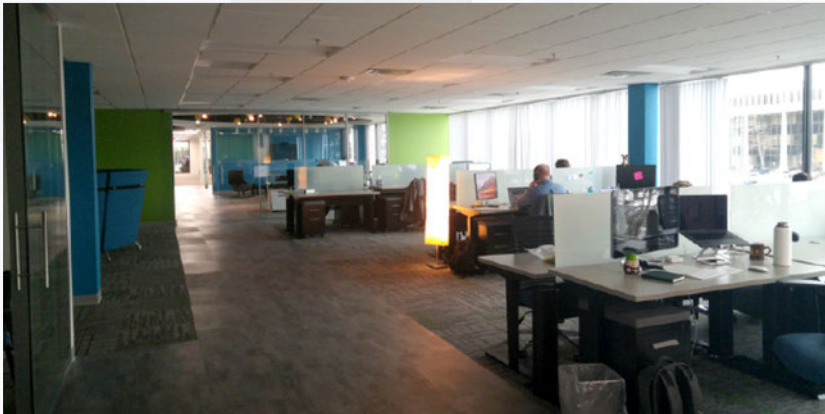# 5 Things All Businesses Need to Know About Mobile

jācapps

Who We Are

WE'RE MORE THAN GREAT CODERS

We are an award-winning mobile strategy and development company focused on creating native mobile applications for business.

OUR MISSION

We create the best and most complete mobile solutions for companies to help grow their business.

jācapps

Where We Are

Corp! *EVERYTHING BUSINESS*
2017 WINNER
MICHIGAN'S ECONOMIC BRIGHT SPOTS

MiQuest *EMPOWERING MICHIGAN ENTREPRENEURS*

2015 - One Of Michigan's 50 Companies To Watch

CRAIN'S DETROIT BUSINESS
2014 Crain's Detroit: Michigan's 2nd Largest App Developer

BBB ACCREDITED BUSINESS
BBB Rating: A+

Corp! *EVERYTHING BUSINESS*
2014 WINNER
DiSciTech AWARDS

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Who We Work With

Our History

Over 100 apps built!
2010

Named Michigan's second largest app developer by Crain's; partners with Ford!
2014

Expands into healthcare, construction, & other categories!
2017

2008
App Store opened; jācapps develops our 1st app!

2012
Wins Corp! Digital, Science & Technology Award!

2016
Expands solutions; Connected Car!

2018
Doubles team & office size; continues to develop for small & mid-market businesses!

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Thing 1: The Smartphone is King

Our culture has been permanently changed in countless ways

Click to View Video

Thing 1: The Smartphone is King

DEVICE PROLIFERATION

81% of Americans adults use a smartphone.

MOBILE VS DESKTOP

In 2016 mobile usage surpassed desktop. **63%** of internet usage is on mobile devices.

APPS RULE

**90%** of time spent on smartphones is spent in mobile apps, only 10% on mobile web sites.

APPS CONVERT

Conversion rate of ecommerce transactions on apps are **3x** as high as mobile web.

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"There's an app for that!"

- Apps transformed the smartphone into a phenomenon

- They're always with you: people sleep with their phones

- When Apple launched the AppStore the world changed

- The most valuable real estate a marketer can have

- All companies can participate – limited barrier to entry
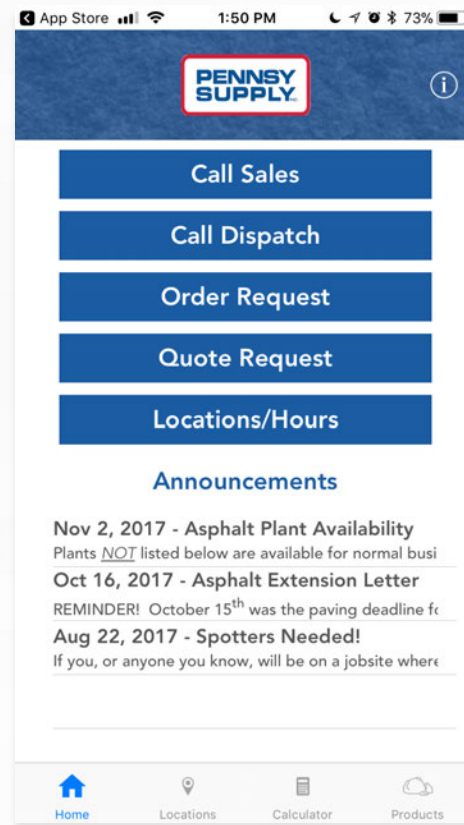
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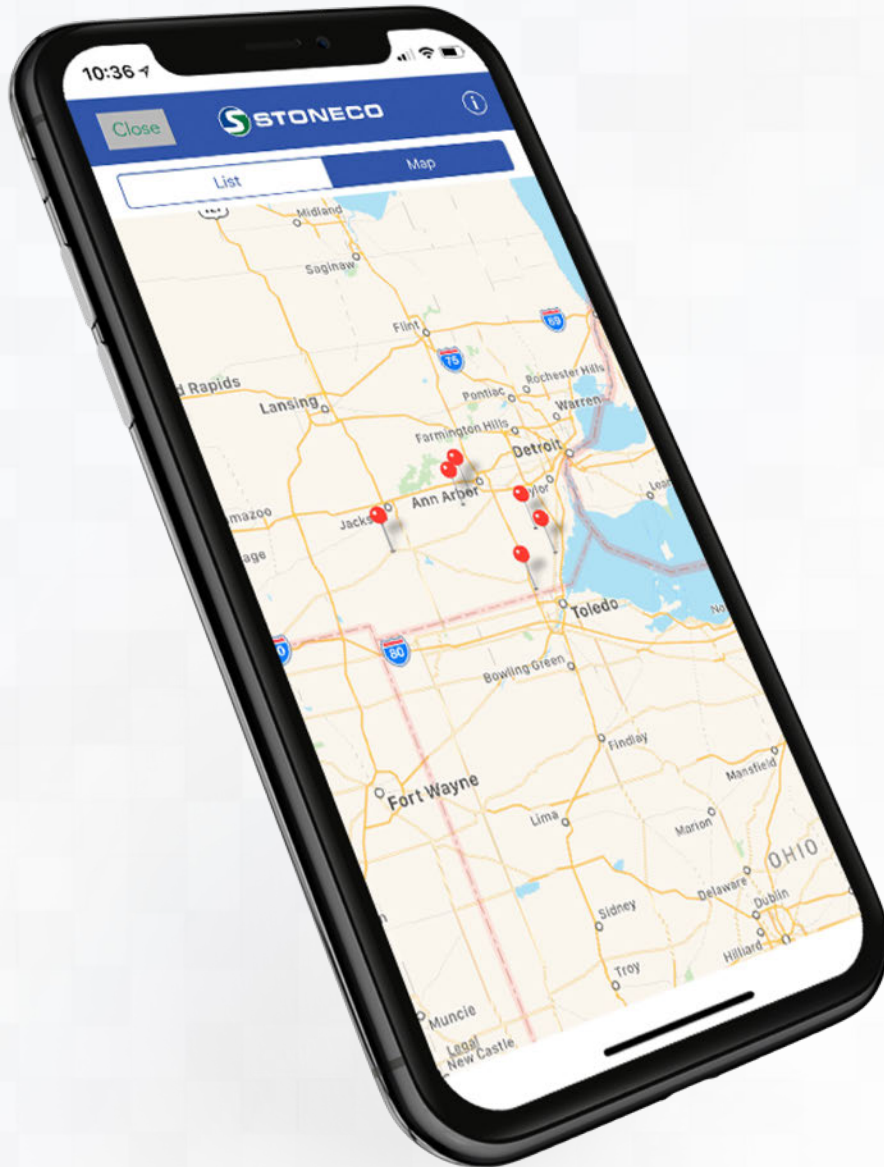
Thing 2:
What is an app?

DEFINITION

An app is a self-contained piece of software designed to serve a discreet function and work on a specific type or types of devices.

Thing 2: What is(n't) an app?

It's not a website on your phone
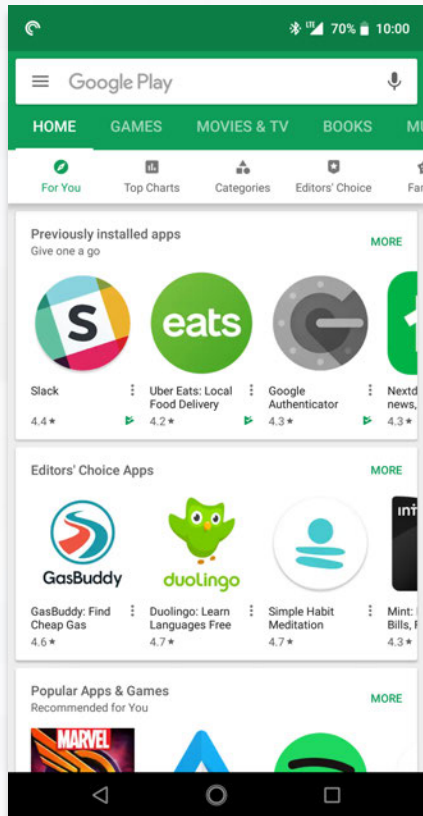

It's purpose-built software...

...that leverages the power of the smartphone.

- Location awareness

- Phone/email/text integration
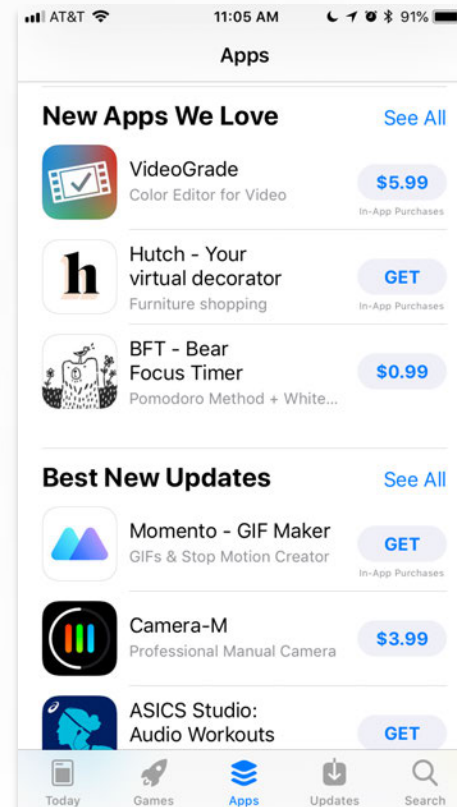
- Part of the purchase function

Thing 2: What is an app?

Users get apps in the two major app stores

Google Play

2.8m apps

iTunes AppStore

2.1m apps

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Thing 3: What does a developer do?

RESEARCH

Idea Construction

One-on-one Interviews

Usability Testing

DESIGN

Competitive Analysis

Market Research

Visual Design

DEVELOPMENT

Mobile Applications

Web Applications

Amazon Echo Skills

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Our Process

01
DISCOVER
This is where your app takes root. We draw inspiration from our conversations with you to brainstorm ideas and discuss the requirements needed for development.

02
DESIGN
Once a concept has been approved, we combine skills and strategy to make sure your apps look great and are easy to use. Our progress will be presented to you in the form of a specification document.

03
DEVELOP
After you've approved our specification document, our in-house development team gets to work. This phase culminates with rigorous QA testing.
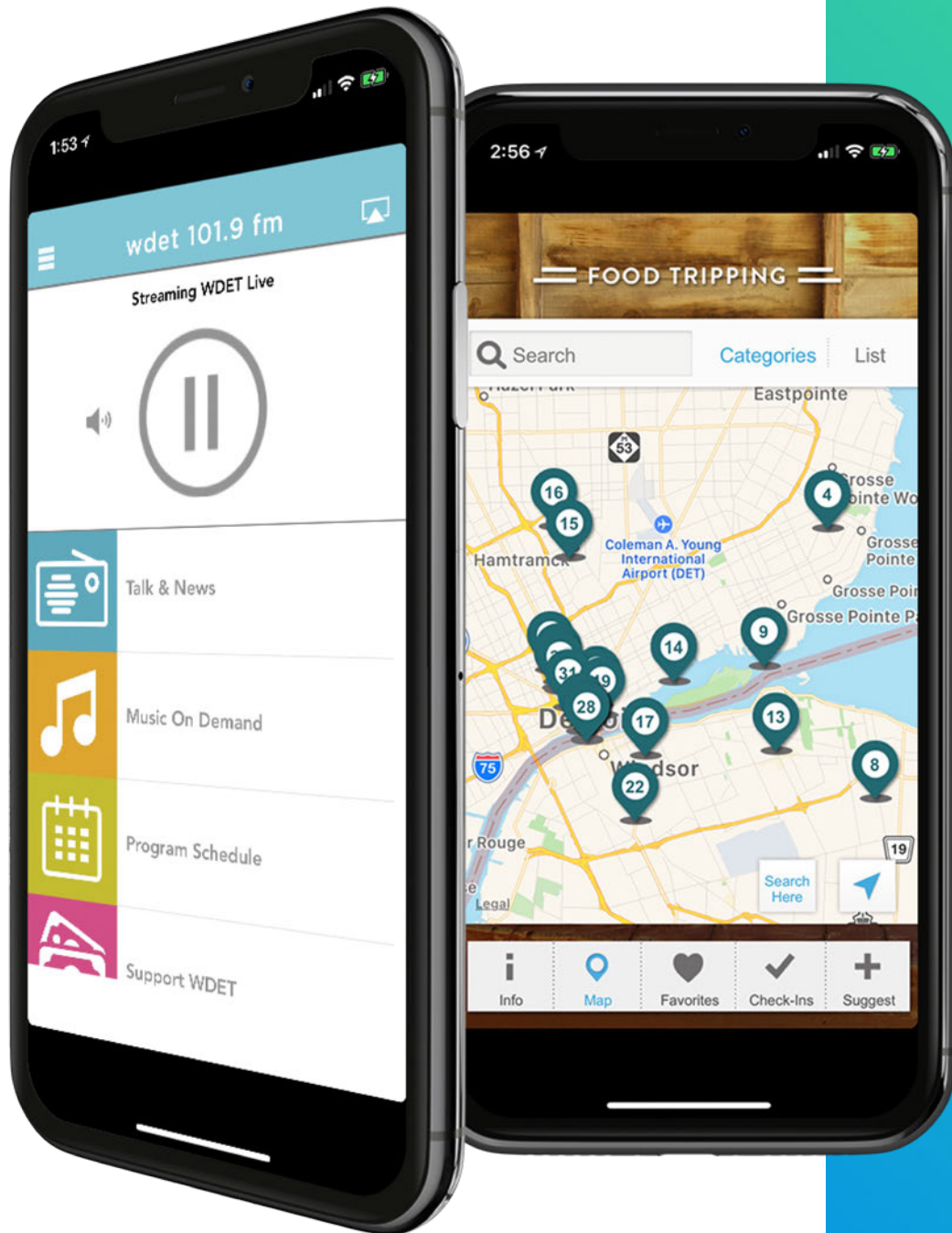
04
DEPLOY
We submit your apps to their respective stores and watch the download numbers skyrocket! But we don't stop there. We provide ongoing maintenance and provide upgrades to ensure compatibility with new devices and OS versions as they become available.
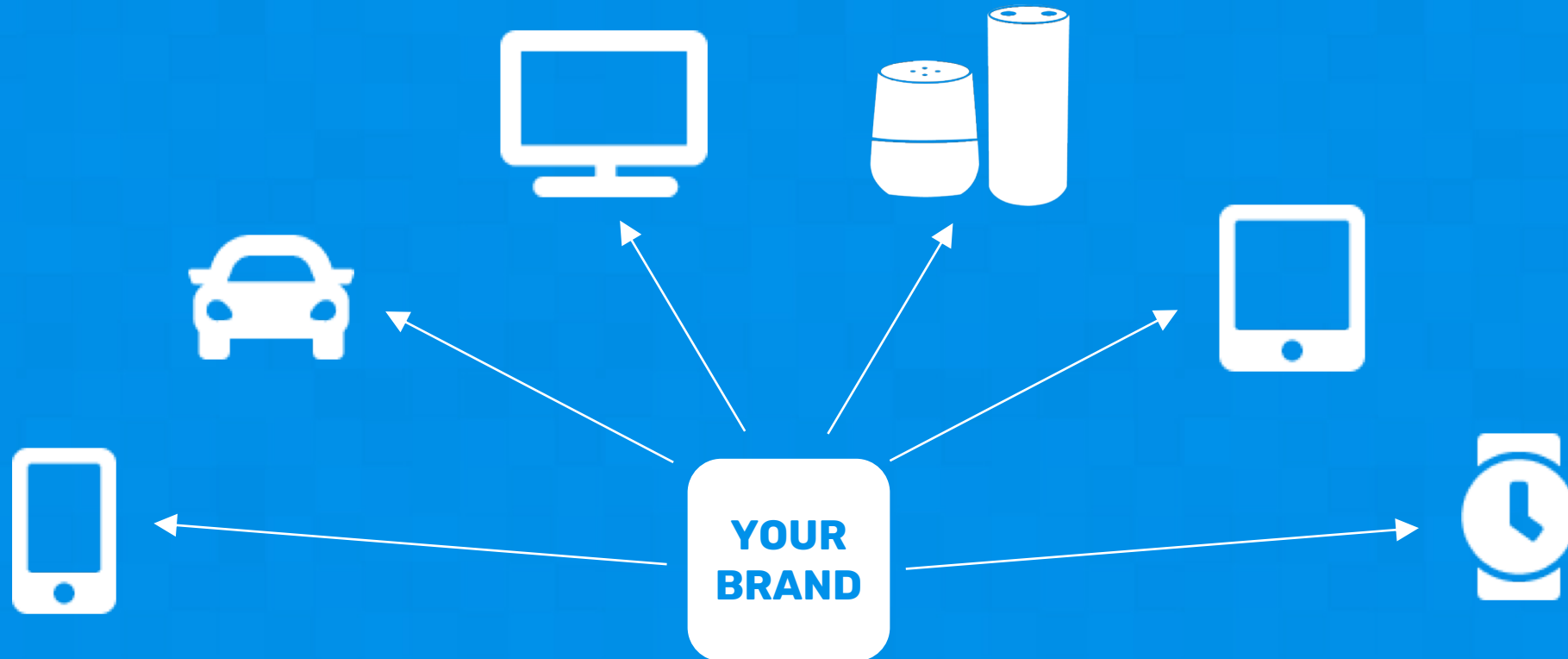
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Thing 4: What apps can do
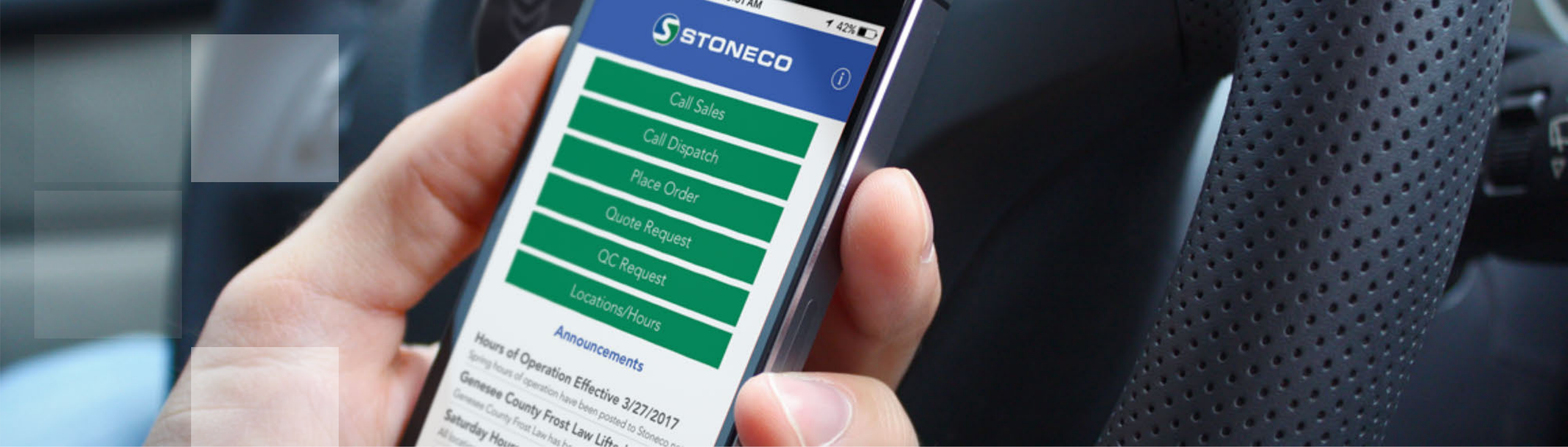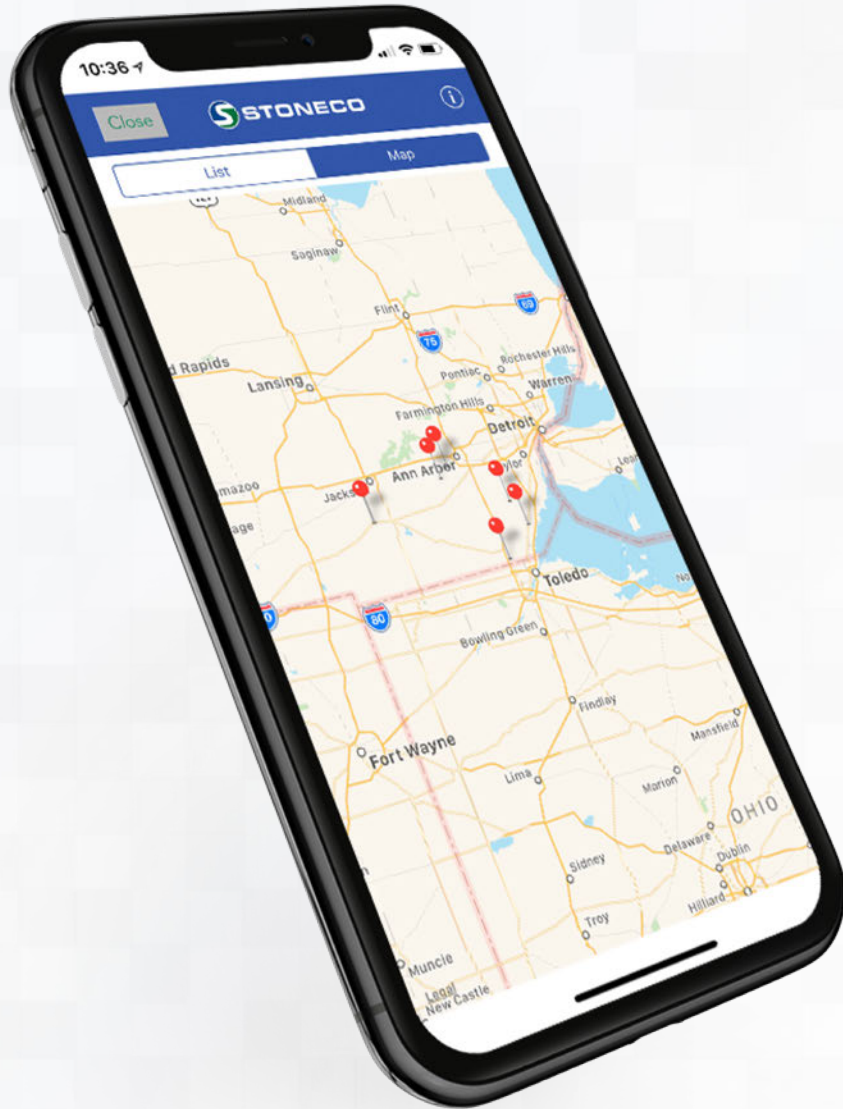
Stoneco

THE CHALLENGE

Stoneco of Michigan needed a more efficient way to communicate available inventory to their customers. They were also unable to effectively communicate extended hours and changes to their broad customer base. In addition to this, Stoneco was looking to streamline quotes, quality control, and order requests.

Stoneco

THE SOLUTION

The app is designed to help facilitate instant communication with Stoneco's customers.

**Using the app, customers can:**

- Receive real-time updates on product availability

- Request a quote

- Place an order

- Set up delivery for an existing order

- Contact sales

- Contact dispatch

- Contact quality control

- View hours of operation per site

- View available products by location

- Inclusion of Gradation PDF's

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WDET

THE CHALLENGE

WDET wanted to deliver their rich media content to a highly demanding audience.

They were looking for a way for their listeners to easily stream their station, while being able to access other content (news, social media, podcasts, etc.) all from one place.
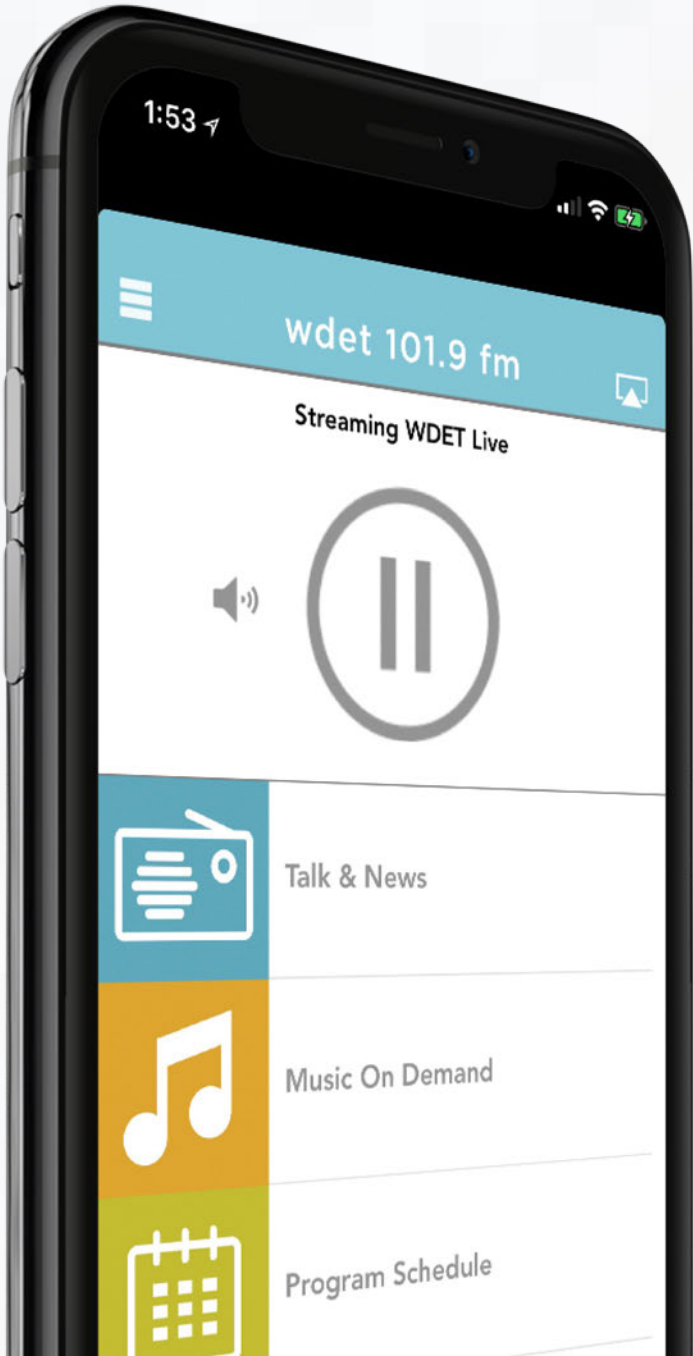
WDET

THE SOLUTION

The WDET mobile app has been designed to reflect the station's commitment to serving the Metro Detroit community by providing industry news and original programming.

Using this app, you can:

- Stream WDET live

- Play hand-picked playlists or podcast on-demand

- Send in their own recorded responses and share their #SceneFromDetroit images

- Learn about events happening around the Metro Detroit area

- View daily local news rundowns from WDET's various personalities

- Navigate between ALPHA and WAYN radio streams

wdet 101.9 fm

Streaming WDET Live

Talk & News

Music On Demand

Program Schedule

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Food Tripping

THE CHALLENGE

Adrian Grenier and Peter Glatzer started SHFT to inspire a wide audience to live more sustainably. They noticed that while on the road, all that was advertised on billboards was fast food. SHFT.com and Ford Motor Company wanted to provide people with a convenient way of finding healthier alternatives to fast food.
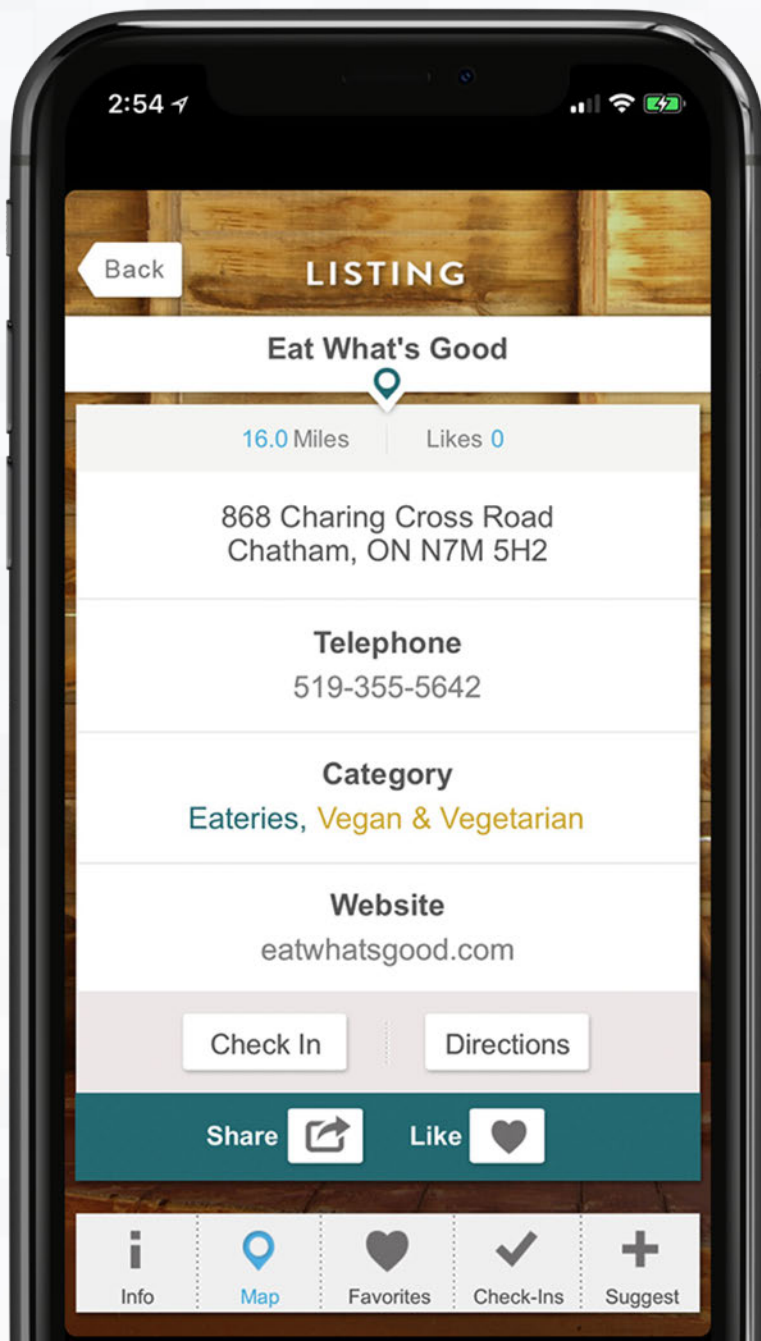
Food Tripping

THE SOLUTION

This app is designed to help diet-conscious consumers find healthier food options, share their favorite places to eat healthy, track the places they've been to, and suggest healthier options for others.

Using this app, you can:

- Discover healthy, sustainable food options near their current location or destination.

- Search by location, name, popularity, and category.

- Share the places they discover with their friends via Facebook, Twitter, and email.

- Suggest new businesses offering healthy, local, sustainable fare.

- Track the places they've been to and mark their favorite spots and come back later.

- View contract details for each location.

- Connect with SHFT to learn more about living a more health-conscious lifestyle.

Back

LISTING

Eat What's Good

16.0 Miles | Likes 0

868 Charing Cross Road
Chatham, ON N7M 5H2

Telephone
519-355-5642

Category
Eateries, Vegan & Vegetarian

Website
eatwhatsgood.com

Check In | Directions

Share | Like

Info | Map | Favorites | Check-Ins | Suggest

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Dr. Nandi's Health Hero

THE CHALLENGE

Dr. Nandi wanted to create a resource that is reachable anywhere and anytime for the individuals who are changing their lives to make health #1 priority. He wanted individuals to have access to health & wellness tips, research, cookbooks, answers to questions, and to help meet each individual needs, throughout their health & wellness journey.

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Dr. Nandi's Health Hero
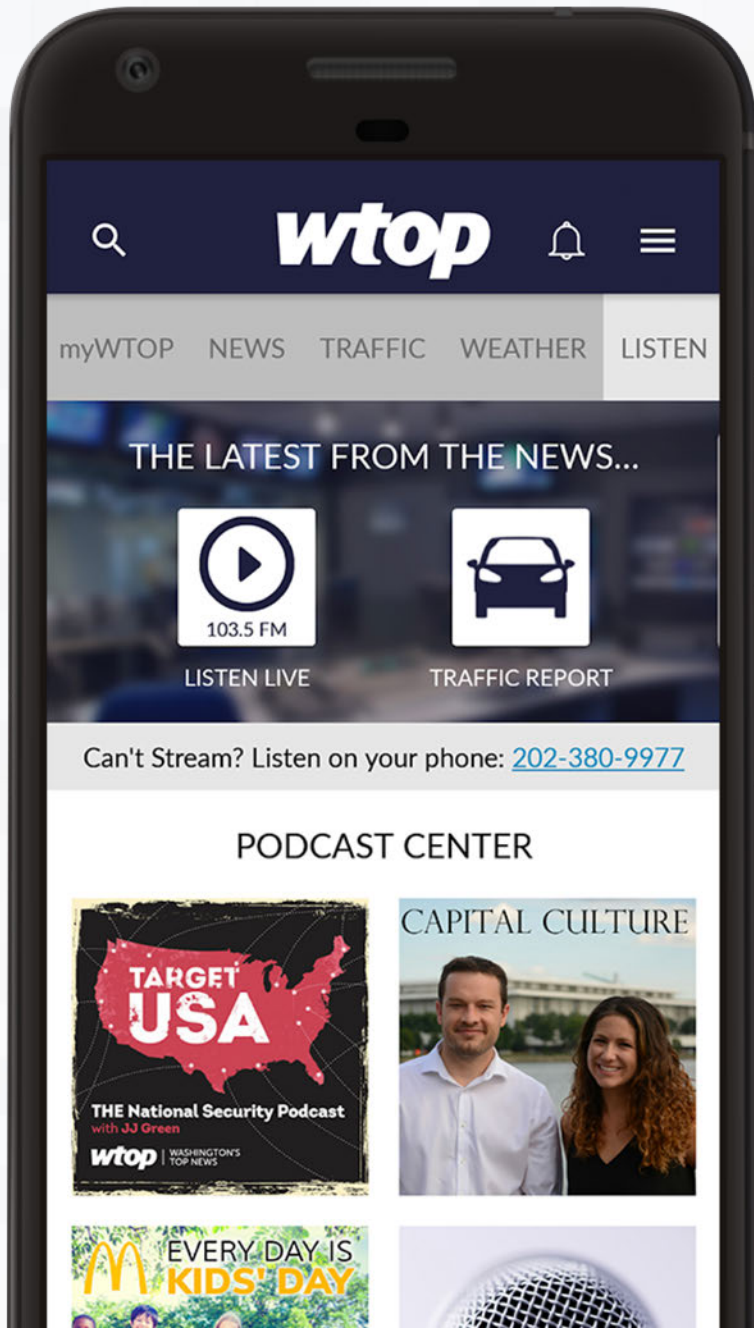
THE SOLUTION

This app is designed to:

- Receive simple & powerful daily health & wellness tips.

- Provide a full library of books on topics from Beating IBS Naturally to Organic Living to Living Gluten-Free and more.

- Provide a monthly Health Hero Magazine with articles on the latest research in health & wellness, interviews with thought leaders and industry experts.

- Provide an exclusive link to the Health Hero Superfoods Cookbook.

- Provide the "Calming The Chaos" 7-day audio program – Dr. Nandi's foolproof formula to kill daily stress in minutes.

- Supply a private, member-only Health Hero Facebook Group where Dr. Nandi delivers health & wellness information, answers member questions, hosts Facebooks live segments and more.

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WTOP

THE CHALLENGE

WTOP wants to deliver fast and reliable information to their followers and listeners. Allowing their followers and listeners to stay up to date with the latest news, traffic, and weather reports even when they are on the go!

WTOP

THE SOLUTION

This app is designed to:

- Show traffic reports

- Provide weather forecasts, maps, and graphics

- Provide news feeds and station stream

- Allow for personalization and user management

- Provide speed and usability to its users

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Lawyer's Mutual

THE CHALLENGE

LMIC wanted to get text and video content to their clients in the easiest to use way and certify that those clients received that content and information. As well as, verifying that the information was understood in order to provide certification.
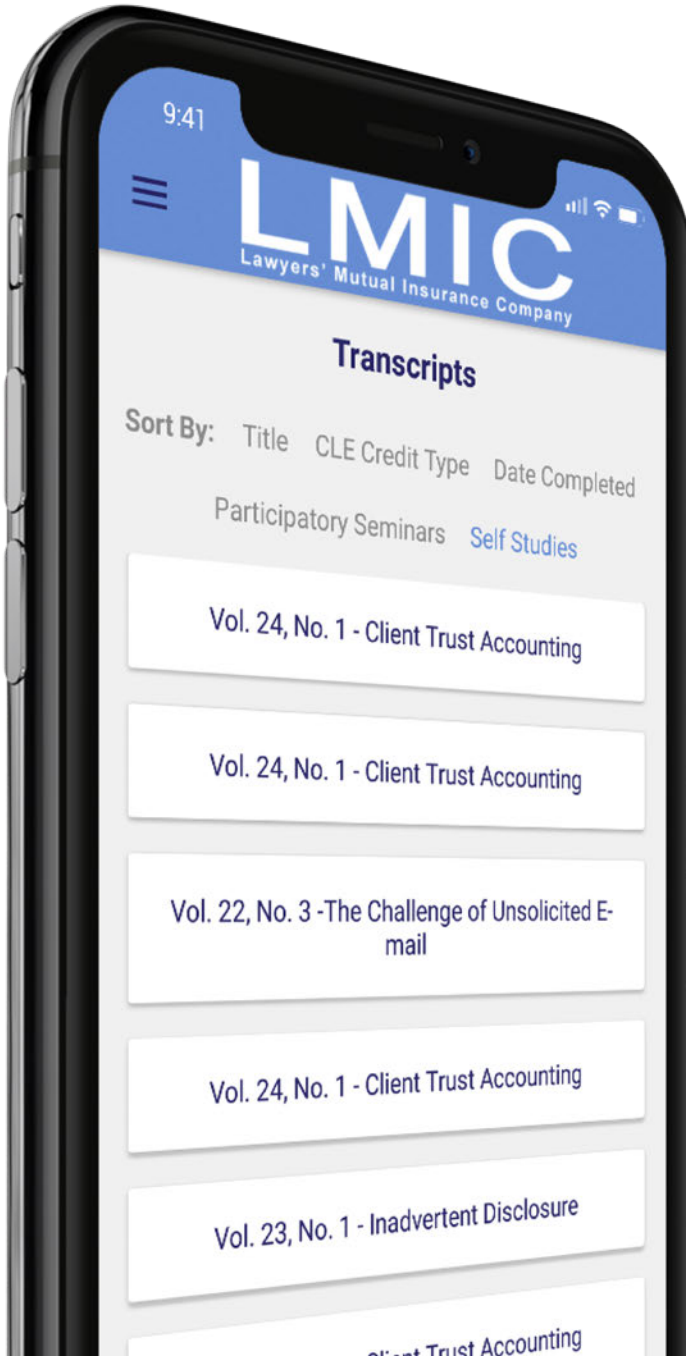
Lawyer's Mutual

THE SOLUTION

jācapps created an app that allowed the user to log-in and see the content that they needed to review in order to get their continuing education credits and other certifications.

- Users can easily log-in, watch a video or read a PDF, and then take a short quiz. All of this engagement is recorded and credited to user toward their continuing education requirements.

- This app is unique in that it puts content that usually has to be consumed in front of a desktop environment and puts it in a place where users can easily get to it and use it in the place and time that best suits their busy schedules.

- For LMIC, it provides a competitive differentiator and a way to have a closer relationship with their clients by providing may more touchpoints with that client.

Thing 5: Marketing Your App

01 ## DATABASE

Use your company email database of clients/customers to get the word out about your app, extol its benefits and how it makes your product easier to get.

02 ## WEBSITE

Create promos on your website driving users to download your app. Create a page on your site that shows users how to get the app and how to use it.

03 ## SOCIAL MEDIA

Talk about your new app on your social media channel. Create regular posts – don't stop after a few weeks – about the app and all of its benefits and features.
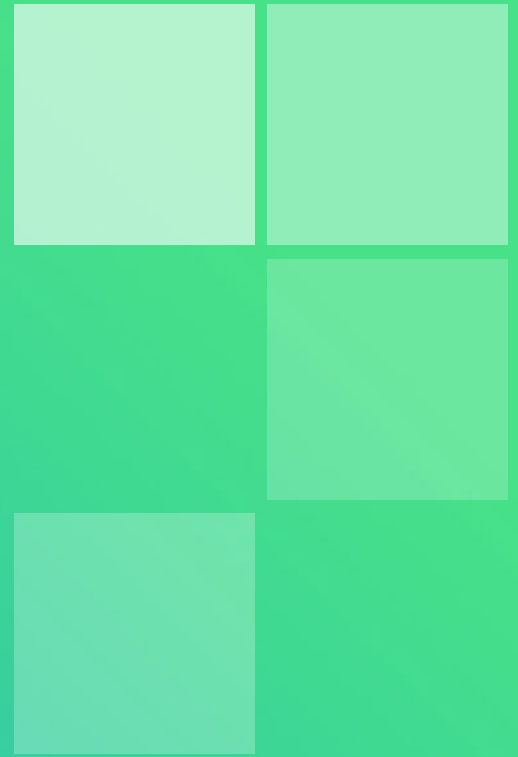
04 ## ADVERTISING

Include your app in your advertising campaigns. You don't have to do a special campaign about it (although that helps, too) but include the link to download the app.

05 ## SIGNAGE

Create signage for your retail locations or tradeshows that show off your app and all the great things it can do for your customers.

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Thank you

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CALL
248-353-9030

EMAIL
sales@jacapps.com

We can help your brand open up new revenue opportunities!