

# From Idea to App

TIE 2014

# Kevin Smith

*Instructor of Math Education*  
Dakota State University

*Co-Founder*  
Top Class Apps, LLC

Kevin.Smith@dsu.edu

@KevinSmithSD

[www.kevindsmith.org/from-idea-to-app.html](http://www.kevindsmith.org/from-idea-to-app.html)

Kent Steen  
Lincoln Public Schools  
Technology Integrationist



Cancel

iPad Only ▾

Any Price ▾

All Categories ▾

By Relevance ▾

All Ages ▾

🔍 spelling star

**Spelling Star**Top Class Apps, LLC  
No Ratings

+ OPEN

**Spelling Super Star**Jason Sciss  
No Ratings

+ \$0.99

**Sight Words Games & Flash Cards for Readin...**Terasoft, a.s.  
★★★★★ (12)

+ \$1.99

**Little Stars - Word Wizard**Innovative Mobile Apps  
★★★★★ (167)

+ FREE

**All Star Crossword Puzzles HD - For the i...**Party Sub Productions  
★★★★★ (19)

+ \$1.99

**Word Star - Free**Charlie Bartlett  
No Ratings

+ FREE



How much  
have we  
made on  
the app?

\$5

iTunes  
Music Card



The Idea

Wireframes

Building the App

Marketing

The Numbers

# The Idea

# Why Spelling?



Spelling Week 9 (long I sound)

1. hide

Have you practiced  
this week?

6. mind

7. silent

8. mice

9. find

10. bride

11. pirate

12. supply

13. fries

14. fry

1

chair

Go

audio too?  
you go to practice

Key board pop up after  
word flash

3

student can press for  
as many word flashes  
or letter hints (next  
one letter) as needed.

Key board

2

c h a i r

Word

letter  
flash

error  
swirl +  
force vibration

Letter

Key board

force word flash  
if 2 errors  
then letter flash if  
another error

4

At end of list, can  
give results for  
# of word flashes / letter hints  
per word

- bronze, silver, gold (gold no hints)  
per word

like  
Mario Kart

Key board

silver 1-2 hints  
bronze 3-5 hints

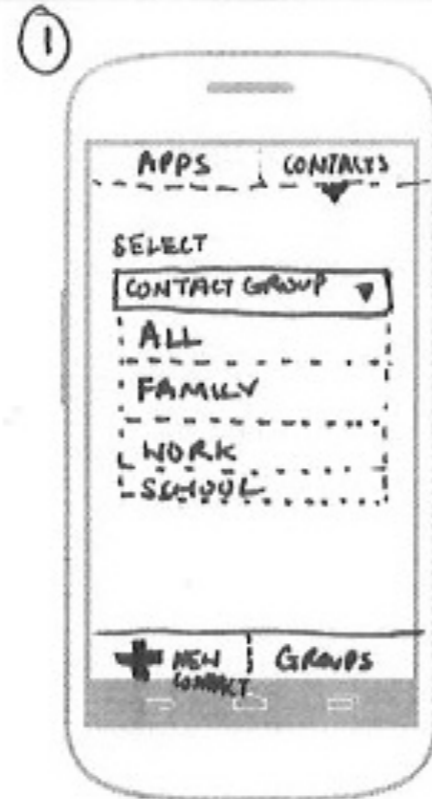
List 1

# Wireframes

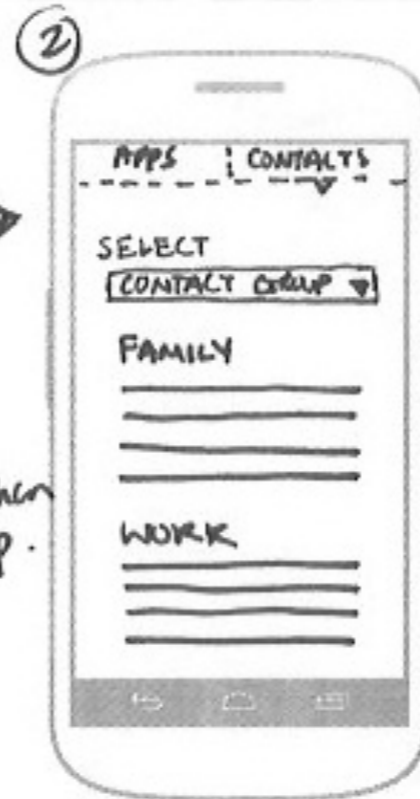
# CREATE FILTER/ EDIT FILTER PAGES.



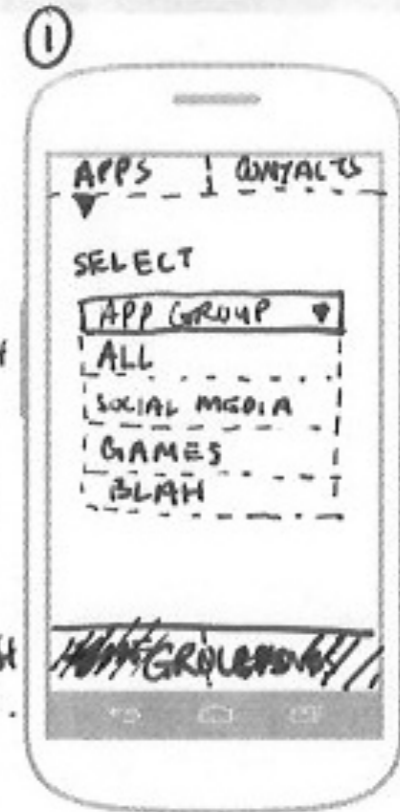
FILTER MENU SCREEN



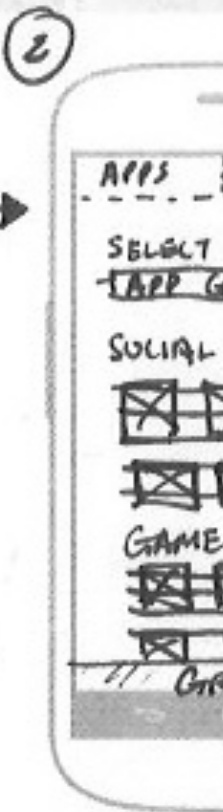
CONTACTS SCREEN.



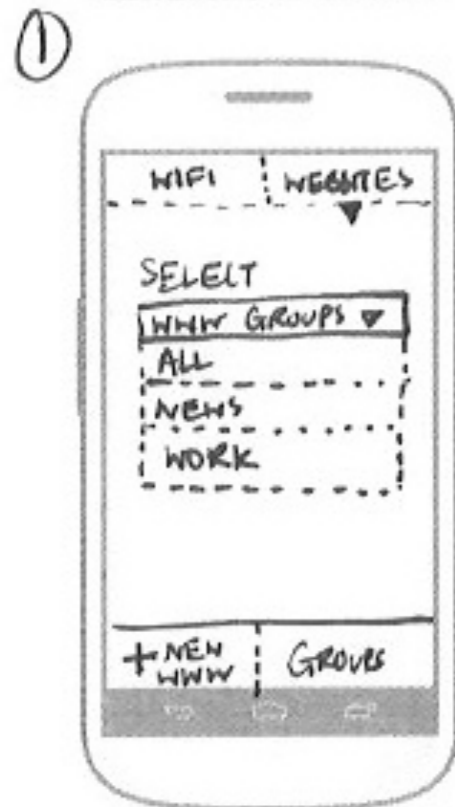
CONTACTS SCREEN (Once groups selected)



APPS SCREEN.



APPS SCREEN (Once groups selected)



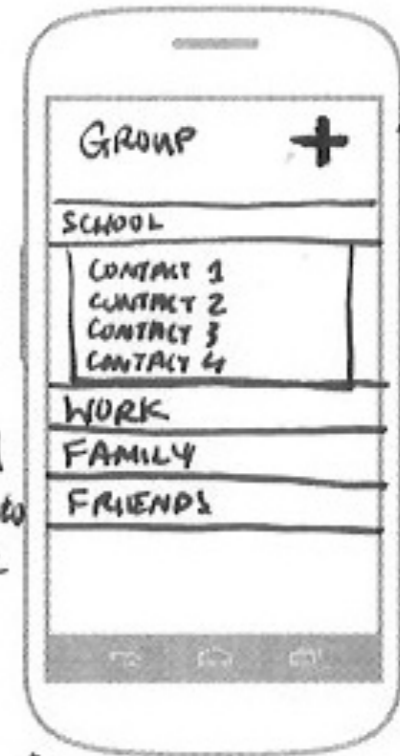
WEBSITE SCREEN



WEBSITE SCREEN (Once groups picked)



ADDING 'NEW CONTACT' OR 'NEW WEBSITE'



'Groups' page



ADD NEW GROUP

- Slides
- 1
  - 2
  - 3
  - 4
  - 5
  - 6
  - 7
  - 8
  - 9
  - 10
  - 11
  - 12
  - 13
  - 14
  - 15
  - 16

## Enter Word

Click Play to listed to word. Enter word. Click next to go to next word. Letter flash for incorrect letter entry. Word flash provides full word flash hint and also replays the audio. When a word is spelled correctly, the star "count" appears at the bottom, and the word is restated and word flashed again - reinforcing the correct spelling (almost how a spelling bee works. say it - spell it - say it). Then an arrow could prompt the next word

**List Name**

**Words: 2/10**

**Play**

**Flash**

*entourage*



**You've mastered this word!**

**Kaia 4/17**

**1 of 5**



↖ Replay word.



# Building the App

DIY vs. Vendor

Native  
vs.

Mobile App Dev  
Framework

# BUILT WITH Corona SDK



[www.coronalabs.com](http://www.coronalabs.com)

Apple Inc.

## Spelling Star

### App Information Edit

#### Identifiers

SKU **TCA-SS-01**

Bundle ID **com.topclassapps.spellingstar**

Apple ID **557070660**

Type **iOS App**

Default Language **English**

#### Links

[View in App Store](#)

[Customer Reviews](#)

[Contact Us](#)

[Manage Game Center](#)

[Manage In-App Purchases](#)

[Rights and Pricing](#)

[Set Up iAd App Network](#)

[Transfer App](#)

### Versions

#### Current Version



Version **1.1.3**

Status  **Ready for Sale**

Date Created **Apr 3, 2014**

Date Released **Apr 9, 2014**



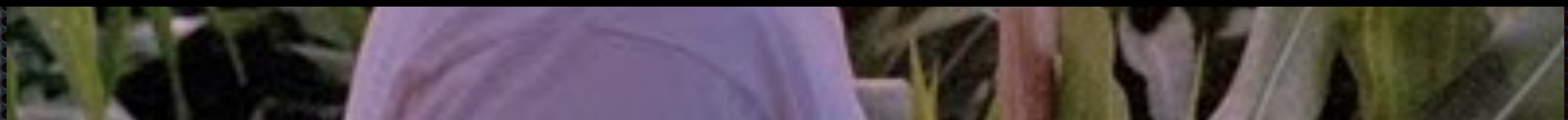
[Add Version](#)

[View Details](#)

September 21, 2012



If you build it, they will come.



# Marketing



**English BigDict**  
Brentwick  
★★★★★ (294)  
+\$8.99





**Spanish English Dictionary and Translat...**  
BitKnights LLC  
No Ratings  
Offers In-App Purchases  
+\$3.99





**ABC SPANISH READING MAGIC-Lectura mágica**  
PRESCHOOL UNIVERSITY  
★★★★★ (24)  
+FREE





**Word Spell by CleverMedia**  
CleverMedia, Inc.  
★★★★★ (171)  
+FREE





**Spelling Star**  
Top Class Apps, LLC  
No Ratings  
+OPEN





**W.E.L.D.E.R. WARS Free**  
Ayopa Games LLC  
No Ratings  
Offers In-App Purchases  
+FREE



125

Google Adwords

Web site

Facebook & Facebook ads

Twitter & Twitter ads

Business cards

YouTube videos

Pinterest

App review sites

# Price Cycling

## App reviews



# Spelling Star 4+

Top Class Apps, LLC >

No Ratings



 OPEN

Details

Reviews

Related

## App Store Ratings

Current Version

All Versions

★★★★★ 45 Ratings for All Versions



Tap to Rate: ★ ★ ★ ★ ★

## App Store Customer Reviews

[Write a Review](#) [App Support](#)

Sort by [Most Helpful](#)

### 1. Nice effective way to practice spelling

★★★★★ by cynomyso – Oct 19, 2012

I downloaded this for my first grader that is just starting to bring home spelling lists and was very happy to have found this app. I like that, while it does congratulate you for getting words right, it is not a spelling game. The experience of hearing a word pronounced, then simply having to spell it provides an model that simulates what the child will experience when they take the test at school.

"My son really does not like spelling...but he is loving this app. The feedback and the visible progress towards mastery makes him want to keep practicing."

# The Numbers

Downloads: 14,709

Countries: 80

Revenue: \$2,832.67

Profit

\$176.89

# Questions

Kevin.Smith@dsu.edu

@KevinSmithSD

[www.kevindsmith.org/from-idea-to-app.html](http://www.kevindsmith.org/from-idea-to-app.html)



## MATH MOUNTAINS – APP ICONS

OPTION 1



OPTION 2



OPTION 3



OPTION 4

