In this lesson, you learn about consumer behavior—how a person is introduced to your app, and whether they will remain engaged and become a customer. There are important metadata that decide whether customers download your app, so always keep in mind the 10/30 Rule: It takes people 10 seconds to purchase an app that they view for the first time, and 30 seconds to decide whether it's worth keeping.

The Grab

When you have only 10 seconds, it's important to grab customers' attention right away. An app purchase is an impetuous sale, so it's important that you as a developer appreciate the immediacy and pace of your customer's timeline.

The beginning stages of seeing your icon, title, and description must jump out at them. These components should be interesting enough to keep the process flowing all the way down to seeing the screenshots. Another important factor is ratings. If at the last second you see that the app has one star, even if all other components work, it stops the conversion into a download.

The Value in One

Once you've grabbed the customer and they've downloaded your app, you have 30 seconds to ensure that you keep them. Here is where you find the significant value in each customer, each click they make, and each second they spend inside your app. One person is worth more to you than one click. You must design and develop your apps with brand loyalty in mind. If you deliver what they want and in a way they like, then you will have long-term repeat customers for your other apps.

Retention

Retention is important for not only profit, but also ongoing feedback.

Next Steps

Review the 8 to 10 apps that you found in the previous lesson or come up with 10 new ones.

- Study their grab—does the icon excite you? Does it pop? Does it immediately capture your attention? Does the title make sense, and is it engaging? Do you immediately understand it? Do the primary screen shots convey easily?

- Download the app and open it—become a customer. Is there immediate value? Is it entertaining or utilitarian? Would you use it long term?

- Explore developers and other apps inside the app or network—how are they using it? How are people engaging with the app? Do people just like you remain long term, or leave immediately?

- Do these apps fall within the 10/30 rule? Why or why not?

This is the wisdom of the app store—people who understand it are continually successful. When you iron out the first 10 seconds from search results to download, conversions will multiply your traffic and downloads, and keep you ranked. Then, if you hook your new user within the initial 30 seconds of opening and using the app, you'll have less front-end effort to make follow-on profit, engage the market, earn users, and get them sharing. This is crucial to master.