

Android Application UI/ UX Design and Monetization Techniques

Course Duration: 24 Hours

Course code: AA-UI-UX-DMT

1. Course Overview

This course equips participants with the skills to design engaging, user-friendly Android application interfaces and implement monetization strategies to maximize app revenue. Learners will gain hands-on experience in UI/UX design principles, prototyping, and usability testing, along with integrating monetization models like ads, in-app purchases, and subscriptions.

2. What you'll learn?

- Core principles of Android UI/UX design.
- Applying Material Design and responsive layouts.
- Prototyping and usability testing with popular tools.
- Designing for accessibility and user retention.
- Monetization models: in-app purchases, ads, subscriptions, and freemium strategies.
- Best practices for balancing user experience with revenue generation.
- App Store Optimization (ASO) for monetized apps.

3. Target Audience

- Android developers who want to improve app design and revenue strategies.
- UI/UX designers working on mobile apps.
- Product managers and entrepreneurs building monetized apps.
- Students and IT professionals entering mobile app development.

4. Pre-Requisites

- Basic knowledge of Android development (Java/Kotlin, Android Studio).

- Familiarity with mobile applications and user interaction patterns.
- Optional: Basic design knowledge (Photoshop, Figma, or Sketch).

5. Course content

Lesson 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?
- Wireframing and Prototyping
 - Uses of App Wireframes and Prototypes
 - Wireframe Levels
 - Elements of Wireframes and Prototypes
 - The Difference between Wireframe and Prototype
- Execution and Analytics
- Usability and User's Feelings
- Testing and Feedback
- Visual Design and User Interaction
- Functionality
- Compatibility, Performance, and Stability
- Security
- Setting up a Test Environment
- Usability Testing by Participants
 - Starting Your Test Session
 - Analyzing Your Test

Lesson 2: Building an App Wireframe

- Introduction
- 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 2: Building Your App Wireframe
 - Brainstorming Phase
 - Wireframe Phase

Lesson 3: A UX/UI Designer Journey in Two Android Apps

- Introduction
- Case Study: Pizza Pizza Application
- Case Study: The Weather Network Application

Lesson 4: How to Monetize your Application

- Introduction
- Different Monetization Techniques
 - Paid Applications
 - Lite vs. Pro Versions
 - Advertising and Ad Mediation
 - In-App Purchase
 - Subscriptions
- Ad Formats and Types
- Best Technique for Your Business
- Adding In-App Ads to Your Android Application
- Revenue Metrics

Lab 4: Adding Google Ads to Your Application

- Creating an Android Application
- Adding Google Play Services to Your Project
- Modifying the Manifest File
- Creating an AdMob Account and Ad Unit ID
- Placing Ads in Main Activity Layout
- Requesting and Loading Ads

Lesson 5: Publishing your Application

- Introduction
- Preparing Your App for Release
- Releasing Your App to Users
 - Through Application Marketplace
 - Through Email
 - Through Website
- Signing Your Application
- The Publishing Process on Google Play
- Google Play In-App Billing Service
- Releasing App Best Practices

Lab 5: Publishing Your Application on Google Play

- Creating an Android Application
- Signing Your Application Using Android Studio
- Creating a Publisher Account
- Publishing Your App

Lesson 6: Licensing and Monitoring your Application

- Introduction
- Licensing Your Application
 - Google Play Licensing
 - Setting Up Licensing

- Adding Licensing to Your App
- Monitoring Your App
 - Using Google Analytics

Lab 6: Adding Licensing and Analytics to Your Application

- Setting up Google Play Licensing Service in Android Studio
- Using LVL in Your Application's Code
- Setting up Google Mobile Analytics in Android Studio

