Module 1: Lessons Learnt
Business models, user experience & marketing

Apps for Good
Powered by ADI
Business models: the basics

All users pay
The model when most of your users are able and willing to pay
E-commerce; marketplaces; affiliate; subscriptions

Some users pay
The model when most of your users are unable or unwilling to pay
Freemium subscription; games, donations; opensource

Somebody else pays
The model when you want to or have to maximise the number of users.
Search; advertising, sponsorship; government
Lesson learnt 1: Understand your core value

Police

Businesses

Victims
Lesson learnt 2: Be realistic, not a millionaire

**Increasingly the Price of Apps is Free**

- 2010: 84%
- 2011: 80%
- 2012: 84%
- 2013: 90%

Source: Flurry Analytics and the Apple App Store. Data is for iOS apps using Flurry Analytics in April of each year, and is weighted by monthly average users.

**Average App Prices as of April 2013**

- Android: $0.06
- iPhone: $0.19
- iPad: $0.50

Source: Flurry Analytics, Google Play, the Apple App Store. Data is for apps using Flurry Analytics in April 2015, and is weighted by monthly average users.
Lesson learnt 3: Beware “feature creep”
Lesson learnt 4: Design for viral growth

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Free Aquarium!