**APP DESIGN FINAL EXAM**

1. How many apps have been downloaded from the world's biggest mobile app store? \*
2. 600 million
3. 25 billion
4. 81 billion
5. 5 million
6. How many downloads are there from Google Play every month? \*

a. 500,000

b. 1 million

c. 10 million

d. 1 billion

1. How much does the average app cost to create? \*

a. $7910

b. $1978

c. $395

d. $26,370

1. What's the first thing you should do once you've decided on an app name? \*

a. Register a domain name

b. Sign up as a developer

c. Design an icon

d. Register the name on iTunes Connect and/or Google Play

1. What is a 'binary'? \*

a. The name of the Google Play software suite

b. Slang for an Android user

c. A controversial app

d. The technical term used to describe any app

1. Name two major app sales analytic companies. \*

a. Flurry and App Annie

b. Data Drum and App Annie

c. Google Analytics and Flurry

d. App Nanny and Flumbie

1. What are the world's two biggest mobile app stores? \*
2. Microsoft Mobile Market and The Tranatlantic App Centre
3. Android Marketplace and the Apple App Store
4. Goolge Play and the Apple App Store
5. Google Android Mall and Hornby
6. What is the main difference between the way app sales are reported on the iOS and Android platforms? \*
7. App sales on iOS are delivered every 24 hours, Android gives a live sales feed.
8. iOS provides a live sales feed, Android provides sales data every 24 hours.
9. Android reports your sales as a percentage of US GDP, iOS does not.
10. iOS app sales are reported every 48 hours, Android every 4 - 5 hours.
11. What is Android Marketplace now known as? \*
12. Android Pencil Wig
13. Android Market Square
14. Google Play
15. Google Downloads
16. Approximately how many iOS devices are there in the wild? \*

(In use in the world...)

1. 600 billion
2. 316 million
3. 8 million
4. 120 million
5. What are two unique features of modern mobile touchscreens? \*
6. they are moisture and water-proof.
7. They sense heat and pressure.
8. They respond to multiple touches and drag gestures.
9. They are shock-proof and can be flexed over 90 degrees.
10. What is the common reason for an app being rejected from a mobile store? \*
11. It contains images of a dead celebrity.
12. It crashes the device.
13. It contains political slogans.
14. It contains emotionally provocative songs.
15. What are the most important things to remember when pitching an app idea to a client? \*
16. be sure to over-complicate the pitch, to impress the audience
17. Over-simplify the pitch and speak in a confident tone
18. Speak plainly and use lots of visual aids
19. Respect the audience, but don't use language that is overly-specialist
20. What are the pitfalls of a revenue share deal? \*
21. It commonly offsets the risk from the client onto you.
22. You will pay more tax.
23. It is physically exhausting.
24. It is a legal gray-area.
25. What is an SDK? \*
26. A Silicon Diode Kazoo
27. A Software Dedicated King
28. A Second Distribution Kit
29. A Software Development Kit
30. How much, on average, does a professional programmer cost per hour? \*

a. $10.55

b. $118.00

c. $20.80

d. $200.00

17. What is an NDA? \*

1. No Determined Amount
2. Near Digital Analogue
3. Non Disclosure Agreement
4. Non Destruction Arena
5. What describes the differing central profit motive of Google and Apple? \*
6. Apple wants to sell hardware, Google wants to sell you.
7. Apple wants to sell private data, Google wants to sell liberty
8. Apples wants to sell hardware, Google wants to sell advertising.
9. Apple wants to sell software, Google wants to sell hardware.
10. What are the two most common formats you will submit graphics in? \*
11. TIFF and JPEG
12. JPEG and PNG
13. PNG and TIFF
14. GIF and PNG
15. What are the two major languages used by Android and iOS devices? \*
16. Objective X and MacCode 5
17. Google Code Monger and Apple Digit II
18. Java and Objective C
19. Google Iced Troll and Apple Pentacost
20. What is Version Control? \*
21. A simple way to backup and compare changes in your app project as it progresses
22. A security measure to prevent your programmer from stealing your code
23. Google’s name for their new Android security system
24. A system to make sure that you have numbered your app release edition properly
25. What are the advantages of Version Control over traditional backup solutions? \*
26. New iterations of your code can be compared with previous iterations, quickly and easily
27. It backs up your data in California
28. It costs only $550 a year
29. It cannot be damaged by fire or flood
30. What are the other options for ensuring the safety of your data? \*
31. Save your files only in the afternoons
32. Back up off-site on external hard disks or using an FTP site
33. Print out the code every evening
34. Use Facebook to post regular code snippets on your news feed
35. How does the human finger differ from a mouse? \*
36. The finger uses direct manipulation, the mouse uses indirect manipulation
37. The finger is more accurate than the mouse
38. The mouse is a defunct technology
39. The finger must travel more distance than the mouse
40. What are the limitations of a touch screen? \*
41. It requires daily cleaning
42. It drains battery life in 2-4 days
43. Fingers on a touchscreen can obscure the view of important UI elements
44. Fingers on a touchscreen can cause the device to overheat
45. Why is user testing important? \*

a. It makes people more likely to buy 2 copies of your app

b. It can help you to decide on a better music track

c. It can unveil bugs in the code that need fixing

d. It convinces the general public that your app is well priced

1. What is an accelerometer? \*
2. A compass
3. A GPS system
4. A component in a phone that detects force and direction of motion
5. Google's latest Android phone
6. What percentage of the most profitable apps are games? \*
7. 88%
8. 23%
9. 10%
10. 67%
11. How should you choose a name for your app? \*
12. Short, memorable and approximately 11-12 characters long
13. As long as possible and using multiple words to increase hits
14. A short as possible and beginning with the letter ‘A’
15. Between 15-20 characters long
16. What is the best-practice for designing your app’s icon? \*
17. Make it as bright as possible, ideally featuring a bird or other winged animal
18. Depict a bright flash or bright orange / red circle
19. Symbolize an action that best encapsulates the purpose of your app
20. Change the icon every month when your app goes live

(Extra Credit)

1. What is the average price of most popular apps on the store? \*
2. $.99
3. $1.99
4. $3.99
5. $9.99