Company: Yapp Sailing Course®, Issaquah, WA
Company Description: Mobile-first sailing education platform that blends storytelling, visual design, and AI assistance to teach beginners essential theory before they ever step on board. Over 140 interactive micro-lessons make complex nautical topics clear, engaging, and accessible.
Nomination Category: App Categories
Nomination Sub Category: Best User Experience
Nomination Title: Yapp Sailing Course — Learning Redefined for Mobile

1. Date this app or site was first released:

   July 2021 (App Store)

2. Briefly describe this mobile site or app's objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

   Total 200 words used.

   Yapp Sailing Course is a learning app that reimagines how complex sailing theory is taught — replacing dense textbooks, scattered videos, and offline classes with a UX that feels intuitive and rewarding for beginners.

   The app delivers 140 interactive micro-lessons built for mobile, each combines instructor-style guidance, rich illustrations, and built-in activities that respond to the user — reinforcing progress through game-like flow.

   Premium users access tools like an AI sailing assistant, a visual nautical dictionary with 300+ terms, and applied handbooks on knots, buoys, and lights — all in a single app.

   Early development focused on a strong MVP, leading to official company registration in 2023. The launch of paid plans transformed Yapp from a free tool into a scalable platform with growing engagement and revenue.

   Conversion from new to paid users rose from 0% to 10%, with 60% trial-to-paid rates and 20% retention into month four — all without ads. Analytics show 10 minutes of average session time and 84% of new users returning — strong signs of effective UX and educational value.

   Available for iOS and Android, the app is now used in 25+ countries — providing a seamless experience for first-time learners in a specialized field.

3. Provide the applicable creative and production credits for this entry:

   The app was conceived, produced, and led by Nick Leonardo, who shaped both the educational vision and user-centered product experience.

   Nick co-developed the core curriculum with the course instructor, then assembled a freelance team and led content production and lesson recording.

   He designed the user flow, collaborated on UI, and oversaw backend and front-end development, working closely with the team to ensure a smooth UX.

   More than 1,000 illustrations were created in collaboration with an illustrator, while a separate designer and a web developer contributed the main product website.

   Nick personally finalized and structured all lesson content — trimming video clips, building timed visuals, crafting quizzes and activities, and refining interactions.

   He also led QA and UX iteration, incorporating user feedback like zoomable images and smarter playback, while continuously refining and expanding the app's capabilities.

   Supported by a small team of freelance contributors, Yapp remains a founder-led product, shaped by hands-on involvement across every layer of design, development, and education.

Attachments/Videos/Links:

[redacted]

[REDACTED FOR PUBLICATION]