



Secret Tips to Building the Best Teams App

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Agenda



The Opportunity – Why Build on Teams?



Understanding Teams Platform Capabilities



Envision & Plan Your App



UI & Design



Build



Submit & Publish Your Teams App to the Marketplace



Go-To-Market Program for ISVs



Questions

The Opportunity - Why Build on Teams?

Microsoft Teams

The fastest-growing business application in Microsoft history



~270M

Nearly 270M monthly active users of Microsoft Teams



60M

Nearly 60M daily active users of Teams mobile, more than doubled since March 2020



500,000+

More than 500,000 organizations use Teams



x10

Users utilizing third-party apps and custom-built solutions in Teams every month grew nearly 10x since the start of 2020



x2

The number of apps created on our Teams platform has doubled in one year



181

Teams in 181 markets with support for 53 languages and growing

Meet your users where they already are...
In-context apps and services

1600+ apps →



Understanding Teams Platform Capabilities


Understanding the Teams Platform


Features and capabilities


Capabilities


UI Constructs


Entry points


 **Tabs & Personal Apps**
Surface your content within Teams, using a large, interactive canvas to host your own custom UI


 **Bots**
Inform users/teams & help them get tasks done through conversational interfaces


 **Activity Feed Notifications**
Send actionable notifications & messages from your service into Teams


 **Share to Teams**
Enable content on your site to be shared into Teams channels and chats through an embedded Share to Teams control


 **Cards**
Rich UI containers in conversations or canvases to display content & enable powerful in-context user actions

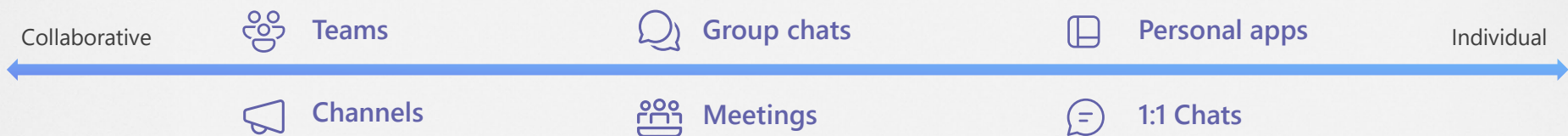
 **Message Extensions**
Allow users to send rich messages using content from your service to inform others or create contextual call to actions

 **Meeting Extensions**
Create unique experiences before, during and after meetings

 **Graph API**
Automate teamwork and create rich scenarios using data and functionality from the Microsoft Graph

 **Webhooks & Connectors**
Simple ways to connect your web services to channels and teams

 **Task Modules**
Popup dialogs that enable users to initiate or complete a task without leaving the flow of work



[Understanding your app's use cases and Teams features - Teams | Microsoft Docs](#)

[What is new and updated for developers in Teams - Teams | Microsoft Docs](#)

Envision & Plan Your App

Start with a scenario

Solution design for your Microsoft Teams app



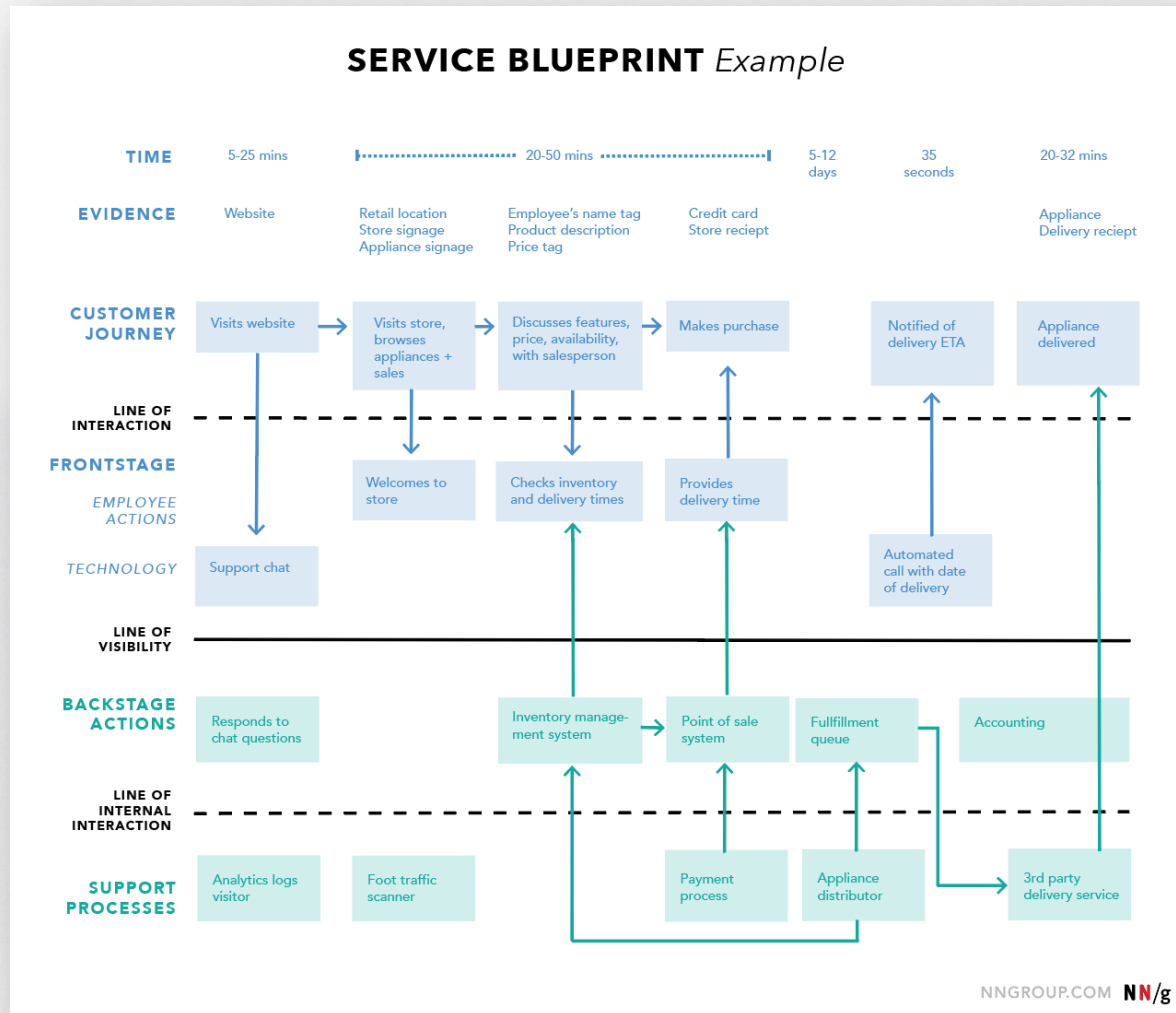
Proposed high-value scenarios

Solution design for your Microsoft Teams app

✓ We use this same template!

#	User Story + Use Cases ("Job to be Done" Framework)	Unique, collaborative value inside Teams	Capabilities & UI Constructs Leveraged	Entry Points	Business Outcome
1	I want to be notified of business updates so that I can accelerate workflows				
1a	Configurable tab, Message Extension	Channel, Group chats	Increased engagement and user retention
1b	Static tab	Personal app	New Teams-only monetizable feature
2	I want to be notified of business updates so that I can accelerate workflows				
2a	1:1 Bot, Message Extension	1:1 Chat	Compete differentiator
2b	Meeting Extension	Meetings	New user acquisition
3	I want to be notified of business updates so that I can accelerate workflows				
3a	Channel Bot	...	Viral growth
3b	Activity feed notification
4	I want to be notified of business updates so that I can accelerate workflows				
4a					
4b					

Secret Tip #1 – Create a Service Blueprint For Your App



[Service Blueprints \(nngroup.com\)](http://nngroup.com)

← We ♥ these!

UI & Design

Understand the Teams Design System

Get to know how Teams apps need to look and feel

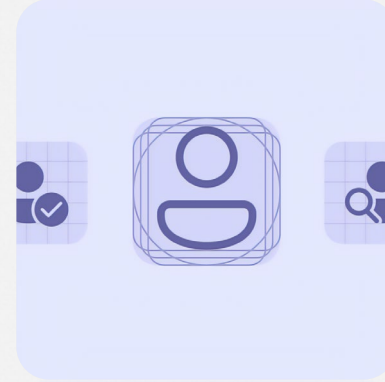
Layout



Avatars



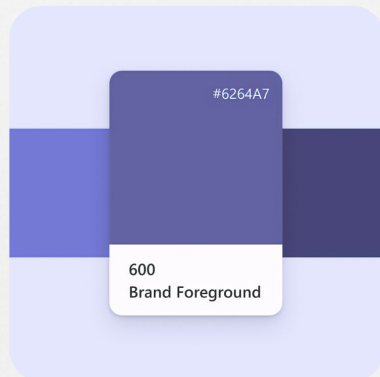
Icons



Type



Colors



Shape



Copy & Content



Teams Design Principles



Promote collaboration

Teams is a space for collaboration, apps in teams should promote and enable teamwork



Provide unique value

Unlock value by providing workflows that leverage capabilities unique to Teams and not possible natively or in a browser



Build trust

Apps should be secure and compliant and foster a sense of privacy



Integrate deeply & immersively

Leverage the best of Teams platform and integrate deeply into the Teams hub leveraging as many capabilities as possible



Build across devices

Design and build responsively so your app works great everywhere agnostic of device, platform or screen size



Drive awareness

Promote your integration with users both inside and outside Teams to encourage adoption, engagement, retention & virality



Be accessible

Always apply Microsoft accessibility guidelines and be accessibility compliant



Make it easy to use

The UI is easy to understand, pleasant in look and tone, and makes people more productive



Be lightweight

Make your app lightweight and focused on user scenarios in Teams, don't recreate your entire app

Secret Tip #2a – Wireframe Your App

Microsoft Teams UI Kit

By Microsoft

1.5k Get a copy 33.2k



Microsoft Teams UI Kit
v 3.0

The **Microsoft Teams UI Kit** includes core components, scenario-based templates, and best practices for designing Teams apps that users love. The kit details all app capabilities and shows common use cases to help inspire your design. It also covers fundamental design concepts (such as responsive sizing and accessibility). You can easily grab design elements and modify them as needed, giving you more time to create the best experience for your users.

WHAT'S NEW in v3.0:

The latest version makes it easier than ever to design high-quality Teams apps with these new

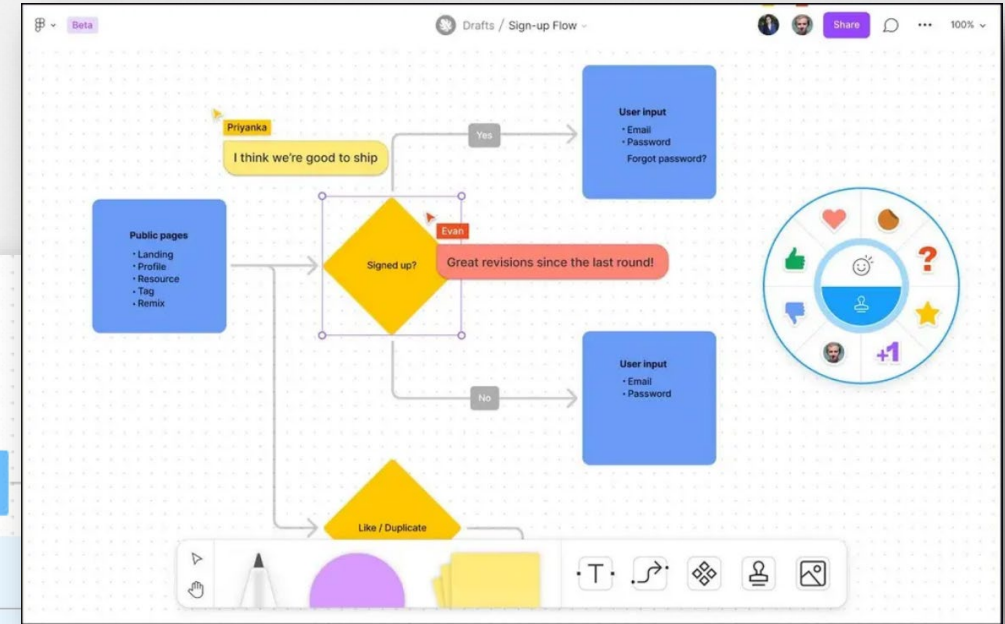
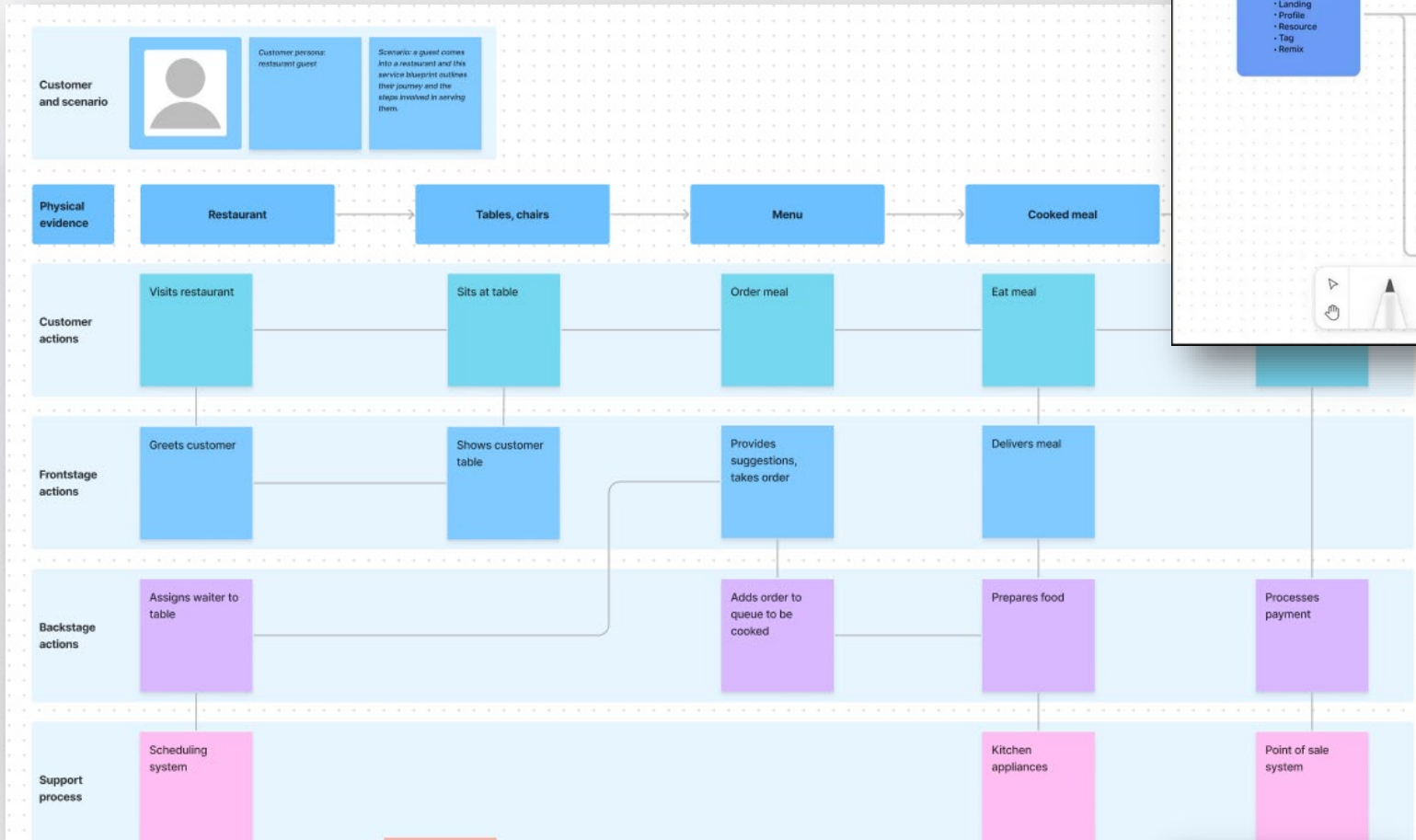
Tags

- design guidelines
- microsoft teams
- teams app ecosystem
- teams apps
- teams app store
- ui kit

Microsoft Teams UI Kit – Figma

The most helpful resource ever!

Secret Tip #2b – Wireframe Your App



[Service Blueprint Template | Free Editable Example | FigJam \(figma.com\)](#)

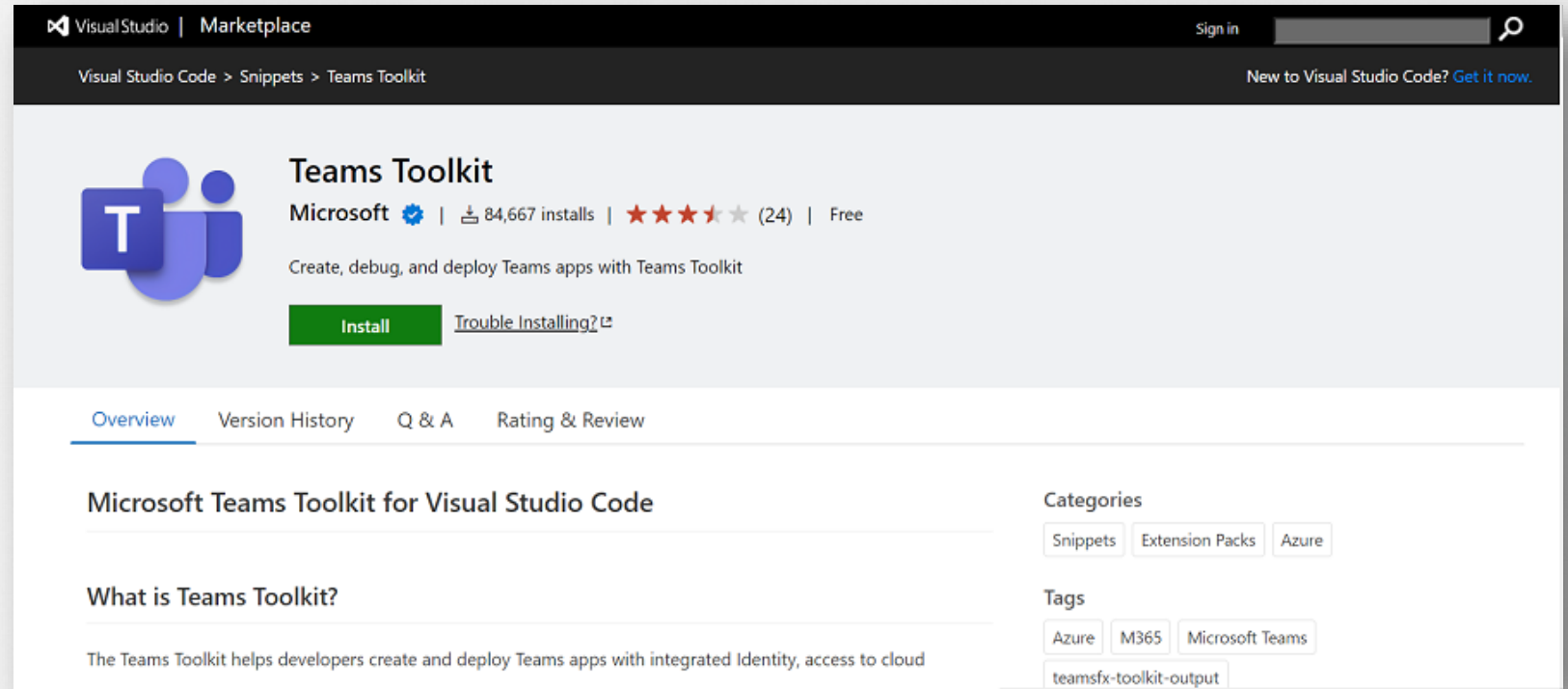
Build

Toolkits & SDKs

Tools to help you build your Teams app

The Teams Toolkit lets you create, debug, and deploy your Teams app right from Visual Studio Code. App development with the toolkit has the following advantages:

- Integrated identity
- Access to cloud storage
- Data from Microsoft Graph
- Azure and Microsoft 365 services with zero-configuration approach



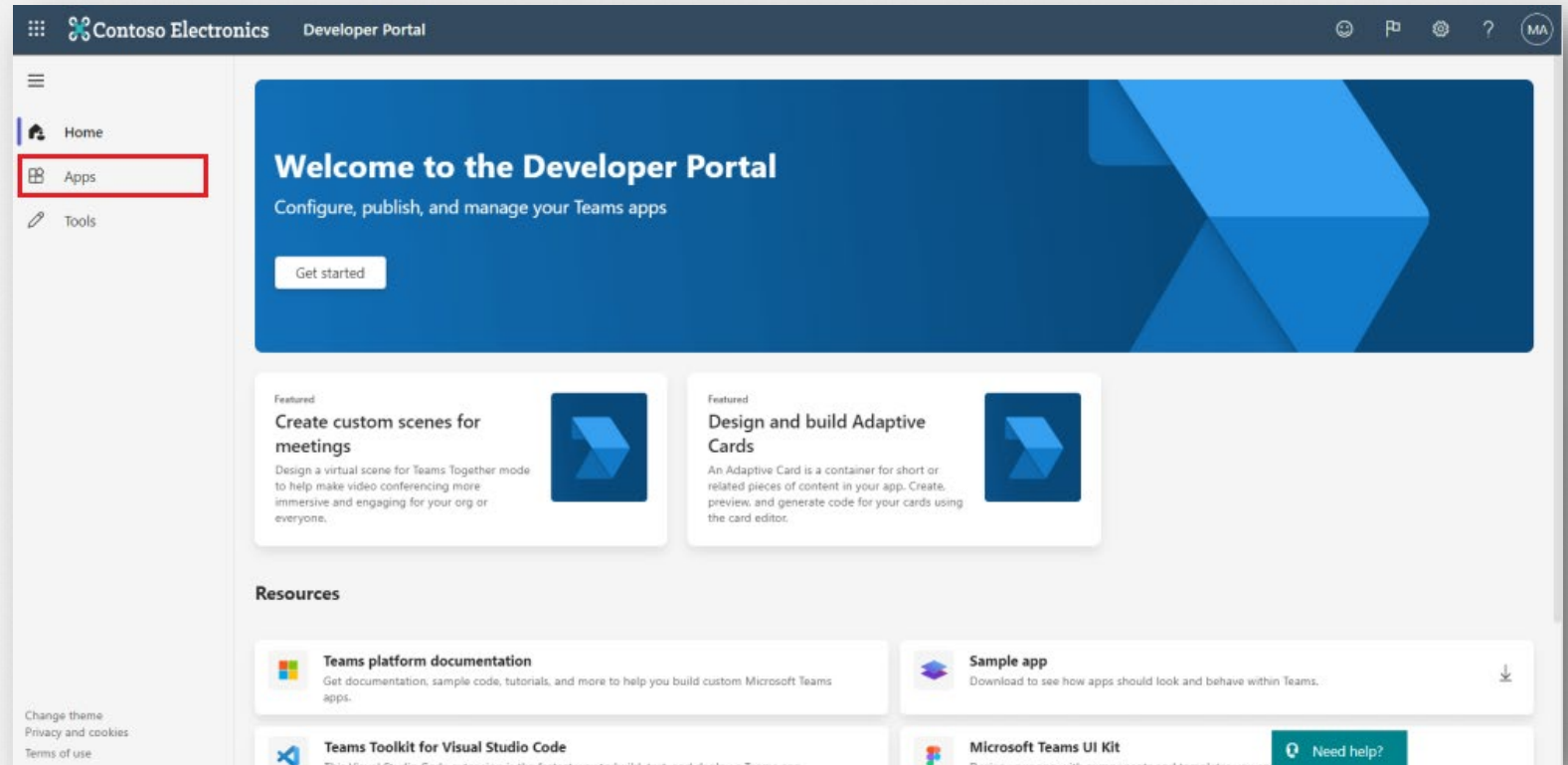
[Teams Toolkit Overview - Teams | Microsoft Docs](#)

[Teams JavaScript client SDK - Teams | Microsoft Docs](#)

The Developer Portal

Manage Your Apps in a Centralized Location

The Developer Portal for Teams is the primary tool for configuring, distributing, and managing your Microsoft Teams apps. With the Developer Portal, you can collaborate with colleagues on your app, set up runtime environments, and much more.



[Developer Portal for Teams - Teams | Microsoft Docs](#)
[Microsoft Teams Dev Center | APIs and app development](#)

Secret Tip #3 – Use the Teams App Validator to Check Your Manifest

This is a preview version of App Validator. To help us make it better, please take [a quick survey](#).

Validate

Validate your app package manifest or run through this preliminary checklist of top requirements.

Teams app validator

Preliminary checklist

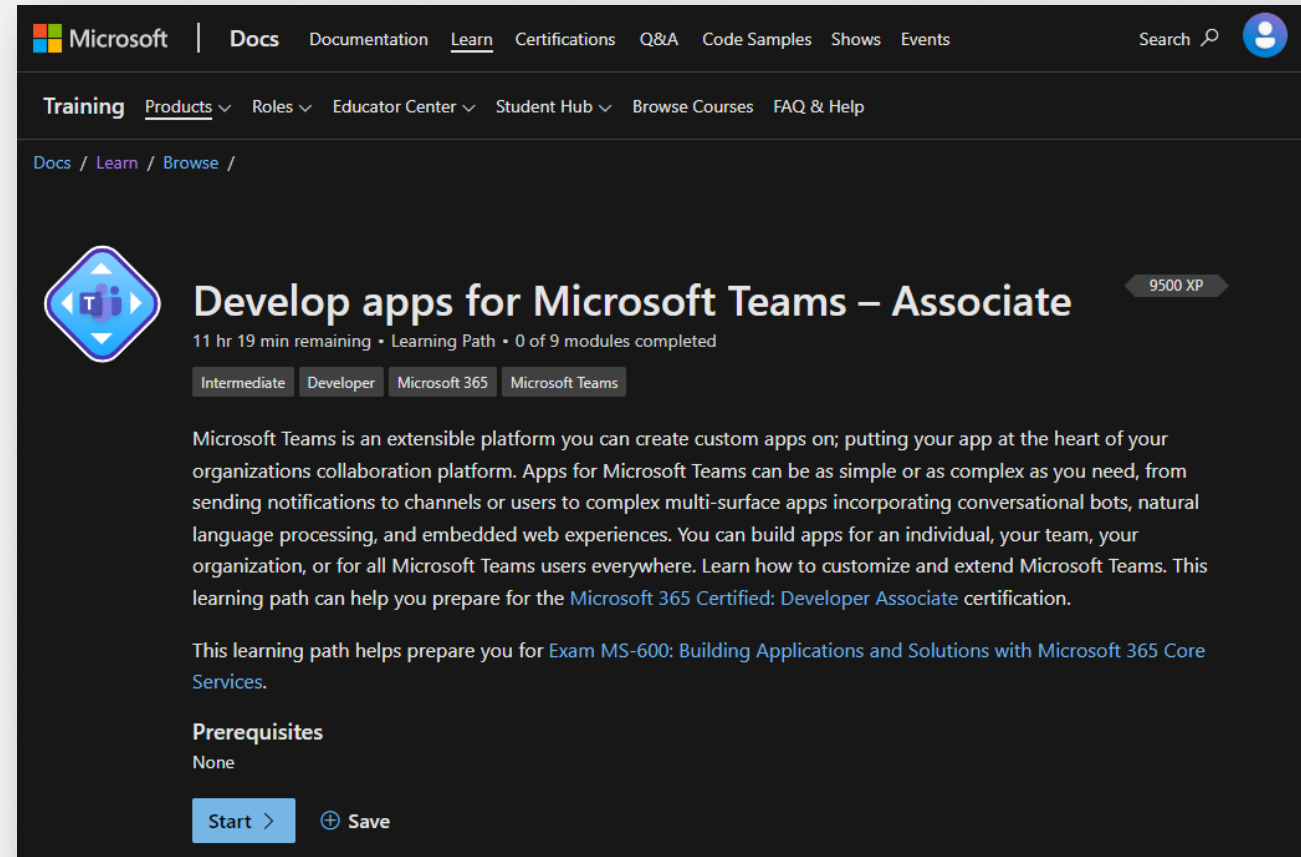
↑ Upload manifest package

[Microsoft Teams - App Validator](#)

Learn How to Build an App

Design your Learning Path on Microsoft Learn

Microsoft Learn is a free, online training platform that provides interactive learning for Microsoft products and more. Microsoft Learn helps you become proficient on Microsoft technologies and learn more skills with fun, guided, hands-on, interactive content that is specific to your role and goals



The screenshot shows the Microsoft Learn interface for the course 'Develop apps for Microsoft Teams – Associate'. The page features a dark theme with a white navigation bar at the top containing the Microsoft logo and links for Docs, Documentation, Learn, Certifications, Q&A, Code Samples, Shows, and Events. Below the navigation bar, there are tabs for Training, Products, Roles, Educator Center, Student Hub, Browse Courses, and FAQ & Help. The main content area displays the course title, a diamond-shaped icon with a 'T' and 'i', and a progress indicator showing '11 hr 19 min remaining' and '0 of 9 modules completed'. The course is categorized as 'Intermediate', 'Developer', 'Microsoft 365', and 'Microsoft Teams'. The description states that Microsoft Teams is an extensible platform for creating custom apps, and this learning path prepares users for the 'Microsoft 365 Certified: Developer Associate' certification. At the bottom, there are 'Start >' and '+ Save' buttons.

[Develop apps for Microsoft Teams – Associate - Training | Microsoft Docs](#)

[Microsoft Learn | Microsoft Docs](#)

Secret Tip #4 – The New Teams App Camp

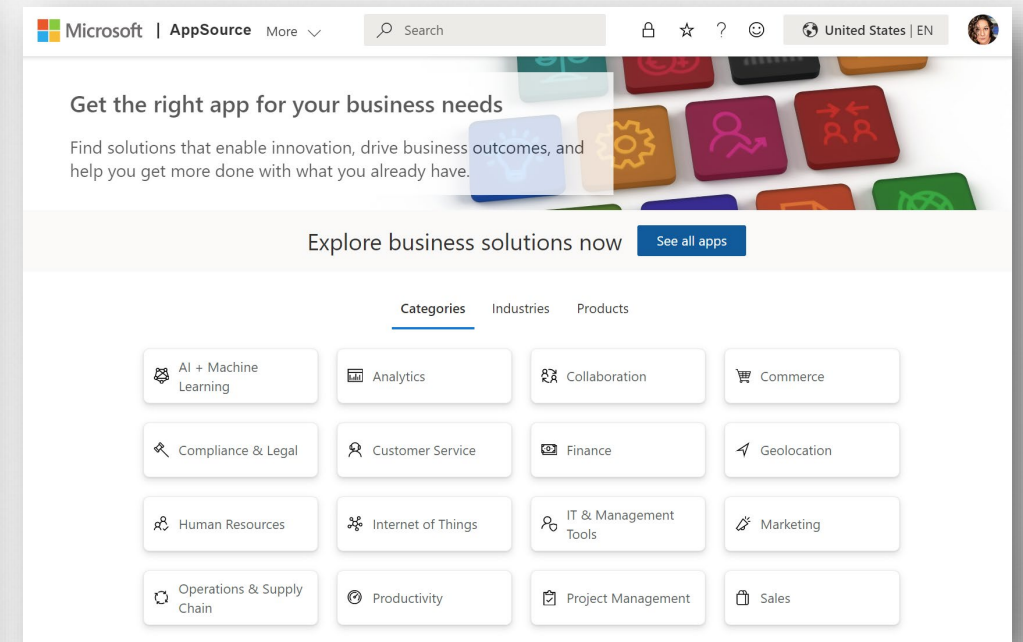
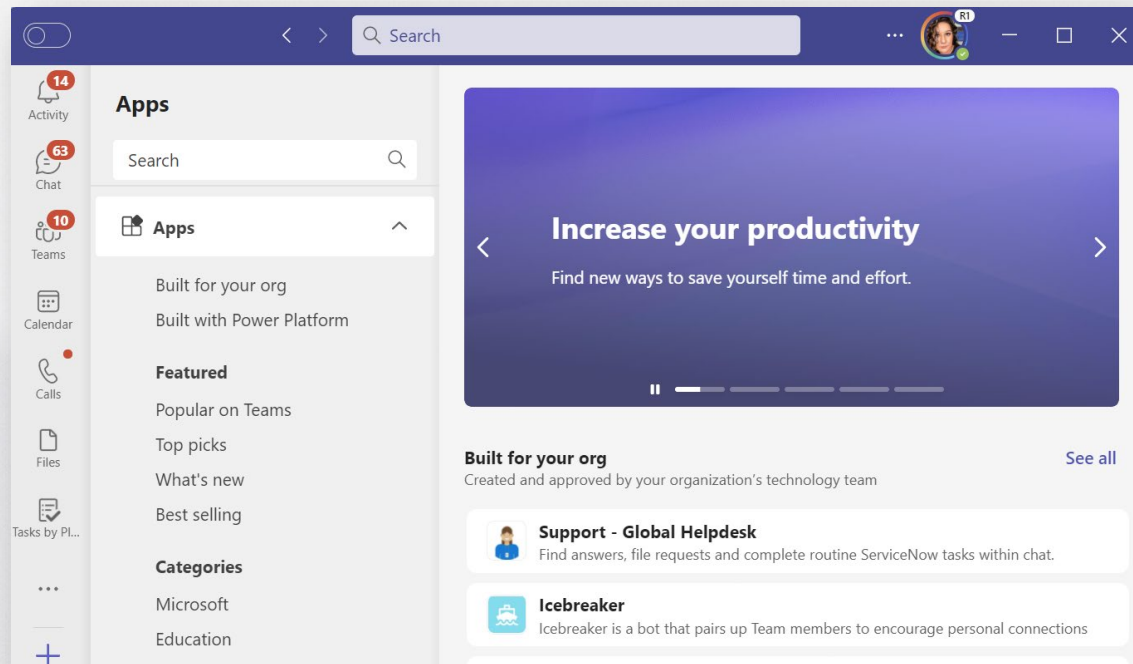
The screenshot displays the Microsoft Teams App Camp interface. On the left, a navigation menu is open, showing options: Home, A Path, B Path, Extended labs, and Resources. The main content area features a search bar at the top right with the text 'microsoft/app-camp' and '☆ 10 🗨 12'. Below the search bar, there is introductory text about migrating a web application to Microsoft Teams. The central part of the interface contains a diagram titled 'Labs' that outlines two paths: 'Core Lab ("A" Path)' and 'Core Lab ("B" Path)'. The 'A' path includes steps A-01 (App setup), A-02 (Add tab with SSO), and A-03 (Add look and feel). The 'B' path includes steps B-01 (App setup), B-02 (App setup no AAD), B-03 (Add tab with SSO), and B-04 (Add look and feel). Both paths lead to a 'Core Teams Application' which includes components like Messaging Extension w/Adaptive, Deeplinks, Dialog, and Monetization. A cartoon raccoon character is also visible in a circular frame on the right side of the diagram. At the bottom right, a note states: 'All labs start from the completed "Core Lab". Instructions assume you are starting from a completed "A-03" lab.'

<https://aka.ms/app-camp>

**Submit & Publish Your Teams App to
the Marketplace**

Distributing Your App

Microsoft Teams and M365 storefronts



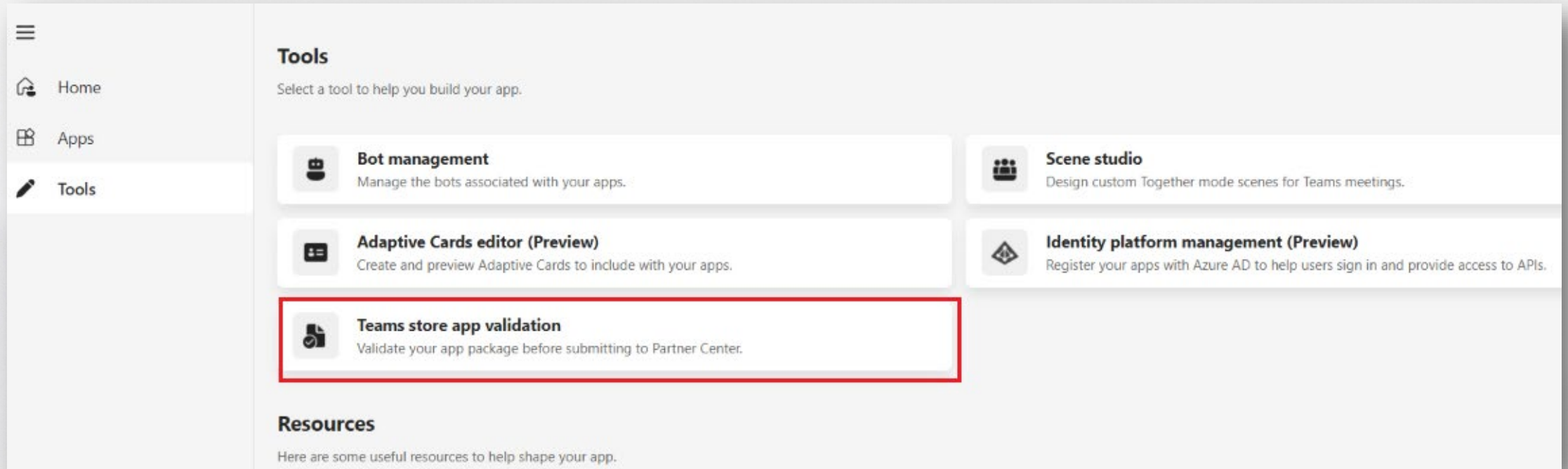
You can distribute your app directly to the store inside Microsoft Teams and reach millions of users around the world. If your app is also featured in the store, you can instantly reach potential customers.

Apps published to the Teams store also automatically list on the Microsoft commercial marketplace, which is the official marketplace for Microsoft 365 apps and solutions.

[Microsoft AppSource – destination for business apps](#)

App Submission & Validation Guidelines

Manage Your Apps in a Centralized Location



The screenshot displays the Microsoft Teams app management interface. On the left is a navigation sidebar with a hamburger menu icon at the top, followed by 'Home', 'Apps', and 'Tools' (which is currently selected). The main content area is titled 'Tools' and includes the instruction 'Select a tool to help you build your app.' Below this, there are five tool cards arranged in a grid. The 'Teams store app validation' card is highlighted with a red border. The other cards are 'Bot management', 'Adaptive Cards editor (Preview)', 'Scene studio', and 'Identity platform management (Preview)'. At the bottom of the main area is a 'Resources' section with the text 'Here are some useful resources to help shape your app.'

Tools
Select a tool to help you build your app.

- Bot management**
Manage the bots associated with your apps.
- Adaptive Cards editor (Preview)**
Create and preview Adaptive Cards to include with your apps.
- Teams store app validation**
Validate your app package before submitting to Partner Center.
- Scene studio**
Design custom Together mode scenes for Teams meetings.
- Identity platform management (Preview)**
Register your apps with Azure AD to help users sign in and provide access to APIs.

Resources
Here are some useful resources to help shape your app.

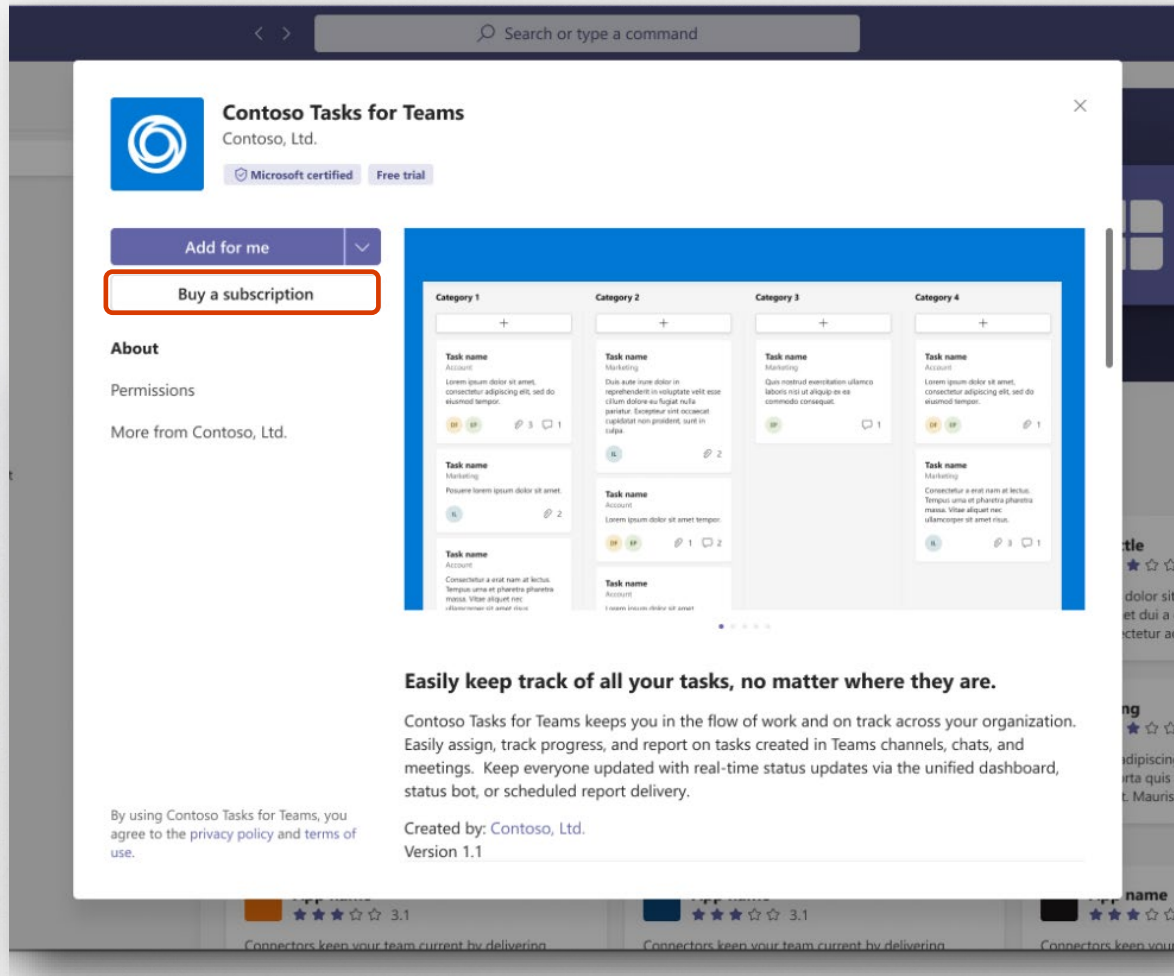
Following the Teams app submission guidelines increases the chances of your app passing the Microsoft Teams store submission process. The Teams-specific guidelines complement the Microsoft commercial marketplace certification policies and are updated frequently to reflect new capabilities, user feedback, and business rule changes.

[Microsoft Teams store validation guidelines - Teams | Microsoft Docs](#)

[Common reasons for app validation failure - Teams | Microsoft Docs](#)

Transact on the Marketplace

Resources to get you started



Publish your paid SaaS app

[How to plan a SaaS offer for the Microsoft commercial marketplace | Microsoft Docs](#)



Connect Teams apps and SaaS app

[Create a SaaS offer in the commercial marketplace | Microsoft Docs](#)

Secret Tip #4 (again) – The New Teams App Camp

The screenshot shows the Microsoft Teams App Camp website. On the left is a navigation menu with the following items: Home, A Path, B Path, Extended labs, and Resources. The main content area features a diagram titled 'Core Teams Application' which branches into two paths: 'Core Lab ("A" Path)' and 'Core Lab ("B" Path)'. The 'A' path includes steps: App setup (A-01), Add tab with SSO (A-02), and Add look and feel (A-03). The 'B' path includes steps: App setup no AAD (B-02), Add tab with SSO (B-03), and Add look and feel (B-04). A 'Key learning resource' callout box is overlaid on the bottom right of the diagram, containing a warning icon, the title 'Key learning resource', and a paragraph of text. Below the text is a blue button with the Microsoft logo and the text 'Mastering the Marketplace'.

<https://aka.ms/app-camp>

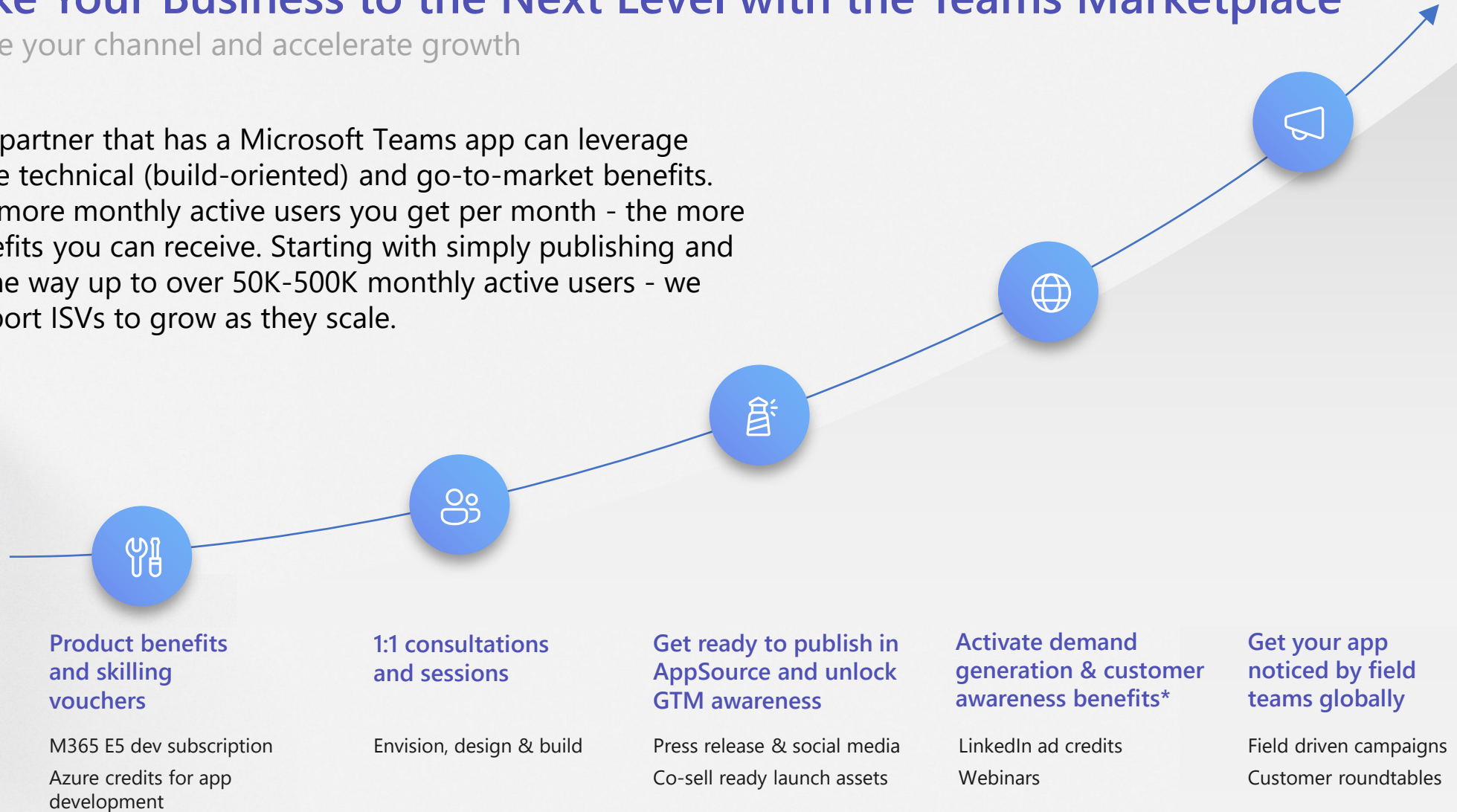
Don't forget this!

Go-To-Market Program for ISVs

Take Your Business to the Next Level with the Teams Marketplace

Scale your channel and accelerate growth

Any partner that has a Microsoft Teams app can leverage these technical (build-oriented) and go-to-market benefits. The more monthly active users you get per month - the more benefits you can receive. Starting with simply publishing and all the way up to over 50K-500K monthly active users - we support ISVs to grow as they scale.



*Available to partners that publish transact offers in Marketplace, and/or reach 50K+ monthly active users. Visit aka.ms/ModernWorkISV to learn how to qualify and additional details

Secret Tip #5 – Sign Up for the Free Teams Go-To-Market Program

Build, sell, and thrive with Microsoft 365

Create collaborative apps for Microsoft Teams and Microsoft Viva, with support and benefits at every step

Delight and grow user engagement by reaching customers where they are already connecting, collaborating, and doing business. When you build or integrate your app on Microsoft Teams or Microsoft Viva, you put your brand where more than 270 million monthly users are. There are more than 1,400 Teams apps, with more and more independent software vendors (ISVs) generating millions in annual revenue from customers using their apps built on Teams and Microsoft 365 services. Looking ahead, we expect emerging technologies that bring the digital and physical worlds together, like Microsoft Mesh for Teams, to open new engaging possibilities for collaborative experiences on Teams.

If you are looking to:

- Build apps for Microsoft Teams or Viva.
- Start your go-to-market journey to reach new audiences and Microsoft field teams.
- Sell your app in Teams and Microsoft Commercial Marketplace, and through our Cloud Solution Provider (CSP) reseller channel.
- Get your Microsoft 365 app certification.

We have the right set of benefits to help you plan, build, promote, and propel your app.

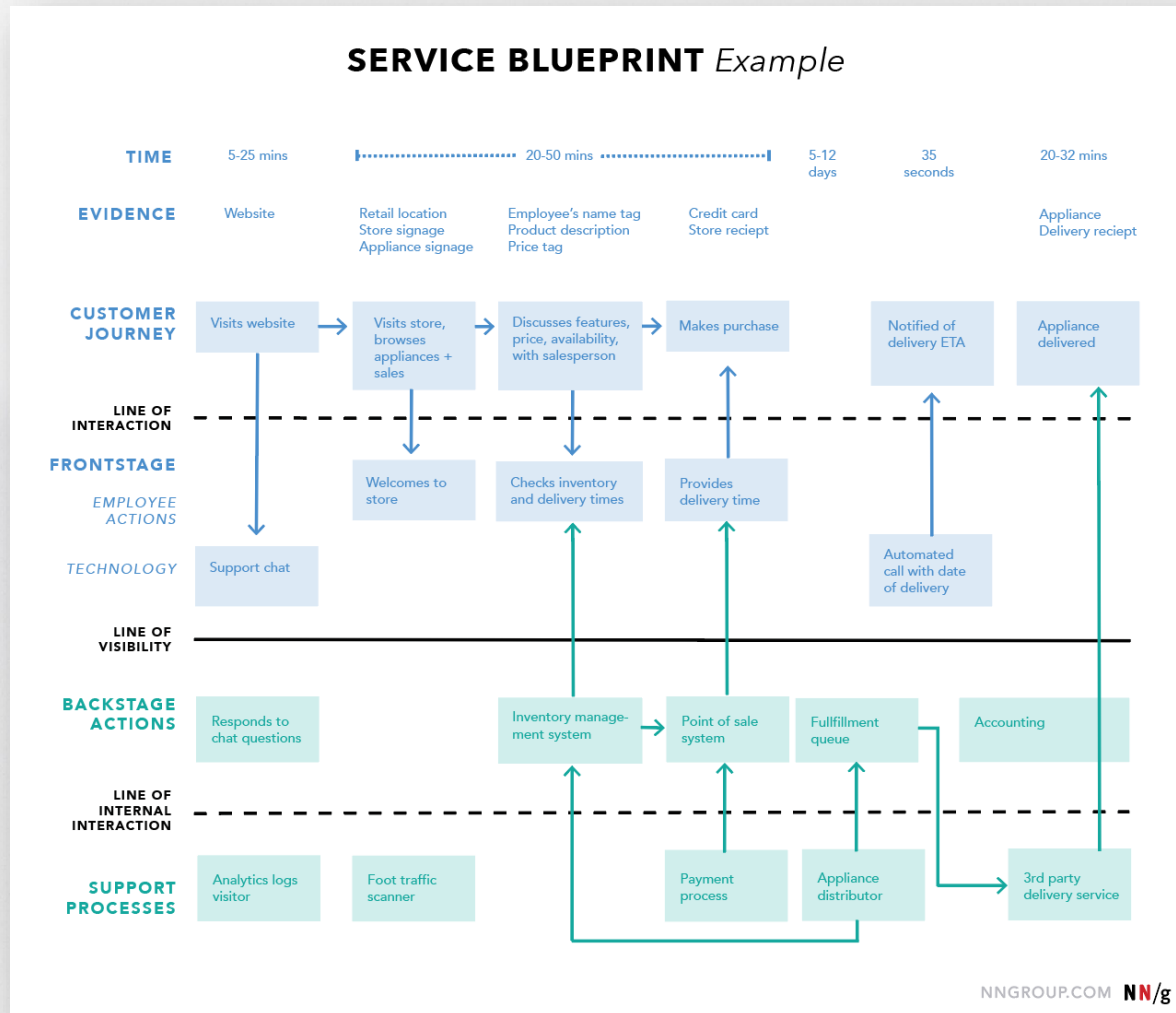
[Get started today >](#)

<https://aka.ms/ModernWorkISV>

Submission Form Button

Secret Tips Recap

Secret Tip #1 – Create a Service Blueprint For Your App



[Service Blueprints \(nngroup.com\)](http://nngroup.com)

← We ♥ these!

Secret Tip #2 – Wireframe Your App Using the Teams Figma UI Kit

Microsoft Teams UI Kit

By Microsoft

1.5k Get a copy 33.2k



Microsoft Teams UI Kit

v 3.0

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- teams apps
- teams app store
- ui kit

Microsoft Teams UI Kit – Figma

The most helpful resource ever!

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<https://aka.ms/ModernWorkISV>

Submission Form Button

Questions?

Thank you!



@rimazima



<https://aka.ms/Rima>

<https://aka.ms/RimaSpeaks>