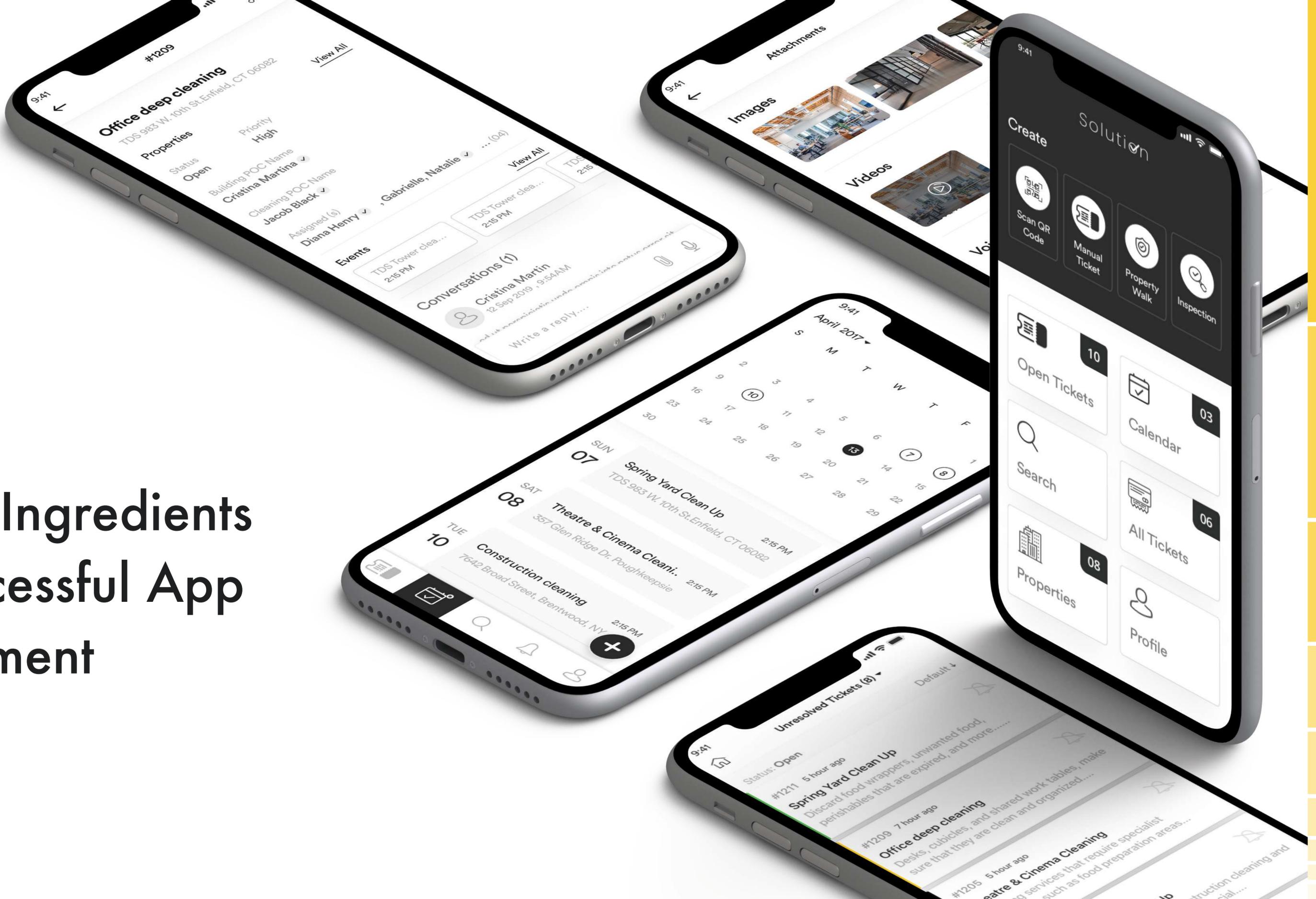


5 Secret Ingredients to a Successful App Development Project



Building a Strong Foundation

Ingredient

#1

60% of projects fail, why?

They skip the most important part of the process: Building a Strong Foundation

Pitfalls of Projects without a strong foundation:



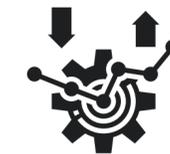
Project scope was not discovered in depth



Rushed to development without having a product roadmap



Ad-hoc prioritization of product feature



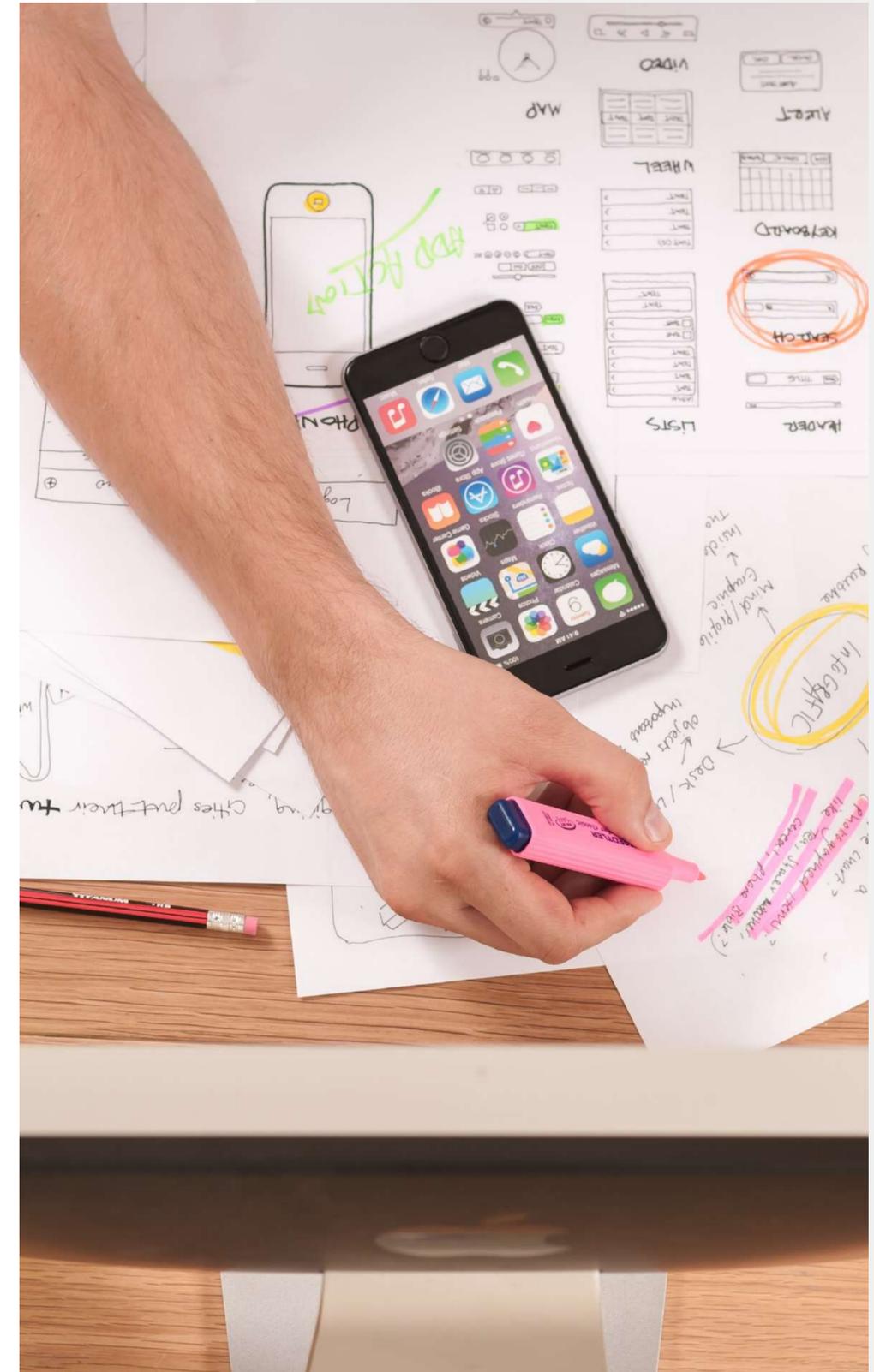
Didn't identify technical and market risks



Laying the Groundwork to Success

Every successful project starts with a deep understanding of the problem at hand. Therefore, you must develop a project roadmap before a single line of code is written. Your project roadmap should answer the following questions:

1. What is the business problem?
2. How will a custom software solution solve the problem?
3. What features will make a minimum viable product?
4. What software architecture and technology stack are best?
5. How much will it cost and how long would it take to launch?
6. What are the technical or market risks?



Focus on User Experience

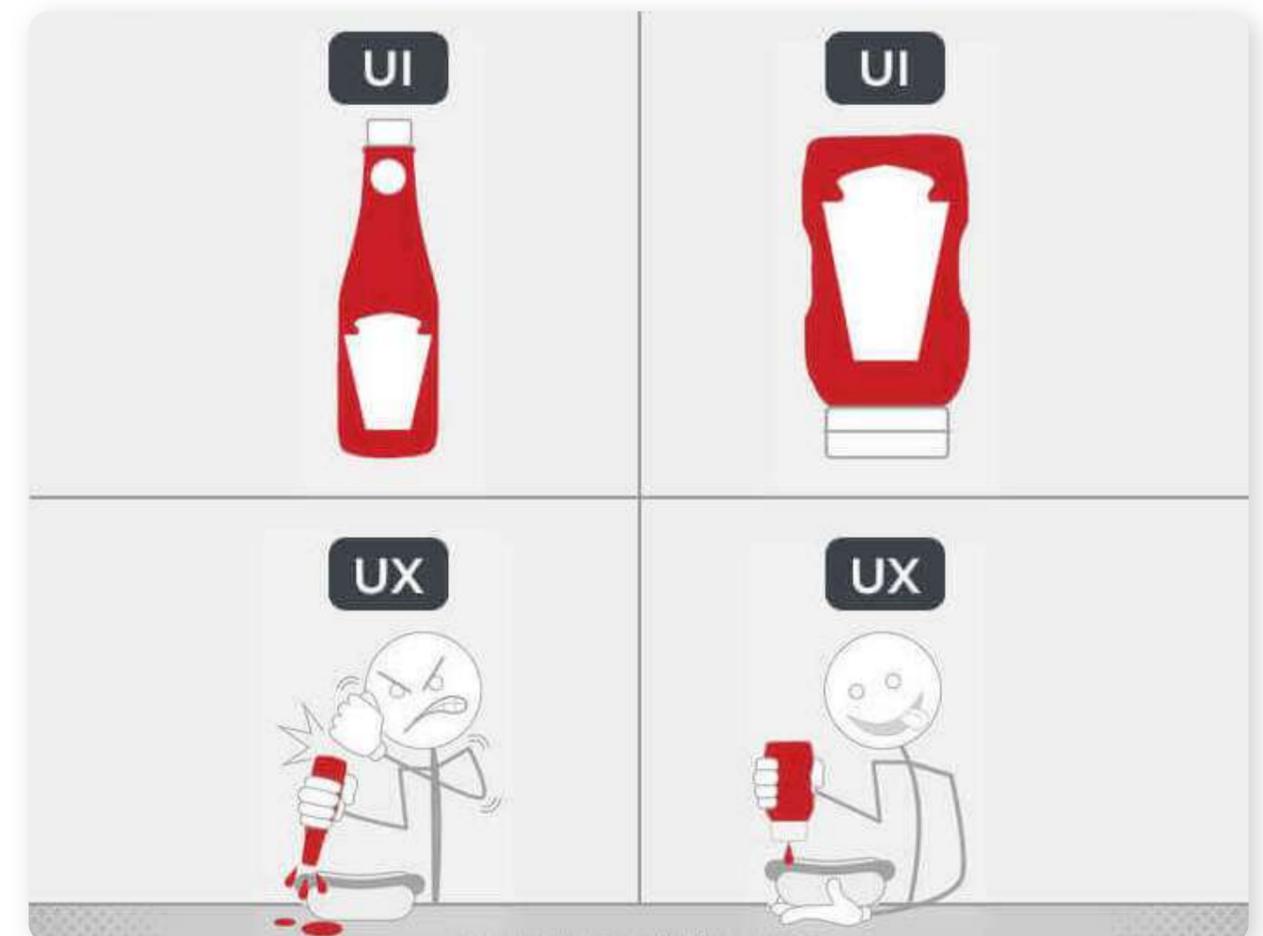
Ingredient

#2

Mobile app design is more than meets the eye. An app designed solely to be beautiful will likely fall short in other categories like accessibility, usability, and navigation. That leaves you with a User Interface, or UI, focused design.

What you need is an app that delivers a great look **and feel**. This is what we call a User Experience, or UX, focused design.

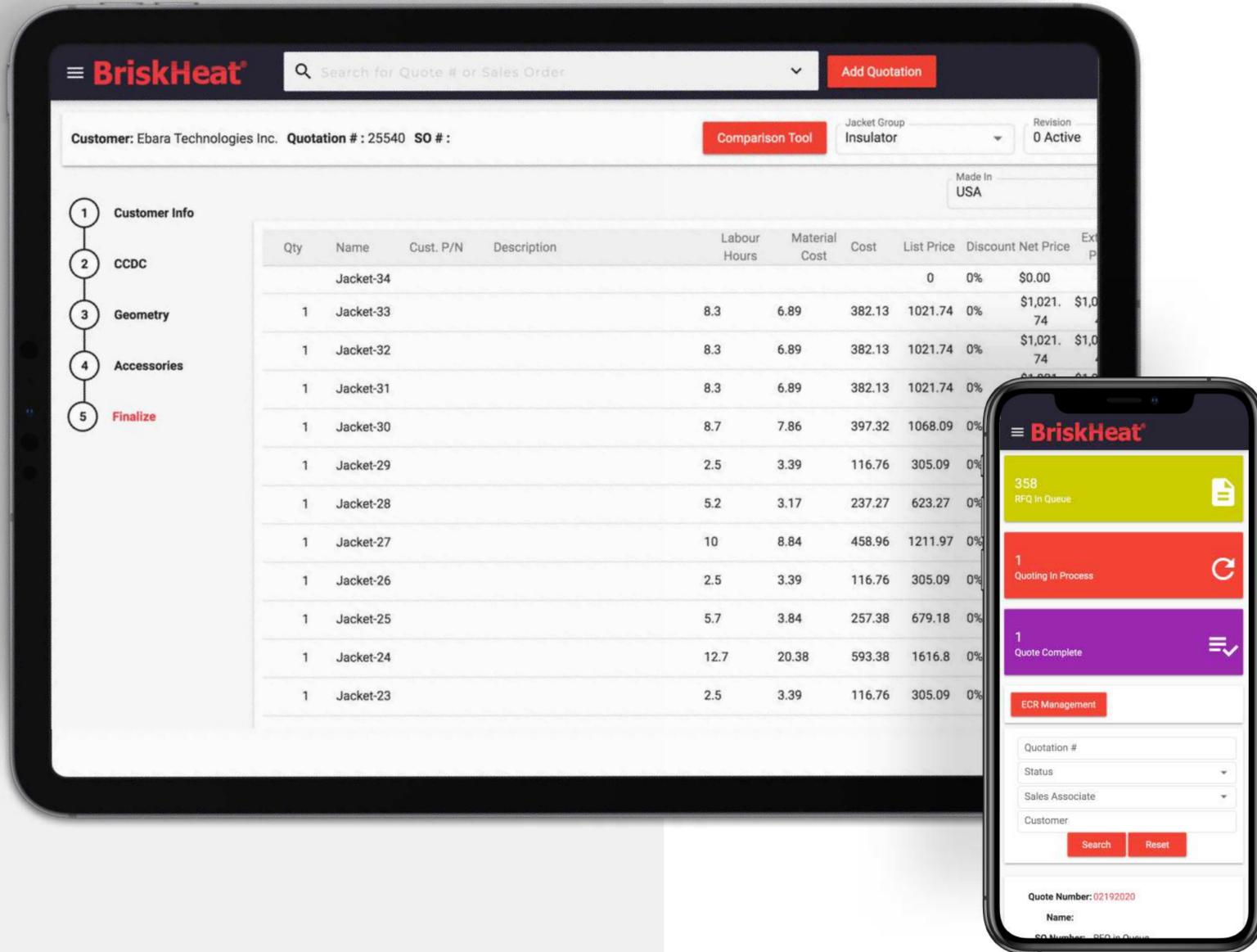
Users will come for the UI and stay for the UX.





Design with the User in Mind

So how do you know you're getting the best UX app design? Check for these qualities:



- Navigation-friendly
- Fast load time
- Great readability
- Compliancy with Americans with Disabilities Act
- Simple visuals
- Clear call-to-action buttons
- Design consistency



Choosing the Right IT Partner

This step is perhaps the most important ingredient. Steer clear of these red flags:

Beware of Freelancers:

- Can vanish unexpectedly before project is completed
- Aren't looking to form long-term relationship

Don't Fall for Cheap Development Cost:

- Subpar work AKA bad code
- Can't offer latest tech trends

Look Out for Companies with Limited Capabilities

- Can't offer one-stop-shop experience for software products
- Ill-equipped to fulfill marketing, analytics and security needs

Ingredient

#3

“If you think it’s expensive to hire a professional to do the job, wait until you hire an amateur.”

Teamwork Makes the Dream Work

Now that you know what to avoid, it's time to start identifying qualified IT partners. Here's what to look for:

1 Ownership

- Non-Disclosure Agreement (NDA)
- Rights to the code
- Rights to intellectual property

2 People & Process

- On-shore project manager
- Proven app development process
- Robust security offerings
- High-end engineering process

3 Capabilities

- Diverse service offerings – Web App, Mobile App, Marketing, etc.
- Incorporation of emerging tech trends – AI, Machine learning, IOT, Alexa Skills, etc.
- Utilizing latest programming languages and frameworks

4 Reputation

- At least 7 years of experience
- Positive customer reviews
- Expansive portfolio
- Awards & recognitions



Support & Maintenance

Getting your app designed, developed, and deployed is quite the accomplishment. But, in order to achieve true success, you must think long term.

- Who will be available if your app goes down?
- How do you plan to fix bugs?
- Do you see yourself scaling your business in the future?
- What if you rebrand your business and need to change your app aesthetic?

Having a support & maintenance plan can answer all these questions and more.

Ingredient

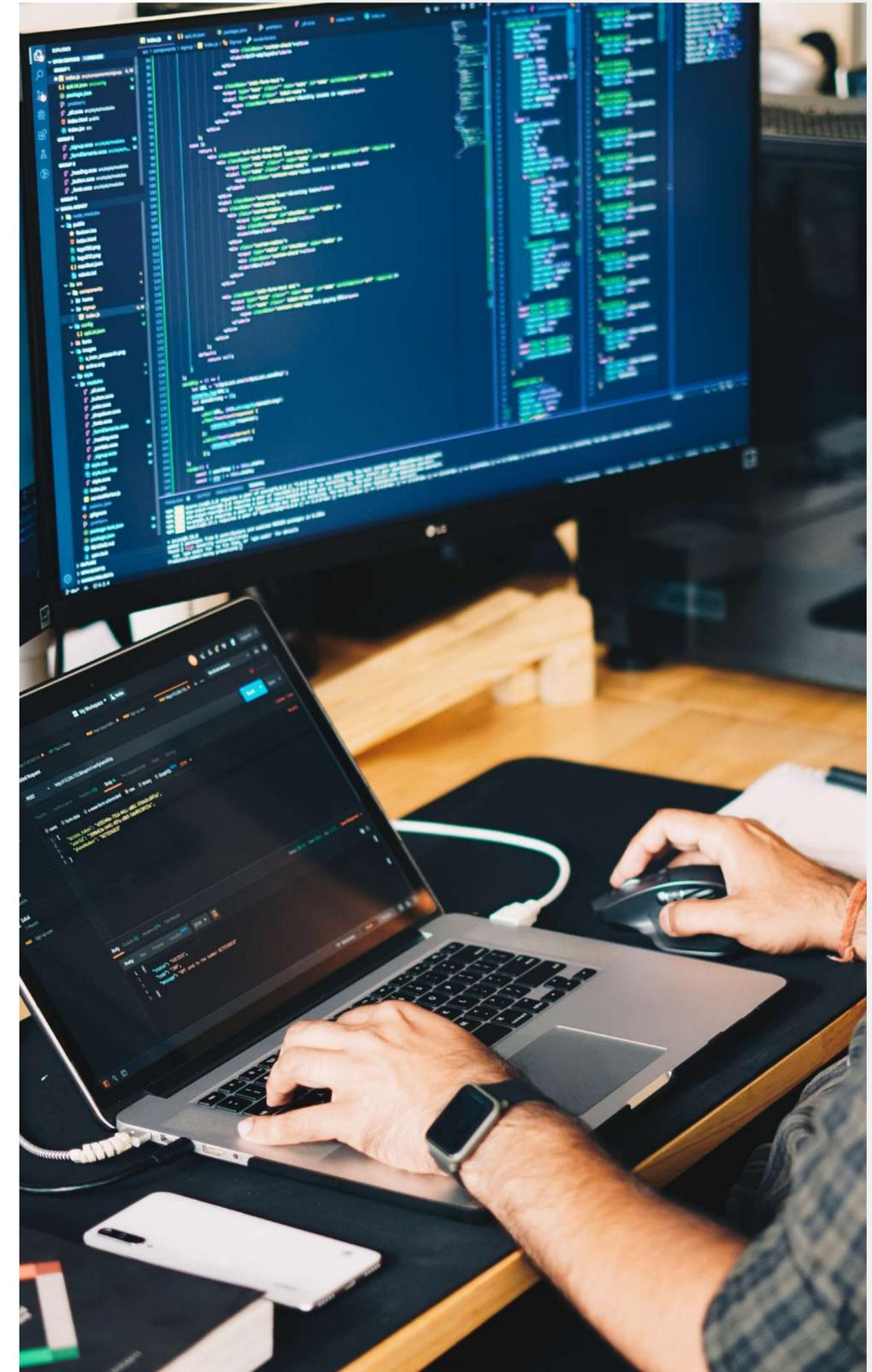
#4



Support & Maintenance Must-Haves

Protect the longevity of your app with these 4 key elements of a strong Support & Maintenance Plan:

1. Yearly cost of plan should be no more than 15-20% of the build cost
2. Response time for service tickets should be no more than 4 hours
3. Plan should include any bug/issue fixes that might arise due to operating system or browser version updates
4. Support team should have infrastructure and app monitoring, alarming, and logging capabilities to troubleshoot issues with your application





Go-To-Market Plan

This step is critical for creating an identity for your product and gaining traction in the marketplace. It can also help predict the success of your app based on competitive data, and prevent you from wasting time and resources launching a product that will ultimately be unprofitable.

Ingredient
#5





Fundamentals of a Go-To-Market Plan

Increase your odds of a successful product launch by creating a go-to-market plan that answers the following questions:

1. **Product-Market Fit:** What problem(s) does your product solve? Who already offers the product you are building? What are your key product differentiators?
2. **Target Audience:** Who is experiencing the problem that your product solves? How much are they willing to pay for a solution?
3. **Marketing Campaign:** How will you reach your target audience after launching your product? What channels will you use: SEO, paid campaign, social media, website, email marketing?



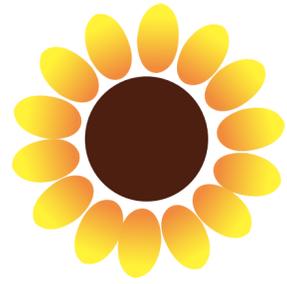
Recipe to Success

The recipe to a successful software development project includes 5 secret ingredients:

- Building a Strong Foundation
- Focusing on User Experience
- Choosing the Right Partner
- Support & Maintenance Plan
- Go-To-Market Strategy

With a pinch of patience and a dash of dedication, you'll be well on your way to achieving your professional goals!

Thank You



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