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**FRONT COVER:**

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# Foreword

A good place to get ideas on phone apps is in social forums that target mobile users and developers. Many ideas as well as complaints are found in these forums. The complaints from users are great in terms of feedback as they will tell you what not to do with your app. Developers will also tell you what you should avoid when creating your app due to design complexity and programming tool restrictions. Most of these forums are free and you only need to register to participate in them.



## ***App Gangster***

Becoming The Godfather Of Smart Phone Apps

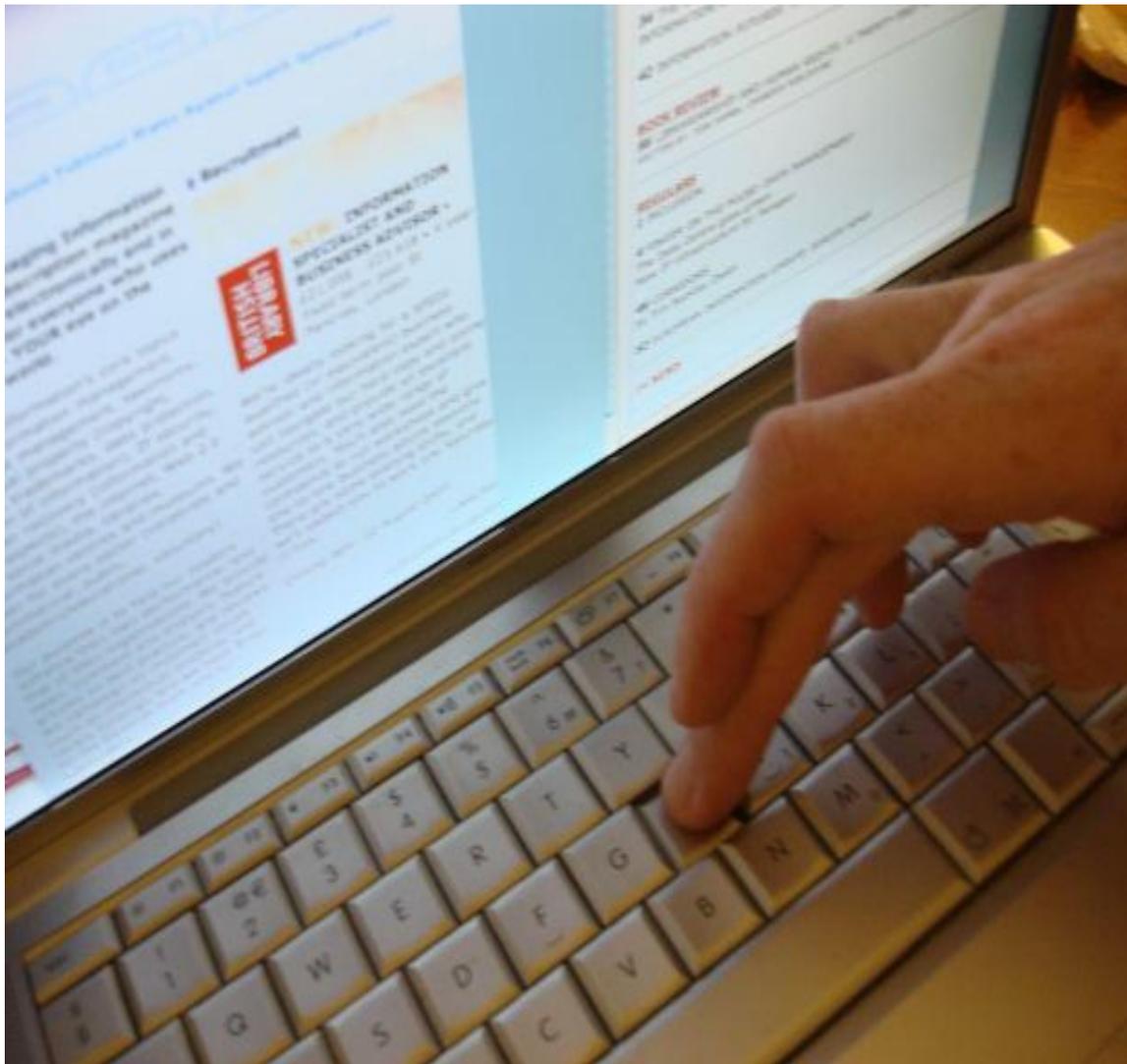
# Chapter 1:

## *Brainstorming Smart Phone App Ideas*

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### Synopsis

It is also a good idea to visit the websites of all the branded phones available on the market.



## **Discover Your App**

You will notice on these sites that there is a tab for users to comment. If you click on the tab it will take you to another page where you will find visitor's comments and even complaints. You can even view posts that are archived. There are lots of ideas on new designs, software and apps for phones to be found. Just spend some time going through them.

Another avenue to get ideas is through social gatherings. When you are out with friends and associates, talk to them about their phones. Anyone who has bought a new phone will be more than willing to share the great features of their new phone. They also like to compare the features of different brands. They will tell you what new feature or apps their new phone has. They will also tell you what is good about the app, what is lacking in the app and what is not good about the app. All this info is great to have as it will give you insight into what is good, what is missing and what to avoid when designing an app for the mobile market.



# Chapter 2:

## *Perform A Thorough Competitive Market Research*

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### Synopsis

For any type of business, a thorough market research is needed to tell you if the intended project venture is good or not. There are many sites that you can obtain market info and on many subjects. One such site is mobilephone development.com. It has great amounts of market research just on mobile phones and their apps. The research posted on this site is mostly done by big corporations which means that the data found on this site is valid and accurate.



## **Social Forums**

Many ideas on phones and apps as well as complaints about them are found in social forums that target mobile users and developers. The complaints and comments from users are great in terms of feedback as it will tell you what not to do with your app, what not to buy, what brand is good and so on. Users and developers will also tell you what you should avoid when creating your app due to design complexity and programming tool restrictions. Most of these targeted social forums are free and you only need to register to participate in them.

Another avenue to get ideas is through focus group gatherings. These groups should be represented by age, gender, profession and other denominations. The analysis and results from these focus group gatherings will clearly show where your intended target group market lies. It will also show what type of app is popular, which brand of phone is the best with current models, how big is your intended market and what price level is acceptable. These focus groups will also tell you what is good about the app, what is lacking in the app and what is not good about the app. You will now have insight into what is good, what is missing and what to avoid when designing an app for the mobile market.

# Chapter 3:

## *Be Different From Your Competitor's App*

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### Synopsis

When you have performed a thorough market research, it will tell you what the market wants, what is available on the market and what you should do to penetrate the market.



## **Be A Leader Not A Follower**

You have to adopt the Japanese mentality of how to penetrate the intended market. Take for instance, when the Japanese wanted to sell cars, they bought cars from Europe and the US and studied the cars. From the analysis, they concluded that they can make cars cheaper with the same accessories and features. They started manufacturing their own cars and marketed them worldwide. This is how Toyota, Honda and other Japanese brands emerged.

The defining factor for the Japanese was that they could give the same thing at a lesser price. The same can be said for any other product. If you sell any product that is similar to others in the market but is cheaper, you will penetrate the market and gain market share. Conversely, if you sell any product that has more user-demand features than your competitors, you will penetrate the market and gain market share. A great example of this is iPad. When it was launched, it was the first of its kind. It captured the whole tablet market until competitors caught up with cheaper models. Even now iPad maintains a large share in the tablet market, together with Samsung and Blackberry. The same scenario goes for iPod.

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