

DOCUMENTATION IN THE APPS WORLD: SCOPE, LIMITATIONS, AND POSSIBILITIES

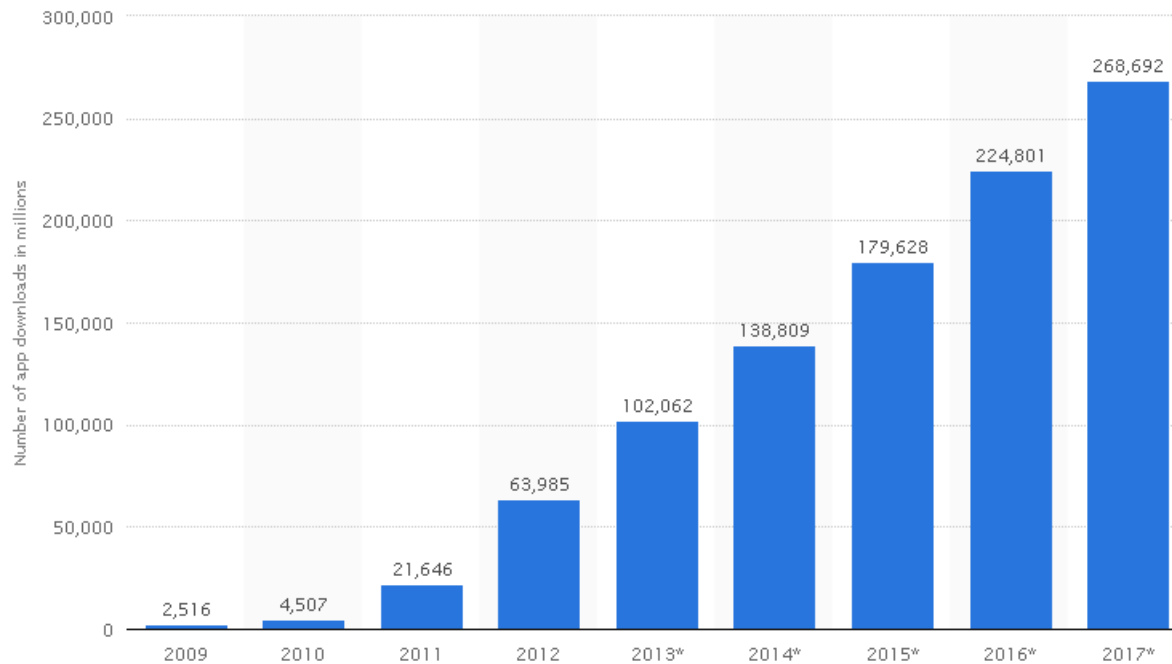
SREEJITH SIVARAMAN AND GIREESH
KUMAR

OVERVIEW

- **Exponential Growth of Mobile Apps**
- **Scope of documentation for Mobile Apps**
- **Different types of help available for Mobile Apps**
- **Required Skillsets**

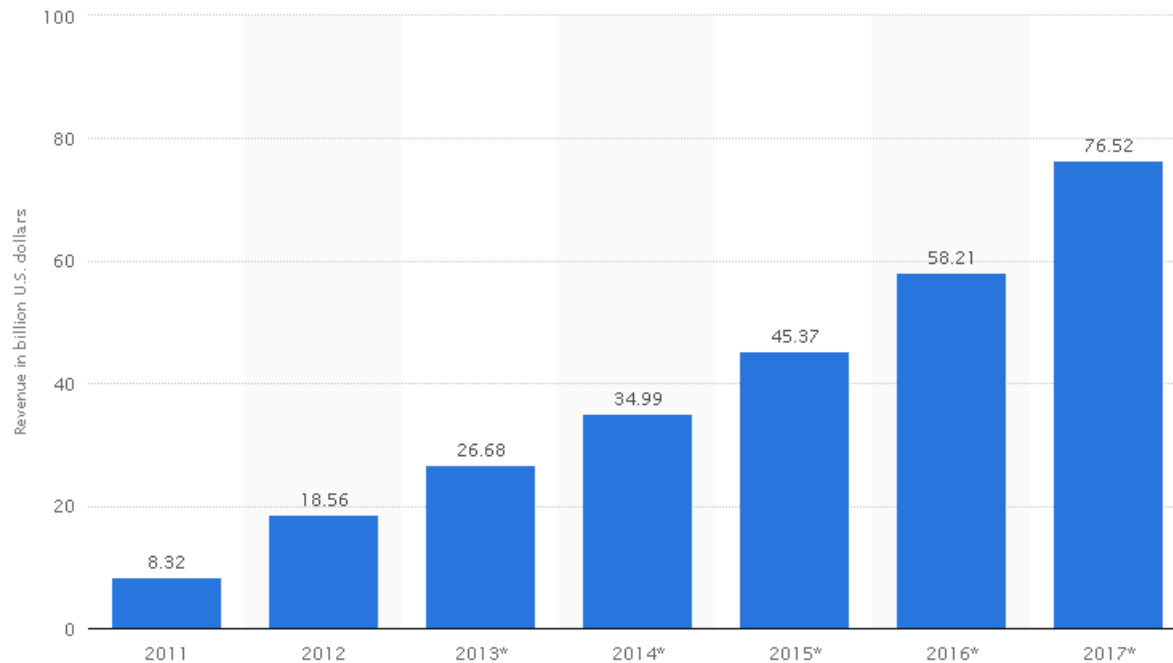
EXPONENTIAL GROWTH OF MOBILE APPS

Number of Mobile App downloads worldwide from 2009 to 2017 (in millions)



EXPONENTIAL GROWTH OF MOBILE APPS

Worldwide Mobile App revenues from 2011 to 2017 (in billion U.S. dollars)





90% of Apps do not have help or inadequate help.



App design should be so intuitive that no help is required.



Migration of
Enterprise
Applications to
Mobile Apps.



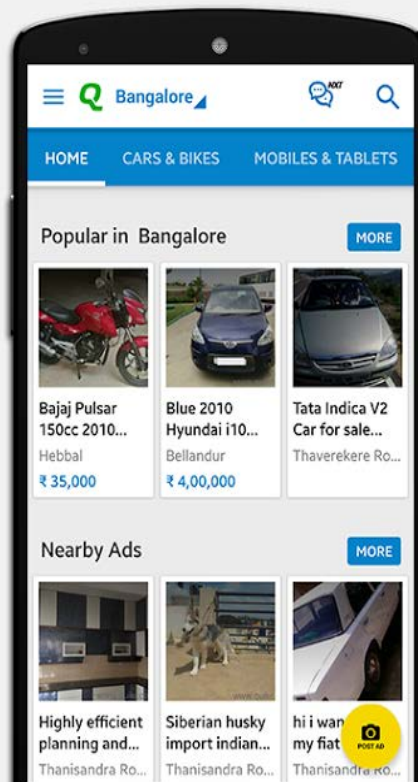
Over a period of time Apps can be complicated.



Mandatory
requirements
from App stores.



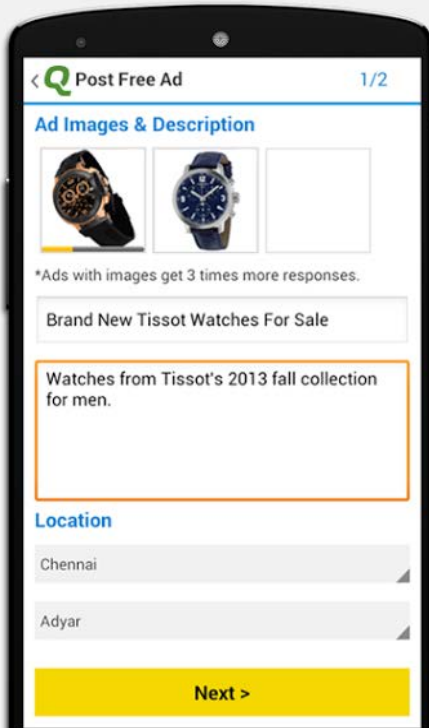
Buy or sell anything
Quikr!



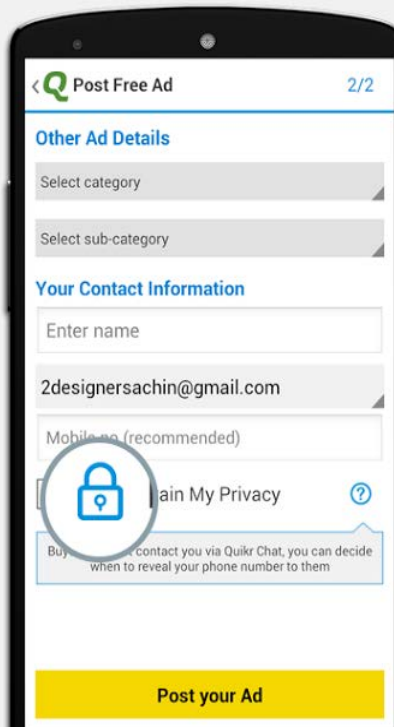
Creative
Descriptive
Screen Shots.



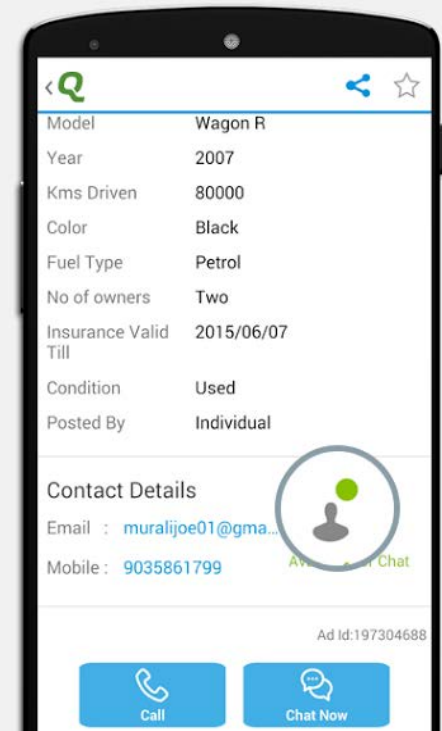
Posting an Ad was never this easy!



Protect your privacy



See the seller online and start chatting

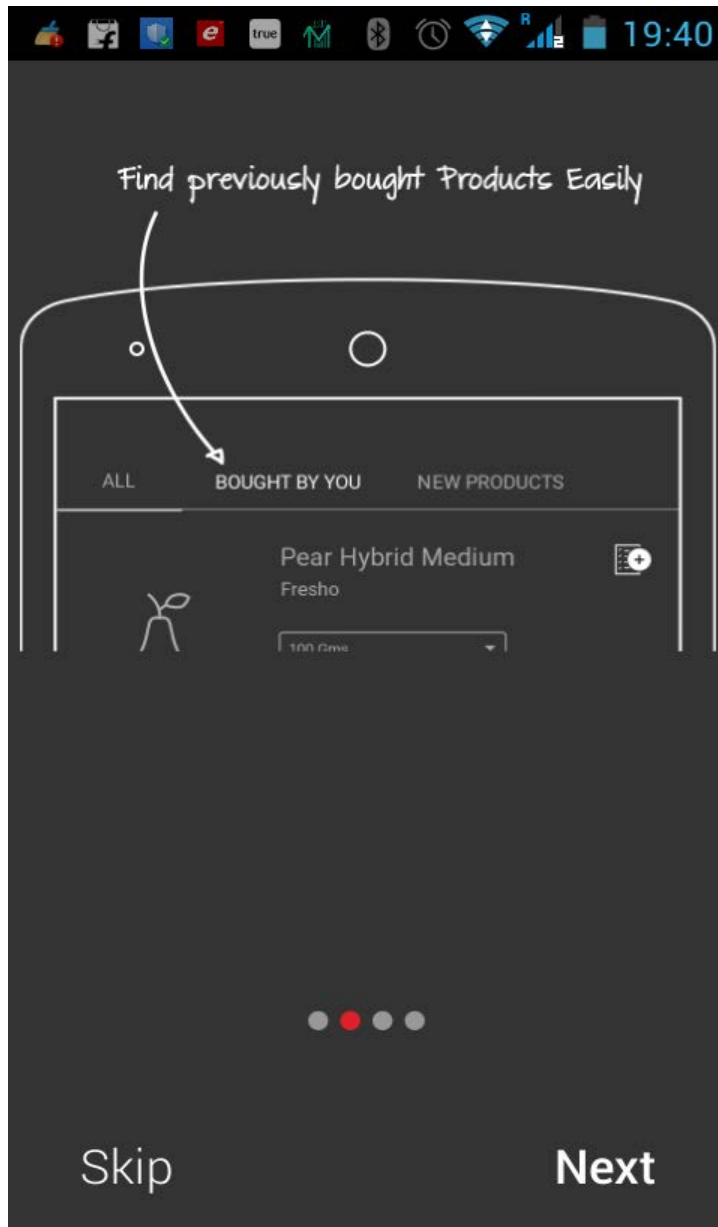


APP Demo Videos.





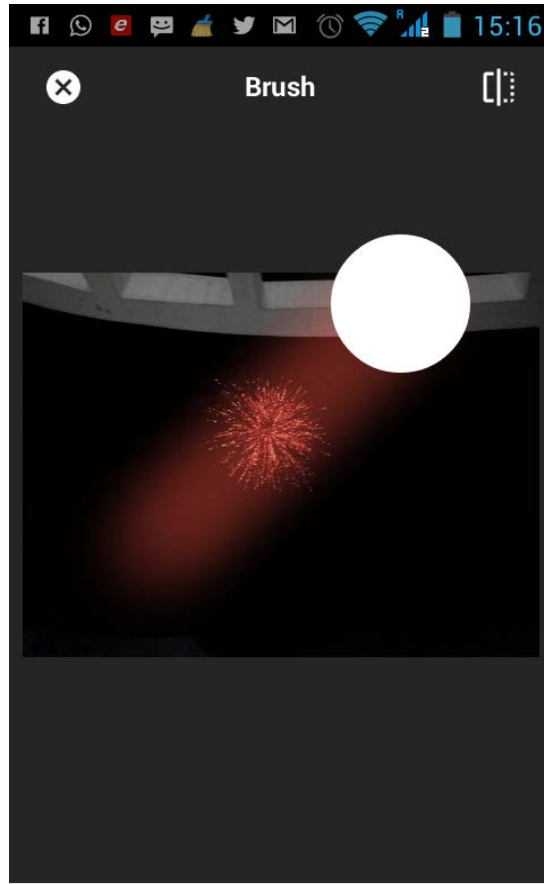
Localization.



Walkthroughs
and demos.
Shows help
when a user use
the App for the
first time.

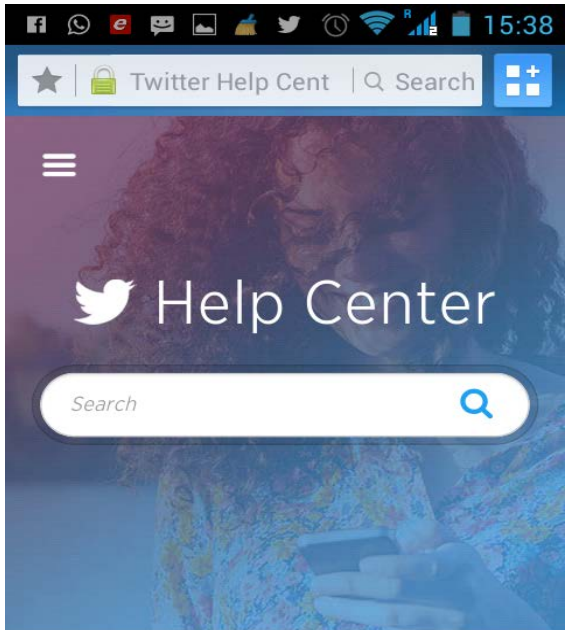


×  ↓ 10 Dodge & Burn ↑  ✓



×  ↓ 10 Dodge & Burn ↑  ✓

Context
Sensitive Help.
Shows demo
when a user
runs a feature.

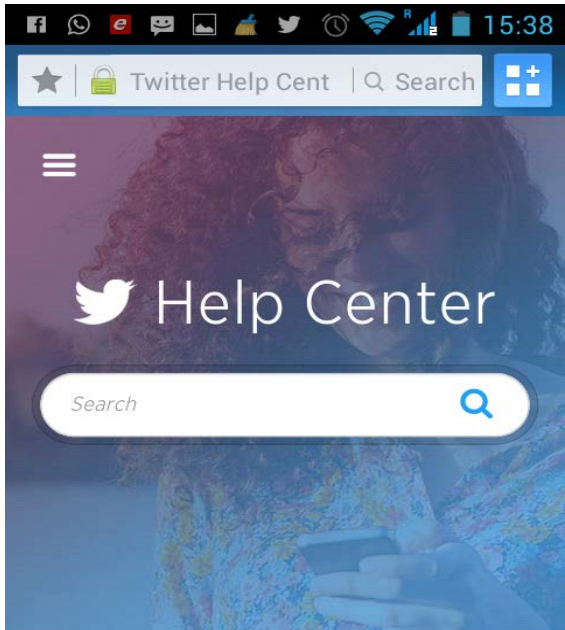


Twitter Support

Get instant answers for the most common questions and learn how to use



Link to an online help. Help opens up in a browser.



Twitter Support

Get instant answers for the most common questions and learn how to use



Settings > About >
Versions > Help
>Support



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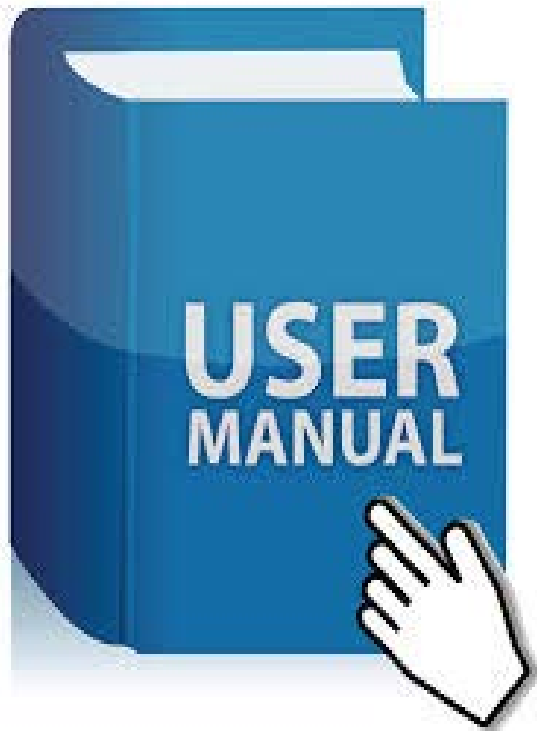
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Importance of
Conventional
Documentation
like User Manual,
PDF, etc ?



Profile1: Mobile App Developer

Role: Develops Apps for Dubai based clients as well as freelancer.

Latest work: Facility management app for a Dubai based firm.

Documentation: Client requested for PDF as well as online documentation. PDF size was about 30+ pages. Created presentations as well as video tutorials for training. Company relies on developers to create documentation.



Profile2: Mobile App Developer

Role: Develops Apps for Europe based clients majorly in the banking domain.

Latest Work: App for a German bank.

Documentation: Client requested for detailed documentation. The developers used wiki to document the functionality of the application. Created a video taking help from a professional team outside the organization.



Profile 3: CTO of a Mobile App company.

Role: Develops Apps in the educational domain and also in the real estate domain for Indian clients. Clients include several NGOs and educational institutions.

Latest work: App for Educational Institution.

Documentation: Clients ask for documentation. Create PDF as well as online documentation. Usually PDF size will be around 5-10 pages. Developers create documentation.



Watch the latest trends in the mobile Apps world.



Knowledge of
Development
Environment.
For instance,
Android Studio.



Video
Recording
and
Editing.

**THANK
YOU**
