



**eBusiness**  
series

# Smartphone Apps

*for your business*

W O R K B O O K

**DESIGN**  
EXPERTS



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# About Design Experts

**We know that you've got a job to do,  
and we're here to help you do it.**

## **We're Experts**

Design Experts Arteria is a full service 360° agency, specialising in full-brand marketing solutions. Our experienced staff is comprised of designers, web developers, strategists, planners and writers.

We pride ourselves on having a full view of your marketing needs and the capability to execute any plan across any media.

## **We're Digital-Led**

Unlike most agencies, we're digital natives. Our thinking, our planning and our production model is naturally very digital.

We understand and can educate you about digital strategy, social media, video content and how to take your brand online without losing any of its essential qualities.

## **We're Strategic & Insightful**

We're good listeners. Our philosophy is inherently collaborative and we always strive to achieve our clients' business goals.

We'll work with you to develop a cohesive strategy, through integrated marketing, target-oriented planning and careful, ongoing monitoring of campaign results.

## **We're Ready**

We want to work with you.

Why else would we go to all of the trouble of sending you all of this? If you feel as ready as we do to get this thing started, let's go! Contact your account manager and arrange a time to meet up. We'll get a plan together and get cracking!

### **Small Business WINNER**

Bendigo Business Excellence Awards (2011)

### **Fastest Growing Company (Under 10 Employees) WINNER**

Asia Pacific Business Awards (2012)

### **Business Achievement Award WINNER**

Regional Development Victoria (2012)

# About Design Experts

## Our Services

Design Experts are the providers of eBusiness solutions and education. We have a digital agency that produces web, design and print solutions and have an educational arm that provides online and offline eBusiness education. It is the combination of these two services that separates Design Experts from our competitors. In simple terms, we educate our clients to understand the power of the internet and then partner with them to deliver results.

### Web Design

- Adobe Business Catalyst Solutions (BC)
- Content Management Systems
- eCommerce Shopping Carts
- Mobile Web Designs
- Template Websites
- One Page Websites
- Domain Name Registration
- Website Hosting

### Digital Services (Online Strategy)

- Strategic Planning
- Search Engine Optimisation
- Social Media
- Mobile Strategy
- Web Video
- Photography
- eMail Marketing
- SEO Copywriting
- Virtual Tours
- Online Learning
- SMS Marketing
- Apps – (iPhone, iPad  
& Android Apps)
- 3D Animation

### Graphic Design

- Logo Development
- Branding
- Packaging & Signage
- Business Stationary
- Brochures & Flyers
- Newsletters & Annual Reports
- Printing

### eBusiness Education

- eBusiness Seminars & Workshops (10 topics)
- One-on-one training (face to face and remote)
- Key-note Presentation
- eBusiness Webinars

# Objective

## Objective of the Workshop

The objective of the workshop is educate participants about the world of Smartphone Apps, assist them to prepare a brief to develop their own App and some example of some useful Smartphone Apps for Business.

### You will learn about:

- Mobile Landscape
- Mobile Devices
- Smartphone Platforms
- Mobile App vs Mobile Website
- SmartPhone App Model
- Preparing a SmartPhone App Brief
- App Submission
- Marketing your App
- Managing & Maintaining
- Business Smartphone Apps
- Summary
- Design Experts App Services
- Design Experts Workshop Series

## Notes

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# The Mobile Landscape

## Interesting Statistics

In 2011, 369,094,500 smartphones were sold, 19% of which were dropped down the toilet.

Closer to home, half of the Australian population now own a smartphone. By 2016, it's predicted that Australian smartphones will outnumber Australians.

## How much do we use them?

Already, more than 38% of all of our daily media interactions occur on a smartphone.

Every day, mobile users play 570 years of Angry Birds, and watch 600 million videos on YouTube Mobile.



# The Mobile Landscape

## How do we use them?

Smartphones allow us to shop at home or on the go.  
41% of all mobile shopping occurs while out and about.

34% of us use the device that's closest to us when looking for information, but that means that you have to have information available to your customers when they're looking for it.

## What do we do if we have a bad experience?

According to Google's "The Mobile Playbook", 57% of users say they won't recommend a business with a poorly designed mobile site, and 40% have turned to a competitor's site after a bad mobile experience.



# Mobile Devices Explained

## PDA

Short for “Personal Digital Assistant”, this is the name given to small handheld devices that combine computing, telephone/fax, Internet and networking features. A typical PDA can function as a mobile phone, fax sender, web browser and personal organiser. These devices are usually pen-based, which requires the use of a stylus rather than a keyboard for input. PDAs today are available in either a stylus or keyboard version. Traditionally, PDAs have not had phone or fax services.



Though PDA is defined as a category, it is the more and more feature availability on these devices that resulted in what we call today the Smartphone.

## Smartphones

A Smartphone is considered to be the combination of the traditional PDA and mobile phone, with a bigger focus on the mobile phone part. Smartphones allow users to store information, e-mail, install programs, along with using a mobile phone in one device. There is no industry standard for what defines a Smartphone, so any mobile device that has more than basic mobile phone capabilities can actually be filed under the Smartphone category of devices. There can be many features on a smartphone.

They are listed below:

- GPS
- Video Calls and Recording
- TV Out
- Touch Support
- Music
- Web Browsing
- Applications (Apps)



# Mobile Devices Explained

## Non Phone Devices

A non-phone mobile device is any device that has most of the features we described for Smartphones but do not have features for voice support over phone carriers.

There are many such devices available in market today iPad and Samsung Galaxy Tab. Many e-book readers also fall under this category. Popular among them are Sony eBook Reader and Amazon Kindle. Even though these devices do not have voice calling support, they support all other functionalities that a common Smartphone supports. Recently iPad2 now has “face-time”, which allows for video calls using apps like Skype.

These devices are becoming increasing popular because they provide a large enough screen size to enjoy features. Also they provide WLAN connection which satisfies the browsing need of users.



# Smartphone Platforms

## Smartphone Platforms

There are many Smartphone platforms available in the Australian market and the count keeps increasing. Below is a list of the most popular platforms:

- iOS – powered by Apple and being used by iPhone devices
- Android – powered by Google. This platform is open source and has been adopted by many Smartphone makers like HTC, Samsung, Motorola, LG etc.
- Blackberry – powered by Research In Motion (RIM)
- Windows – powered by Microsoft



## Notes

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# Mobile App vs. Mobile Website

## Mobile Application

An application can use a device's features and operating system, including GPS, accelerometer and interface design specifications and can be engaging, wildly creative, addictive, extremely useful and productive.

Following are some good examples of successful mobile applications:

- Metlink
- Xero
- Eventbrite
- eBay
- Water
- Dragon

## Mobile Websites

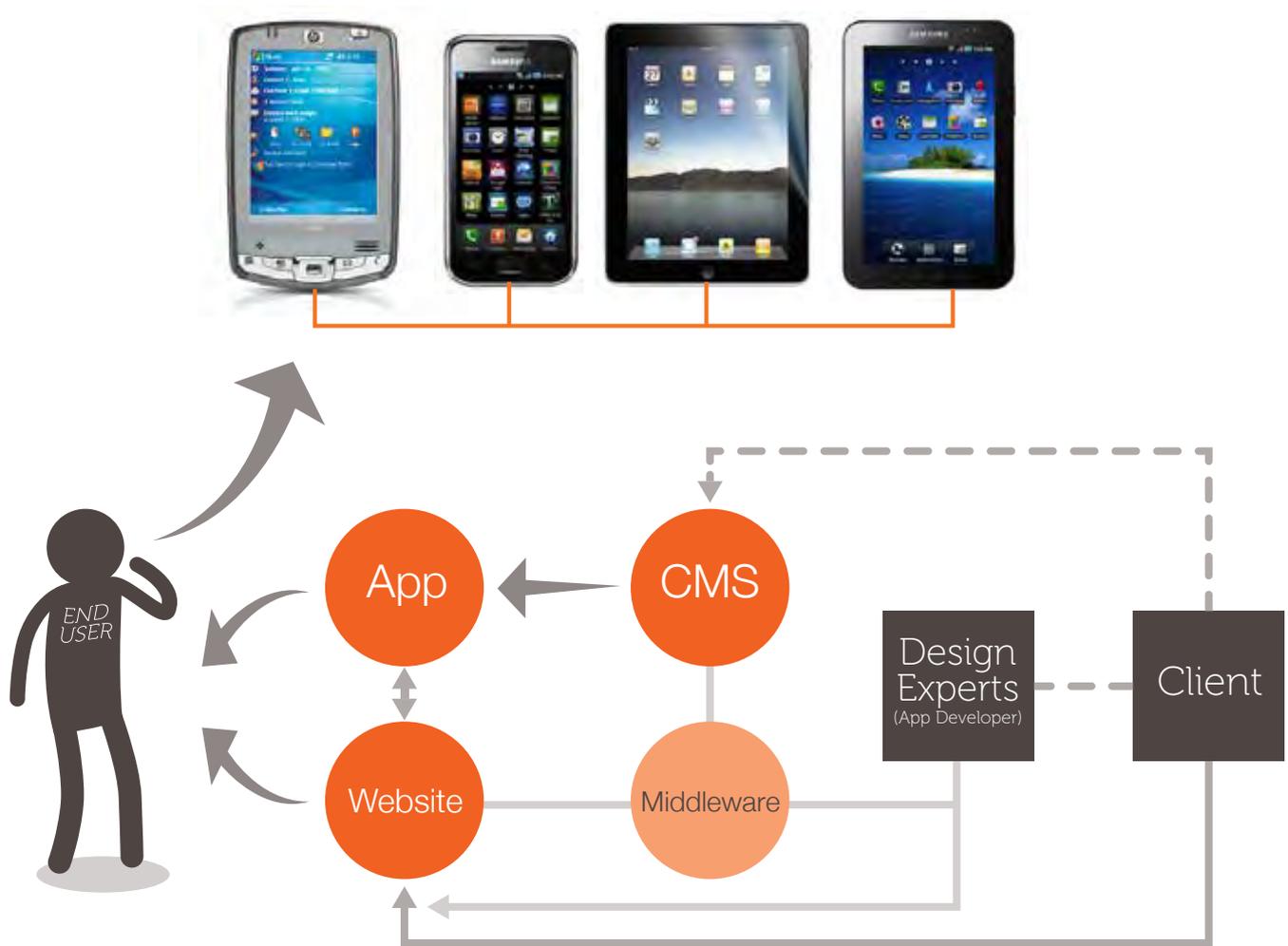
A Mobile Web site is similar to a generic website with the exception that they are customised specially to work in mobile browsers. Some major advantages include a larger audience reach, ease and speed to update and redesign.

Following are some good examples of successful mobile websites:

- [www.realestate.com.au](http://www.realestate.com.au)
- [www.splashandburn.com.au](http://www.splashandburn.com.au)
- [www.republica.net.au](http://www.republica.net.au)
- [m.holden.com.au](http://m.holden.com.au)
- [www.kyabrammotorinn.com.au](http://www.kyabrammotorinn.com.au)
- [www.emmylou.com.au](http://www.emmylou.com.au)



# Smartphone App Model



## Notes

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# Smartphone App Design Brief

DATE	
COMPANY NAME	
CONTACT DETAILS	
APP NAME	
PROJECT LEADER	
PROJECT TEAM	
COMPANY BACKGROUND	

# Smartphone App Design Brief/Research

BUSINESS GOALS		APP GOALS	
	Increase sales		Build awareness
	Attract new clients		Attract new customers/members
	Decrease overheads		Make money
	Introduce a new service		Increase productivity
	Attract staff		Facilitate feedback from customers
	Your own:		Your own:

## Customers

Who they are, How they use mobile devices, What are their needs.

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## Products & Services

What are your services?, What problems do they solve?

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# Smartphone App Design Brief/Research

## Competitors

Identify competitors with smartphone apps, what's good, what's bad?

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## Best Cases

What smartphone apps do you like? Why do you like them?

(Not necessarily from the same industry)

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## Consumer Behavior of Existing website

If you already have a successful website application which your consumers are using, it would be helpful to analyze consumer behavior for the website and design the mobile version accordingly.

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# App Functionality

## Unique Offering

Identify what are your unique offerings which distinguish you from competitors. Such services/offerings should be highlighted.

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## Reuse Value

Find out if your mobile website is of such a manner that the consumer would be using it on a daily basis. It should not be 1-go-off.

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## Virality

Consider if your mobile website has enough appeal that if you share this with friends and that they will go and buy it themselves.

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# App Device & Platforms

DEVICES & PLATFORMS	YES	NO
iOS (phone)		
iOS (iPad)		
Android (smartphone)		
Android (tablet)		
Windows (smartphone)		
Windows (tablet)		
Blackberry		
Other		

## Notes

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# App Wireframing



create your own using  
[www.balsamiq.com](http://www.balsamiq.com)

# App Design & Resources

CRITERIA	NOTES
Corporate style guide	
Logo	
Images & photos	
Content (text)	

## Web Services

Will the App utilise 3rd Party Applications to produce the final result?  
e.g. existing website, CRM, payment gateways, etc.

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# App Design & Resources

APP NAME	
APP DESCRIPTION	
PRIMARY & SECONDARY CATEGORY	
SUB-CATEGORIES	
COPYRIGHT	
APP RATING	
KEYWORDS	
SKU NUMBER	
APP URL	
SUPPORT URL	
SCREENSHOTS	
SUPPORT EMAIL ADDRESS	
END USER LICENCE AGREEMENT	
PRICING	
AVAILABLE DATE	
TERRITORY	
APP ICON	

# Promotion & Marketing

In this section we will look at the different promotions and marketing methods that can be used to increase awareness of the mobile presence for your application or websites.

## Good/Unique application

The app must fill a need and somehow be unique enough to separate itself from the hundreds of thousands of apps already out there as well as those soon to be developed.

## Offer a Free or Lite Version

This is a great way for people to test the app before buying and should not be overlooked. Be creative when choosing what the “pro” version has over the “lite” version. For games, maybe get them hooked then ask them to upgrade to the new version to get the next 5 levels.

## Choose an appropriate name for the Application

Choosing the right name for an app increases its chances to succeed. Many great apps are never found by users that would love to have the app, simply because the app does not have an appropriate name. When possible, the name of the app should give a really good idea about what the app does. “Newsy”, “Alarm Clock Audio”, and “Sketchbook” are good examples of this.

## Catchy Application Icon

Having a catchy icon can attract more customers.

## Complete your App Submission very carefully.

When a typical user needs an app, they go to the app store. The only thing they really have to quickly determine the usefulness of an app is what is described there. The description needs to SELL. Be direct and to the point. Bulleted lists of important features, quotes from app reviews, and lots of screen shots should be standard on any description. Also be sure to pay close attention to the keywords your list.

# Promotion & Marketing

## Promotion on website

This is the most effective way to reach out to existing customers. Add a promotion on the homepage of the existing website which talks about the new application/mobile website. This should elaborate on what you have entered into the app store. If your app costs more than 99c, many users will want more detailed information before purchasing. It should go without saying that the website should be promoted through traditional means as well.

## Create a Video

A picture is worth a thousand words and a video is worth even more. It's not difficult or expensive to do, and it can be a great promotional tool. Once created, it should be uploaded to your website and also to YouTube. You should also ask those sites that write about your app to embed it as well.

## Write Relevant Articles

Article marketing is a great way to promote your app. There are thousands of blogs out there that are hungry for content. Pick the blogs with the best traffic and contact them to see if you can contribute an article written specifically for that blog.

## Run Sales Often

There are many websites that report when apps go on sale or have "free" weeks etc. This can lend more exposure to your app when things start to get a bit quiet after the initial launch. Of course it's also an opportunity for another press release.

## Get Application Reviews

There are hundreds of app review sites. You should submit for app reviews to all the appropriate app review sites. When someone googles your app, you want them to see a list of review sites that say positive things.

## Publish Promo Codes

Promo codes can be a great promotional tool. Try to use tools that will get you the maximum amount of exposure.

## Publish Press Releases

No event of any significance should be without a press release. The launch, the sales, new versions – all should be followed by a press release – be it through an online press release website or a daily newspaper.

## Free Download to Marketers

Offer a free download to newspaper columnists, technical and non-technical alike. This will motivate them to write about your application which can ultimately reach to a wider audience.

# Promotion & Marketing

## Make It Social

- Get friends and relatives who are well-versed on your app to create a buzz by posting on Twitter, Facebook and MySpace.
- Set up a Facebook Fan page to showcase your app. It's free and easy and your fan page can be found in search engines. When someone joins your fan page it's published in the news feeds for friends to read.
- Create wallpaper with rows of your app's icon and use it on your profile pages in Facebook, Twitter and MySpace.
- Within your app, create Twitter and Facebook update features so users can easily post comments on their social network about how great your app is. Suggest a few pre-canned messages and include a small URL that links to your app in the app store.

## Campaign

Conduct a highly-targeted email campaign to prospects but keep it CAN-SPAM compliant to avoid fines or criminal penalties. Create a targeted opt-in text messaging campaign.

## Other Campaign Styles

- Add a description of your app below your email signature line so it will go out with all your emails. That signature line should include a URL link directly to your app.
- Change your voice mail recorded message on land phones and cell phones to include a mention of your new app.
- Promote your app on your own business materials, such as receipts, envelopes etc. Offer your app free for the first 50 who register at your website.

## Notes

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# Useful Business Apps



## Water

Links with Capsule CRM to track leads and manage communication with your customers.

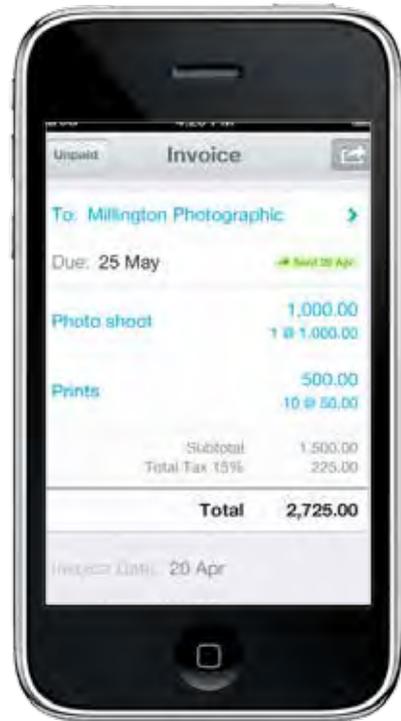
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## Noteledge

Stenography App which enables users to paste, cut, crop and organise notes from meetings or presentations.

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## Xero

Helps users to track time, organise their expenses and invoice customers.

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## Notes

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# Useful Business Apps



## Eventbrite

Allows users to manage and sell event tickets.

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## Camcard

Professional business card reader that scans business cards and places them into your phone contact list.

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## eMail reader

Reads your inbox and converts the text to voice so you can check your emails in the car.

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## Notes

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# Summary

what you have learnt

- Mobile Landscape
- Mobile Devices
- Smartphone Platforms
- Mobile App vs Mobile Website
- SmartPhone App Model
- Preparing a SmartPhone App Brief
- App Submission
- Business Smartphone Apps
- Marketing your App
- Managing & Maintaining
- Summary
- Design Experts App Services
- Design Experts Workshop Series

# Design Experts App Services

- App Strategy
- App Design
- App Development (iOS, Android, Windows)
- App Training
- App Submission
- App Management

## Notes

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# Design Experts Knowledgebase

As part of our commitment to education, we have developed the following:

eBusiness Workshops	
<ul style="list-style-type: none"> <li>• Developing a Digital Strategy</li> <li>• e-Marketing 101</li> <li>• Developing a website for your business and budget</li> <li>• How to get Google to find your website (Search Engine Optimisation)</li> </ul>	<ul style="list-style-type: none"> <li>• Selling Online</li> <li>• e-mail Marketing</li> <li>• Facebook for Business</li> <li>• Social Media Strategy</li> <li>• Mobile friendly websites</li> <li>• Apps for your Business</li> <li>• Online Learning</li> </ul>
eBusiness Webinars (live & recorded)	
<ul style="list-style-type: none"> <li>• Digital Strategy 101</li> <li>• e-Marketing 101</li> <li>• Google Why Can't You Find Me? (SEO)</li> </ul>	<ul style="list-style-type: none"> <li>• Selling Online Show me how</li> <li>• e-mail Marketing strategy 101</li> <li>• Social Media Strategy</li> </ul>
Online Learning (access any time)	
<ul style="list-style-type: none"> <li>• Developing a Digital Strategy</li> <li>• Email Marketing Plan</li> </ul>	
1-on-1 Mentoring (specialist areas)	
<ul style="list-style-type: none"> <li>• Digital Strategy</li> <li>• e-Marketing</li> <li>• Website Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• App Scoping</li> <li>• Marketing Strategy</li> <li>• Networking</li> </ul>

We continually add to our Knowledgebase.  
Please check our website for updated content and delivery options.



# Design Experts

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