



**CES: MacTech Insight: Taking App Concepts to Reality**  
**Las Vegas, January 10, 2013 • Jeffrey Korn**

**RESOURCES + LINKS**

- eMarketer Stats on Mobile Ad Industry:
  - <http://www.emarketer.com/mobile/article.aspx?R=1009548>
- Wireframes, free resource:
  - <http://mybalsamiq.com>
- *Simple and Usable*, by Giles Colborne
- *Don't Make Me Think*, by Steve Krug
- Design resources
  - Crowdspring.com
  - 99designs.com
  - Dribbble.com
- Developer resources
  - Elance.com
  - oDesk.com
  - guru.com
  - theymakeapps.com
  - peopleperhour.com
- Task management
  - Wunderkit.com
  - Asana.com
  - Basecamp.com
- Document management and sharing
  - Google Docs
  - Dropbox.com
  - Cubby
- Marketing Your iPhone App:
  - StartupPlays.com



## Introductions all around

Are you...

- An inventor?
- A designer?
- A developer?
- A businessperson?
- Simply have a great app idea?

TAKING APP CONCEPTS TO REALITY:  
Evaluate. Plan. Succeed.

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## Introductions all around

- Jeffrey Korn, Founder + CEO  
*Talkler—Email for your Ears.*



- User experience design, UI design, and business
- ...and Inventor

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## What we'll cover today

*“How do you bring your concept to reality?  
MacTech shares insights to help you  
**evaluate** how realistic your idea is,  
layout a **plan** and proceed to **success**.”*

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**Evaluate. Plan. Succeed.**

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## What we'll cover today

- How to tell if your app idea is a winner
- How to avoid business models that'll kill your app idea
- The 7 business models of highly successful apps (+1 most people forget)
- Using partnerships to build it for "free"
- Entrepreneur vs. "Wantrepreneur"

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## What we'll cover today

- How to build an MVP
  - *it doesn't mean what you think*
- Why the technology doesn't matter
  - *and what does*
- 3 types of Testing you can't afford to ignore
- Secrets of the App Store "walled garden"

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## EVALUATE

Is your app idea  
VIABLE?

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**“If you build it, they will come.”**



**FACT or FICTION?**

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**“If you build it, they will come.”**



**~~FACT~~ or FICTION? ✓**

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## Ocean's Eleven



- Crack the code of YOUR app idea.
- Assemble the right team.
- Pick the lock. Break into the vault.
- Carry out the cash.

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## Choosing your business model

- Pay to Download
  - \$0.99 to \$4.99
- In-App Purchases
  - Content, gaming levels
- Ad-Supported
  - Image
  - Video
  - Roadblock/Takeover
  - Mobile advertising: \$4B 2012, will “triple” in 2013
  - Ad Networks



Google AdWords

mobclix



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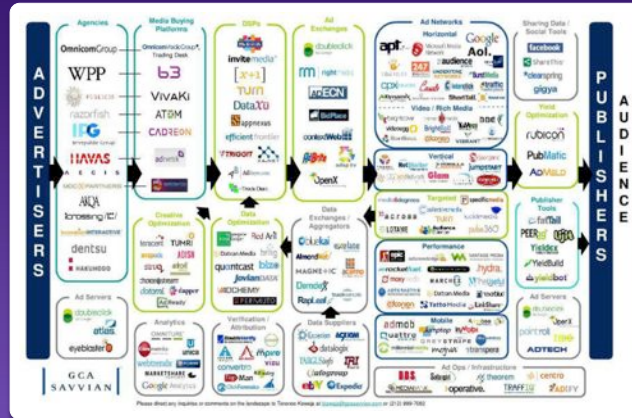
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## Choosing your business model

Ad-Supported — *It's the Wild West!*



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## Choosing your business model

- Sponsored
  - Brought to you by...
- Cross-Promotion
  - Free, promotes paid
- Loss Leader
  - App itself loses money
  - But enables another profit center



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## Choosing your business model

- “Freemium” Model
  - Free to download
    - But pay for the premiums
  - Limited features
    - Upgrade to full-featured
  - Limited-time trial
    - Stops working after a time
  - Ad-supported
    - Upgrade to ad-free
- Data Aggregation
  - Free to user
  - Collect + resell user data



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## Choosing your business model

- Why bother with business models?
  - Too expensive not to!
- Are you an Entrepreneur or “Wantrepreneur”?
- Get it right, make millions

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## How many downloads will I get?

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## How many ~~downloads~~ will I get?

- Daily Active Users (DAU)
  - AppData, Flurry, Google Alerts
- Advertising
  - CPM (cost per thousand)
  - CTR (click-thru rate)
- Conversion Rate
  - Free → paid users
- User Churn Rate
  - Revolving door



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## How much will it cost to build?

- Build what?
  - *The app, or the business?*
- You're building a business
  - *Legal (entity, patents, contracts...)*
  - *Design (branding, UI, usability, website...)*
  - *Development (iOS) + Testing*
  - *Licensing (e.g., TTS + voice recognition)*
  - *Marketing + PR*
- \$10K to \$100K++ just for the app

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## PLAN

Designing,  
Partnering,  
Outsourcing

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## Why Technology doesn't matter

- (...as much as we often think)
- **UX is King**
  - *Technology is only Prince*



- 2 quick illustrations
  - *Success story*
  - *War story*

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## Build an MVP

- Nope, not "Most Valuable Player"
- **Minimum Viable Product**
  - *Does the market give a damn?*

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## Commit your app to “paper”

- List MOSCOW features
  - *Must have*
  - *Should have*
  - *Could have*
  - *Won't have*
- Draw Wireframes
  - *MyBalsamiq.com is free, clickable*
- Read up on Usability + UX
  - *Simple and Usable, by Giles Colborne*
  - *Don't Make Me Think, by Steve Krug*



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## Give 'em what they want

- UX Testing
  - *Like a focus group*
- Simple paper + pencil tests
- Just ask the right questions:
  - *Imagine you want to \_\_\_\_\_ with this app...*
  - *What feature would you want to try first? Next?*
  - *What feature is NOT here that you'd want?*
  - *How would you expect the app to look? Sound?*

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## Building it for “free”

- D.I.Y. — Are you a...
  - Designer? Developer? Project Manager?
  - Attorney? Marketer? CEO?
- Invite them to partner with you
  - Offer a piece of the pie



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## Design + build strategies

- One-stop shopping
  - Design + Development + Testing + Project Mgt
- Project Manager = YOU
  - Hire separately, manage everyone yourself
- Offshore vs. Domestic vs. Local
  - Cost vs. Speed vs. Language barrier
  - Work style? Face-to-face vs. email vs. phone...

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## Finding + hiring

- Submit your Brief online



- Interview, interview, interview!

– *Prepare to kiss a lot of frogs*



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## SUCCEED

Building,  
Launching,  
Marketing



## Flying fast and in formation

- Despite fast-flying information
  - Team tasks:  Wunderkit  asana:  Basecamp™
  - Documents:  Google docs  Dropbox  cubby
- Get a “Code Owner Manual”
- Are we there yet?
  - Acceptance Criteria should be unambiguous
  - For both Design + Development

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## 3 Types of testing you can't afford to ignore

- UX Testing: *Fun or dud?*
- Usability Testing: *Easy or confusing?*
  - Only uninitiated users
  - Low-tech is best. Simple paper + pencil.
- Unit Testing: *Bugs?*
  - Behaving as designed?



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## App Store: Cracking the Code

- “Walled Garden”
  - *iOS Developer Program, \$99 for anyone*
- “Discoverability” strategy
  - *Only name + keywords are searched*
- Examine successful apps already in the App Store...

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## App Store: Cracking the Code

- “Shelf presence”
  - *Naming, icon, screenshots*



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## App Store: Cracking the Code

- “Shelf presence”
  - Screenshots and the “Get It” test



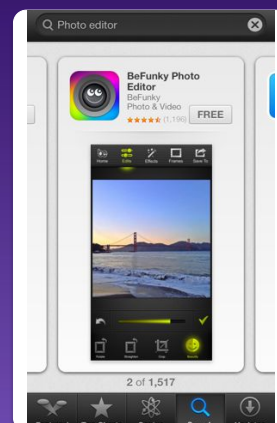
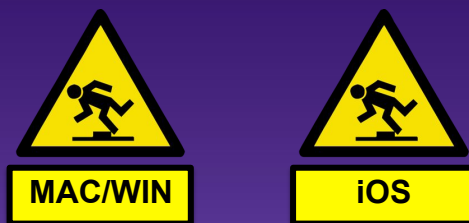
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## App Store: Cracking the Code

- Beware uneven platforms



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# App Store: Cracking the Code

- App pages — Details + Reviews  
– Mac/Win vs. iOS



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## Some Final Tips

- Design marketing into the app itself
- Got a UniqueFeature™?  
– Build the naming right into the app  
e.g., Talkler Teleprompter™, Talkler TapAnywhere™
- What's your demographic sweet spot?  
– Have them in mind as you design
- Start building buzz now  
– Website, Facebook, Twitter, Email List, Help...

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**THANK YOU!**

DOWNLOAD SLIDES + NOTES:  
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KEEP IN TOUCH:  
**HEY@TALKLER.COM**



Jeffrey Korn  
Founder + CEO