

# Tips to Succeed in Mobile Competitions

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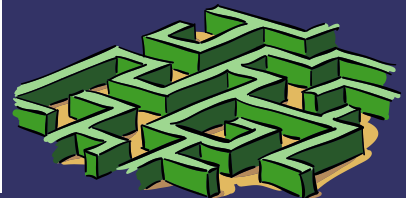
**<http://mobilesenegal.org>**

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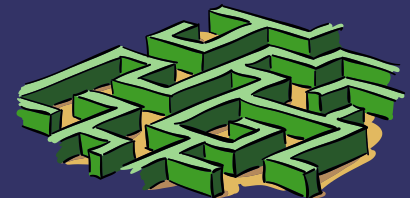
# Start with reading and ideation

- Still need to read the guidelines, rules, eligibility...
- Start with brainstorming and iterate



# Do the research and use mobile apps

- Research what's on the market!
- If you do not use apps, why would others do?

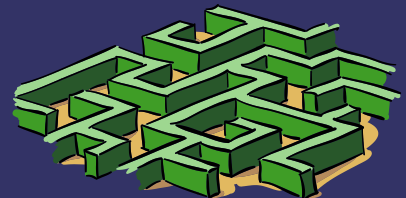


# Choose your team carefully and manage your time

- Use collaborative tools to work efficiently
  - E.g., Github <http://github.com> and Google Apps <http://docs.google.com>

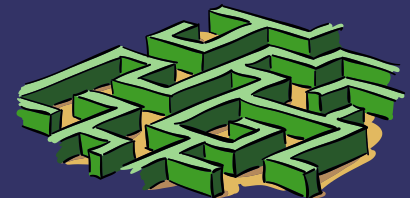
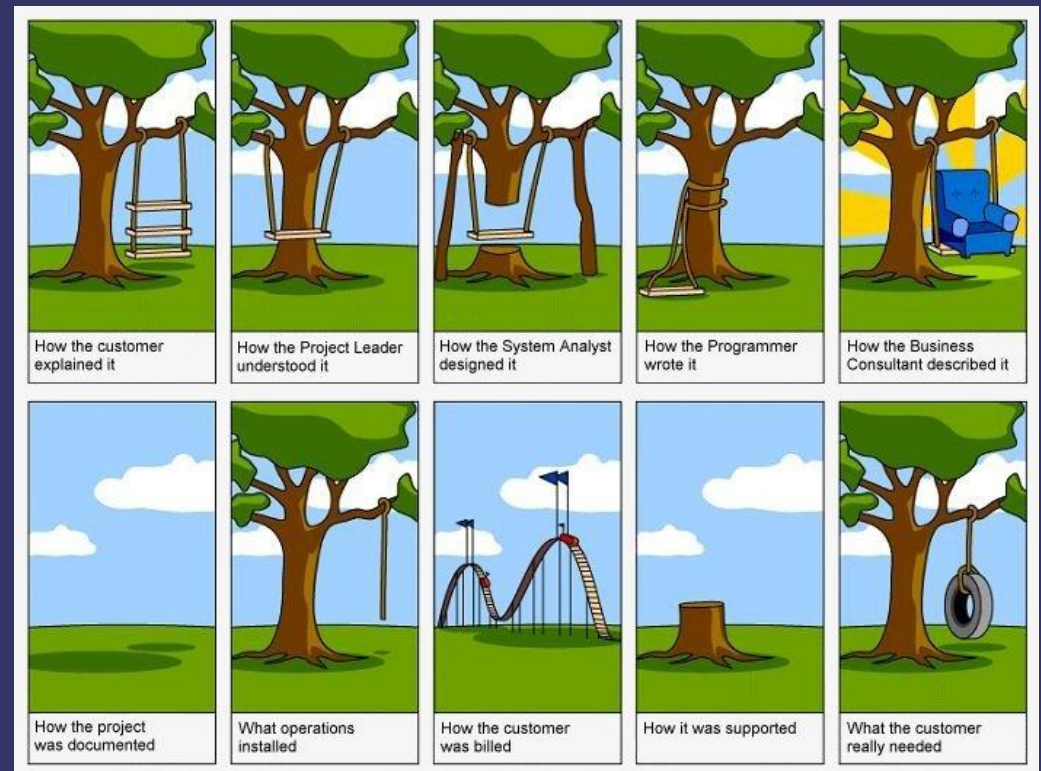


Choose an interdisciplinary team



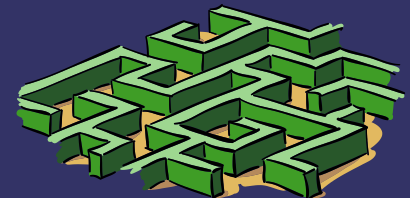
# Mobile app development is still software development

- Process
- Documentation
- Requirements
- Design
- Programming
- Testing
- Maintenance & evolution



# Be user-centric and not self-centric!

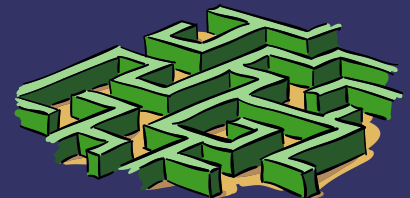
- Get off the computer and work with your intended users, especially when creating mobile for development apps
- Involve users from day ONE
- Use agile methodologies





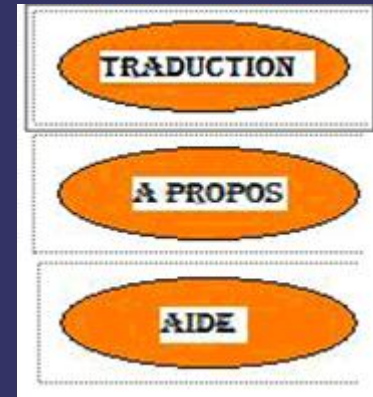
# Stay on topic!

- A mobile app does a very specific number of tasks (scope)
- Less features that work perfectly and beautifully is better than lots of features that do not work



# Art is crucial

- Use (high resolution) images and a good image editor (e.g, GIMP or PhotoShop)
- Design a unique icon
- Follow the standard of your platform,
- Do not use copyrighted art (see <http://openclipart.org> or similar for free art)



Before / After



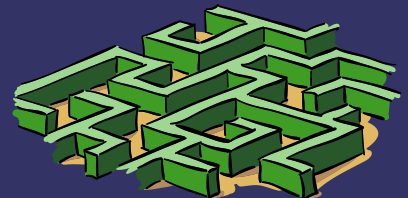
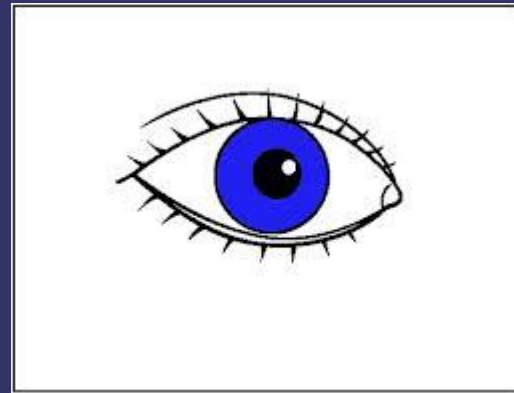
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# Ask for feedback

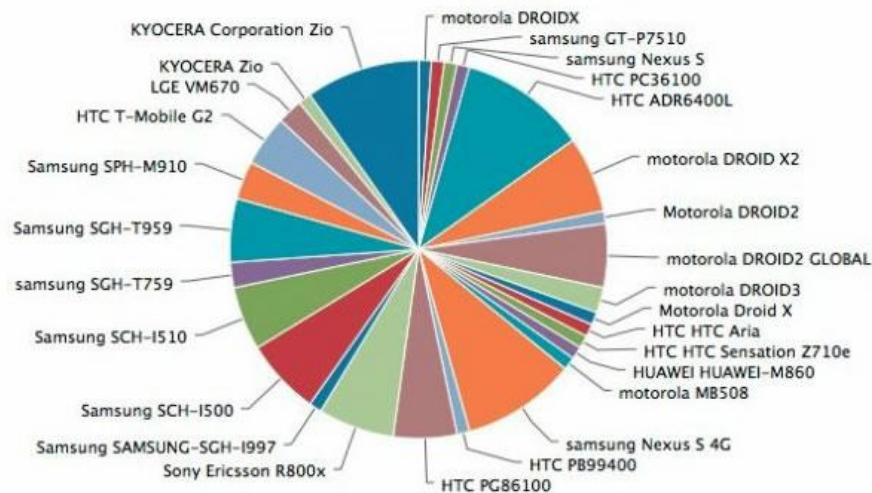
- Ask your potential users
- Ask your friends
- Just ask... it is better to find problems early...



# Did you QA enough?

- What is QA anyway? (It includes functional and non functional testing)
- QA your app on different emulators, cloud emulators and real devices

Phone Makes and Models By Percentage



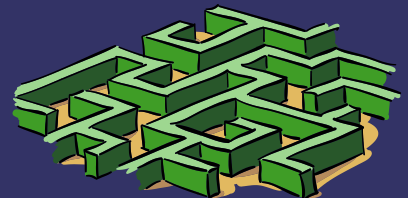
# It's the whole package that counts

- The name of the app is important
- Write an appealing description (Use spell checker!)
- Do a video of the app, the app and its context only!
  - Camstudio <http://camstudio.org>
  - No “About” please!



# Summary

- 1. Start with reading and ideation
- 2. Do the research and use mobile apps
- 3. Choose your team right and manage your time
- 4. Mobile app development is still software development
- 5. Be user-centric and not self-centric!
- 6. Stay on topic!
- 7. Art is crucial
- 8. Ask for feedback
- 9. Did you QA enough?
- 10. It's the whole package that counts

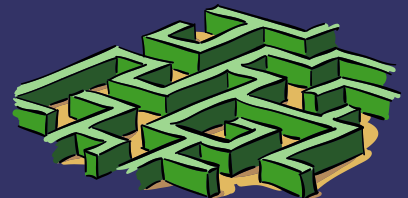


**« L'important c'est de participer »**  
Pierre de Coubertin



# Ericsson Application Awards

➤ <http://www.ericssonapplicationawards.com/>





# References

I used lots of pictures from the web without citing the sources.

This presentation was realized for education purpose only.

