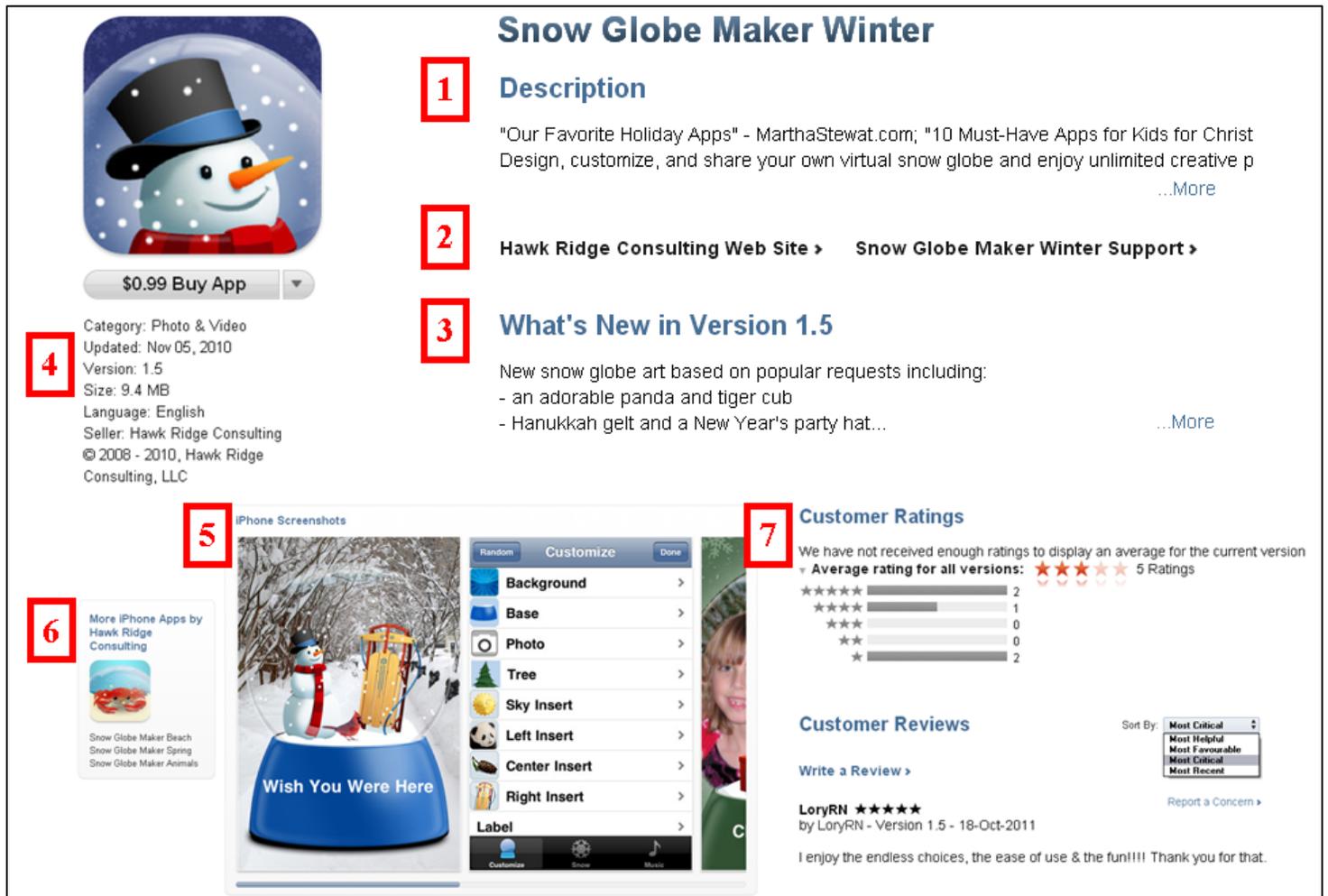


iTunes App Store Evaluation

If you're buying apps based on a quick look at their iTunes reviews, you're missing a lot of the story. Here are some ways to evaluate whether that app is worth buying. We've highlighted 7 key areas to look at using a typical app in the iTunes store:



1 **Description**
"Our Favorite Holiday Apps" - MarthaStewart.com; "10 Must-Have Apps for Kids for Christ Design, customize, and share your own virtual snow globe and enjoy unlimited creative p...More

2 **Hawk Ridge Consulting Web Site > Snow Globe Maker Winter Support >**

3 **What's New in Version 1.5**
New snow globe art based on popular requests including:
- an adorable panda and tiger cub
- Hanukkah gelt and a New Year's party hat...More

4 Category: Photo & Video
Updated: Nov 05, 2010
Version: 1.5
Size: 9.4 MB
Language: English
Seller: Hawk Ridge Consulting
© 2008 - 2010, Hawk Ridge Consulting, LLC

5 iPhone Screenshots

6 More iPhone Apps by Hawk Ridge Consulting
Snow Globe Maker Beach
Snow Globe Maker Spring
Snow Globe Maker Animals

7 **Customer Ratings**
We have not received enough ratings to display an average for the current version
Average rating for all versions: ★★★★★ 5 Ratings
★★★★★ 2
★★★★ 1
★★★ 0
★★ 0
★ 2

Customer Reviews
Sort By: Most Critical
Most Helpful
Most Favourable
Most Critical
Most Recent
Write a Review >
LoryRN ★★★★★
by LoryRN - Version 1.5 - 18-Oct-2011
I enjoy the endless choices, the ease of use & the fun!!!! Thank you for that.

- 1** **Read the description.** Click "More..." to read the app description beyond the two lines Apple displays. Most vendors include a list of key features in the App description so you'll know more about what you're paying for. Also pay attention to what is not said about the app! If the developer fails to mention a specific feature or benefit, then the app likely doesn't have it.
- 2** **Try the links.** A surprising number of apps link to pages that are dead (suggesting the app is abandoned) or redirect you to a page that provides no help. App vendors can provide two links in iTunes: one for the vendor website and one for the app support page.

- **Vendor web sites** often include demo videos which are a great way to evaluate an app before you buy. Check out the developer’s bio for credentials, especially if considering an app as a therapy or assistive technology tool.
- **Vendor app support page** should include helpful FAQs, on-line support, or other documentation. Be wary of apps with “technical support” links that provide no more than an email address or Twitter page. Email a question about the app. Is their reply timely and helpful?

3 **Read the What’s New list.** If the app has been updated, a summary of what’s in the new version will appear above the screenshots. Most dedicated app vendors will regularly add new features and/or improve app stability or usability. (Sometimes, though, the “fixes” listed include items you wish were included from the start!)

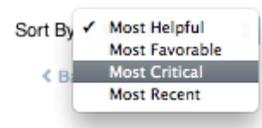
4 **Check the date.** Apple displays the date the app was released or last updated under the app icon. A date older than a year (give or take a few months) could mean that the app (a) fails to take advantage of recent iOS updates, or (b) is incompatible with newest iOS version updates, or (c) may be “abandoned” and is no longer supported.

5 **Check the screenshots.** App vendors are limited to 5 images with any app listing, so it’s “prime real estate”. If only one or two app screen shots appear, the app may be either very simple (not *always* bad) or not very modifiable. Look for clear images of the app in action, app control settings, or of the output you’d wish to create.

6 **Click “View More By This Developer”.** You might see a similar free or ‘lite’ version of high-cost apps. With some limitations, it’s one way to explore an app before paying for the full version.

7 **Check the Ratings.** A word of caution: iTunes star ratings and written reviews are basically anonymous. Use your judgment when including comments in your app evaluation. Ratings can provide valuable information, but don’t let them be the only factor you consider.

- Take time to read some of the written reviews and look for detailed feedback. There may be a kernel of truth hidden in the fluff.
- Positive ratings can be misleading and some companies even sell 5-star reviews to desperate app vendors. “I love this app” is not very helpful.
- Negative reviews can be vague or inaccurate, and there is no way for an app vendor to respond in iTunes or contact the customer to make things right.
- Critical one-star reviews may be the most important, especially if all cite the same problem with the app. In iTunes, sort the reviews by “Most Critical” for and look for well-articulated concerns.



Adapted from McCool, J. (2010). Should You Buy that App? Five Tips For Decoding an iTunes App Listing. Available from <http://momswithapps.com/2010/09/13/should-you-buy-that-app-five-tips-for-decoding-an-itunes-app-listing/>.