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How to Create an App

For millions of people, there isn't "an app for that"

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Introduction

Not a day goes by when someone doesn't say "there's an app for that." There are millions of search results in Google for the phrase. Turns out, there isn't an app for everything and that's why 2012 has seen the explosive popularity of online app building tools.

The drive to have an app for everything has given birth to a new app economy and a robust generation of apppreneurs; these are individuals and companies marketing their brand, promoting products and services, staying in constant contact with their customers by way of mobile phone apps. Until recently, these apppreneurs had to rely on expensive developers.

App Problems

The average cost to hire an app developer to build an app that can be published for all platforms and devices can start at \$30,000 and take six to nine months of development. It is a massive expense for individuals, companies and organizations. Making apps from scratch can be complicated, time consuming and unrewarding.

So why create an app? It's the same question raised 20 years ago when people and companies asked whether they needed a website, blog and Facebook page. Some people don't need any of those, but just want one. Over the years we have seen that websites and social media works, but why apps?

Apps provide the opportunity to engage and stay in touch with your audience. With so much competition on the net, having an app allows brands to catch the attention of their users, opposed to visitors quickly clicking from one site to the next on the web. In addition, people bring their phones with



them everywhere. Once an app is downloaded, it will stay with the user when they are home and away.

Tools for Creation

There are app making tools that allow users to create their own app, some are RSS (Real Simple Syndication), others simply shrink a website so it sort of fits on a mobile device. Most cost a fee. Few allow for dynamic customization, free of charge and provide the opportunity to publish to multiple platforms and devices.

appsbar.com was introduced as a unique, free option to help users seamlessly create the right app and publish it directly to Google Play as a native app that can further function as a cross platform HTML5 app on everything from iPhone, iPad, Windows Phone and Blackberry.

Even appsbar to some can seem intimidating and there have been countless updates to refine the process so app building is easy and fun. With the best tools, an app builder can still struggle with what to add into their app.

How to Create an app

The most successful apps, based on a review of those published by more than 125,000 app builders who have used appsbar, include some of the same basic features. These are apps that have been launched more than 12 million times in under one year and most receive 500 - 1,000 downloads within the first week of being published.

The basic features include:

About

The about section will let people know who you are through the use of both text and images, bringing a dynamic “about page” to life.

Contact

The contact page clearly shows any user of your app how to reach your company. It is vital that you include your street address, phone number, email and website information to allow mobile users to have instant access to the information they need to get in touch with you.

Social

Much like including the app builder’s website, it is important to include any social channels that they are currently using. Builders can give users the ability to connect via Facebook, Twitter, LinkedIn, Vimeo, Myspace, Youtube or Orkut. If there is a social site that is not already included, users can easily add it to their page.

Request Info

Finally the most important aspect to include in an app is the “request info” page, which lets the builder create a form or forms for the user to fill out that can be sent to the company via an email address. The app user can fill out this page to request an appointment, ask a question, etc. This can also be used as a customer service poll, as the page allows the app creator to pose questions to the users.

While these are the essential features for creating an app, companies and individuals should not be limited by these features. An app should have all the functionality of a website, it should not be a replica of the website. Apps should be an extension and provide value to the app user.

Diving Deeper

Specific app builders need specific services. appsbar has 37 ready-built app types, ranging from personal to business,

offering a quick start and allowing the user to build in unique features such as:

Events

The events page keeps consumers up to date with the latest and upcoming events. This allows the user to tell their customers as to when everything will be.

Coupons

appsbar has harnessed the coupon system that can make both business owners and customers happy. Consumers can redeem discount coupons using this page and owners can use the same page to attract more customers. With this page, consumers won't have to go to any other site, they can find everything they need in the app content.

Forms

The forms page lets users create a form or forms for the user to fill out that can be sent to you via an email address that you provide when creating the page. The user can fill this out to request a reservation, to ask a question or provide feedback about a product, service, or establishment.

Apps are dominating the Internet in terms of where people's attention is turning, but website pages also come in handy to app users. Successful appsbar apps include a template page that links directly to the builder's website from the app. This is a fast way to incorporate your favorite website content. appsbar users enter the URL for the website into appsbar's app creator and users have instant access to the full website or specific pages.

Depending on the type of app being created, additional features may also be added. For a list of recommendations on additional features based on types of apps,

visit www.appsbar.com/how-to-make-an-app.

App Commerce

The DIY app making trend is fueled by people making "passion apps," for their devotion to a hobby or a cause. The next most popular users are small to medium sized business who want a way to use apps to drive people to their online business or brick and mortar store. The ability to build a dynamic app that introduces a payment option such as appsbar's PayPal function, brings DIY app building to a new level. appsbar's turn key solution for building apps opens the world of app development to everyone as more devices and operating systems adapt to the public's demand for apps, including those running iOS, Android, Windows Phone and BlackBerry. App commerce solutions give the ability for anyone with something to sell, from a song, to a meal, to a haircut or for causes soliciting donations – to do so through a free to build, professional quality app.

In-app sales tools have been the most requested feature appsbar users have requested since the free app building tool was first introduced in 2011. Small businesses use their apps to market their businesses and services. With appsbar's app commerce functions, now they can engage their fans or customers with goods and services on their mobile devices.

App commerce solutions are a secure alternative for shoppers who may not want to use their credit cards for in app purchases. PayPal reports that a growing number of mobile users are choosing its service and they expect to process \$7 billion in mobile total payment volume this year.

The introduction of the in-app purchase

function is recognized as a giant leap forward in the evolution of the service and the app economy, as mobile devices continue to challenge business models and create increased sales opportunities for a wide range of merchants.

Implementation

Free, custom and simple are the three most important words in app building. The DIY app building evolution has eliminated the need for someone to know how to write code. Now making an app is as easy as creating a social media profile.

appsbar calls for prospective app builders to create a free account to start using the resource. A step by step wizard walks users through the selection of app types (business, music, events, etc.). The user designs and previews the app as they go. The drag and drop function allows the user to try out new features and make changes on the fly, in an app simulator on the right side of the screen.

Once the user hits publish, appsbar's app coaches test the app and may contact the user if they feel the app needs improvement. Once completed you will have a HTML5 app that works with Android, iPhone, iPad, Windows Phone and Blackberry. In addition, the app will be published to Google Play for free.

The Benefits of an app

Benefit 1: Presence

Most people are doing more on their mobile devices and apps continue to emerge as their entryway.

Benefit 2: The power of free and easy

App building tools such as appsbar.com have made it free and easy to build device agnostic HTML5 apps that function on a myriad of devices. No longer is there a cost barrier for taking part in the app economy

Benefit 3: Your ideas, your way

As apps continue to shape the growth of mobile devices, personalization is as important as content. With drag and drop functionality, wizards and the right tools, apps have become as easy to build as a blog or a social network profile. DIY apps have had tremendous impact on app stores. Now, any business or personal passion can have a home on any mobile device.

Summary

Since the first iPhone, through the overwhelming impact apps have had on society with Apple's app store launch in 2008, and Google's recent grab of market share with Google Play, apps have grown up. No longer are they simple games or basic utilities. They have become powerful marketing or personal engagement tools. Along that evolution, everyday app builders have discovered that they can barrel through the walls that once stood between their ideas and the app platforms. Today, anyone with a big idea and the littlest tech know how can build and publish an app and take part in the app economy.