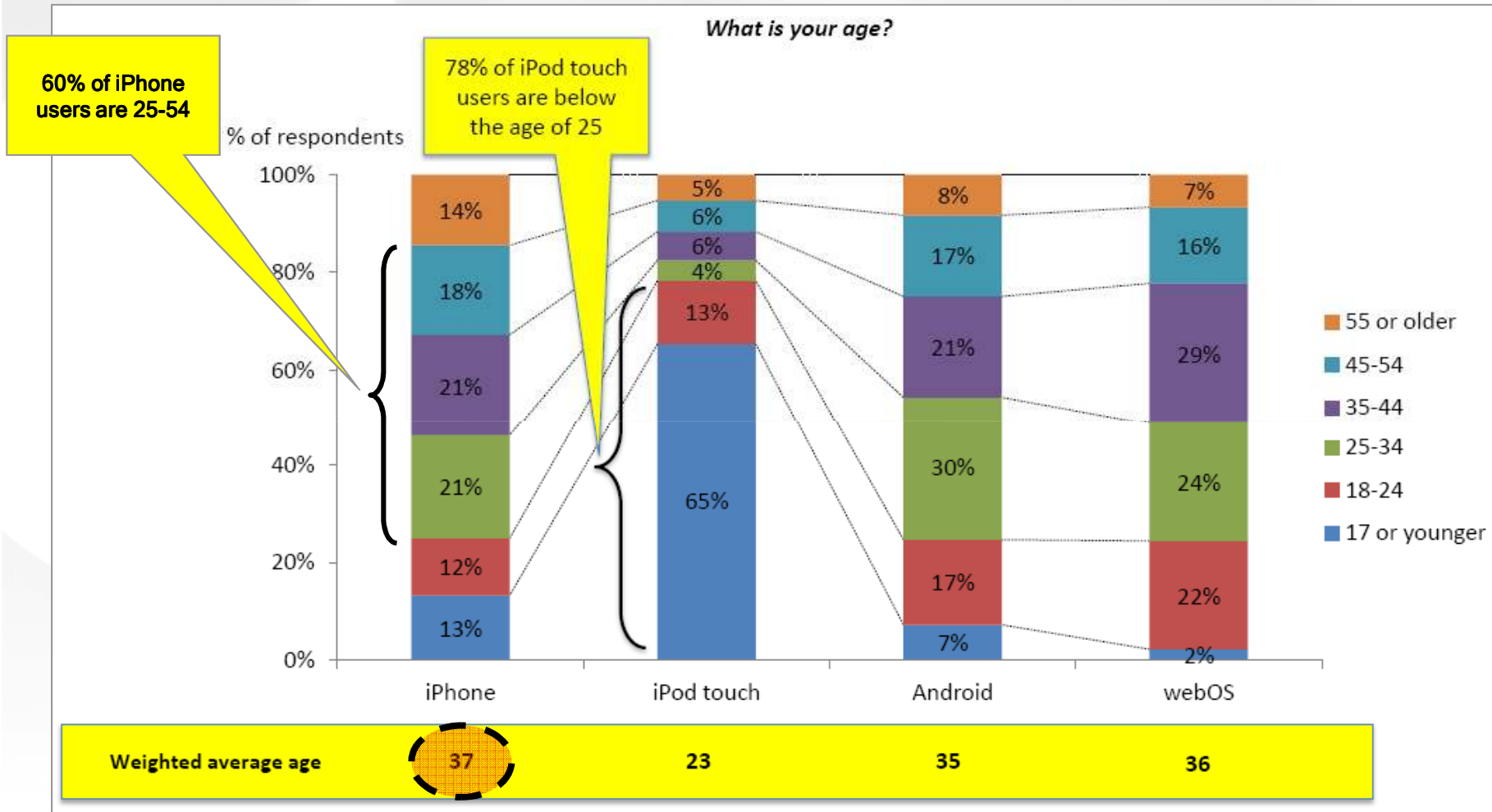
- 1 The Mobile Opportunity
- 2 The Innovation Process
- 3 How to “Applify” your Business...building your app
- 4 Distribution Channels...get reach for your app
- 5 How to generate revenue

The Mobile Opportunity...what's in it for you?

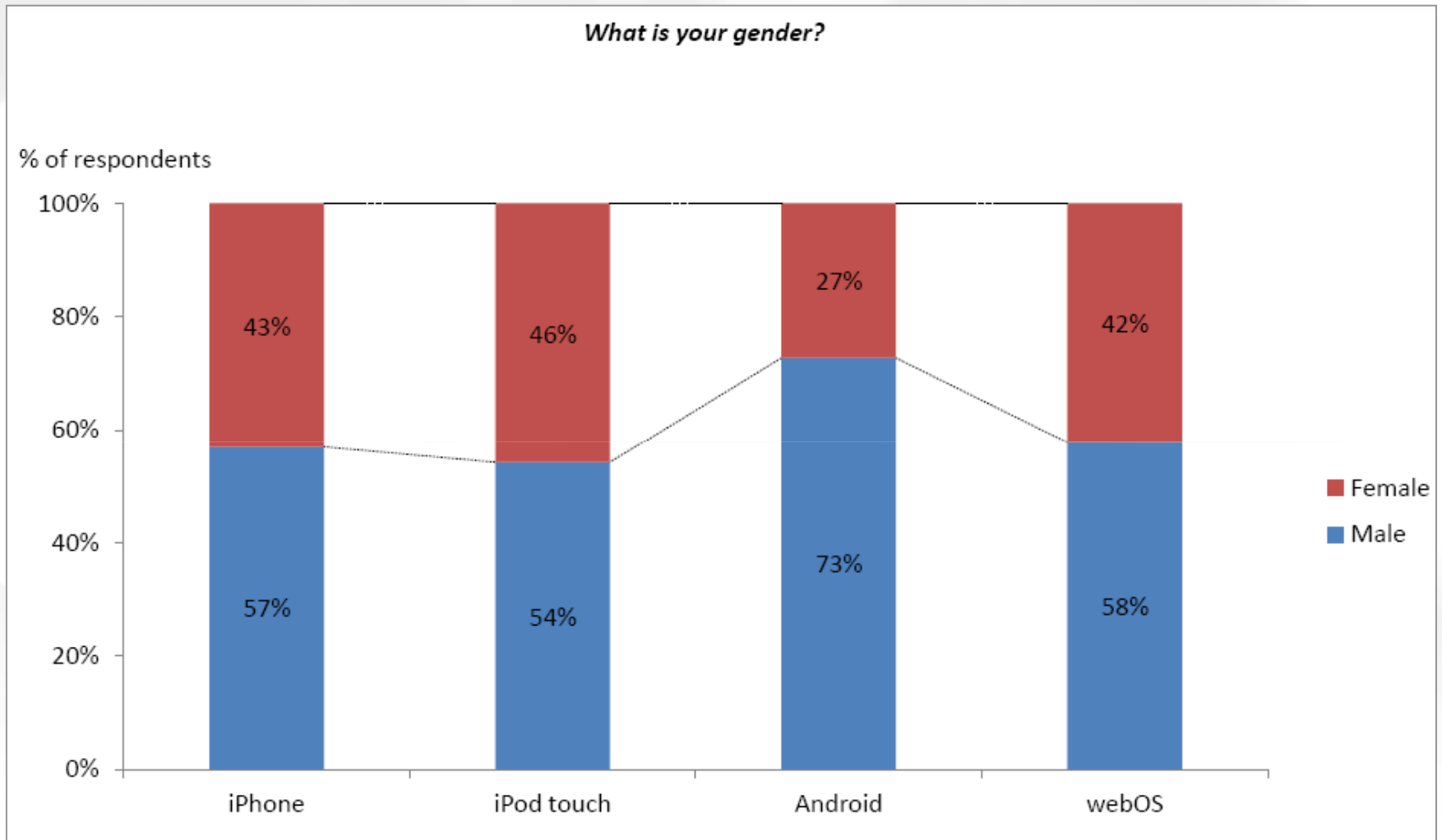
Growing Market...

- Low cost of entry
- Increased engagement
- Always be with your customer
- Capture of data and statistics
- Future proofing

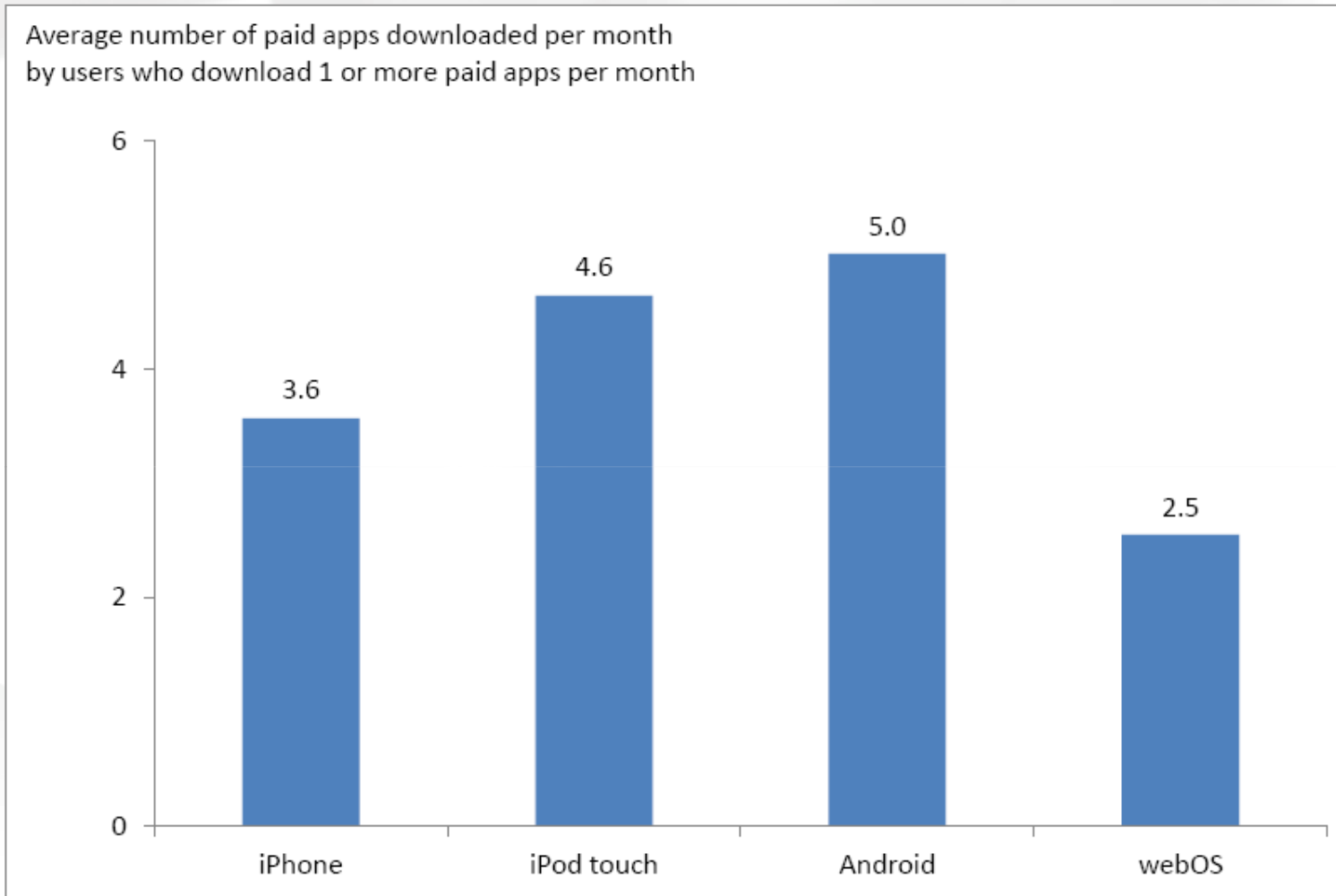
The Mobile Opportunity...Who uses mobile applications?



The Mobile Opportunity...Who uses mobile applications?



The Mobile Opportunity...How many applications downloaded?

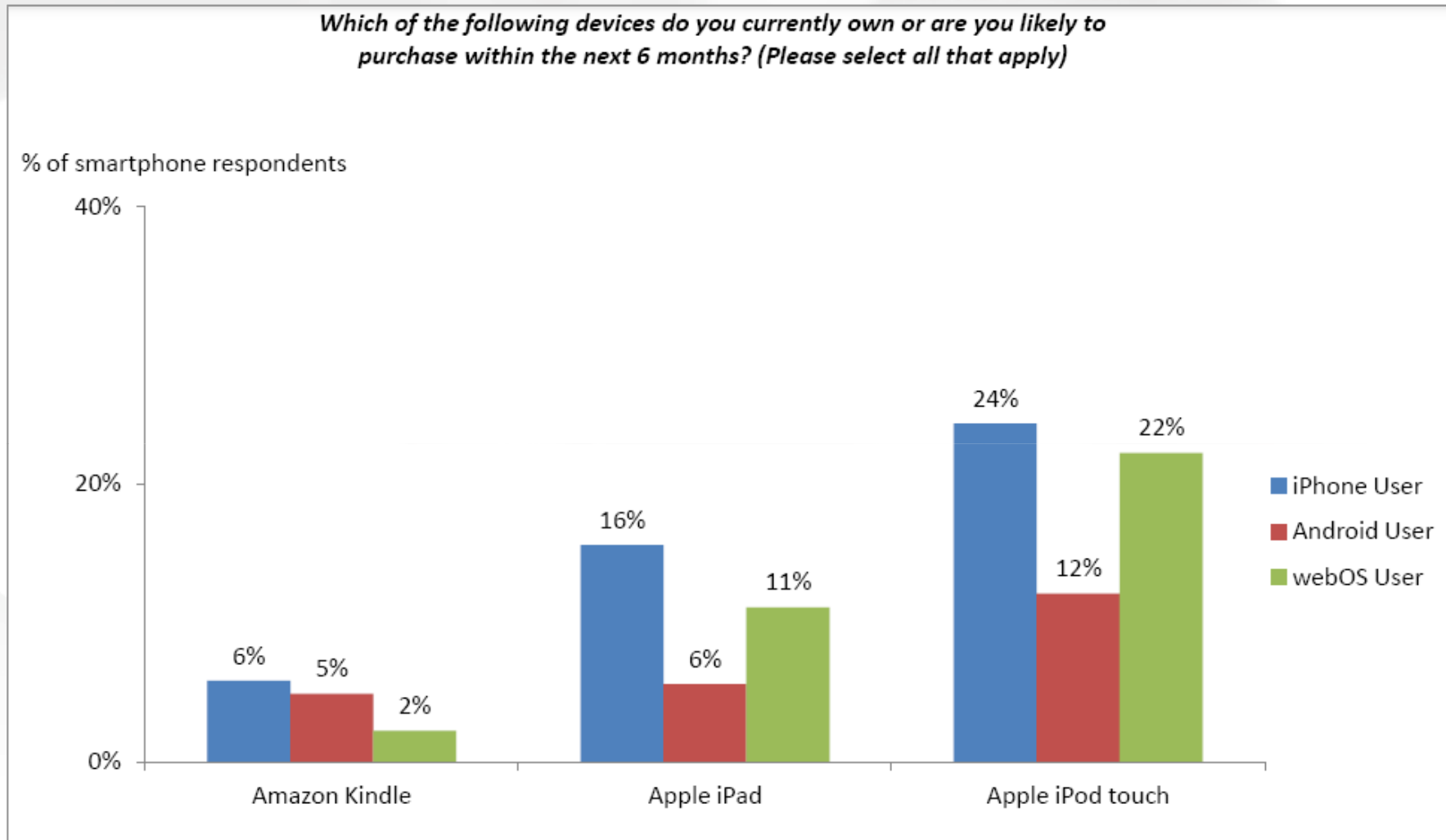


The Mobile Opportunity...How much do they spend?

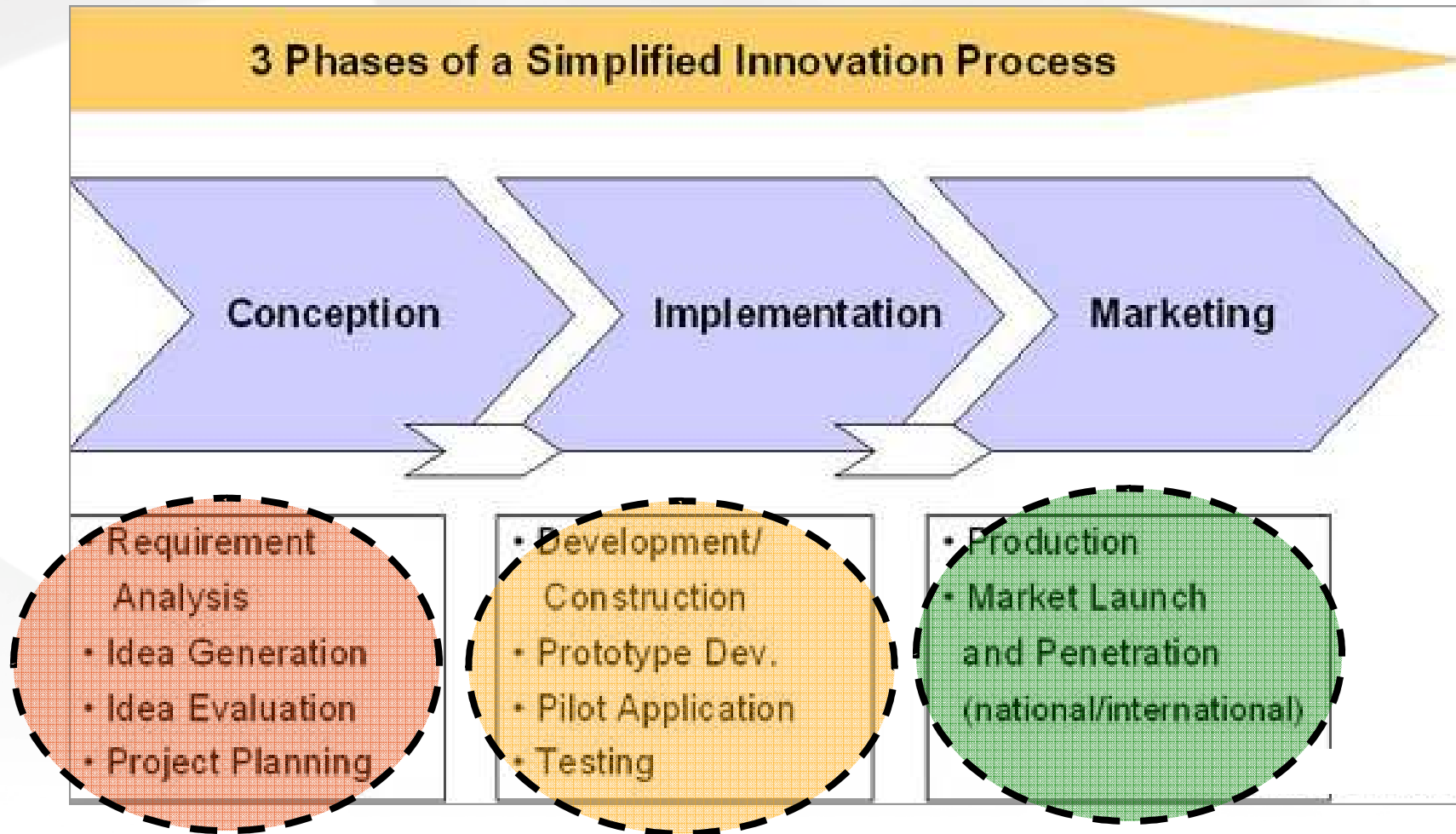
*How many paid apps do you download in an average month?
In total, how much do you spend on paid apps in an average month?*

	Average amount spent on paid apps per month by paid app purchasers	Average number of paid apps downloaded per month by paid app purchasers		Average app purchase price
iPhone users	\$8.18	3.6	→	\$2.27
iPod touch users	\$11.39	4.6	→	\$2.47
Android users	\$8.36	5.0	→	\$1.67
webOS users	\$9.55	2.5	→	\$3.82

The Mobile Opportunity...device purchase intent



The Innovation Process...An App that Works for My Business?



APPLICATION DEFINITION...what's in it for your customer?

Your App Should...

- Solve a “Sticky” problem
- Create your own niche
- Create a new market

Innovate...

- Apple won't approve SDK app that is similar to other apps
- Apple won't approve your app if it's similar to other apps in store
- Apple won't approve your app if it doesn't have enough features

DESIGN RULES

Keep it simple...

- Design for Dummies
- No Guessing
- Pictures worth a thousand Words

Do one Thing Well...

- Less Touch = Clicks
- Fewer Screens = Page Load
- Fast Loading
- Lower Latency

PROTOTYPES / MOCK-UPS...Three Major Types

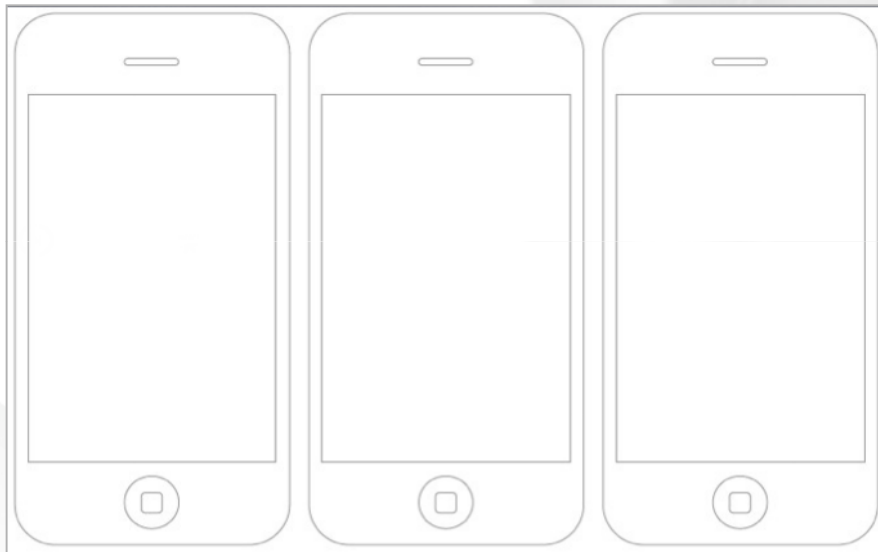
- Paper Prototype
- Online Prototype
- iPhone SDK Frameworks

PROTOTYPES / MOCK-UPS... Three Major Types

▪ Paper Prototype

PAPER PROTOTYPE...Stencil Kit & .PDF

Use Pen & Paper with Stencil Kit

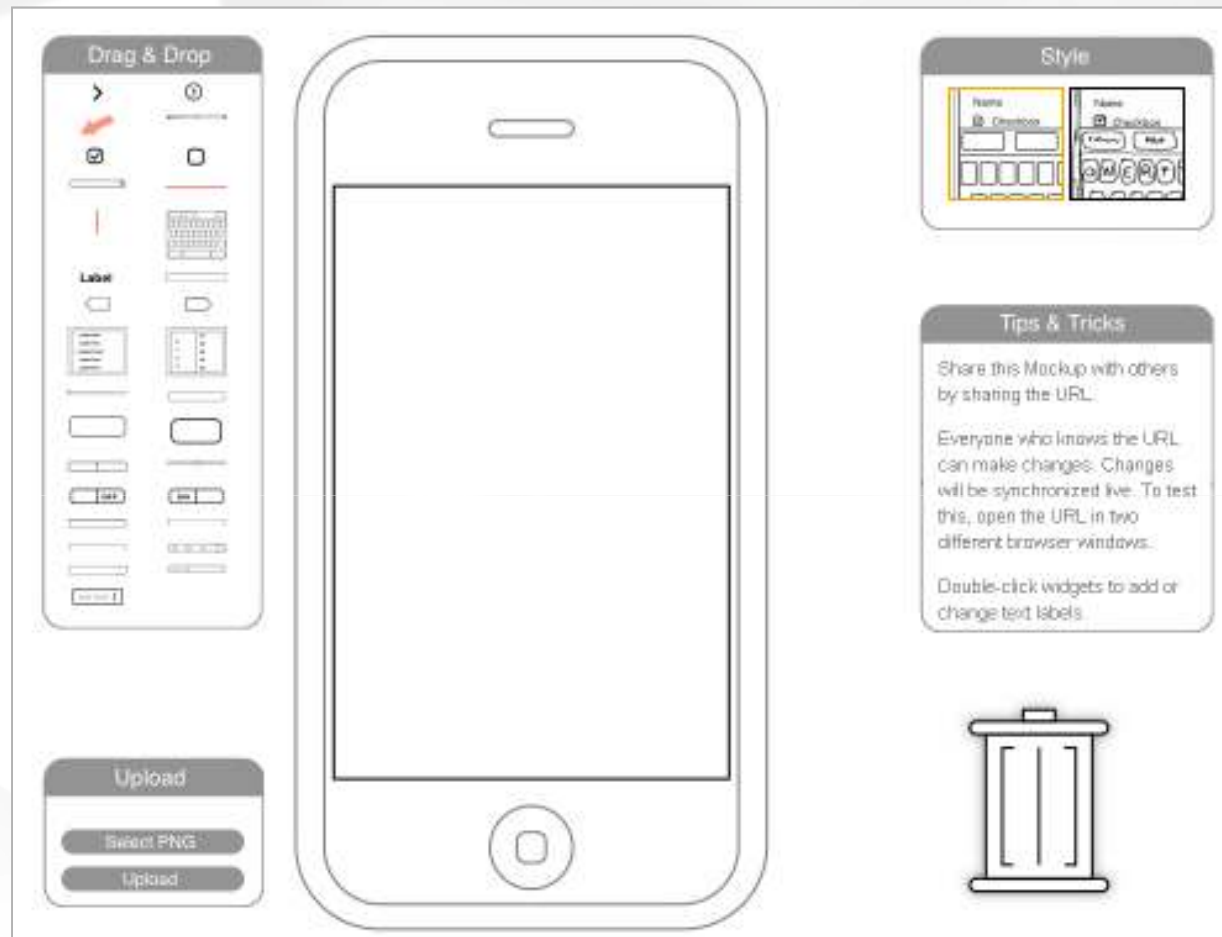


[Click to visit UI Stencils](#)

PROTOTYPES / MOCK-UPS...Three Major Types

- Paper Prototype
- **Online Prototypes**

ONLINE PROTOTYPE... Web based pen & paper tools



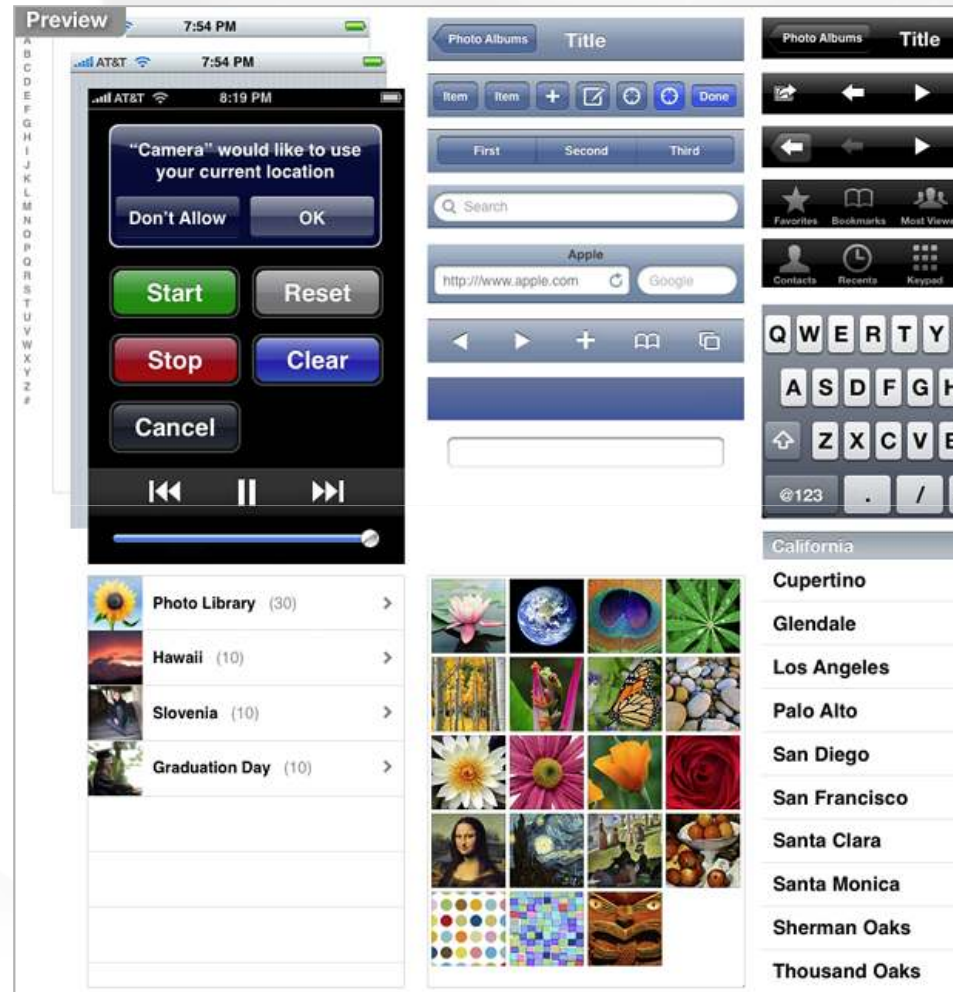
[Click to visit iPhone Mock Up](#)

ONLINE PROTOTYPE...DeskTop Mock Up Builder



[Click to visit Balsamiq](#)

ONLINE PROTOTYPE...DeskTop Mock Up Builder (Full Colour)



[Click to visit GraffleTopia](#)

PROTOTYPES / MOCK-UPS...Three Major Types

- Paper Prototype
- Online Prototypes
- **iPhone SDK Frameworks**

iPHONE SDK FRAMEWORKS...HTML, CSS, JavaScript

Titanium



[Click to visit Titanium](#)

PhoneGap



[Click to visit PhoneGap](#)

iPHONE SDK FRAMEWORKS...HTML, CSS, JavaScript

Anasca Mobile



Create native iPhone apps with ease.

“Corona makes iPhone application development a process that’s more approachable for designers and artists using talents we already have.”

Joe DeSetto
co-founder, reallyMedia
author of The Business of Design

Corona 1.1

Fast. Versatile. Easy.

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\$99 Introductory price!

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How to “Applify” Your Business...

APPLE DEVELOPER WEBSITE

Recommendations

- Set-up one global iPhone developer account for each brand that wishes to be independently branded within the App Store. By default, the name of the developer of each application appears under the application name within the iPhone App Store. So, if Sprite wishes to launch a “Sprite Shaker Game” with the developer “Sprite”, then it will need it’s own developer account which it can use to publish its apps. Each developer account costs USD\$99.
- We recommend that you nominate an internal mobile expert as the “team agent” (master user on the new account). This ensures that mobile expert is the person responsible for authorization for applications to go live.
- You can then allocate the team leaders for the different external development teams as “team admins” who can request certificates and other management tasks, but not send applications live.
- To manage the publishing process, we recommend designing forms to go between the brand manager, the developer and the internal mobile expert to facilitate the process of ‘signing’ the application with the corporate account key, as well as forms to confirm the countries and other variables to be configured as part of the publishing process. This provides an audit trail and QA check points as the application goes through the publishing process. 5th Finger can assist with the creation of these internal forms if required.

How to “Applify” Your Business...Best Practices for iPhone Development

Account Setup (1 of 2)

1. Click on **Apply Now** on the following page:
<http://developer.apple.com/iPhone/program/apply.html> (URL Subject to change by Apple)
2. On the next page, click on **Create an Apple ID**.
3. Enroll as a “Company/Organization”

Choose Your Program

The iPhone Developer Program offers a complete and integrated process for developing, debugging, and distributing iPhone or iPod touch applications. Select the iPhone Developer Program that best fits your type of development and preferred method of distribution.

Standard Program \$99

For developers who are creating free and commercial applications for iPhone and iPod touch and want to distribute applications on the App Store.

Enterprise Program \$299

For companies with 500 or more employees who are creating proprietary in-house applications for iPhone and iPod touch.

[Apply Now](#)



iPhone Developer Program Enrollment

Log in with your Apple ID

Already have an Apple ID?

Use your existing Registered iPhone Developer Apple ID, or the Apple ID associated with your ADC membership, iTunes or Apple Store account.

[Log In](#)

Need to create an Apple ID?

An Apple ID is required to begin the enrollment process.

[Create Apple ID](#)

iPhone Developer Program Enrollment

I am enrolling as:

Individual

Enroll as an individual if you intend to distribute your application on behalf of yourself.

Company/Organization

Enroll as a company if you intend to distribute your application on behalf of your company. If you are enrolling as a company, you must have the authority to bind your company to the legal terms and conditions related to the program.

[Cancel](#) [Continue](#)



How to “Applify” Your Business...Best Practices for iPhone Development

Account Setup (2 of 2)

3. Open a “**Standard Account**” if you want your applications available on the App Store.
(The alternative is an Enterprise Account which is used to publish apps to your employees but not the public).
4. Complete the form requesting company information.
5. Have an authorized representative of the company accept the Terms & Conditions.
6. Your application may take a few days to be processed as it manually reviewed by Apple. You will receive an email when your application is complete.



How to “Applify” Your Business...

APPLE DEVELOPER WEBSITE

FEATURES OVERVIEW

How to “Applify” Your Business...



iPhone Portal Overview

The core functions available from the iPhone Developer Program portal include:

Managing team members

Configuring development profiles

Authorizing test handsets

Setup new applications

Testing profiles

Preparing an application for distribution



How to “Applify” Your Business...



Certificates

This section allows developers to request certificates. A certificate is needed to ‘sign’ applications before they run.

Approval is done by Team Admins.



How to “Applify” Your Business...



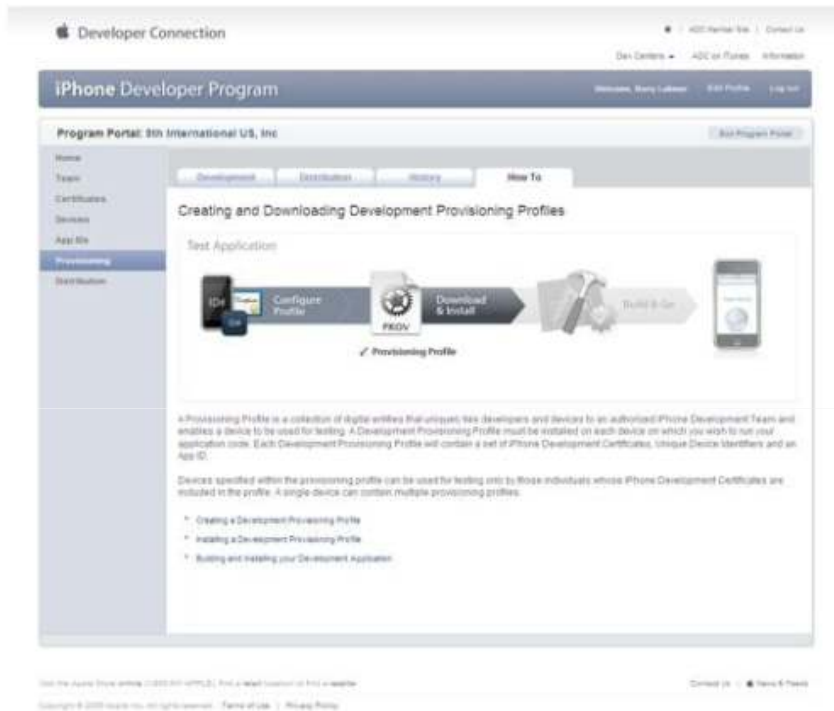
Test handsets

You can nominate up to a 100 handsets which will be authorized by Apple to download and run your application whilst in development.

Note: Every iPhone/iTouch has a unique id that needs to be entered.



How to “Applify” Your Business...



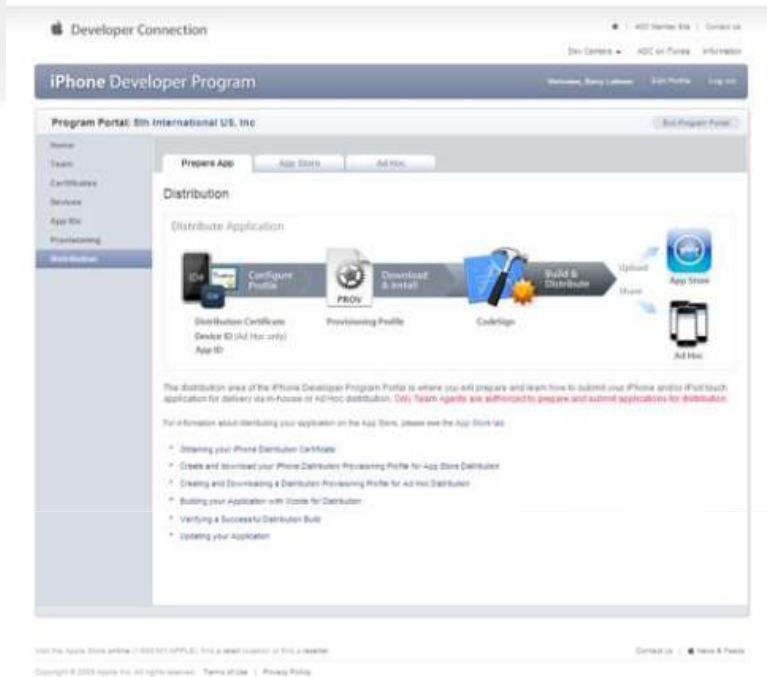
Testing Profiles

Used by Developers to load an application onto an authorized test handset.

Used by the development studio to configure the device and application.

Allows code to be actually run on an iPhone.

How to “Applify” Your Business...



Prepare for Distribution

Requests to initiate distribution of an application can only be made by the Team Agent.

The Team Agent needs to prepare a request then have developers rebuild the application with the new **provisioning profile**. The provisioning profile contains the information about target countries for distribution. (The App Store allows you to publish your application in just certain countries).

Application is now ready to submit to Apple.

How to “Applify” Your Business...



iTunes Connect

Allows you to initiate distribution to the application on the itunes store.

Here you set:

- Languages
- Name and description
- Screenshots
- Price

This triggers the Application approval process.

It also allows you to report on downloads and sales.

How to “Applify” Your Business...



Application Approval

Your application can be approved within just a few days, or as long as a few weeks.

It all depends on the influx of applications to Apple for approval at that point in time.

We recommend allowing at least 4 weeks, preferably more for your application to be approved and appear in the iPhone App Store.

The longest timeline we have heard is 2 months for approval.



Distribution Channels...Get reach for your application

Follow these three easy steps to get started with Ovi Store:

1. Register
2. Choose Your Device
3. Download

Enter your information below.

Your Account

User name: [3-12 characters]

Password: [8-18 characters]

Confirm password

Contact information

Country: [Dropdown]

Phone number: [Dropdown]

Mobile number: [Text]

E-mail address: [Text]

Confirmation

ANDROID

Android Market

Check out our store for some of the most popular applications and games available in Android Market. For a comprehensive up-to-date list of the thousands of titles that are available, you will need to visit Android Market on a handset.

Store | Mac | iPod | iPhone | iPad | iTunes | Support

Search

iPhone

Features | Why iPhone | Apps for iPhone | Gallery | How To | Tech Specs

Buy iPhone

Your iPhone gets better with every new app.

Applications for iPhone are like nothing you've ever seen on a mobile phone. Explore some of our favorite apps here and see how they allow iPhone to do even more.

Games - Casual

Experience the fun of your gaming with the Casual Games store. It's packed with fun, colorful apps to play for 2 or 3 minutes. The apps are fun, colorful, and easy to play. This is one game you need to play to get started.

Check the fundamentals about the app.

Games - Casual

Download to try 2.8

Mobile apps that go further.

Applications designed to help you get the most out of your mobile device. They are designed to be used on the go, so they are easy to use and can be used anywhere. They are designed to be used on the go, so they are easy to use and can be used anywhere.

3D Games for iPhone

How to Train Your Dragon™

How to Train Your Dragon™ is a 3D action-adventure game for iPhone. It's a fun and exciting game that lets you train and ride dragons. It's a fun and exciting game that lets you train and ride dragons.

Apps for Everything

Apps for Cooks

12 Featured Apps

iPhone knows its way around the kitchen. And we're calling.

View all the featured apps

Apps for Keeping Current

24 Featured Apps

If it's in the news, it's on your iPhone.

View all the featured apps

Apps for the Great Outdoors

15 Featured Apps

Lewis had Clark, you've got iPhone. Ready to explore?

View all the featured apps

Apps for Music

11 Featured Apps

iPhone makes beautiful music wherever you go.

View all the featured apps

HTC Touch 2 (Vodafone)

100% TOUCH. Available in the UK. Available in the UK. Available in the UK.

100% TOUCH. Available in the UK. Available in the UK. Available in the UK.

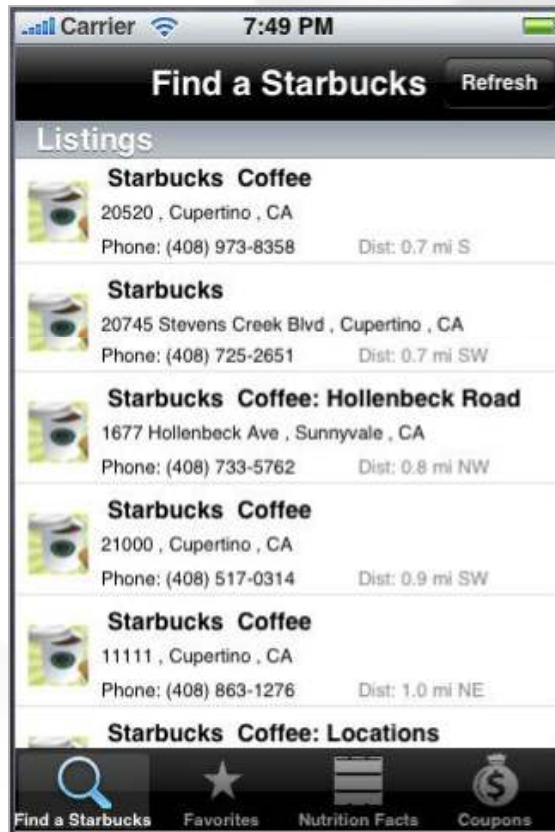
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Case Study

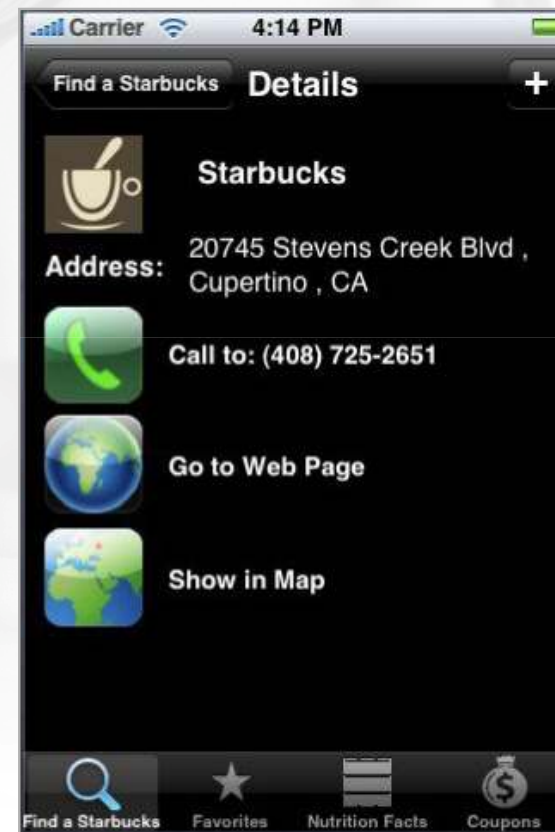
Application A.



1



2



Application B.



1



2



Application C.



1



2



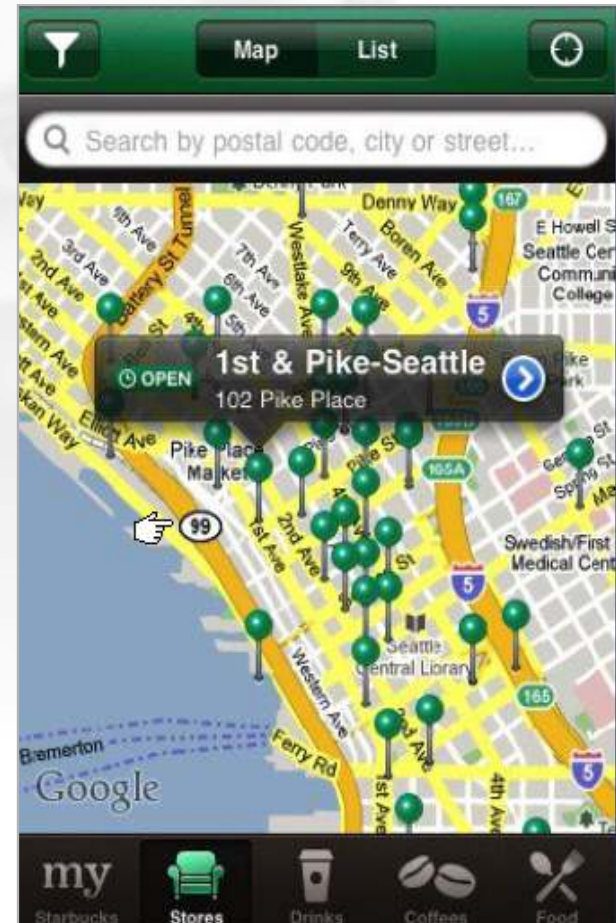
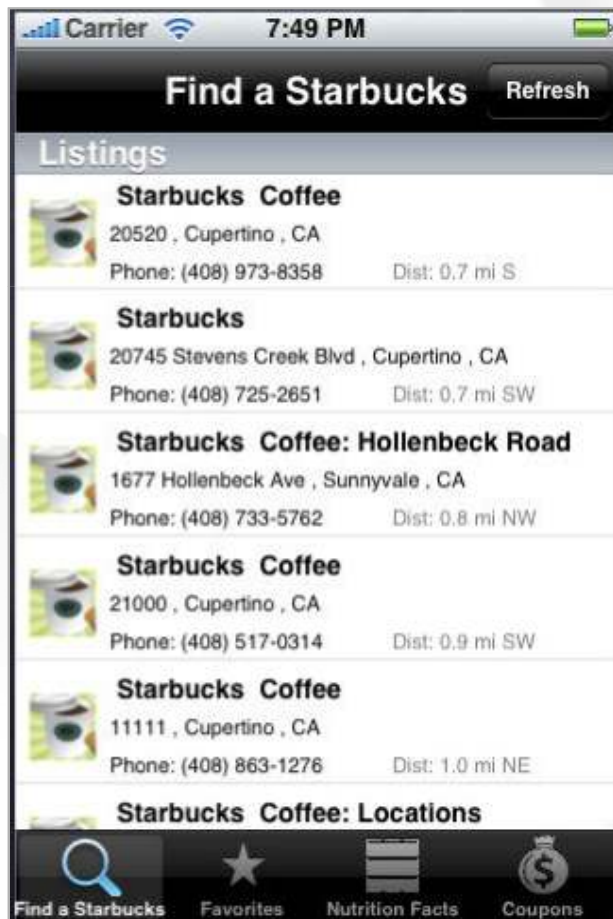
3



4



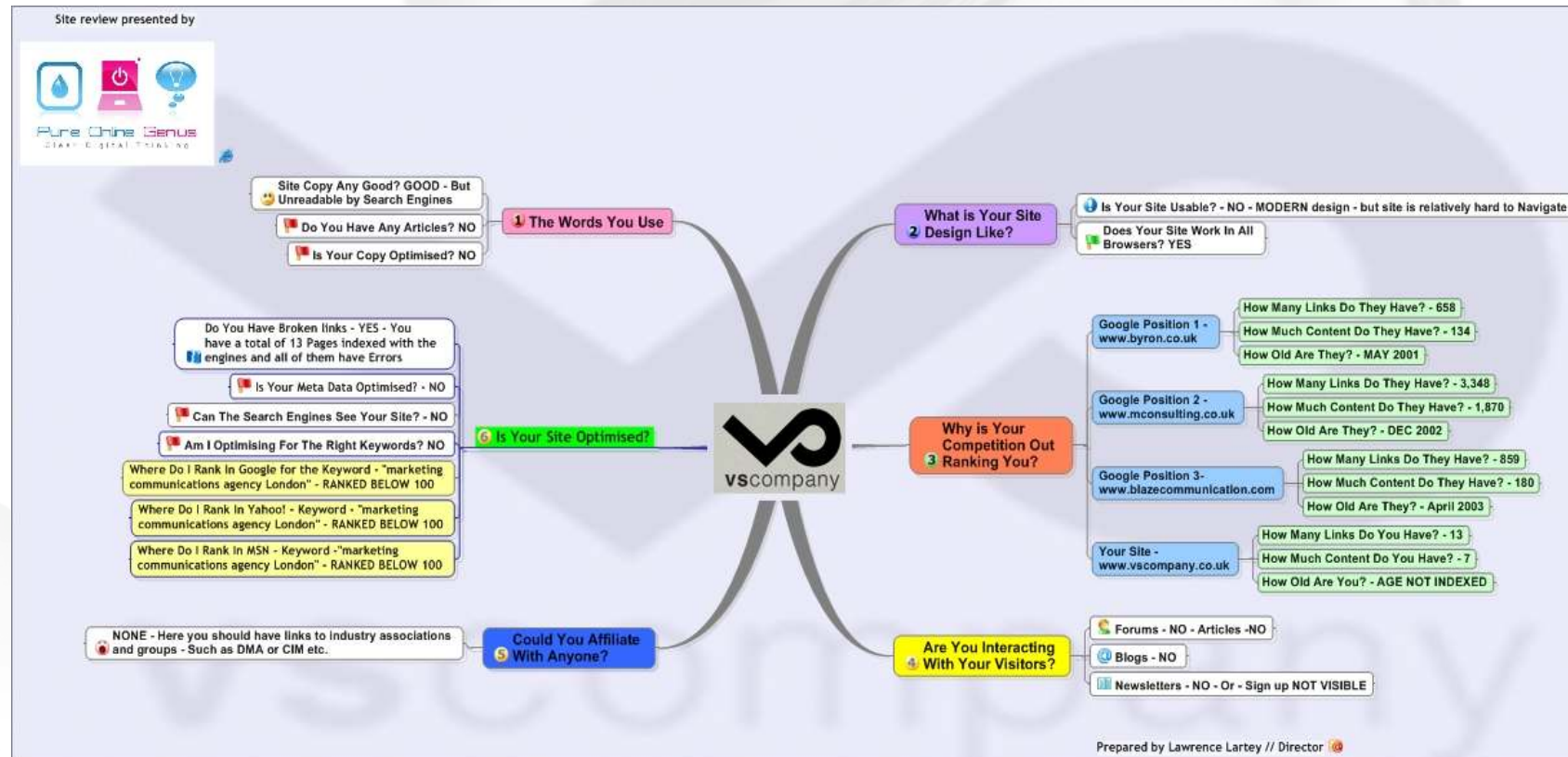
Which App is Best...& Why?





Get Your FREE Website Business Report!

And so much more.....



www.pureonlinegenius.com/free_report.php