

WEBAPPS CREATIVE GUIDE

Some tips to help you design a great App with a health focus and a social message to help New Zealanders to become Smokefree by 2025.

HAVE A CLEAR IDEA



Talk to your friends and get inspiration from other Apps that you've seen and like.

FOCUS ON THE INTERFACE

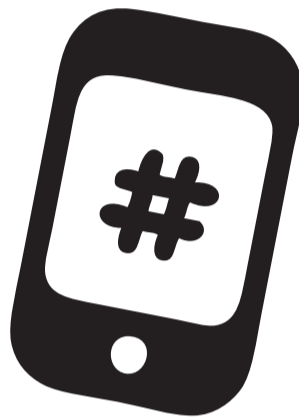
The look and feel is often what first attracts people to the App and improves the chances of them coming back.

TIP

A good place to start is to build the interface first (designing, yay!) and then decide on how it will work for the user.

SOCIALIZE

Connections between people are very important in improving health outcomes so make sure you include a way of helping the user feel connected and supported by their friends and whanau.



TIP

Include a Social feed

MAKE IT FUN

Can you make people want to use your app more than once?

TIP

Adding a game or competitive dimension can help a lot (even when the competition is just with the user.)



KEEP IT SIMPLE

This is your first version so keep it simple, while still showing off the idea.

TIP

Don't be over ambitious unless you have the technical skills to support it.

CONTENT IS KING

Create just enough of your own content and then use content from other providers.



TIP

Don't make it all visual, use sound to keep it interesting: Voices, music, effects

POLISHING YOUR APP

This can take a long time so focus on the idea and leave polishing for v2.0

WEBAPPS – TECHNICAL GUIDE

Make sure you look at this guide and follow the instructions around configuring your App and defining tags. You can contact me (Wyatt Page) by email (w.h.page@massey.ac.nz) for advice on how to proceed if you get stuck.

