

# MOBILE APP DEVELOPMENT INFOGRAPHIC

## IDEA GENERATION

Create a list of the things you want to do & achieve.

Can you answer your "Why" statement for the App?

Conduct your Market Research & undertake concept testing.

## DESIGN

Important design elements should include consideration of the following:

- UX / UI Design  
(UX - User Experience / UI - User Interface)
- Information architecture & workflows  
(Organisation of information in a clear & logical way)
- Wireframing  
(To demonstrate hierarchy of information).
- Mockups
- Prototypes

Ensure you have clear Branding & Style Guides

## APP LAUNCH & DEPLOYMENT

Launching marks the start of the marketing phase for the app.

You may have to deploy the backend before your app can be published for download.

When submitting the App into a public app store, consider;  
a soft launch with a selected group of people.  
a Beta release to gather early user feedback.

Listing the App will require meeting the specific guidelines of each app store.



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## Mobile App Development Six Key Stages

For any App Development Project, dividing the work into structured steps helps ensure the process is less complicated and can be executed smoothly.

Identified here are some key elements/questions to address in each step of the process.

## CONCEPTUALIZE

Ask yourself key questions:

- What are your objectives?
- Who is your target audience?
- What features are most important?
- How will you differentiate from the competition?
- What platforms do you intend to use?
- Complete your competitor matrix and determine a clear Value Proposition
- Determine the time/cost investment required to deliver the App.
- When do you want to launch?
- Develop your Marketing Plan?
- Outline your App Product Road Map:
  - What is your Minimum Viable Product (MVP)?

## DEVELOPMENT

Realisation & Coding of the App

Typically there will be three areas in your project to develop code and configure:

- Back-end / server technology
  - necessary to support the functions of your mobile app
- API's (Application Programming Interface)
  - pieces of software used to communicate & connect with the back-end, OS components & software.
- Mobile App front-end
  - the way your end-users interact with your app.

App testing & QA

## SUPPORT & MARKETING

Be clear on how you intend to:  
Drive App discovery ?  
Increase organic installs ?  
Improve user engagement ?

You will need a plan for keeping your app healthy.  
Consider annual platform updates  
Sorting out adaptive and preventative maintenance