

Section 3 - Let's Get The Show On The Road

Lecture 6: Making The App

There are 2 types of people to be considered here. One that develops their own app thereby saving themselves tens of thousands of dollars and the other group that has to hire a person or app development company to design and produce their app. My friend spent over \$70,000 and that was with one major update to his entertainment game app. He had to pay a mobile app development all that money and he lost \$60-65,000 on this investment. For those who don't know how to code and are relying on your app developer.

My point here is if your app gets seen you are going to have to continue it's popularity by adding more and more updates and or fixes to keep the customers coming back. Major updates can keep costing you several thousand dollars each time depending on how many hours are needed for that particular update. Before you know it, your app will cost a lot of money, possibly 6 figures. Trust me, I've seen this happen time and time again.

Key Abbreviations You Should Be Familiar With Are:

UI = User Interface - The goal of user interface design is to make the user's interaction as simple and efficient as possible, in terms of accomplishing user goals

UX = User Experience Design - User experience design (UXD or UED) is the process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product.

UA = User Acquisition - is the set of methodologies and systems to manage customer prospects and inquiries generated by a variety of marketing techniques.

Okay, I'll see you in the next lecture.