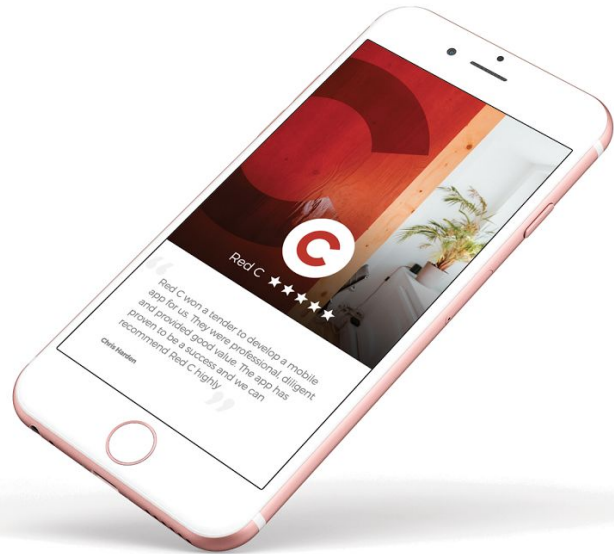




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## 7 Secrets To A Successful App

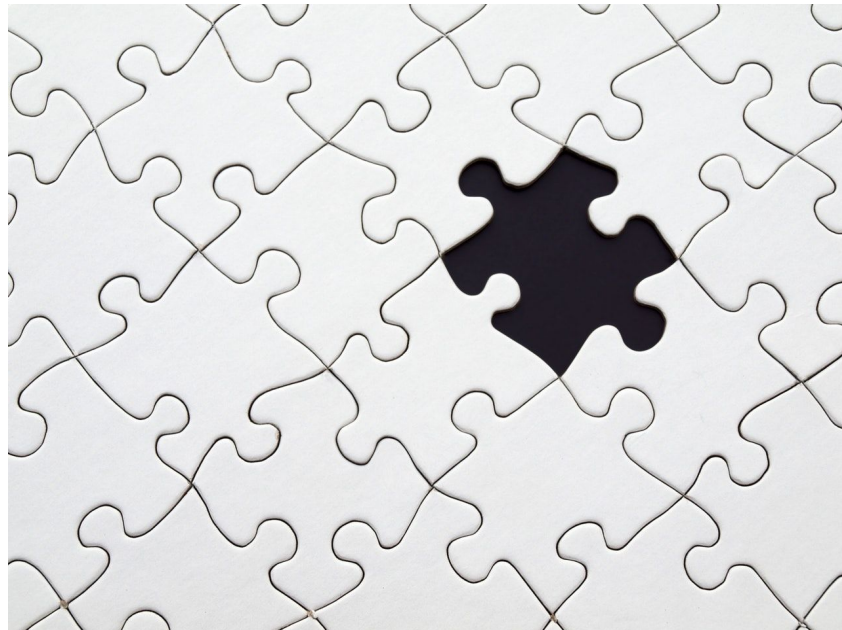
At Red C, we hear brilliant mobile app ideas every day. But what we have learnt over the past 15 years is that a great idea cannot succeed alone. A great mobile app idea takes a great deal of groundwork from concept to completion to be truly successful. Hence, before the development process of any mobile app begins, it is crucial to have a strategy that outlines key app features, a target audience and a marketing and distribution plan for potential users. With every technical choice there is to be made, these three focal points must be taken into consideration as they will largely determine the final look and feel of your app.

Smartphones and tablets are now outselling laptops by over three times and this is because they provide simple solutions at our fingertips. A successful app always focuses on executing one task effectively, so that the user experience is smooth and efficient. Thus, it is important that anyone who runs a business thinks carefully about their mobile presence, as this could ease customer experience. For small business owners, or those of you with a budding idea, here are our top 7 secrets to building a successful mobile app:

# 1. Focus on Solving One Key Issue

At Red C, we have found that in the stages of development, clients can easily become distracted from their original app concept with the idea of extra added features. However, as experienced developers, we know that it is key to stick to the original scope of work because adding extra features too early on could make your app look busy and feel confusing. The key to success is to focus on developing your app's main functionality first, as any other features can always be added as an update around it, in Phase 2. This way, when your app is released in the Stores, it is simple for users to understand and operate.

At Red C, we ensure that each project starts with a strong motive to create a much more productive way of performing one particular task. This way, it is easy to think through the whole user journey from start to finish. The most successful apps have a clear purpose that lead users to a specific outcome.



**Define Problem** > **Analyze Problem** > **Identify Solutions** >

**Choose One Solution** > **Plan of Action** > **Implement**

## 2. Select your Target Market

With competition tougher than ever before, it is key that your app is aimed at a target market. The more you know about your potential users, the more effectively developers can tailor your app to their needs. This requires serious research on demographics. Make sure to know the location, age, and sex of your users, as the tone of your app will depend on these factors. Also, think about what your users do on a day to day basis. Are they professionals / students / singles? And what is it that this group of people are looking to gain from using your app?

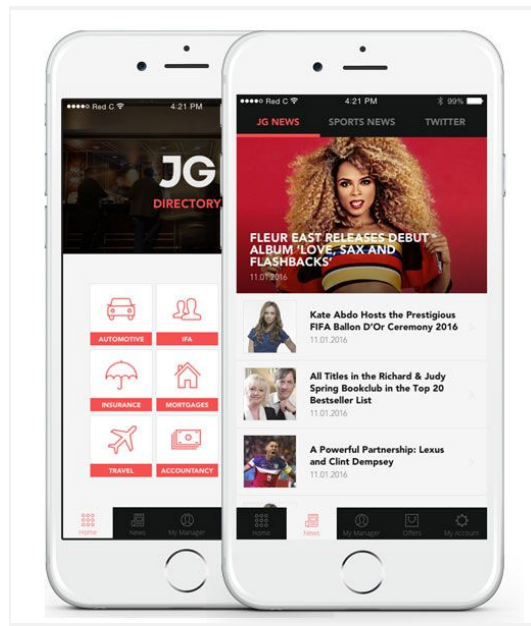


As experienced developers, we know that the success of a mobile app largely depends on the ability to connect with potential users. Analyse your target market's habits and be tactical with design and the language you use to grab the attention of potential users.

## 3. Outstanding, Intuitive Design

Clear straightforward design is at the heart of successful apps. At Red C, we understand that customers seek clear, slick designs that are visually striking and easy to follow. Having a design in mind is always beneficial so that your UX/UI designer has something to work with. You want to create the right look and feel for your app, so make sure to consider what will be most appealing to your target audience. If you're a company, you may want to use your existing brand colours and font for consistency.

However, if you're a startup, this is a new and exciting stage that calls for a creative flare. Yet again, research is key; If your app is aimed at professionals, maybe dark colours and formal language is best? / If your app is aimed at students, maybe light colours with casual language is best? Either way, it is important to remember that the design is not for you, but your customers.



## 4. Smooth User Journey

A smooth user journey is a fundamental part of your app's success because people do not have time to figure out a complicated app.. The user journey must be simple to navigate, otherwise users will become easily frustrated and give up too soon. A smooth user journey includes clearly laid out buttons with obvious functionality and consistency in style and colours which show up well on screen.



## 5. Connected & Easily Shareable

In an increasingly connected world, users expect information at their fingertips in real time. Luckily, the power of apps lie in their capability to connect people and share data. Therefore, social sharing on platforms such as Facebook, Twitter and Instagram is key to the success of your app. This way of gaining users is to incorporate a viral mechanism into the core functionality of your app, so that users invite their friends to use it too.



Additionally, a number of clients that we speak to forget that Android is now the dominant platform with over 50% market share in most markets. If you want your app to be easily accessible, you will need to make it available both iOS *and* Android. The graph below shows the proportion of iOS to Android users around the world.

## 6. Collects Valuable Data - Analytics

Another secret to building a successful app includes collecting valuable data. For example, using a tracking tool to measure the activity on your app. This way, you can monitor what feature is the most popular and improve your app according to your users needs. Listening to your customers is a huge part of making your app more successful, as it is your loyal customers who will spread word of your app among their friends and even on social media.



## 7. Marketing Your App

Because of the number of apps there are on the market, the odds of someone discovering your app is highly unlikely, this is why you must have a marketing and distribution plan. At Red, we have noticed that customers often make the mistake of spending all their budget on development. We would suggest leaving a third of your budget for marketing your app.. Good marketing platforms often depend on your target audience, but social media platforms such as Facebook and Instagram often act as good places to start. It is essential to attract a first batch of users to test metrics and understand the real value of each user before moving onto more systematic campaigns.



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