



SHARKfuel Interactive

is more than a development house; our professionals understand the complete process required to develop a mobile application. We created this document to give you an overview of the app development process.

Concept Design and Refinement

If you have an idea for an Android, Apple iPhone, iPad , BlackBerry or Windows Mobile app, we well help you fine tune it to its best possible form. If you would like to brainstorm with one of our project managers, we can do that too.

Technical Coding and Development

The apps we develop for our clients are all developed custom per your specifications. However, some elements are standardized in each app. Instead of creating those elements repeatedly we use standardized code. This process is known as RAD or Rapid Application Development and allows us to create a foundation for the app quicker and at a lower cost.

Testing

We perform testing of the application in house and then issue it to you via the Ad Hoc method. This method allows you to put the app on your mobile device and test it as well.



Submitting Your Application

We will instruct and assist you with regard to creating your own developer account with Apple or Android Market so your application can be submitted in your company name. This also ensures if you have a paid app that the app sales get deposited directed into your bank account. We also assist you with any revisions required by the appropriate app stores after their review.

Monetization Strategies

In addition to the straight sale of your app, we can advise you on a number of additional ways you can earn money from your mobile application.

Pricing

Each platform has certain pricing strategies to consider. We will assist you in choosing the best pricing model for your app.

Name Optimization

The right name for an app can make quite a difference. We help our clients make the proper decision when choosing a name for their app.



Marketing Your Application

As with anything sold, proper marketing is essential to help ensure your app has the best chance for exposure and success. We will suggest and implement a marketing strategy for your app.

Creating A Web Landing Page for Your App

A professionally designed and engaging mini web site is necessary to help promote and support your app. Along with our web development division, Net-Craft.com Inc., we have a team of experienced web designers to create app landing pages.

Ongoing App Support to Update, Expand and Market Your Application

Successful apps require regular updates including new features and stability enhancements for new iOS releases. We form lasting relationships with our clients and provide affordable and timely updates as required. If you would like to speak to a SHARKfuel Interactive representative, please contact us using your preferred method.

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