Consider this: the idea is not nearly as important as the design process which enables a quality and essential app. First think of your user, and endeavor to transform, enable, facilitate, or coordinate.

So You Want to Make an App (Don’t Make it Yet!)

What will your user be able to do with the app?

Don’t make the app.

BUT
An app would make it better.

Can they do this well without an app?

Yes

No

Is there already an app that does that?

Yes

No

How could this app make it better?

Design an app that does that.

Can you...

• Go through a 3-12 month design process?
• Commit to frequent updates after delivery?
• Promote to specific audiences (they will not just find the app)
• Fund it up front ($10,000 - $30,000 for a basic app)*

No

Yes

Don’t make the app.

Establish design outcomes

• Where will it be used? Will users have WiFi?
• Who will use it and when? Everyday? Sporadically?
• How will this fit into their life & work?

Based on design outcome

• Choose device for delivery.
• Create a paper or wire-frame prototype.

Now you are ready to begin making the app.

* The app store has over a million apps. Only the top 3000 make $25k or more annually.

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