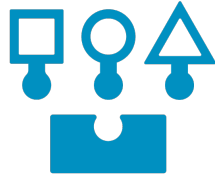# How we beautifully and quickly engage students on iOS and Android

By **J'aime Ohm**, Mobile Developer at Appsembler

appsembler

# Agenda

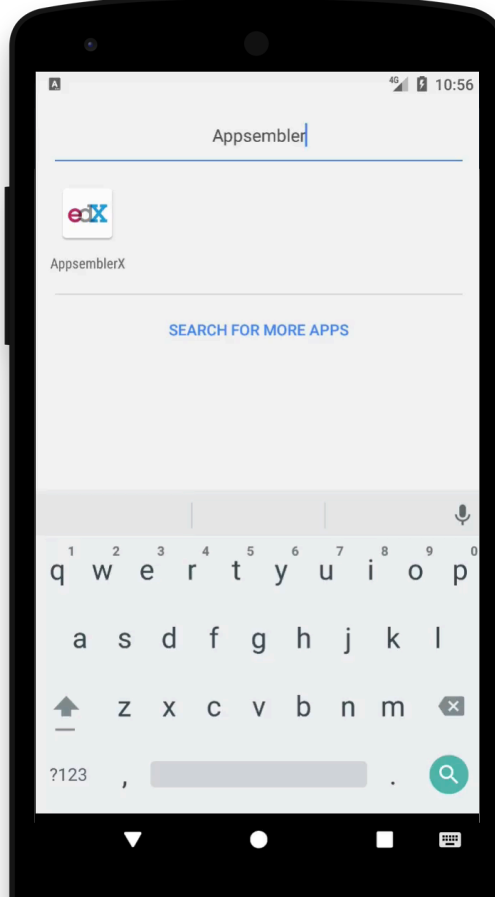Open-ended, free-form

Standardized flow

One-button beta

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# Demo

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# Open-ended, free-form

We share **screenshots** with you

We send you a **download**

We **walk** you **through** the application, live.

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# Open-ended, free-form

- Our customers **want** easy, fast, affordable branding options (colors, fonts, logos, images)

- We **need** account access, marketing language, branding materials

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# Standar-dized workflow

Information gathering

- **Design survey** for **visual branding choices**

- **Copy survey** for **written branding choices**

- **Technical survey** for **technology choices**

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# Standar-dized workflow

## Release

We send you an **app download** for iOS

We send you an **app download** for Android

We **update your app store listings**, if needed.

(using your marketing and branding choices)

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# Standar-dized workflow

Gathering feedback

- We agree on a date for batched feedback

- We discuss your feedback, if there is any, and we prioritize your wishlist, if there is one

- We agree on a new scope of work for change requests, if you have custom requests, that can be completed in 10 days for both iOS and Android

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## Standar-dized workflow

Customer success

- Analytics tools

- Every client has a dedicated customer success lead who:

  - Listens to evolving needs

  - Arranges for discovery projects

  - Provides estimates

  - Connects clients to specialist teammates as-needed

  - Arranges for co-sponsorship (cost-sharing on large features across our client list and partner client lists)

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# Standardized workflow

## Key takeaways

- Have defaults / fallbacks for everything

- Communicate clear, mutually-agreed deadlines, divisions of responsibility, and deliverables

- We like our customers to be involved, responsive and delegating

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# One-button beta

Every release

1. Run the **test suite**
2. Install **proprietary client assets**
3. Configure for the **client-specific server**
4. Distribute as **alpha** for QA
5. Distribute as **beta** for Approval
6. Distribute as **production** for the app store

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# One-button beta

## Regular releases

- **Continuous** delivery for QA, beta, production

- **Continuous Integration** for every delivery

- **Custom** delivery options

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## One-button beta

- Thanks to our one-button merge system and regular releases, it is affordable and wise for us to **always be coding against master**

- Thanks to our focus on custom development, we are able to **regularly contribute small fixes & upgrades**

- Thanks to our enterprise and co-sponsorship programs, we are able to **sometimes contribute large features & upgrades**

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Questions?