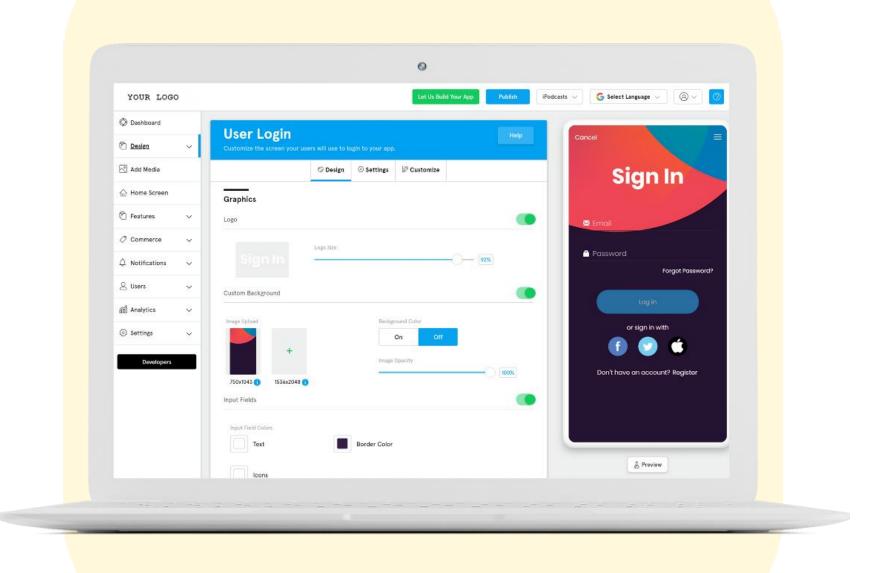**TRORTROR MOBILE APP – LOGISTICS**

BUILDING 'TRORTROR' MOBILE APP

Mobile app development can be segmented into three categories—pre-development, development, and post-launch. Trortror mobile app charges its drivers a 10% fee on all fares for the use of its software, collection and transfer of fees, credit card commission and distribution of invoices to customers. Over 80% of our revenue will come from our ridesharing products, which totaled, we define gross bookings as the total dollar value, including any applicable taxes, tolls, and fees, of a service without any adjustment.

TRORTROR TECHNOLOGIES will employ drivers in an expanding list of metropolitan areas, providing transportation services to users of all kinds. Customers hail cabs and public mini buses transportation called 'trortror' exclusively via the TRORTROR mobile app on their smartphones, paying at the end of the ride, while drivers utilize GPS and related technology to find the most efficient routes. The cost of each trip is calculated via algorithms that include factors such as distance traveled and time spent traveling. This payment is the primary source of revenue for TRORTROR mobile app, just as it would be for any other transport company online.

However, it's clear that 'Trortror' differs from most prior cab and transportation companies. TRORTROR TECHNOLOGIES does not own its fleet of vehicles; they belong to the individual drivers or car owners the drivers work for on the platform. The drivers will belong to a huge network that makes it possible for five to fifteen minutes to be the average wait time to be picked up in expanding countries of operation.

Further, Trortror mobile app will specialize its taxi and mini bus transport services, catering to different types of individuals with various offerings according to their financial capabilities. Trortror has worked diligently to avoid generating particular ties with certain types of cars or a certain demographic of customer.

Trortror will also capitalize on supply and demand with a concept known as surge pricing. When demand increases in a given area, the algorithm used to estimate rider costs is adjusted as well, with the per mile price increased. The more demand relative to the number of available drivers, the greater the surge in prices.

One other way that Trortror mobile app is distinct from traditional cab companies is that it has yet to limit the number of cars in its fleet. While local laws stipulate a maximum number of licensed taxis and public mini buses on the road in places like New York City Trortror will explore other market to be free to flood the market. This will perhaps be beneficial for meeting increasing demand, but there is a question as to whether this practice will be ideal for supporting Trortror's price structure over the long term.

CREATING AN MVP

As we start building the 'TRORTROR MOBILE' app, we should always be developing an MVP—minimum viable product. The idea behind an MVP is that it forces us to think about our app's most essential features. App development is virtually limitless. It's easy to get distracted during the building process and lose sight of your goals. A month or two into the project, it's easy to say "let's add this feature" or "wouldn't it be cool if the app could do this?" Those notions will only add time and money to our project. They can even take away from the core functionality of our app. We could always go back and add features later.

Our MVP on 'TRORTROR MOBILE APP' would be an app that allows two users to send messages to each other on our platform. We wouldn't start building a video chat feature or configure settings to change the font, upload photos, or adjust the background color of the app.

QUALITY ASSURANCE

Once our MVP is finished, and we have a working app, we need to test it before deployment. The app must be tested on actual mobile platforms. There are many different ways our 'TRORTROR MOBILE' app can be used, so the quality assurance person will have to check it on everything. Between iPhones, iPads, Android devices, PWA, smartphones, tablets, and more. We must make sure the 'TRORTROR MOBILE' app works online, offline, and so on. Devices with different software versions or screen sizes might have issues that aren't found elsewhere.

So we won't undermine the QA process. A quality assurance specialist can come in and find problems with our app before it goes to market. It's much better to identify these now; otherwise, users will find them in real life. If a customer discovers bugs, it's going to create problems for our app's long-term success. In addition to testing our app with a QA specialist, we can also go through usability testing with actual test users. Give the app to our friends, family, and colleagues as well. The app doesn't need to be perfect when we launch it. But ideally, we'll want to eliminate all of the bugs and errors. User experience and user interface changes can be configured later.

DEPLOYING

The final stage of the development process is deployment. It's time to get our app live and into the hands of actual users. We wouldn't have to worry about backward compatibility, our primary focus needs to be uptime and visibility. We must make sure that the application is fully functional for the end-user. The last thing we want is for our servers to crash or something like that. There are many different software options and tools on the market we can use to ensure the app is healthy and that the software is responsive. In order to get our app to market, we need to submit it to the different app stores. There are various requirements for Google Play Store apps and Apple App Store apps. With this in mind we must understand all of the different submission guidelines before we go through this process.

The process of deploying our app will vary depending on the development method we choose, if we contract Mobidev company to create an app, they'll get the app live for us. All we have to do is let them know when it's done, and they'll take care of everything else for both iOS and Android. So we can focus our efforts on development, and let their team do all of the heavy lifting for us. For those who decide to hire a development team or code the app on their own, they'll have to go through extra steps during the deployment process. There won't be any magic button to push where a team of experts can come to the rescue.

POST LAUNCHING

The mobile app development process isn't over once the app has been deployed. There's still plenty of work to be done after we've launched. We must make sure that we plan accordingly for the post-launch steps, and don't blow our entire budget during development.

MARKETING OUR APP

Our 'TRORTROR MOBILE' app is a business; we should treat it accordingly. We cannot launch a new business without any promotion. We could have the best app on the planet, but our efforts won't matter if nobody knows about it. Our app must be marketed appropriately to get some eyeballs on it and pique user interest. We must start by driving visitors to our website and app. Visitors become users. Users become paid members. We must make sure we have a digital presence on as many marketing platforms as possible. Prioritizing the channels where our user base spends the most time and promoting our app on social media channels, like Facebook, Instagram, Twitter, and LinkedIn. If we're targeting a younger generation, we can even promote the app on Snapchat and TikTok. We must create video promotions and app demonstrations whiles uploading those videos to YouTube. We can always repurpose those videos on other distribution channels. The idea behind our 'TRORTROR' mobile app marketing strategy needs to be focused on attracting new users. So we will broaden our reach and use a mix of both inbound and outbound marketing strategies. In the short term, we can run PPC (pay-per-click), and CPI (cost-per-install) paid ads to drive downloads. But long term, we should be blogging and focusing on SEO (search engine optimization) tactics for driving traffic to your website. This will ultimately help our app gain more attention when users search for solutions via search engines.

We should also understand the basics of ASO (app store optimization). By leveraging ASO techniques, it increases the chances that users will find our app organically while they're browsing in the app store. Marketing for our mobile app will never stop as our strategies might change over time, but this will always be an ongoing process. The early stages of our marketing campaigns can ultimately define the future for our app's success.

TRACKING KPIs

Will our 'TRORTROR' MOBILE app be successful? The only way to answer this question is by establishing and tracking KPIs—key performance indicators. Our KPIs need to go beyond app performance metrics, like speed and uptime (although both of these are obviously good to have in terms of performance and reliability). We will track and measure KPIs based on how users are adapting to our app. Are people downloading the app? How many? Are users keeping the app or uninstalling it? How often do people reuse the app? We need to make sure that we have a system to go in and see the metrics for new users, repeat users, the length of time spent in the app, and where the most time is being spent. Without analytics like this, it's impossible to measure the success of our app. We can't run a successful business with guesswork; we need to have concrete numbers to back our theories. Tracking KPIs can show us which components of our app are generating the best results, and which ones need improvement. For example, let's say the vast majority of users are taking advantage of an app feature that we didn't initially consider a core component of our app. We can take that information and decide to make that feature more accessible from all screens. Add it to our homepage or move it up on our side menu.

GATHERING FEEDBACK

We will always get feedback from our users. Prior to our first launch, we did some research and asked some friends for their opinions. However, most of this was based on our own intuition. But once we've deployed it for the first time, we'll have real customers using the app. We must ask them what they think about it. As much as it might be dificult to accept, at the end of the day, our opinion doesn't matter—it's all about our customers and users. We won't be shy—customers like being asked about their thoughts. People who don't want to weigh in won't care if we ask. They'll just ignore us. It's not like they're going to be annoyed. But the users who participate will become invested in the success of our app and give us genuine feedback.

We'll have to keep in mind what feedback is related to fear of change or fear of cost increase. But we can ask our customers questions in a way that gives them the opportunity to be honest. The user responses will help us prioritize what features we need to work on next. Maybe we had something in our mind that was important to us, and we planned on doing it as soon as we got the chance. But if our customers don't say so, then we'll save our money and hold on for now. We can spend that money on what they ask for so we can retain them in our software. This will ultimately prevent them from churning.

MAKING IMPROVEMENTS

No app is perfect. Even the most successful apps on the planet are constantly coming up with updates. The new version releases of our Trortror mobile app should be based on user feedback. When we go back in and make changes to the app, we should follow the same steps that we used during the development process. Always putting the app through quality assurance before the release is available to the public. There's something else we need to keep an eye on for when we're updating an app—it's called regression testing. Subsequent deployments for new features or updates could create new problems that weren't there in the past. In short, something that worked with our previous release will not stop working because of changes made during the update. So whenever changes are made to our app, even if they're small, we need to go back and re-do the QA process. This is the only way to ensure that regression hasn't occurred and caused a new point of failure in the app. We shouldn't underestimate the importance of releasing new versions of our app. Users are giving us feedback, and they expect changes to be made. Failure to improve our app can cause people to stop using it altogether.

MAINTENANCE AND SUPPORT

There will always be ongoing maintenance for our app. That's why it's crucial that we retain our development team. In addition to our app coming out with new versions, mobile device operating systems come out with updates as well. We need to make sure that our app is compatible with the latest software versions from Apple and Android. Compliance levels and regulations can change as well. For example, we need to ensure that our app complies with data laws in operating countries. If we're processing credit card payments, we must remain PCI compliant.

As our app scales, we should eventually plan for customer support. What happens if an app user has a question or needs help? In the beginning, we can probably manage this on our own. But at a larger scale, we probably can't handle hundreds or thousands of potential messages and in coming calls. We might need to hire a sales team as well. All of these falls into the "support" category post-launch. These are elements of mobile app development that we're always going to be dealing with. So we must make sure we plan and budget accordingly.

QUESTIONS TO CONSIDER (QTC) AS WE BUILD AND DEVELOP 'TRORTROR' MOBILE APP.

How Long Does it Take to Build a Mobile App?
The type of app we're making, the complexity of its features, and the development method are three of the most critical elements in estimating our timeline. Some apps can be built in a few months, generally speaking, the majority of apps can be developed in about 6-12 months. Apps with complex functionality will take longer. If we were building something simple for personal use, like a flashlight app or calculator app, the entire process could be completed in less than a week. But if we're trying to build the next Facebook, Uber, DIDI or Tinder, we should expect it to take years after our launch of it in months to come as we keep updating and improving on the efficiency of the app to users. If we're building a native app with low-level coding, it would take longer than if we leveraged an app building platform, like Mobidev on a contract bases to commence developing app till launching stage.

Is it Better to Build an App For iOS or Android?
The quick answer — **it's best to build our 'TRORTROR' mobile app for both platforms.** If we build for one and not the other, we're neglecting a significant part of the population. We're only forced to make this decision if we're coding a native app from scratch. In this case, we'll need to have two separate versions—one for iOS and another for Android. It's essentially like building two separate apps. Fortunately, app building platforms, like Mobidev, allow us to create an iOS app and Android app simultaneously. We can create everything one time, without any code, and launch our app on both platforms on the same day.

How Do We Make Money With an App?
There are lots of different ways to make money with an app. For us starters, we can use a mobile app to generate more revenue for our business. Mobile commerce sales, customer loyalty programs, and referral programs are all excellent ways to make money. We can also make money by charging app users a one-time fee to download our app. App purchases for things like coins or content upgrades are both common ways to profit from our app. Alternatively, charging app users for a subscription on a monthly or annual basis is a great way to generate recurring revenue.
Another way to monetize our app is by selling advertising space. It's the same concept of running ads on our website. In some cases, certain types of apps don't necessarily make money, but they help save us money. Internal business apps are a perfect example of this. Creating an app for remote employees, field service workers, human resources, or internal employee communication can save our company tens of thousands of dollars per year in productivity costs.

TRORTROR – 'WITH YOU ALL THE WAY' © GANAFIX CEMENT 2020