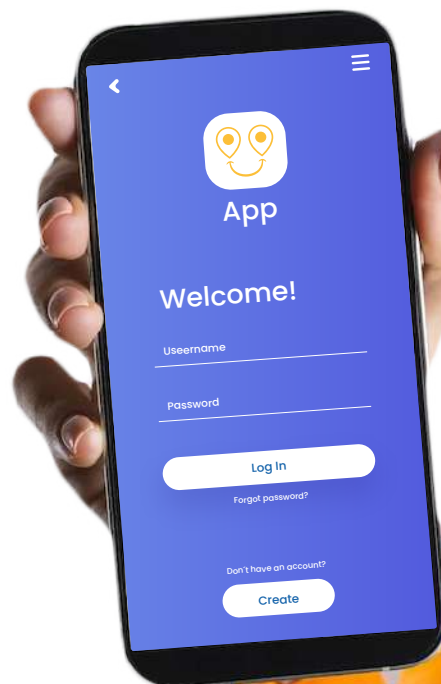


## CHECKLIST

# MOBILE APP DEVELOPMENT



1

## Conduct Surveys for Idea Research



2

## Fine-tune Your Raw Ideas



### ► Conduct surveys

- ☐ Find pain points of the target audience
- ☐ Set problem priority
- ☐ Set task workflow

### ► Social media research

- ☐ Use hashtags for research
- ☐ Explore other platforms too (Reddit, Quora)
- ☐ Do complete keyword research

### ► Competitor analysis

- ☐ Shortlist top competitors in the market
- ☐ Make a list of similar features that you want
- ☐ Upgrade your app idea

### ► Suggestions from the target audience

- ☐ Create polls

### ► Brainstorming

- ☐ Topic research on Google
- ☐ Market size
- ☐ Idea capabilities
- ☐ App trial & response
- ☐ Detailed keyword research
- ☐ Choose the technology you want to use
- ☐ Build buyer persona
- ☐ Do a SWOT analysis

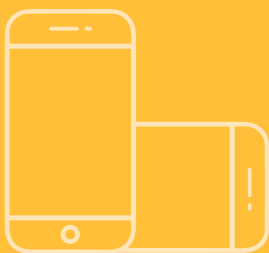
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## Set a Business Plan



4

## Choose Your Mobile App Type



### ➤ Mission and vision

- ☐ Set app goal
- ☐ Motivation for the app

### ➤ Budget fixing

- ☐ Bootstrapping
- ☐ Personal savings
- ☐ Funding pitches

### ➤ Time & Cost estimation

- ☐ Estimate needed advance
- ☐ Set time frame and costing

### ➤ Market plan

- ☐ Landing page for coming soon
- ☐ Shortlist promotion channels

### ➤ Native Apps

- ☐ Created for one specific platform or operating system.

### ➤ Hybrid apps

- ☐ Combinations of both native and web apps, but wrapped within a native app, giving it the ability to have its own icon or be downloaded from an app store.

5

## Hire a Mobile Development Team



6

## Create a Proof-of-concept



7

## Choose Tech Stack for Mobile App



### ► In-House (When to choose)

- ☐ An expert team is available
- ☐ Well-structured plan is ready
- ☐ Development flow is set

### ► Outsource (When to choose)

- ☐ Discipline expertise is needed
- ☐ Developing with lesser funds
- ☐ DevOps process maturity is needed

### ► Check technical possibility

- ☐ Easy technology implementation
- ☐ Capable to solve user problems
- ☐ Possibility of risks and their solutions

### ► Platform

- ☐ Android
- ☐ iOS

### ► Technology + Framework

- ☐ Java
- ☐ Swift
- ☐ Kotlin
- ☐ Objective C
- ☐ React Native

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## 8 Gather Requirement Analysis



- ☐ Flutter
- ☐ Ionic
- ☐ Xamarin

### ► Toolkit

- ☐ Android Studio
- ☐ Xcode
- ☐ Microsoft Visual

### ► Server-side development

- ☐ PHP
- ☐ .Net
- ☐ Python
- ☐ NodeJS

### ► Database

- ☐ MSQL
- ☐ MySQL
- ☐ MongoDB

### ► Functional requirements

- ☐ Finalize app features
- ☐ Administrative functions
- ☐ OS requirements
- ☐ Usability
- ☐ Reliability
- ☐ Scalability
- ☐ Performance
- ☐ Supportability
- ☐ Security

## Develop UI/UX Design



### ► Create a user journey map

- ☐ Create buyer personas
- ☐ Build user journey roadmap

### ► Develop wireframes

- ☐ Set No. of app screens
- ☐ Visualize app flow
- ☐ Develop low and high fidelity wireframes
- ☐ Test the wireframe

### ► Plan information architecture

- ☐ Element distribution in the app
- ☐ Content placement in the app
- ☐ Set app navigation
- ☐ Create iconic app design

### ► Create mockups & develop prototype

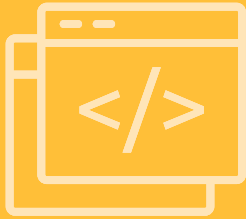
- ☐ Make mockups ready
- ☐ Choose prototype (Conceptual, Interactive, Animated)
- ☐ Choose prototype tools (Figma, Adobe XD, InVision Studio, Sketch)
- ☐ Collect feedback and rework the prototype

### ► Choose the app style guide

- ☐ Content font and size finalization
- ☐ Color theme finalization
- ☐ App theme and brand logo finalization

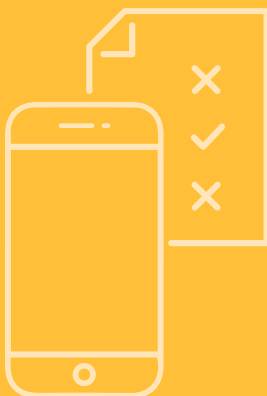
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## Code Your Mobile App



11

## Quality Analysis/ Testing



### ► Create product backlog

- ☐ Enlist the user stories as per priority

### ► Conduct sprint planning

- ☐ Create sprint flow

### ► Code

- ☐ UI / UX Design
- ☐ Back-End
- ☐ API
- ☐ Front-End
- ☐ Third-party integrations

### ► Backlog grooming

- ☐ Reorganize and reprioritize the product backlog

### ► Functional testing

- ☐ Forms' testing
- ☐ Security testing
- ☐ Cookies testing
- ☐ Business workflow testing

### ► Usability testing

- ☐ User Experience Testing
- ☐ App navigation testing
- ☐ Content testing

### ► Database testing

- ☐ Query execution testing
- ☐ Data integrity testing
- ☐ Test query response time

### ► Compatibility testing

- ☐ Device and Platform testing
- ☐ Mobile compatibility

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12

## Mobile App Deployment



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13

## Market Launch Strategy



### ► Performance testing

- ☐ App speed test
- ☐ App recovery time test

### ► Security testing

- ☐ Protection against unauthorized access
- ☐ Define restricted files
- ☐ Check firewalls

### ► Choose the deployment method

- ☐ Place the code on the server & cloud

### ► Revamp the landing page

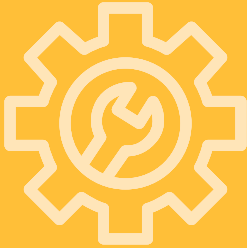
- ☐ Give catchy headline copy
- ☐ Make pricing page

### ► Marketing plan

- ☐ Prepare email campaign
- ☐ Social media promotion strategy
- ☐ PPC ads
- ☐ Introduction video
- ☐ Submit press release
- ☐ Launch the app



## Support & Maintenance



### ➤ Measure app success

- ☐ Download/Reviews analysis
- ☐ Check churn rate
- ☐ Track active users

### ➤ Bug fixing

- ☐ Collect app analytics report
- ☐ Fix the bugs
- ☐ App retesting
- ☐ App redeployment

### ➤ Regular updates

- ☐ New features
- ☐ Code maintenance
- ☐ Follow user feedback



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