

0.10 – 0.15	I think you need to think about what your app is going to do	我認爲你需要思考在日常生活中，你的app
0.16 – 0.18	in the context of people’s daily lives.	可發揮甚麼功用。
0.19 – 0.21	Now, if you can’t imagine that,	如果你現在想像不到，
0.22 – 0.26	then you probably should rethink whether you even need an app at all.	那你就可能需要重新思考是否真的需要一個app。
0.28 – 0.33	And I think a lot of people jump to a conclusion when they see a lot of apps in the market	我覺得很多人看到市場上有很多app，就會倉卒定下結論。
0.34 – 0.36	that they’ll think that, oh my business should also have an app.	他們會想，我的公司也十分需要一款app。
0.38 – 0.46	But there’s a lot more to making an app than getting it into people’s hands and phones.	但是，與製作一款app相比，讓app真正融入用戶的流動裝置之中，所做的工夫卻多得多。
0.51 – 0.55	In the early stages of the app store a lot of people started to make	在app商店的初期，很多人已經開始
0.56 – 1.00	their own company apps and branded apps, single branded apps,	製作自己公司的app和品牌app，以及一單品牌app，
1.01 – 1.04	but the problem with that is the lack of content	問題是這些app都缺乏內容。
1.05 - 1.13	and with limited content it has very little drive or motivation for people to actually open the app, just to use it.	由於內容有限，大家都失去動力開啓這些app來使用。
1.15 – 1.22	And one of the ways for small businesses to get around that is to participate in platform apps.	小公司要應付這種尷尬局面，方法之一就是參與平台app。
1.23 – 1.25	What is a platform app?	甚麼是平台app？
1.26 – 1.33	A platform app is actually where some other company has created a platform that runs in a mobile app format	平台app實際上就是由其他公司建立、以流動app格式運行的平台。
1.36 – 1.38	and that you as a small business could participate in.	如果你是小型公司，就可以參與這些平台。
1.38 – 1.40	For example, Facebook is a platform.	例如，Facebook是一個平台，
1.40 – 1.41	Twitter is a platform.	Twitter是一個平台，
1.42 – 1.43	Foursquare is a platform.	Foursquare也是。
1.44 – 1.47	And you can use these platforms to promote your business	你可以使用這些平台推廣業務。
1.48 – 1.51	and because these platforms already have a lot of content on them	由於這些平台已經能提供大量內容，
1.52 – 2.00	you do not have to worry about people not having the incentive to open these apps in order to see the content.	你無需擔心大家缺乏動機開啓這些app查閱內容。
2.07 – 2.09	Basically when you consider which platform to participate in	基本上，當你考慮要參與哪個平台時，
	you should look at the platform and see its usage, see how many people are using it.	你應對平台加深瞭解，並觀察有多少人在使用。
2.17 - 2.19	And for a platform like OpenRice,	若是OpenRice這類平台，
2.20 – 2.26	it’s fairly obvious that if you are a restaurant, you should start using it because every other restaurant is on it.	如果你是一間餐廳，你就肯定應該使用，因爲其他餐廳都在使用。

2.32 – 2.37	As a business you should think of where are people’s eyeballs when they are on the mobile phone.	作為一間公司，你應思考大家使用流動電話時，哪些東西會吸引消費者的注意。
2.38 – 2.41	If you look around, people will be playing games,	如果你觀察身邊的人，會發覺他們正在玩遊戲，
2.42 – 2.43	people will be using Facebook	他們會使用Facebook。
2.44 – 2.47	and Facebook is especially popular amongst the Hong Kong crowd	Facebook在香港也相當流行。
2.48 – 2.53	and I think that is the number one platform that a lot of services and restaurants should look at.	我認為，這是很多服務和餐廳都應留意的首選平台。
2.54 – 3.01	As a restaurant you could create a fan page on Facebook to tell people about your services, your new dishes,	如果你是餐廳老板，你就應在Facebook上成立一個支持者頁面，告訴大家你有甚麼服務和新菜式，
3.04 – 3.14	and you could also do mobile apps which actually could insert themselves into people’s newsfeed on their mobile Facebook app.	甚至可以製作流動app，能夠自行插入Facebook流動app上的動態消息中。
3.15 – 3.20	And that I think is a good way to promote your restaurant in Hong Kong.	我覺得這是在香港推廣自己餐廳的好方法。
3.22 – 3.35	I think there are also other free platforms that restaurants could take advantage of, even though they’re not highly used,	我認為，餐廳還可以利用其他免費平台。儘管這些平台並非十分常用，
3.36 – 3.39	but at least it’s a way to get your name out there	但最少是能夠讓你打響名聲的方法。
3.40 – 3.42	and it will be a platform like Foursquare, for example.	例如Foursquare這類平台，
3.43 – 3.47	It may not have a high user base in Hong Kong,	也許在香港的用戶不算很多，
3.48 – 3.55	but as an English-focussed app there is a substantial number of expats actually who use the app,	但這是以英文為主的app，事實上有大量海外人士和遊客都在使用。
3.56 – 3.59	as well as tourists, so if you have your listing up there,	如果你在這個app上註冊，
4.00 – 4.03	people could discover your service and that doesn’t cost anything.	就會有人發現你的服務，而且這種方法更不用花費一分一毫。

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