

Android Tips and Tricks

SDSIC.org 9/17/09

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TeamSOA Background

- Founded 2004
- Core Competency
 - High availability, distributed, solutions
 - Image Search IP
 - Web 2.0, Social Networks
 - iPhone / Android / Blackberry app development
- Awards
 - Won UCSD Connect, Most Innovative New Product
 - WebTechniques Web Tools Award for Web Site Mgmt

Market

- 10,000 apps in android market (10% that of iPhone App store), 36% paid, 64% unpaid*
- 1.1 million phones sold (20 million iphones)

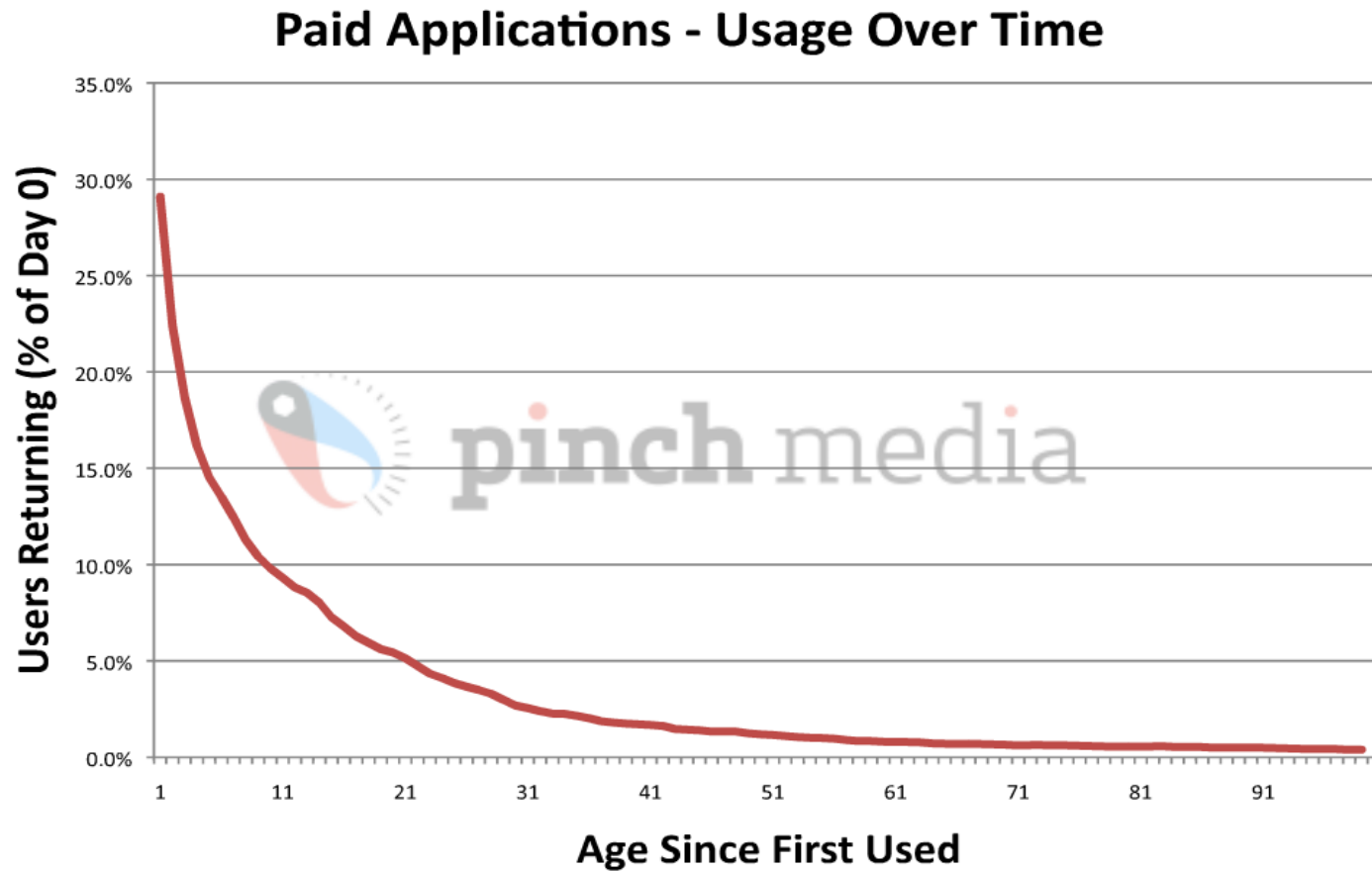
<http://seekingalpha.com/article/160286-android-market-now-over-10-000-applications-strong>

Market (cont)



<http://www.techcrunch.com/2009/08/31/top-developer-reveals-android-markets-meager-sales/>

Usage Over Time



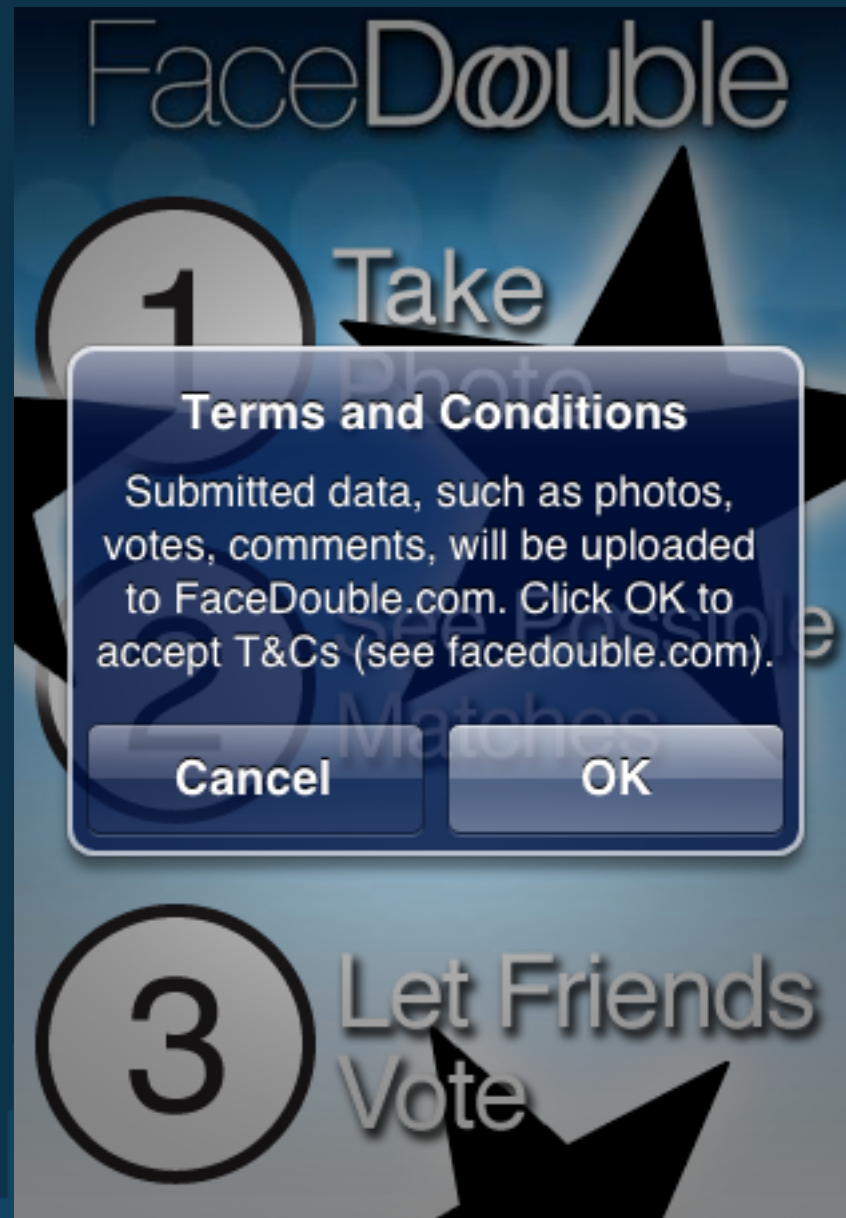
<http://www.pinchmedia.com/appstore-secrets/>

User Interface

FaceDouble UI



FaceDouble UI



FaceDouble UI



FaceDouble UI



FaceDouble UI



UI Guidelines

- Do only ONE thing
- Wizards are GOOD
- I Love alerts
- Use Text instead of Icons

UI Guidelines

- Study built-in applications
- Avoid inconsistencies
 - "This is weird, cancel is usually over there"

HOW TO MAKE APPS VIRAL?

FaceDouble UI



Launching Mail app

- `mailto:alex@teamsoa,alex@facedouble.com?subject=XXX&cc=noreply@facedouble.com&body=XXX`
- HTML? YES!

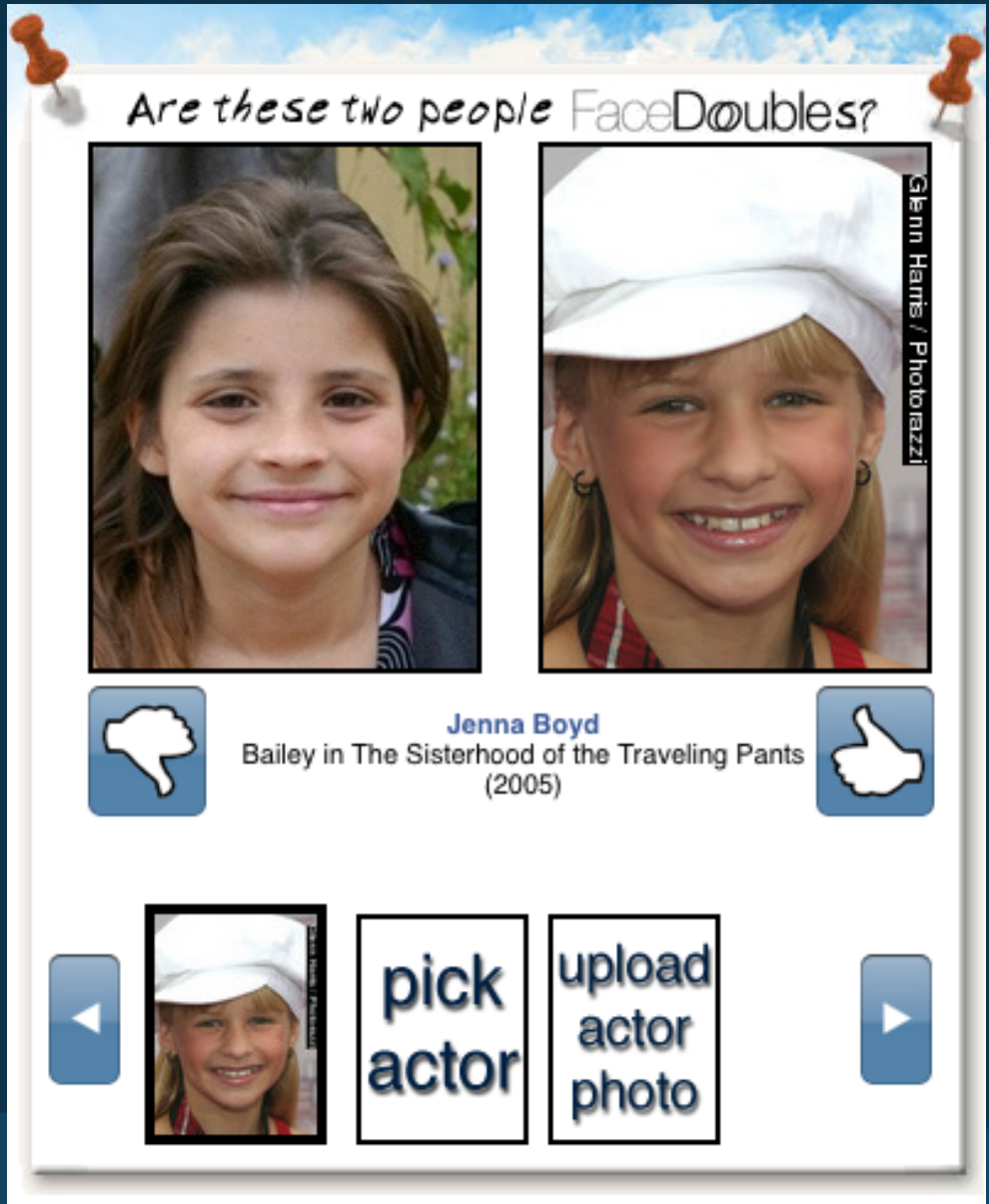
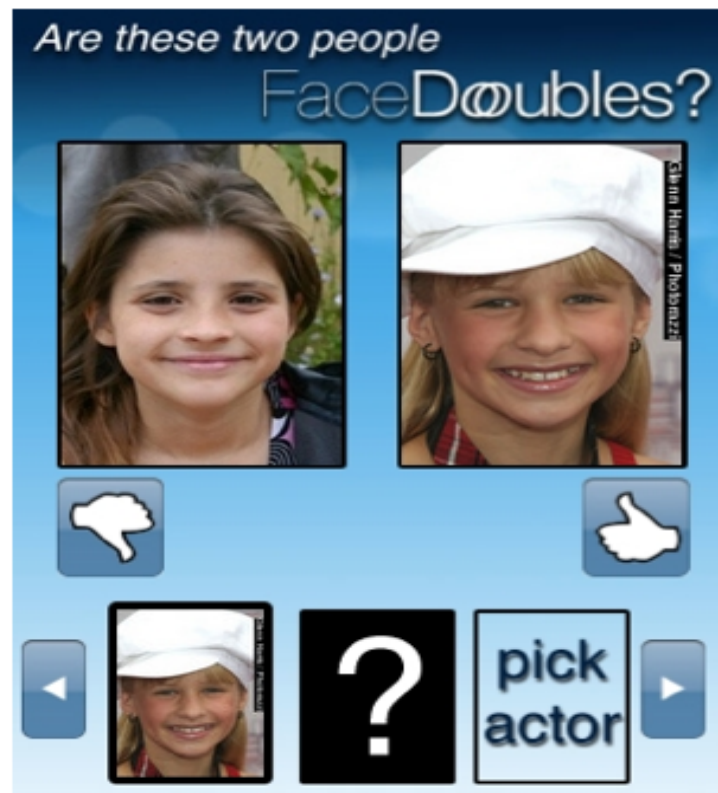
Friend Experience

Do I look like Jenna Boyd?

★ ● Alex Shah to alexsha [show details](#) 12/24/08 [Reply](#) ▼

What celebrity do you think I look like? Help me find my FaceDouble by picking a celebrity from link below:

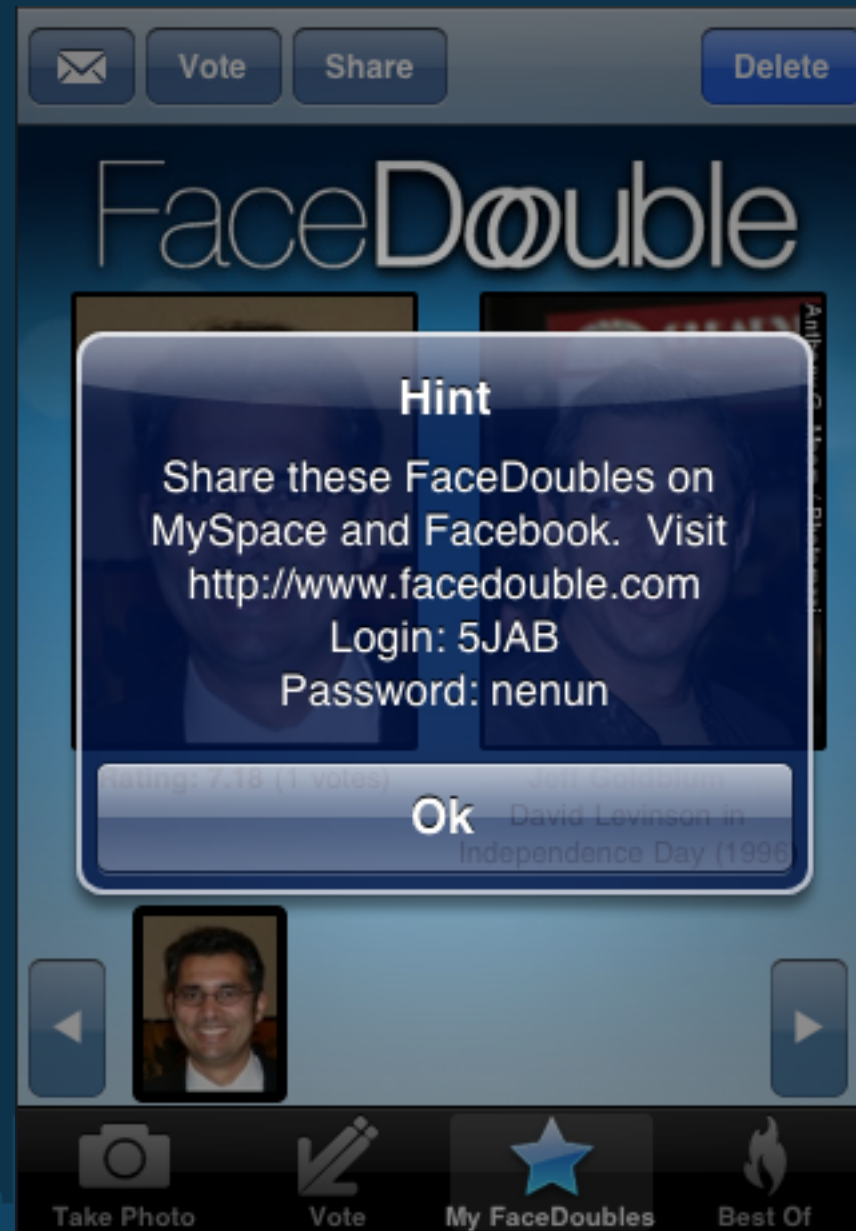
[CLICK HERE](#)



FaceDouble UI

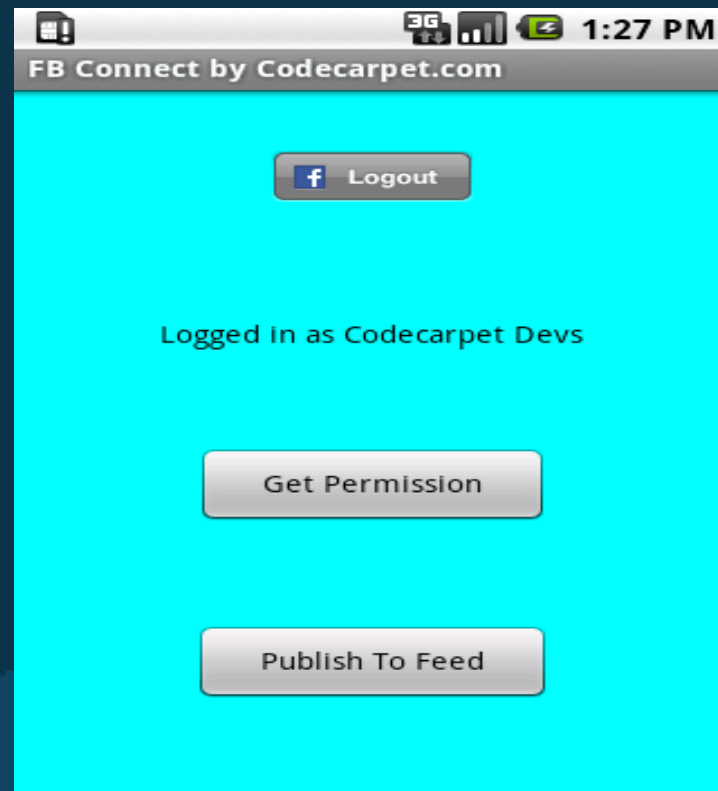


FaceDouble UI



Facebook API

- Now available on android: <http://code.google.com/p/fbconnect-android/>



App Development

WEB 2.0

"HUGE!"

WEB 2.0

YES!

- WebKit Rocks
- Build Objective C \Leftrightarrow Javascript bridge
- Redirect Javascript console to iPhone console
- Store application components locally
- SQLite Rocks

WebKit Rocks

- <http://webkit.org/>
- iPhone / Android / Blackberry
- Text shadows, compositing, scaling, rotating, animation, opacity, layering, masks
- Client-side Database
 - `var database = openDatabase("Database Name", "Database Version");`
- jQuery

Javascript <=> Java

- phonegap
- g2p = new GiftToPhone(this, appView);
- appView.addJavascriptInterface(g2p, "GiftToPhone");
- appView.loadUrl("javascript:\$('#back').click();");
-

Store Locally

- Data URLs:

```

```

```
<script type="text/javascript" src="data:
```

load url -- url can be:

```
data:text/html;charset=utf-8;base64,PGh0bWw
```

- Look at SQLite API

AppStore Tips

First Impressions Count

- 'good' or 'trustworthy' app
- quick gravitate to search
- Initial perception of app is largely influenced by icon design
 - vibrant colors
 - nice crisp icon
 - catchy names
 - 60x60 not 59x59

<http://www.slideshare.net/createwithcontext/how-people-really-use-the-iphone-presentation/>

First Impressions Count

- Bad reviews are not a death sentence
 - "If a friend liked it I would try it"
 - "taken with a grain of salt"

<http://www.slideshare.net/createwithcontext/how-people-really-use-the-iphone-presentation/>

Paid Apps

- "\$4.99 is reasonable"
 - "Would be a good price point, although I'd be more willing to pay for something like Quicken than for a memo pad"

<http://www.slideshare.net/createwithcontext/how-people-really-use-the-iphone-presentation/>

Paid Apps (cont)

- \$.99
 - "I'd wonder what it was, does it really have that much value, is this malware?"
 - "I usually look at the apps that are Free or cost around 99c because that the iTunes price for music"
 - "Easy to buy. 99c means its been around a long time"

<http://www.slideshare.net/createwithcontext/how-people-really-use-the-iphone-presentation/>

Free Apps

- "I love those"
- "If it's \$4.99 and they don't have a trial version, I'd say forget it. I would not blindly pay for it, even if it did get a good review"
- "I never buy the full version, the trial version is always good enough"
- "I'd like to get the real app with a timeout. Light vs. full creates confusion - are you getting all the features in the light version?"

<http://www.slideshare.net/createwithcontext/how-people-really-use-the-iphone-presentation/>

No Free

- Give for free for 1st month - BAD
- Making it free does drive traffic, up to 250x more

<http://majicjungle.com/blog/?p=66>

No 99c

- No room to move
- Everyone who may otherwise not buy your app are welcome to give it a one star review
- ranking drops with price
 - 4 stars to 2 stars after free 2 week offer

<http://majicjungle.com/blog/?p=66>

AppStore Pricing

- Think upside down
 - If you are high in the charts, you can get higher by lowering price
 - If your are out of the charts, you will earn more by increasing your price
 - close to top to #100 ==> lower price to get higher ranking
 - near top #10 ==> raise price to get better revenue

<http://majicjungle.com/blog/?p=66>

AppStore Tricks

- Build new versions
- Change pricing.. have promotional pricing
- IT DOES NOT COST YOU ANYTHING TO ADD APPS

Android Gotchas



Useful Links

WWW.TEAMSOA.COM

alex@teamsoa.com

<http://www.meetup.com/San-Diego-iPhone-Android-developers/>

THANKS