

The **ULTIMATE** Design Guide for Building a Mobile App

Everything you need to consider to bring your app to life



APP BUILDING ISN'T JUST FOR DEVELOPERS ANYMORE

So you've decided you need an app and are ready to build, but don't know where or how to get started. Don't worry, we've got your back! We've gathered everything you need for the planning process when building a mobile app by yourself.

Thanks to app building platforms like Lumavate, everyone has the power to transform their ideas into apps.

Not only have we taken care of the hardest part surrounding app building (AKA, the coding part), but we've also compiled a list of things you should be thinking about before getting into the Lumavate Studio to build your first app.

Let's get planning!

YOUR MOBILE APP WORKBOOK

Are you building an app to improve your internal communications? Or do you want to create buzz surrounding an upcoming event? Before you dive into the world of app building, think about what your end users would want from the experience.

KEY QUESTIONS TO ASK INTERNALLY:

Who is the app for?

What will users expect from the app?

Where will users be when they activate the app?

When will they need this app?

Why would they come back to the app?

Is there any exclusive information this app provides that users can't get anywhere else?

BRANDING

This is the place to make your app feel like your own so you can spend less time looking up hex codes and more time designing!

APP NAME: _____

When planning out the design of the app, think about the look and feel you are wanting to achieve. Most of the time, less is more with design. But you can still get your message across clearly to users by playing with your app's colors and font style.

COLOR PALETTE:

STYLE 1

STYLE 2

Primary Color: # _____

Secondary Color: # _____

Tertiary Color: # _____

Accent Color: # _____

FONT: _____

Tip: There are a few UI/UX principles to keep in mind when designing your app. Take a look at our [cheat sheet](#) for best practices when it comes to button size, reachability, and more!

APP LAYOUT

You only have a few seconds to make a good first-impression before users decide if they'll continue to use your app. Creating a logical layout with an organized navigation is a crucial piece to the puzzle in providing the best experience possible to your users.

APP PAGES:

Your app's header, footer, and floating action button (FAB) help users navigate your app and access helpful links. For example, you might want to link users to existing pages within your app and your company's external website.

HEADER

Will your app have a header? ☐

With a menu? ☐

INTERNAL PAGE LINKS

EXTERNAL PAGE LINKS

FOOTER

Will your app have a footer? ☐

INTERNAL PAGE LINKS

EXTERNAL PAGE LINKS

CONTENT

Add some pizzazz to your app with images, videos, and so much more! Having a good understanding of what assets you'll need will save you a ton of time when designing your app.

There's more than one way to display an image. Think about the goal of what you are trying to show visually. Are you wanting to provide a hands-on experience with an interactive image, feature a slide carousel with multiple images, or are you simply trying to enhance the user experience? Your end goal will determine the correct Component to use.

WHAT TYPES OF IMAGES DO YOU WANT TO INCLUDE?

WHAT TYPES OF VIDEOS DO YOU WANT TO INCLUDE?

WHAT TYPES OF AUDIO DO YOU WANT TO INCLUDE?

Including social media in your app is a great way to keep users engaged. There's a couple different ways to add your favorite social channels, bring in a live feed of a Twitter handle or curate your own feed of the best Instagram posts.

WHAT SOCIAL MEDIA CHANNELS DO YOU WANT TO INCLUDE?

GATHERING THE TEAM

Will it be all-hands-on-deck or do you prefer to work solo?
Map out your app dream team here and determine what permissions they'll have in your Studio.

TEAM MEMBERS

HIT PUBLISH

Now that you've designed the app of your dreams, it's time to show the world!

When building an app with Lumavate, there are four ways users can access your app (thanks Progressive Web App technology!).

The activation options available to you include text activation, a QR code, Near-field Communication (NFC), and a URL. It's up to you to make your activation strategy your own!

TARGET LAUNCH DATE:

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What is your promotion plan for getting your app noticed?

Do you plan on promoting your app on social media? How?

Do you plan on using printed materials? Will you use QR codes, text links, or a combination of both?

Where do you plan on including links for users to activate?

Will your app be available to everyone, or only authorized users?

REVIEW CHECKLIST:

- ☐ Links are set up correctly
- ☐ Menu pages are linked correctly
- ☐ Spelling and grammar have been reviewed
- ☐ Images are optimized for mobile
- ☐ A full walk-through of the app has been completed

MEASURE, ITERATE, AND REPEAT

The launch is only the beginning! You'll need to constantly keep an eye on your app's analytics to make sure you are delivering the best experience possible to your users.

What does success for your app look like?

Who will be making edits to the app once published?

Will seasonality be a factor for your app?

TRANSFORM YOUR IDEAS INTO APPS

It's time to put pen to paper and sketch the blueprint for your app! We've even thrown in a few page layout examples to help spark an idea or two.

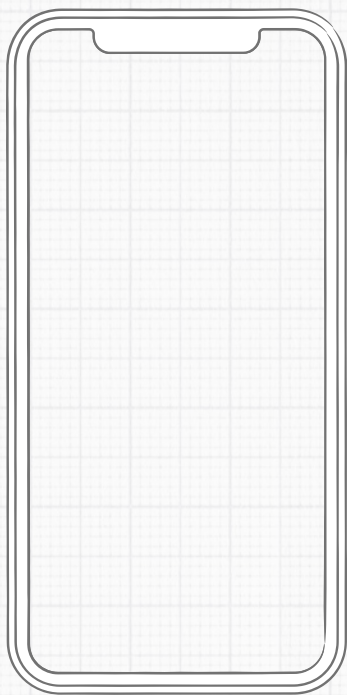
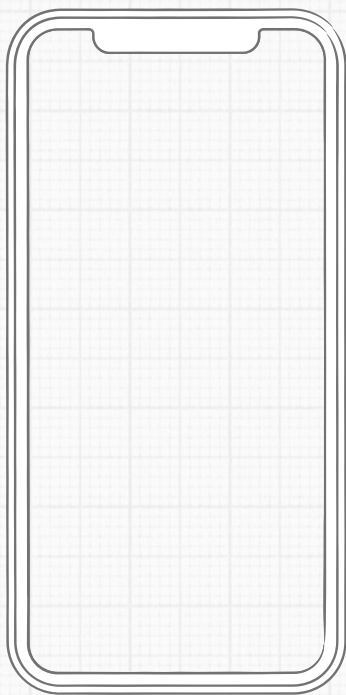
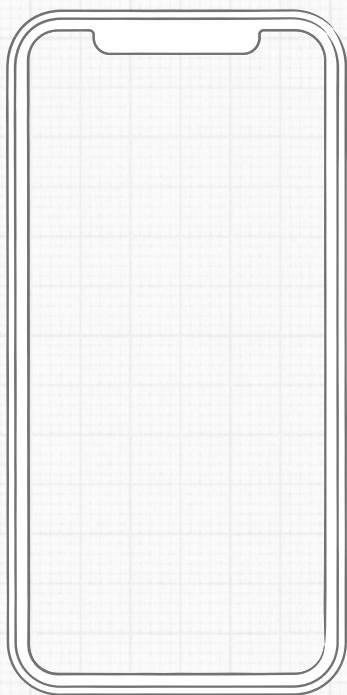
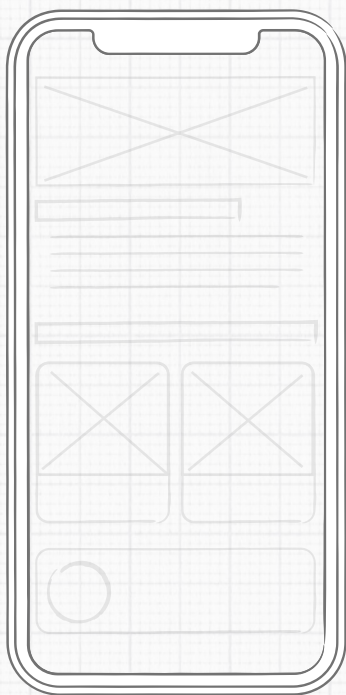
Tip: Looking for more page design inspiration? Walk through our [Design Gallery](#) to see some of our favorite page designs to inspire you when designing your own app!

READY TO BUILD AN APP FAST?

The sky's the limit for what you can build using an app building platform. Lumavate has all the app building tools and design elements to bring your idea to life!

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LAYOUT DESIGN TEMPLATES



CONTENT PLANNING

