

## **Award Winning Apps** with Justin Kent (justin@justinkent.com)

Name five of your favorite apps. What do you like about them?

### **10 commandments of mobile dev:**

Define your Vision

Stay Scrappy

Good Enough Sucks

Jump on Grenades

Best Idea is Boss

Get a Sensei

Delusional Positivity

Polish the Golden Goose

Money Relativity

No Dead Ends

### **Making an app, start to finish:**

- Consume - start as a user, download lots of apps, get a feel for what you like
- Learn - read the Human Interface Guidelines, study all aspects of apps
- Visualize - define your idea and rollout plan (vision doc)
- Research - see what else is out there, make sure your app is unique
- Team Build - determine who will craft the user experience, design, and code
- Wireframe - build out your app on paper, show all features and how it works
- Comp - design the exact look of each page, to the pixel
- Register - register with Apple or Google, set up your environment
- Code - build the app itself, for the particular devices you want to support
- Test - fanatically, on many different devices
- Site - you'll need at least a one-page support site that people can land on
- Metadata - gather the description, icon, screenshots and other required data
- Verify - make sure you comply with the App Store Submission Guide
- Submit - send your finished app along to the powers that be
- Review - wait for your app to be approved, or address concerns if rejected
- Share - tell the world, watch those downloads roll in
- Iterate - don't stop now, listen to user feedback and continuously improve