



\$2,000

USD



Shopping

Transportation

Electronics

Home

Medicine

Entertainment

\$

80\$

-50\$

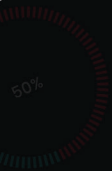
-10\$



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# THE ULTIMATE GUIDE TO APP BUILDING





# TABLE OF CONTENTS

- 2** You're Idea is Worth Building
- 3** Glossary
- 4** Step 1/ Wireframe
- 7** Step 2/ Design
- 8** Finding Your Development Team
- 9** Step 3/ Development
- 10** What Happens Next

# YOU'RE IDEA IS WORTH BUILDING!

You're probably reading this book because you - or someone you know - has a ground-breaking app idea. You're probably also reading this because you have no idea where to start.

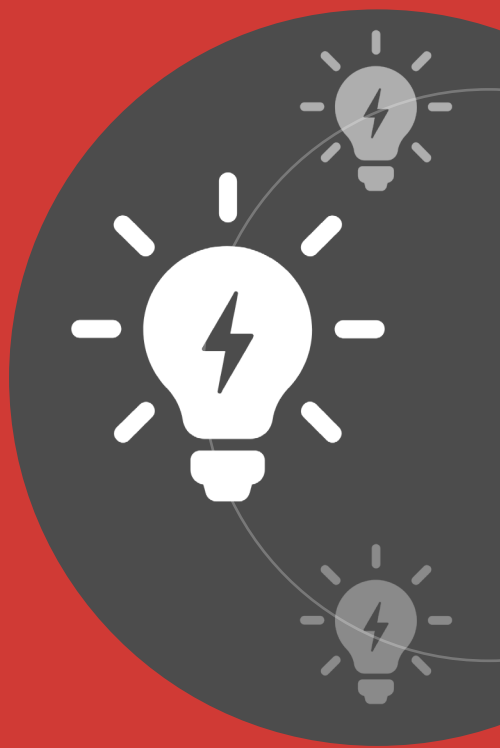
## Let's start with this: your idea is worth something!

Countless multi-billion dollar ideas have been left for dead because someone didn't know how to bring it to fruition.

Les Brown once said, *"The graveyard is the richest place on earth, because it is here that you will find all the hopes and dreams that were never fulfilled, the books that were never written, the songs that were never sung, the inventions that were never shared...all because someone was too afraid to take the first step..."*

## Harsh words - **but aren't they true?**

The goal of this book is to introduce you to the world of applications to gain an understanding and a road-map of where to go from here. Let this guide be YOUR starting point to something great. You will get a glimpse into the optimal process behind taking your idea for an app and making it a reality. Within the process are three key steps to incubate and develop your concept.



Imagine you've just acquired a plot of land and are planning to build a house on it. There's a very specific process for it, isn't there? You'll need to ensure that all of the blueprints are drawn up to a tee, pick out all of the assorted tiles, cabinetry, and appliances, and then commission the actual construction so that you have a beautiful home to live in with your family. Creating an app is similar in this respect. There is a very specific process that should be followed to ensure the best results. Now, keep that in mind as this book will reflect back on this analogy throughout.

**Are you ready to make lives better with your unique app idea? Let's go!**

#### iOS App

An **iOS App** is an application developed for use on Apple's iOS-powered iPhone devices. iPhone apps are available through the Apple App Store and are designed to run on Apple's iOS mobile operating system, which powers the iPhone as well as Apple's iPad and iPod Touch devices.

#### Android App

An **Android App** is an application running on the Android platform. Because the Android platform is built for mobile devices, a typical Android app is designed for a smartphone or a tablet PC running on the Android OS.

#### Web App

A **Web App** is an application that runs in a web browser and typically requires internet connection to access. It may be optimized for use on both a desktop or mobile device.

#### UI

**UI** is short for "User Interface." The way through which a user interacts with an application or a website. In layman's terms: what you see on the screen.

#### UX

**UX** is short for "User Experience." A person's emotions and attitudes about using a particular product, system or service. It includes the practical, experiential, affective, meaningful and valuable aspects of human-device interaction. In other words: how the program works and how user's feel about it.

# BUILDING A WIREFRAME



**The app development process begins with the crucial “blueprinting” stage of constructing the wireframe.**

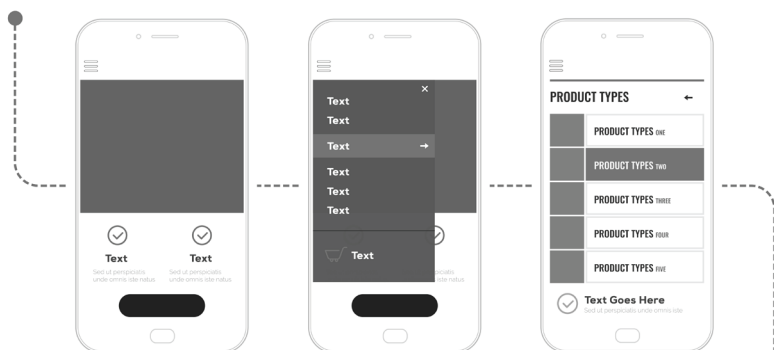
You’ve got an idea in your head; now it’s time to get that idea on paper and begin to see it come to life. You, along with a development and/or creative team, should explore every facet of your app concept from soup to nuts in the form of a think tank. Lock yourself in a room for several hours and just brain dump! Most ideas that seem simple at first may have a lot more to them than you think.

# MAPPING IT OUT

**The fruit of your Think Tank should be all of the tools your development team needs to build out a physical wireframe.**

The wireframe should include every screen – even transitional ones – that will be included in your application. The best way to verify that a wireframe is truly comprehensive is to create it in a program that will allow you to actually import screens to your mobile device and test it out. This allows you to identify holes that may exist and correct them long before entering into the development stage.

At the end of this stage, you should insist that your development team provide you with all assets accumulated to date. *A good development company will always provide you with that security to ensure your property is always in your control, transferrable and usable.*





# YOUR THINK TANK **GUIDE**

Use the following guide and questions as a basis for your Think Tanks. Feel free to modify and add questions as needed to suit your specific project.

First, you need to dive into the concept and ask yourself the following questions:

- *How did you come up with this idea?*
- *What problem are you looking to solve?*
- *Who is your target user?*
- *Why will people use your app?*
- *Are you aware of any competition?*

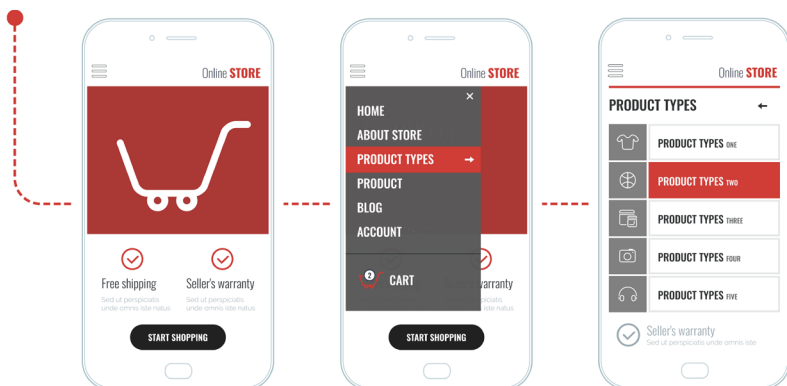
**Will this app be a native iOS or Android app?**

**Or will it be a web application?**

Next, begin to identify the key functions of the application by considering the following:

- *What are the top 5 functions of the app?*
- *Will you require users to log in?*
- *Will you be selling through the app?*
- *What is the flow of the user experience (UX) from opening the app?*

# INTEGRATING A DESIGN



Now that your blueprints have been thoroughly completed in the form of a wireframe, you can begin to apply design. At this stage, your team will begin to implement branding, color, and user interface (UI) elements, as the final form of your app takes shape.

If you don't already have a brand for your app, do not underestimate the importance of creating an excellent brand identity. An app can be accepted or declined by your user base depending on the overall feel they get from the colors, fonts and styles used. As you seek to build a brand, you should consider the following:

**What will be most attractive to my target user?**

**What name will most efficiently communicate the product?**

**What styles match the solution you're looking to provide through your app?**



Once you determine all of the basic elements of the brand, it will need to be translated into a UI Design that is consistent with it. Should your app be very monochromatic and clean cut? Should it be more image oriented? Should it be very creative and fun, or more minimalist? These are for you to determine and work out with your development team. A good development company will have a design department that specializes in User Interface Design specifically.

From here, every last screen – again, even the transitional ones – will be given life in the form of design. At the end of this stage, you should have in your hands EXACTLY what your app will look like. It's like having a 3D rendering of a new home. You should be very familiar – and comfortable – with what you see here. Because this is what will ultimately be created in the development stage.



## FINDING YOUR DEVELOPMENT TEAM

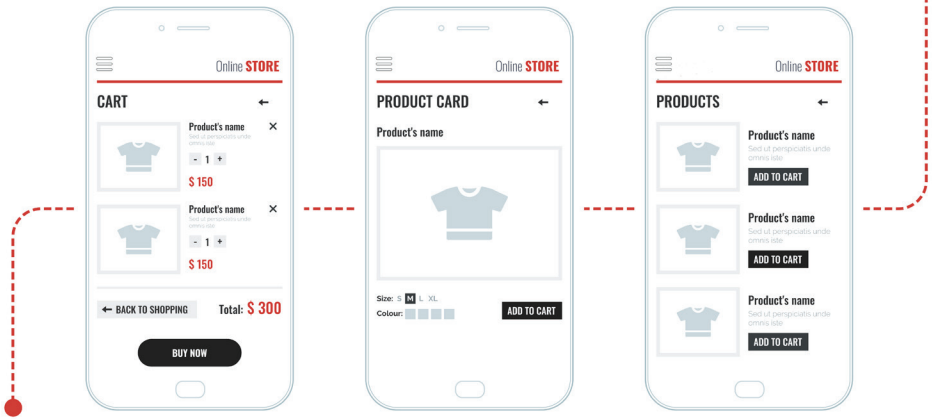
1. Begin by searching within your network. Trust is an important aspect of development, and if you can walk through this with someone you know, you'll likely be better off!
2. If you have to go outside of your network, ensure the team you will be working with can communicate effectively and is willing to work within your time zone's constraints.
3. Make sure you've reviewed your prospective teams references, reviews and most importantly, their apps! Always ask specifically, "did you develop this from scratch?"
4. Communicate your expectations, specifically as it relates to the steps outlined in this guide. Be careful of teams that want to charge you up front for all of the development!

# APPLICATION DEVELOPMENT



In terms of your involvement, this is likely the stage that requires the least input from you. It's also the shortest part of the book. Why? **Because you've done all the hard work already through the first two steps!** You've poured out your intellectual capital and scrutinized thoroughly over every last screen, and action...and now it's time for it all to be built!

At this stage, the development team creates all of the internal coding, logic and facilitates all of the necessary connections that will ultimately yield your shiny new application, live and in person!



## SO WHAT ARE YOU WAITING FOR?

You now know what so many simply do not about app development. Broken down into the right phases, it's a very straightforward process. Don't forget, your idea is valuable! Find yourself a development team and start the process of bringing your idea to life.



The Ultimate Guide  
to App Building  
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