

MOBILE APP MARKETING PROJECT

Mobile applications, also known as mobile apps are software programs developed for mobile devices such as smartphones and tablets. They turn mobile devices into miniature powerhouses of function and fun.

Thanks to the increasing affordability of smartphones across the world, the app industry has absolutely exploded in the last 3 years. This has led to the development of many different types of apps, ranging from utility, productivity, and navigation to entertainment, sports, fitness, and just about any others imaginable. The Apple App Store has 2.2 million apps available for download, and there are 2.8 million apps available for download on the Google Play Store.



PROJECT INTRODUCTION

You have recently been hired by *PocketCake*, one of the top mobile app developers in the Kansas City metro area. You have been asked to work on developing a brand-new mobile app, evaluating the market to discover the advantage your app has over the competition. You will come up with the mobile app purpose, name, design, price, promotional methods, placement, and key competitors. Most mobile apps are aimed at specific consumers called target markets.

As a reminder, target markets are specific consumers that have wants and needs in common and, in this situation, would be looking for the same specific mobile app. Three to six-year-old children and their buyers (their parents) would want a different mobile app than serious athletes or retired individuals sixty to eighty years old. Apps can't succeed without downloads, so the mobile app's purpose must meet the needs and wants of the target consumers.

THE PROJECT

Individually, you will complete tasks related to the following over the forthcoming class periods. Use the provided brainstorm templates to help you gather your thoughts.

- Target Market
 - ☐ Demographics (3)
 - ☐ Geographics (1)
 - ☐ Psychographics (3)
 - ☐ Buying behaviors (2)
- Market Research
 - ☐ Using GoogleForms, design and administer a market research survey of your target market to collect primary data on your app.
 - ☐ You should have at least 10 questions, with a variety of types of questions
 - Open-ended questions
 - Closed-ended questions
 - Scaled questions
 - ☐ Survey at least 25 people that fit the customer profile of your target market.
- Using the market research you collected, determine what the market wants out of your new mobile app.
 - ☐ Product
 - ☐ Price
 - ☐ Promotion
 - ☐ Place
- Examining your competition
 - ☐ What apps are similar to yours and what makes yours more favorable?

**YOU WILL BE RESPONSIBLE FOR PUTTING THE
ABOVE INFORMATION INTO A PRESENTATION!**

PRESENTATION - DUE WEDNESDAY, OCTOBER 30, 2019

Your presentation should include the following focuses. Please label them clearly. You should use a combination of text and photos on your slides.

1. Title Slide

- ☐ New mobile app name
- ☐ Your name

2. Slide 1: Product

- ☐ New mobile app "button" (use Canva or another program of your choice to design)
- ☐ Explain how you came up with the name and design of your mobile app

3. Slide 2: Product

- ☐ What category does your app fall into? (i.e.: fitness, education, food/drink, travel, etc.)
- ☐ Describe your new app. What benefits and features does it provide for the user?
- ☐ Describe the need(s) or want(s) it is solving for the target market.

4. Slide 3: Target Market

- ☐ Describe the target customer for your app in paragraph form. Include information about your target market from each of the four segments.

5. Slide 4: Market Research

- ☐ In this section, you should discuss the findings from your primary and secondary research.
- ☐ Primary data: method(s) used; types of questions asked; key results you received
**Include graphs, tables and charts that were relevant to the decisions you made.
- ☐ Secondary data: what did you learn from sources already out there; how this data impacted your approach to your app
**Include graphs, tables and charts that were relevant to the decisions you made.

6. Slide 5: Price

- ☐ Decide if your app will be free or if consumers will have to pay for it.
- ☐ If it's free, how will you generate a profit?
- ☐ Will there be in-app purchases?
- ☐ If consumers have to pay for it, how much will you charge?
- ☐ Explain why you made these decisions.

7. Slide 6: Promotion

- ☐ This one may be tricky! You don't see TV commercials promoting Facebook or Twitter. You will have to do some research to learn creative ways businesses promote mobile apps.
- ☐ Identify and describe at least two ways you will promote your new app.

8. Slide 7: Place

- ☐ Users with iOS devices download apps from the Apple App Store, while Android users download from the Google Play Store.
- ☐ Determine which place your app will be available for download. Explain why you made these decisions.

9. Slide 8: Competition

- ☐ Identify three mobile apps that are already on the market in the same category as yours.
- ☐ How are they similar/different to your app?

10. Slide 9: Competitive Advantage

- ☐ What makes your app more superior or favorable to your target market compared to your competition?