Welcome to Module 4, where you will learn how to produce everything, assemble it into a nice package, and send everything to your team for a quote. In this lesson, you'll learn how to lay out your app. Laying out your app is important. Make sure you have done your market research before laying your app out.

The Essentials

- The old school, manual layout is still a viable method – and kind of classy in a retro way. However, digital is your most expedient way to go, and there are several software tools to do that. When laying your app out, make sure to:

- Present from the orientation of a user having "The Best App Experience Ever" because your app is finally doing everything you wished the previous apps would do.

- Be as organized, legible, and simple as possible.

- Make the visual experience unique and different.

- Don't expect your layout to be perfect the first or second time you give it a go; rather, draw it out in several iterations and allow each version to evolve until you have a professional result.

- The risk of attrition is greatest in the initial moments of using an app, so keep it simple. Be visually clear with the navigation. Ask a kid or a granny whether they can follow it.

- Essential elements include images, topics of interest, social connection, and marketplace. Throw out additional possibilities to your team to see what they come up with.

- Finally, review your wire frame.

These are the basic essentials you need to know to lay out your app. Make sure to do your market research before laying out your app and have fun!