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| 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。 |
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| 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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