Developing a mobile phone app

On-the-Go Software, a start-up company in your community, would like to develop a new mobile phone app that will

be profitable. As part of the company’s preliminary planning, the CEO, Etta Hawkins, has hired you to research the

most popular apps for iPhones and other smart mobile devices to analyze why you believe these apps are

successful. As you research, identify who is buying these apps and hypothesize why. Also identify features that have

received positive comments and hypothesize why these features are important.

Write a 4-5 page business report to present the results of your research. Use all of your resources from the internet

searches, white papers, business magazines, etc., to assist in your writing. You may include a relevant graph or

chart as long as your written message is clear, concise and answers the instructions of the assignment. Use APA

format for citing and references. Your separate title and reference pages will not be counted as part of the 4-5 pages

of your actual reports. Use 1 inch margins and 12 point font. Follow the example in the powerpoint attached