

10 of the Biggest Mistakes You Can Make Developing an APP

App/Software Entrepreneurs sometimes do not think clearly when their idea is involved. So we asked a few of them what they thought the biggest mistakes they or other make and we put it into this infographic:

of the 10^v Biggest Mistakes

(You can make as an Appster)

MONEY MATTERS

1. Paying Hourly



Do you desire financial disasters? Do you like surprises on your invoice? Do you get a kick out of things beyond your control resulting in billed hours exceeding that which you were quoted? Then pay your developer by the hour. Otherwise, find one with a flat fee – or else.

2. Charging Users



No one likes to pay for apps. Want to make money? Go FREEMIUM instead. It's all the buzz these days. And people love it.

3. Buying Ads



Launching a FREE app for the first time ever in life? Wondering how much you should spend on advertising? Zero. Zilch. Nada. People love anything that's free. Market it the DIY way, see how your initial downloads go, then consider buying ads to up the ante.

RUSHING TO THE APP STORE

4. Releasing buggy apps

Apps with bugs = Apps with 1 star. It's painful to see developers heavily market their app and get tons of downloads, only to get tons of negative feedback in return. Work the kinks out, then send it to the app store, not the other way around.

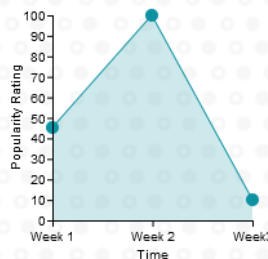


5. Releasing nonfunctional apps

Don't let your app crash and burn – literally and figuratively. Before rushing to the app store, make sure your app is fully functional, isn't crash-y, and works as advertised. Don't play with people's hearts and devices, please.

6. Neglecting Look & Feel

Just because you want to get an app out ASAP doesn't mean you should compromise on style. User experience is everything. Don't neglect look & feel. No one likes to use ugly, misbehaving apps.



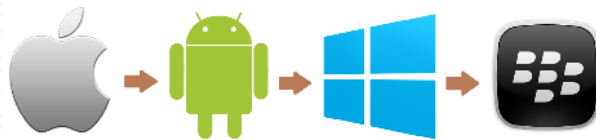
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7. Missing Analytics

Think those hundreds or thousands of downloads mean anything? Think again. Users may have downloaded your app, but they may not actually be using it. There's power in analytics. Use it.

8. Too much too fast

"Just finished my iPhone app! Now I can make one for Android! And Windows! And BlackBerry! Oh the possibilities!" STOP. See how your app does on the iPhone first, then consider other platforms.



9. Paranoia

No, potential developers won't steal your ideas from you. No, they won't sell it in the app black market either. There's no need to have everyone sign a NDA or non-disclosure agreement before you even talk biz. An idea is just an idea – you don't need to spill the super secret sauce to talk about the hamburger.

YOUR GINORMOUS HEAD



10. Pride

Most app ideas suck. What separates great appsters from the rest of the pack are the ones who can see that theirs have entered the suck-zone. It takes a real man (or woman) to admit that your idea sucks or that something needs to change, but it's the only way it can get better. Don't ever let pride stop you from making the best app you can make. Don't be afraid to accept defeat. Go back to square one. Reflect. Then knock it out of the freakin' park.

