



CARL BROWN



App Accomplished

Strategies for App
Development Success

Foreword by Kyle Richter, CEO, MartianCraft

App Accomplished Strategies For App Development Success Carl Brown

Michal Rosen-Zvi



App Accomplished Strategies For App Development Success Carl Brown:

App Accomplished Carl Brown, 2015 Today successful apps are complex software projects You can't just knock them off in a weekend and worse many common programming habits don't work well in mobile You need skills processes tools management techniques and best practices that are honed for mobile platforms and realities In *App Accomplished* top mobile developer Carl Brown provides all that so you can run your entire project effectively and get the answers you need right now Whether you're writing your own code or contracting out you'll find hard won guidance for your entire app development life cycle Brown guides you step by step from planning and design through testing and updates Through case studies drawn from his immense experience he reveals why so many app projects fail and how to avoid the mistakes that derailed them When it comes to apps a great idea isn't enough You have to execute This is the first book that shows you how Understand mobile specific issues that lead even experienced developers astray Find developers who can do a great job with your unique app at a fair price Define the requirements you need to create accurate schedules and budgets Work with developers to get the best possible results Manage and communicate effectively to avoid cost overruns Solve problems before they get out of control Develop wireframes and prototypes that clarify the user's core experience Choose app components from servers to data storage Select tools for source control testing project tracking and more Identify and fill crucial skills gaps Estimate the quality of the app you're building Efficiently test and debug your app Recover from App Store rejection Leverage user feedback to help plan your next release Determine when an existing project is too far off course to fix Publisher Scientific American, 1890 Monthly magazine devoted to topics of general scientific interest Congressional Record United States. Congress, 2001 **Forthcoming Books** Rose Army, 1997-12 The Education Index, 1980 **TŁLŠ, the Times Literary Supplement**, 1993 **Current Law Index**, 1982 *Comprehensive Dissertation Index*, 1984 *Tragediia sovetskoi derevni*, 1999 **Lean Mobile App Development** Mike van Drongelen, Adam Dennis, Richard Garabedian, Alberto Gonzalez, Aravind Krishnaswamy, 2017-11-28 Develop lean iOS and Android apps using industry standard techniques and lean development practices About This Book Build ready to deploy apps with less iterations and shorter development times Adopt the lean startup methodologies to develop iOS and Android apps that shine in the App Store This hands on guide puts continuous innovation into practice to develop successful mobile apps Who This Book Is For This book is for developers CTOs and architects working for a startup or another kind of lean startup environment such as start up within a cooperation It is ideal for any iOS and Android developer who wants to build successful mobile apps by adopting the lean startup methodology What You Will Learn Apply the lean startup methodology to real Android and iOS development Define what your hypotheses are by creating an Minimal Viable Product Validate your idea against the Business Model Canvas Gather feedback through statistics and by getting user comments learn from it and adapt your app accordingly Develop skills and devise strategies to build versatile and flexible apps that meet changing business requirements Investigate the possibilities when you need to

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