YOUR NEXT MILLION

So your semester project gave you a glimmer of a good idea…

Some questions:
• Is the idea good enough?
• What are the next steps?
• Are you good enough?
• Does the underlying idea matter all that much?
• Do you have the time right now?
KNOW YOUR USERS

- Who is the target audience?
- How will they use your app?
- What are your differentiators?

MAKE APP THE COMPREHENSIBLE

- …clear instructions.
- …graphics.
- Both.
DESIGN METHODOLOGY

• Use a storyboard to map out entire activity flow.
• Involve users
• The world is not static; other teams are working.

FOCUS ON THE CORE

• Core: minimally necessary goals
• Additional functionality can come later:
  • new versions
  • plugins (especially nice for continuous revenue stream)
SECURITY, SECURITY, SECURITY

Internet environment.

• Trojan horses.

• Automatic remote backups

User trust rarely comes back.

TESTING, TESTING, TESTING

• Testing at each stage of development
  • Unit testing
  • Integration testing
  • Release testing
  • Software fault injection ("fuzzing")
  • A/B testing

User trust rarely comes back.
ANALYTICS

• Incorporate Application Analytics
  • Understand how your users are interacting with the app.
  • Understand where they spend time:
    • Are they supposed to spend time there? (good)
    • Or is it unintentional (bad).
  • Which features work, which don’t.
  • Crash logs. The real world is different.

FEEDBACK MECHANISMS

Getting feedback from users is paramount:

• Ratings, reviews.

• Bug/crash reporting.

• Email.
Go To It!