

# Whiteboard Capture

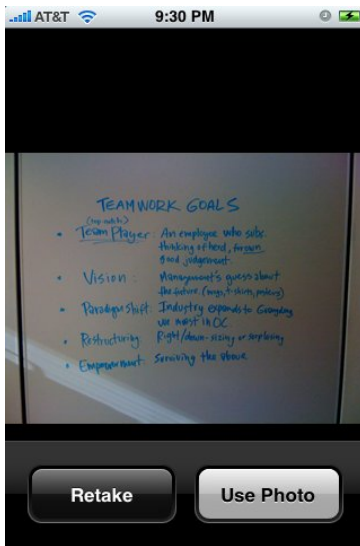
## iPhone App Progress Report

# Introduction

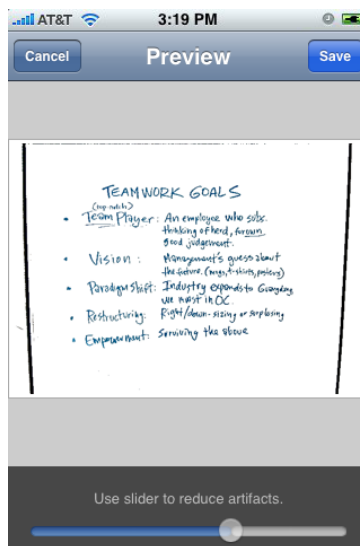
## What Is Whiteboard Capture?

Whiteboard Capture allows the user to take photos of their whiteboards using the iPhone's built-in camera and then post-process them to remove artifacts and background noise from the image leaving only a crisp clean image of the important data on the whiteboard. After processing the user can save the image to their Photo Album to share via email or syncing to their computer.

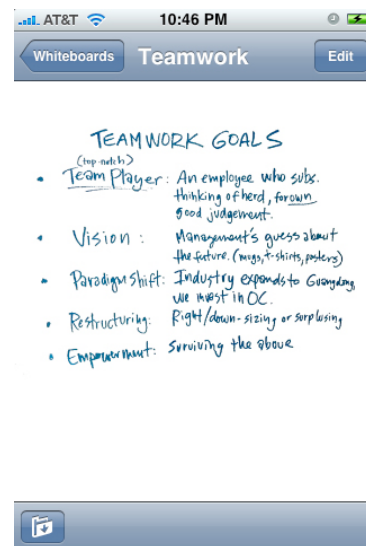
The following screenshots show how simply it works.



Take Photo



Remove Background Noise



Save & Share It

## Background

Development on the first version Whiteboard Capture began on December, 26th 2008. The original plans for version one were much more grandiose than what was eventually released. Almost everything planned for version one will be implemented in time but I felt like it was more important to release a product that I thought was useful in it's current state and build on that.

After a little over two weeks of development and testing the application was submitted to the App Store for approval. The initial submittal was rejected after two days for not adhering to the HIG. Specifically I had a text field that the reviewer thought looked too much like a search box. Initially I thought the rejection was insane but after sleeping on it I decided the reviewer was correct and fixed the app accordingly. The second attempt was successful after a few more days of waiting and the app was finally approved for sale on January 23rd, 2008.

## Beetlebug Software

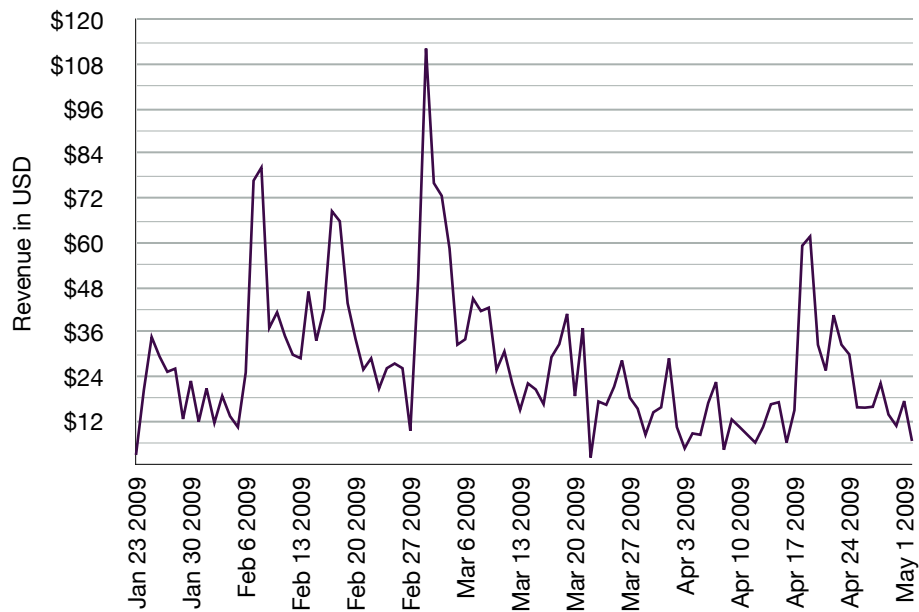
Do not let the two week development time fool you. I had worked on the filtering code and prototyping the app on and off for the past 6 months. The total time spent in total is really unclear.

# Sales

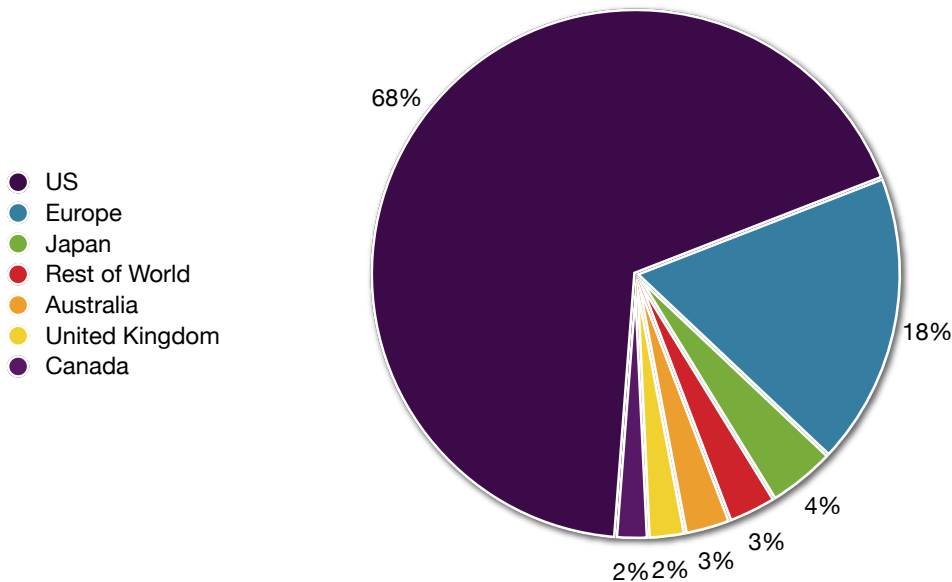
## Total Sales

After 100 days on the App Store Whiteboard Capture has sold **1997 units** at various prices for a **total revenue of \$2,749.48**.

### Sales per day (overall):



### Sales by country:



## Peak Sales Days

By far the biggest peaks were the two days following an update. After about two days the app falls off the first page or so of the “Release Date” list. Figure 1 shows the overall sales graph with peak events annotated.

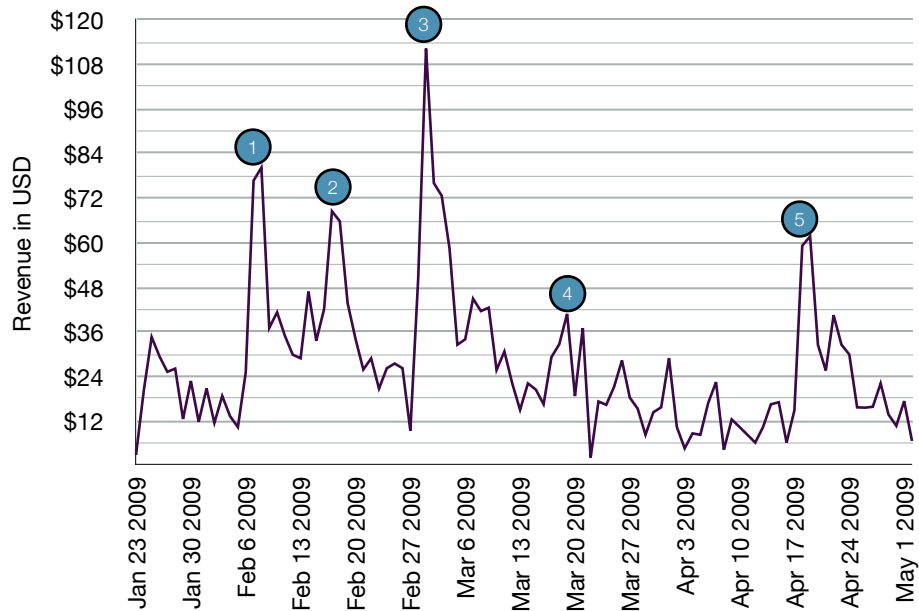


Figure 1. Peak Sales (by event)

1. Version 1.1 released. *Adds color support.*
2. Version 1.2 released. *Adds support for importing images from photo album.*
3. Version 1.3 released. *Bug fixes, new screenshots, new icon.*
4. Techcrunch mention in JotNot (competitor) article.
5. Version 1.3.1 released. *Bug fixes.*

## Advertising

For approximately one month I experimented with Google Adwords using Linkshare to get some semblance of tracking the results. Unfortunately there is currently no good way to accurately track the results of an ad campaign.

Advertising was running from February 11th through March 10th. The campaign budget was \$10 a day. This resulted in approximately 60 clicks a day. That is an average per click cost of \$0.17. To break even I would need to convert 12% of those clicks to purchases. Not an impossible feat but definitely challenging.

After experimenting with different ad sizes and designs a 300x250 design in Figure 2 proved to have the best conversion rate.



Figure 2. 300x250 Advertisement

## Beetlebug Software

In the beginning I put together a landing page and sent clicks there but the click-thru rate of this landing page was horrible. After some experimenting it appeared that limiting ads to the 'iphone' keyword, only displaying ads on mobile devices and redirecting the user directly into the App Store appears to be the most effective.

Effectiveness of the campaign was determined by pulling Linkshare "Signature Orders" reports and counting any sales for \$1.99, the price of Whiteboard Capture, as valid sales. This is not 100% accurate but scaled up to higher daily ad spend this is probably fairly close. Linkshare unfortunately does not tell you the exact item purchased on the category (song, app, etc) and price.

Advertising was stopped because of the inability to accurately track the success of the ad campaign at such a low investment level. Eventually I'll returned to this as I think it can work with the right app pricing and enough investment.

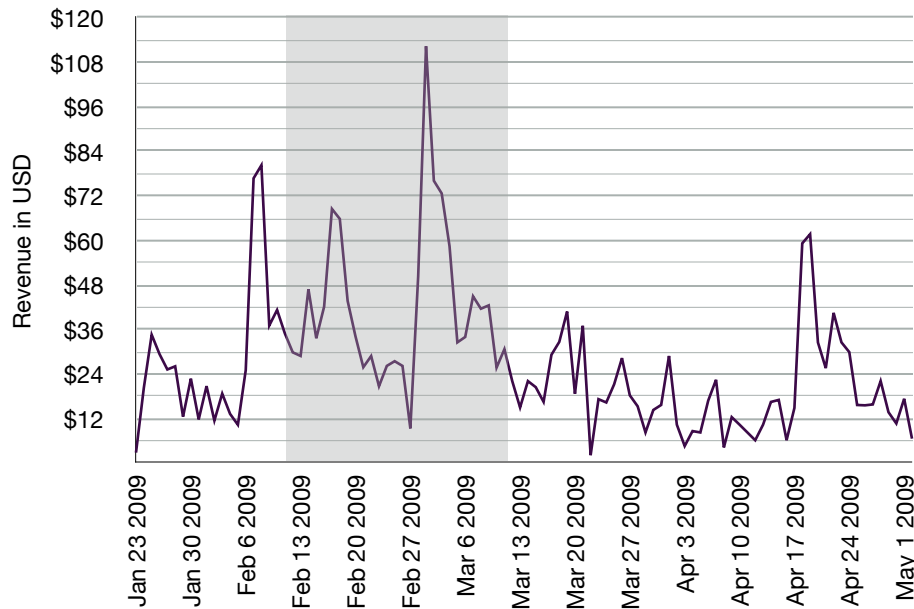


Figure 3. Sales During Advertising Campaign

## Sales Position

Whiteboard Capture appeared in the Top 100 list for the Productivity category shortly after being released and remained there until the end of March. Figure 4 shows the relationship between sales and ranking for the Productivity category.

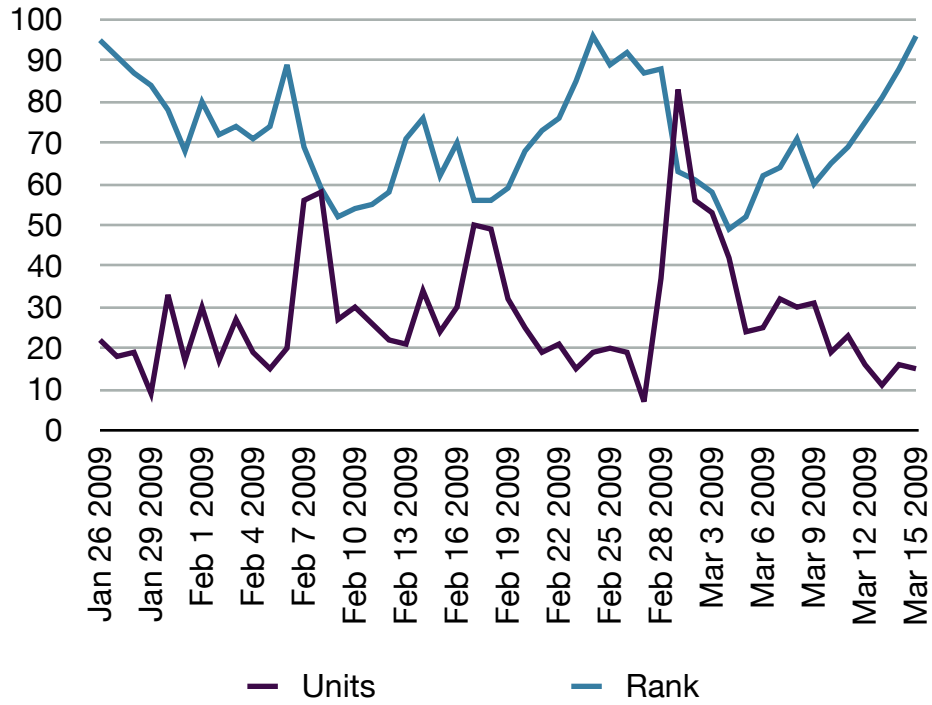


Figure 4. Sales During Advertising Campaign

## Pricing

Three different prices were experimented with: \$0.99, \$1.99 and \$2.99. Figure 5 shows sales during each price. I do not believe much, if anything, can be determined from playing with prices.

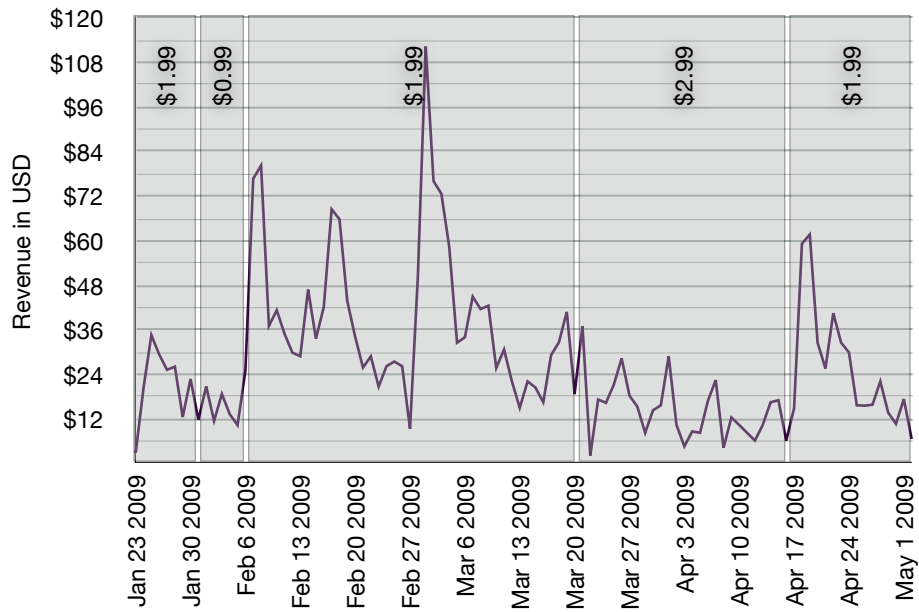


Figure 5. Sales Annotated With Prices