

The Mighty App Finder Offers a Visual Way to Discover New iOS Apps

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UK based indie developer, Adrian Nelson today announces The Mighty App Finder - visual search & suggestion 0.9.6, his innovative App Store discovery app for iOS devices. The Mighty App Finder offers a visual approach to app discovery, allowing anyone to view their app search results grouped into nodes by keywords and idea, allowing them to quickly review a more focused and relevant list of apps. This Universal app also offers an automatically created list of recently viewed apps.

Farnham, United Kingdom - Independent developer, Adrian Nelson is proud to announce the release and immediate availability of The Mighty App Finder - visual search & suggestion 0.9.6, his innovative App Store discovery app for iPhone, iPad, and iPod touch devices. The Mighty App Finder offers a visual approach to app discovery, breaking search results down into nodes, which when tapped, offer up a more focused and relevant list of apps, making it easier than ever before to find apps in the crowded App Store.

The Mighty App Finder displays search results in visual nodes, anchored by a node representing the total number of results found in the App Store. From the center, search results are broken down into smaller nodes, categorized according to keywords, then broken down further into other nodes, sorted by other keywords and ideas. This allows the users to see how their search results can be categorized by various factors, making it easier to search for just the type of app they had in mind.

All it takes is a tap of the finger on a node to view an entire group of apps, second tap takes the user directly to an app's App Store page. When a user returns to the search result nodes, they'll see that the nodes they've already visited are now green. This allows them to view a visual representation of where they've searched, as well as the categories in which they have yet to look.

"App discovery in the App Store has been broken for quite a while. Even though Apple has worked to improve the ways new apps can be discovered there's only so much you can do with straight lists when you have millions of apps, the results so far have been less than satisfactory for both developers and users," says Adrian Nelson, developer of The Mighty App Finder. "My app makes it easier to discover just the app you're looking for, without wading through a huge list of 'me too' apps, or even apps that have really nothing to do with what you're looking for!"

In addition to easy-to-use search functions, The Mighty App Finder also offers a convenient "Recently Viewed Apps" list, accessed quickly by tapping the green "eye" icon at the top of the screen. This feature offers a comprehensive history of the apps that users have viewed in the App Store, sorted from most recent to the oldest. The feature ensures anyone can find an app they may have previously viewed, but may not have downloaded for one reason or another.

Features:

- * Visual nodes represent search results
- * Layout makes it easy to see how results are related to the search keyword(s)
- * Recently Viewed Apps screen shows users apps they have previously discovered
- * Built-in Help screen offers handy information for both new and seasoned users
- * Color-coded indicators help users avoid searching the same categories again by mistake

In addition to direct searches via keywords, The Mighty App Finder also offers a notable method of starting searches. No specific keyword in mind? Simply want a starting point for discovering various types of apps? Tap the Lightbulb icon at the top of the screen, and

the app will present a random set of topics that can be tapped to display a new set of result nodes.

Developer Adrian Nelson has several ideas for improving the app, and is already working on new features that will include features to allow users to easily share apps they've found via text, email, and popular social networks. In addition, Adrian is working on ways to offer competitive analysis, tracking apps, and notifications when an app's price changes.

"So far, The Mighty App Finder has been well received by both beta testers and the public. Users like the way the app displays search results, and they also enjoy the other features the app offers," continues Adrian. "However, I'm always listening to feedback from users, and am eager to update the app with new features that users feel would be useful. I consider the app to be a work in progress, that while already incredibly useful, will never be entirely finished. I can't wait to hear from users about what they'd like to see."

Device Requirements:

- * iPhone, iPad, and iPod touch
- * Requires iOS 7.0 or later
- * Universal Application
- * 110 MB

Pricing and Availability:

The Mighty App Finder - visual search & suggestion 0.9.6 is free, and is available worldwide exclusively through the App Store in the Catalogs category.

The Mighty App Finder - visual search & suggestion 0.9.6:

<http://software.appsmobilis.com/Mighty-App-Finder.htm>

Download from iTunes:

<https://itunes.apple.com/app/mighty-app-finder-intelligent/id1131856471>

Screenshot 1:

<http://software.appsmobilis.com/iPhone-Screenshot-1.png>

Screenshot 2:

<http://software.appsmobilis.com/iPhone-Screenshot-2.png>

Screenshot 3:

<http://software.appsmobilis.com/iPhone-Screenshot-4.png>

App Icon:

<http://software.appsmobilis.com/AppFinderLogo-512.png>

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