

We at Organise Ltd understand that when you are thinking of entering into a new marketing arena such as the iPhone you need to understand the costs, the potential benefits and your options of how to break into the market. To assist you in your decision making we have generated some typical questions you may ask along with our considered answers. We are not interested in creating something for your company from which you will gain no benefit. We want your whole foray into this market to be cost effective and pain free. We hope you will find our answers balanced and pragmatic.

If you have a general question you would like answered, or you want to discuss your specific requirements with us, please feel free to [contact us](#) and we will endeavour to resolve any issues you may have.

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#### **How can an Iphone App benefit my Company?**

Having an App in the iPhone App store can be a great marketing boost for any business. Some critics argue that the iPhone App store is already overcrowded with only a small number of Apps making a significant profit. They would argue it is impossible to achieve any market presence in such an environment. Yes, you have to get noticed amongst the tens of thousands of others. But if you have the right product for your company you can successfully reach a large, previously untapped, customer base. There are many free online marketing routes you can utilise to assist you in promoting your App.

The iPhone App store has to be considered in a similar way to the web 15 years ago. In the beginning there were only a handful of specialist web sites, then as more and more companies provided cost effective web creation services, and tools became available for companies to create their own web presence, the web grew to the proliferation of sites that we know today.

Does your Company have a web site? Despite the multitude of sites in existence does yours still get traffic to it? Do you achieve recognition and sales through it? If the answers to these questions are yes then an iPhone App is your next logical step. You have to remember we are only at the birth of the mobile web.

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#### **Which Smartphone is the best to target?**

With an increasing number of Smartphones available on the market this is becoming an increasingly common question. Some would argue that certain devices are better suited to certain functionality. However who knows what the future will bring and whether the devices will change their appeal to customer segments.

Others would suggest that you should create as generic an App as possible so that it

will run on every device. This may result in a widespread distribution of an App but it may not get the desired results of enhancing your brand. Creating a "jack of all trades, master of none" App will result in you not taking advantage of the features and functionality of each device in question. Not many consumers would pay for, or continue to use, an App that didn't live up to their expectations and provide them with smooth, simple to use functionality.

We believe the question should be re-phrased to "Which Smartphone is the best to target first?". As a company you should consider your target audience and create an application that appeals to that audience on their device of choice. Once that is completed, and launched, you should look at the other devices and determine if it would be beneficial, and increase your market penetration, if you also targeted a different device. The App doesn't need to be identical in functionality. It just needs to make the best use of the device and continue to enhance and drive home your Company's brand.

Any reputable application development company should help you to determine which device to concentrate on first and how best to utilise that devices functionality to create the desired user experience. They should then be able to guide you regarding the use of other platforms if appropriate.

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#### **Is it better to develop an iPhone App in-house or to outsource?**

The answer to this depends what you are hoping to achieve. If your company is not directly related to software development, i.e. website development, web applications etc. then you are not likely to require expertise in this sector beyond your initial App. If one App is all you are looking to produce it is far more cost effective to commission a reputable mobile application development company to create it. You know your business better than anyone, but a good application developer should know the features and nuances available on your chosen Smartphone that can be exploited in your best interests. The company or contractor you select should be able to speak your language and translate your requirements into a working showcase app.

However it is not a good idea to assume you can create an App and then sit back and watch the increase in interest to your company and sales. In the same way that you need to update your website regularly to keep the content fresh and interesting, you also need to release subsequent versions of your Smartphone App.

Within the iPhone App store new releases within each sector are highlighted making it more likely to generate a peak of downloads. It is important to keep this visibility and thus the momentum of your App at the forefront of peoples minds. Therefore subsequent releases and enhancements are necessary.

Despite this any reputable mobile application developer should agree terms for continuous maintenance and improvement of your App when they agree the details for your initial development. The last thing you should want is a company or contractor that you cannot rely upon to enhance your App post initial launch. Finding a developer to add enhancements to an existing App is not impossible but still creates a diversion from your core business.

Unless you are confident in what you are doing we do not recommended that you employ a developer temporary or otherwise, but rather outsource your development to a company who talks your language, one you can build a relationship of trust with and rely upon to provide a continuous service, as each new iteration of your App is produced.

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### **Do Apple charge to put an App into the App store?**

You need to register with Apple to be an App developer. Apple charge you a one off fee to register which also enables you to submit Apps to the store. The Current cost (Q3 2009) is \$99. Apple doesn't then charge anything extra to submit each App into the iTunes App store. However if you charge for the App they take a 30% cut of your earnings. If your App is available for free the only cost is the cost of development.

As experienced iPhone developers we would handle the release of your App for you, as well as provide some marketing experience if required, leaving you to concentrate on the core marketing of your business. We can also provide ongoing maintenance and support of your App to ensure a continued successful user experience.

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### **How much does a simple iPhone App cost to develop?**

The cost would really depend on the complexity of the App you wanted. A very simple basic one could start from as little as £500 but a more realistic one would be £1000 or more. The only way to determine a more accurate cost is to talk through your ideas with a reputable developer.

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### **What makes a good (non game) App?**

With over 100000 Apps available in the iTunes App Store it is understandable that businesses feel a reluctance to invest in their own App. However if you create an App that reflects your quality and brand it cannot fail to successfully promote your business.

The two key areas for any App are form and function. Form includes the user interface for the App and the aesthetics. Whether it is intuitive to use and good to look at. The function refers to the Apps capability. Does it do what it was designed and marketed to do. Form also relates to the App store listing and the icon displayed on the users device.

With function it doesn't matter how good an icon, App Store listing or front screen looks if it doesn't do the task the user expects in an easy manner the user will look elsewhere for the functionality. With so much competition in the App Store there is little unique functionality. A user is likely to find another alternative App which gets them the required results quicker and easier.

With form if the icon and App Store listing doesn't catch the users eye, they will look elsewhere. The App needs to clearly continue the companies brand and entice the user to look further. This is relevant regardless of whether the App is free or not. The goal for any App is twofold. Firstly for users to download the App and secondly to continue to use it on a regular basis. Achieving the first goal without the second runs the risk of the user searching for an alternative App and thus ignoring, or worse still, deleting your App. Although, if the user has paid for the App you may receive money from initial sales, it is not enhancing your brand and ensuring your continued visibility in the marketplace.

Your App does not have to reflect your product or service, but it does need to reflect your brand.

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### **Why should Organise Ltd develop my iPhone App?**

Organise Ltd have a wealth of experience across a range of mobile devices. We already

have an established presence in the iPhone App Store. Our free App JobFinder has undergone several releases already and has maintained a top twenty position in the UK free business apps since its launch in March 2009. With further Apps in development we can ensure your App makes the best use of the available features of the iPhone to create a successful user experience.

We can provide a personalised service to ensure your requirements are met, or often exceeded, with the minimum of fuss. Being based centrally within the UK we can easily commute to any UK premises. Alternatively we are fully equipped to telecommute on any project, guaranteeing minimum expenditure on your venture.

If required our knowledge and skills enable us to translate your App design to several different platforms, enabling you to reach an even greater market.

If you are not in the IT business and are not confident with a lot of the jargon and terminology often used within this discipline then don't worry. With skills in IT and business analysis we can talk your language and translate your design requirements into a working mobile application. Why not [Contact Us](#) now to discuss your thoughts.

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**I am having problems with some of the iPhone tutorials you published. Do you provide code templates or snippets?**

Sample code can be provided on request to cover the areas explained within the tutorials. If you would like to receive further information on a particular tutorial please don't hesitate to [Contact Us](#). We do not believe in hard sell tactics and will merely try to assist you as best as we can.

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**Do you plan to continue the tutorial series on Android?**

Yes. Once we feel we have covered sufficient ground to create a basic understanding of iPhone development we will begin a new series on Android Apps.

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