

Short Course

Faculty of Information and Communication Technologies

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SWINBURNE
UNIVERSITY OF
TECHNOLOGY

FROM IDEA TO APP STORE

Level up your capabilities for developing and executing winning mobile app strategies. Understand strategic and operational implications of your app project, develop effective app concepts and successfully navigate the fast changing App store landscape. The course is targeted to business & technical managers, business analysts, educators, e-business professionals and entrepreneurs.

- Gain hands-on experience developing an app concept (your choice or one can be provided) going through each stage from idea, design, development and publication.
- Supercharge app project manageability with “best of breed” tools for usage analytics, sales reporting, beta release management and public release on the App store.
- Be confident you can make successful decisions with sample planning materials, indicative budgets, time estimates, asset inventories and management checklists.
- **Provisioning** - Beta Testing, OTA (Over The Air) Provisioning, iTunes Connect Provisioning
- **Publication** - App Store Rules, Human Interface Guidelines, App Store Submission Process
- **Maintenance** - Analytics, Sales Reporting, In App Purchases, AB Testing, App Marketing, Leverage Existing Audiences
- **Marketing** - Dos and Don'ts, AB Testing, Affiliate Marketing, Traditional Channels and Existing Audiences

COURSE OUTLINE

SINGLE DAY

- **From Idea to App Store** - Overview of the market, strategic considerations and tools
- **Planning** - Ideation, Research, Objectives, Defining Your MVP (Minimum Viable Product), Creating a Development Road Map
- **Preparation** - Creating an IA (Information Architecture), Functional Outline, Software Architecture, Finding A Team
- **Execution** - Scheduling, Agile Development, Tracking Assets, User Feedback, Testing on Devices

PRESENTER

Presented by Paul Chapman, Director at Long Weekend LLC, professional developers of iOS and Android Apps.

THE COURSE

Duration: 1 day course

Date: Friday 25 November 2011
9:00 - 16:30

Location: Hawthorn campus

Cost: AUD\$850 per person (incl. GST)

All necessary materials are provided.

Note: The following fees apply for withdrawal from the program prior to commencement-
14 days or more: full refund
13 to 8 days: 50% of course fee
7 days or non-attendance: no refund

For more
information

swinburne.edu.au/ios