WHO THE HELL IS THAT GUY?

Leapin' Leprechaun ...

First App Released on 3/16/12

Leaped to Top 39 in iTunes App Store

Best Chart Rankings

#46 in Kids Games (iPad) on Mar 17, 2012

#39 in Adventure Games (iPad) on Mar 17, 2012

Today's Chart Rankings

#54 in Adventure Games (iPad)

#66 in Kids Games (iPad)

Ranked #1 in Iceland App Store

Ranked in 42 App Stores around the world

#	Country	Games/Adventure ⬜	Games/Kids ⬜ ▲	Ga
1.	🇮🇸 Iceland	1 ⇨	2 ⇨	

What You Need TO DO!

HOW IS AN APP BUILT?
APP BUILDING 101

Through the eyes of MyStationApp by Indianapolis based Boost Media.

PROPOSAL 1
The first step is to understand the problem and provide great ideas for a mobile solution to solve it.

CREATIVE BRIEF
3
It's important to keep all ideas and desires well documented in a brief that focuses on the desired results of app – not just the aesthetics.

4 THE HANDOFF
It's time to bring in the designers and developers to discuss the scope of work and get their ideas in line with the expectations of the client.

ASSET CHECKLIST 5
In order to start building and designing, developers need links, web services, feeds, logos, etc from the client. Keeping track of these assets is important.

AGREEMENT 2
To start, everyone needs to sit down and agree on the exact set of features in the mobile solution and the timetable for delivery.

7 SCHEMATIC DESIGN
This design phase is used to represent the elements of an app using abstract, graphic symbols rather than realistic pictures. This is sometimes called "wire framing" or prototyping.

6 THE KICKOFF
This is the last meeting before the designers and developers plug in their headphones and start building the app. The kick off starts the design and development process.

8 UI DESIGN
Designers make the user's interaction as simple and efficient as possible, in terms of accomplishing user goals—what is often called user-centered design. Photoshop is typically the weapon of choice.

DEVELOPMENT 9
Ninjas (not nerds) work around the clock to bring the designs and ideas to life on the tiny screen using thousands of lines of code. Pure art.

BETA 10
Ready to launch the app? Not so fast. The Beta release of the app allows the client a chance to review the app to make sure it's on target. Testing also occurs at this stage.

11
Hooray! All done and the final app is shipped to the app store for users to download.