

Award Winning Apps with @JustinKent

Creating an Award Winning App consists of 25 simple steps: </irony>

Consume - start as a user, download lots of apps, get a feel for what you like

Learn - read the Human Interface Guidelines, study all aspects of apps

Visualize - define your concept and rollout plan

Research - see what else is out there, make sure your concept is unique

Innovate - do something brand new if you can, open up possibilities

Plan - estimate a budget and timeline

Target - decide who can run your app, and how they'll get it

Recruit - build your team

Wireframe - create your app on paper, show all features and how it works

Design - design the exact look of each screen, to the pixel

Register - register with your app store, set up your environment

Code - build the app itself, for the particular devices you want to support

Streamline - use what's given, find efficiencies and shortcuts

Test - fanatically, on many different devices

Anticipate - any worst case scenarios that could cause you problems later

Augment - you'll need a microsite, a demo video, social media, and support

Describe - gather the metadata, icon, screenshots and other required info

Verify - make sure you comply with all submission guidelines

Rate - don't launch an app unless it's really truly great

Submit - send your finished app along to the powers that be

Review - wait for your app to be approved, or address concerns if rejected

Share - tell the world, preferably as an integral part of the app

Monitor - watch for user feedback, and the health of your services

Iterate - don't stop now, continuously improve

Remember - the little things, be gracious to your team