# Android Application UI/ UX design and Monetization techniques

1. **UI/UX Design Fundamentals**
   - Introduction
   - UX Designer
   - UI Designer
   - The difference between UI and UX design
   - Understanding Users and Business needs
   - Strategy and content
     - What is content strategy?
   - Wire –Framing and Prototyping
     - Use of App wireframes and Prototypes
     - Wireframe Levels
     - Elements of Wireframes and Prototypes
     - The difference between and Prototypes
   - Execution and Analytics
   - Usability and User's feeling
   - Testing and Feedback
     - Visual design and user's interaction
     - Functionality
     - Compatibility performance and stability
     - Security
     - Setting up a test environment
     - Usability testing by participants
     - Starting your test session
     - Analyzing your test

2. **Building an App Wireframe**
   - Introduction
   - Why is Wireframe the first step?
   - Do's and Don'ts for a successful UX design
   - Wireframe tools for Mobile Apps
   - Paper Prototyping
   - Storyboard that Software
   - Adobe XD (Experience Design)
   - Lab: Building Your App Wireframe
     i. Brainstorming Phase
     ii. Wireframe Phase

3. **A UX/ UI Designer Journey in two android apps**

    a. Introduction

    b. Pizza Pizza Application

    c. The weather network application

## 4. How to monetize your application?

- Introduction
- Difference Monetization Techniques
  - Paid applications
  - Lite vs Pro
  - Advertising and Ad mediation
  - In App Purchase
  - Subscription
- Ad Format
- Ad Types
- Best Technique for Your business
- Adding in Add Ads to your android application
- Revenue metrics
- Lab Adding Google Ad s to your application
  - Creating an Android application
  - Adding Google Play services to your project
  - Modifying the Manifest filer
  - Crating and Ad Mob account and AD Unit ID
  - Placing the AD in Main Activity Layout
  - Requesting and loading ads

## 5. Publishing Your application

- Introduction
- Preparing your app for release
- Releasing your app for users
  - Releasing your app through application marketplace
  - Releasing your application through email
  - Releasing Through a website
- Signing your application
- The publishing process on google play
- Google play in app billing services
- Releasing App Best Practices
- Lab 4: Publishing your application on Google Play
  - Creating an Android application
  - Signing your application using Android studio
  - Creating a publisher account
  - Publishing your app

## 6. Licensing and Monitoring your application

- Introduction
- Licensing your application
- Google play licensing
  - Setting up Licensing's
- Adding Licensing to your App
- Monitoring your app
  - Benefits
  - Using Google Analytics
- Lab: Adding Licensing and analytics to your application
  - Setting up Google play licensing service in Android studio
  - Using LVL in your applications code
  - Setting up Google Mobile Analytics in Android studio