



Roadmap To Successful App Development

Strategizing your business app to success

The ultimate handbook that every entrepreneur with no or less technical knowledge should read before developing their first web or mobile application.



Introduction

How to get started?

Modern society demands an edge when it comes to technology. When your business plan is based on a mobile or web application, focusing on the cutting edge technology to build is the primary strategy that leads your business to succeed.

If you have a groundbreaking business plan and it requires the help of mobile or web app technology, you are already on the right path. Do not hesitate if you don't have a technology background or knowledge.

When you are an entrepreneur investing in technology, it is hard to make decisions. It is obvious to get confused and many questions arise in your mind.

- How to build an application?
- From where should I start?
- How much time frame and budget is right for development?
- Who can guide me through this development process?
- Which tech stack should I choose?

These are the most common questions that arise for every entrepreneur whose business plan is dependant on technology. To be precise, there is no single answer to these questions. And you should also note that the answers differ from each other depending on the type of industrial standards and requirements.

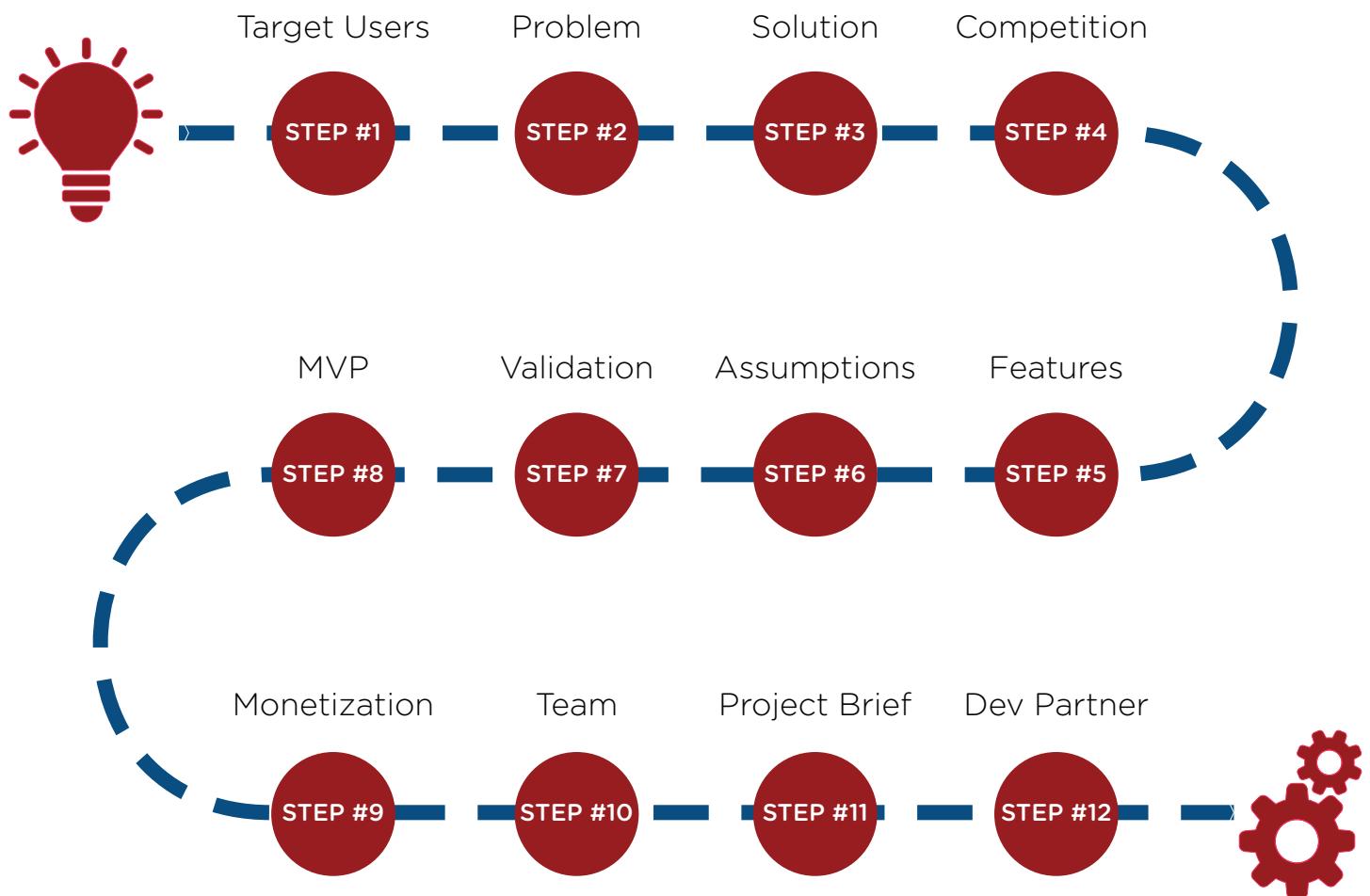
The good news is that you can get the answers to all these questions from the application development company.

In order to succeed in your plan, your goal needs to be precise and discernible. So, you need to be clear about your requirements explicitly to the application developers. How do you do that?

Here is the super quick guide to help you sort out the requirements and prepare you to talk to the application developers effectively.

ROADMAP

To kickstart your app idea



All the points mentioned above are each stepping stone that is important for the development of an application. And it has a huge impact on the success of the application too. It is always better not to skip any of these steps or milestones when you are developing your application.

Step 1: The Target Audience

Understanding your users is one of the main factors that you should consider before developing an application. So, you need to find who is using your application. These are your target customers. Your product should be focusing on providing the best customer service or user experience.

You can also consider everyone as your target customer. But, it is easier and efficient to develop an application for a specific group of people. If you want to target everyone, you can initially start by targeting a specific group. This can help you perform efficiently and focus on each small group instead of a broader group.

Once you have identified your targeted audience you should be asking the following questions to yourself to come up with the user persona. Here are a few things that you should know about your audience before developing a product for them.

- Geographical area
- Age range
- Gender
- Places to visit
- Websites they are interested in
- Likes and dislikes
- Other important details related to your product

Start building a person for your target user and then check if the product is perfectly in line with their requirements.





Step 2: The Problem

One of the most common mistakes that an entrepreneur should avoid is failing to think from the user's perspective before developing a product. It is an advantage for those entrepreneurs who are starting their startup from their own frustration at solving a problem they have faced before.

You can think from your customers perspective imagining yourself as your target audience.

Now, when you are facing a problem, what kind of solutions do you prefer?.

Consider the following aspects to deeply analyze the user's problem.

- Get a clear view of the problem
- The consequences
- The reason and the cause of the problem.
- Opportunity in solving the problem.
- The number of people experiencing the same problem.

Now, it is easier for you too to find the community of people who are facing the same problem and you can provide solutions to them immediately.

There is a requirement of in-depth research in order to find the target user group and describe how you are going to solve this issue for them.

Note that you don't need to provide a solution to a specific problem. Despite that being a problem, anything that takes a long time to resolve or just inconvenient for a team to do a task and affects the productivity of an employee, it is a nice niche to work on.

Step 3: The Solution

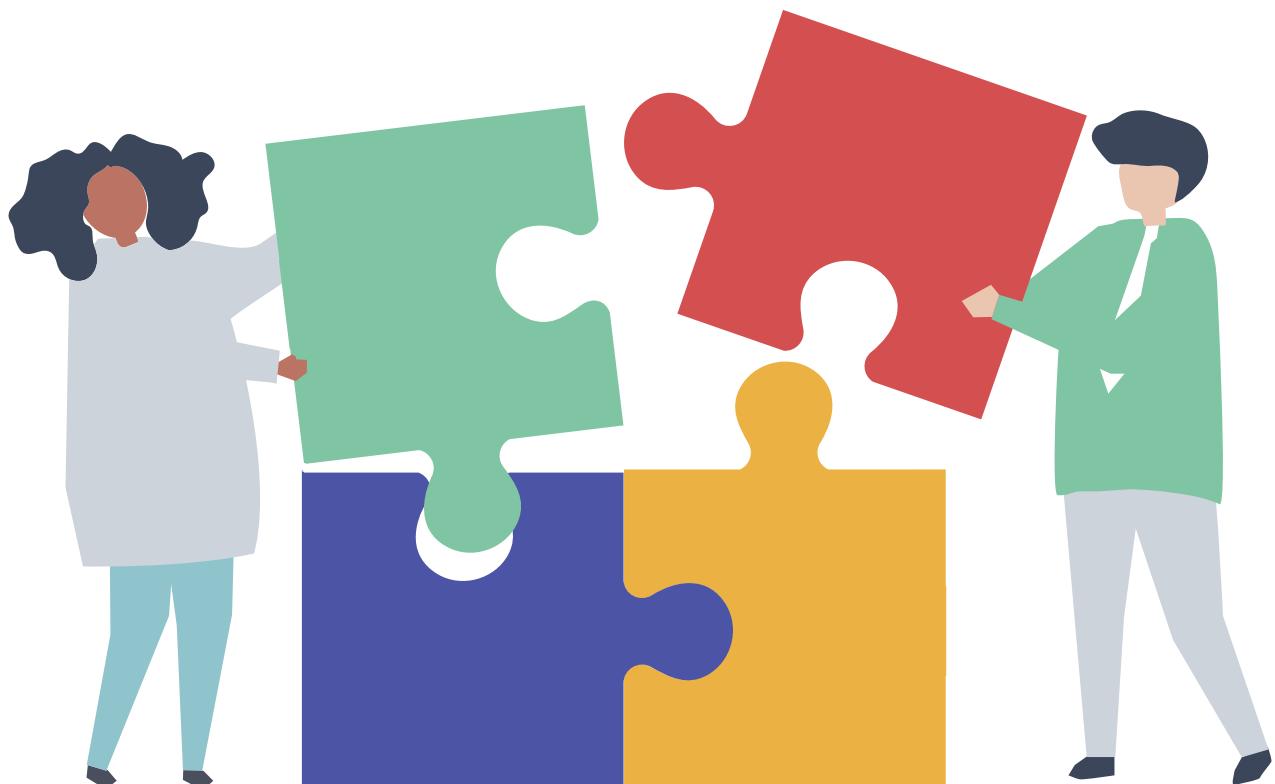
The main business idea of your plan or the main feature of your application should be how you are going to provide a solution to the problem that your targeted users are facing.

Make a clear description of how you are going to provide a solution to the audience. It is important to keep in mind that you are providing benefits that bring value to the users and not just features. Your description should include how your audience will look and feel in terms of the solution that you are providing them.

Some of the factors that can make your solution more valuable are given below. Your solution should be

- Time-saving
- Easy to use
- Interesting
- Better than traditional solutions
- Value-added benefits

A standard solution should be 5X better than the traditional method to succeed in the market.





Step 4: The Competitors

If you want to be an industry leader in your niche, it is crucial to know your competitors and the industry leaders who are already in this field for years and are successful. Identify the list of all the products that might be competitive with your product. You need to understand the features and benefits that your competitors are offering. So that you can use that knowledge to give better results than your competitors.

Some of the important aspects that you need to consider in the competitor analysis are given below.

- The list of competitors and their products
- How good are their products?
- Does your targeted audience make use of your competitor's products?
- Get answers for all the whys.
- How to provide better solutions than your competitors?
- Will the features of your product give a competitive advantage?

One of the best ways to find your competitors is by googling your niche with different keywords and finding the top competitors.

Step 5: The Application Features

Great ideas come from great inspirations. Your idea can be simple but if it is efficient enough to make things easier, there is a lot higher probability of the success of your business. The best way to provide innovative solutions is to brainstorm rather than googling on the internet.

It can be hard to come up with features at the beginning but there is an easy way to sort it out.

- Separate your application by major modules that differ for different user types.
- List the basic features required for each module.
- Come up with the actions that the user can take and the possible outcomes for each.

For instance, let's consider an example of building a food delivery system such as Uber eats. To start with, uber has three different user sets. The Uber eats admin, the restaurants, and the users. We will need to build 3 different modules for each user.

Then, the list of basic features for each user including user registration, booking a service, and much more.

The information about each user's action and outcome. When the user clicks the order now button, the food order menu shows up, and when the order is confirmed, it goes to the payment options. Once the payment is done, the food gets delivered to the customer.

As simple as that.





Step 6: The Assumptions

Many entrepreneurs never think about the opposite or the negative side of the business idea that they are developing. With so much money and time spent on the development of the application, it is important to be clear if the users are really interested in using your application.

It is important to identify the assumptions that you are making on the user behavior, the market, the problem, and the technology. In any case, if any of your assumptions go wrong, it definitely affects the route to the success of your business application.

Assumptions are one of the most important and motivating factors that leads you to the right route.

Create a list of all the assumption statements for each of the factors like the target audience, technology, and others.

Let's consider an assumption statement for the Uber eats application. That assumption statement would be "We assume that our target audience wants to use an app to deliver the food they order".

Step 7: The Surveys

Once you have assumed a lot of factors, it is important to check if your assumptions and beliefs are true or not. How can you find if your users are really interested in using an application that you are developing? You can do that by taking market surveys. It is crucial to find the answer to this question before investing a lump sum of money and a whole lot of time in developing your application.

Here is the list of methods to find if your assumptions are true.

1. Surveys on your targeted audience.
2. Brochure feedback
3. Mockup feedback
4. Free trial periods
5. Testing with MVP





Step 8 - The MVP

The MVP technique is one of the most welcoming and successful ways to check if your plan is suitable for the market. It is the basic skeleton of the web application or the mobile application with the basic features only. Once the users are interested in using the application, with respect to the user usability and feedback, new features can be added one by one.

It is essential to validate your ideas before you get started with the real product. An MVP is a vital factor to consider for developing an app for your Business. An MVP has these main characteristics or should do the following.

- Minimize development cost
- Attract investors
- Test your application market
- Retain customers
- Feedback
- Time-saving

Why not choose the easiest way to build a successful app? It reduces the risk of failure and there is a better chance of attracting investors.

Step 9 - The Application Monetization

The ultimate end result of any business is profit. You need to decide how you are going to make money from your application. There are many ways to monetize your mobile or web application. But the most important thing that you should consider is providing a free trial for a certain period. You need to let your customers check your application if that is suitable for their requirements. Only then, the user retention increases and as an added advantage, it might also help in word of mouth marketing.

Some of the most common ways to monetize an application are as follows.

1. Ad Revenue
2. Freemium
3. In-app purchases
4. Affiliate programs
5. Sponsorships
6. Mobile market
7. Loyalty program charges
8. Partnerships

There are a lot of other ways to monetize your application depending on your industry.

You can also check your competitors to get a better idea about the revenue models that they are practicing.





Step 10 - The Team Requirements

When you are developing your business application, you need to roughly come up with a requirement of resources. If your business idea or the application involves uncertainty there might be an emergency tech team needed to tackle the situation. So, you need to consider many other necessary factors before coming up with the team requirements.

Most of the tech companies despite their industry experience or company size, have three important teams for their business. The 3 different teams essential for a business to run are the sales and marketing team, the operational team and the tech team. Large organizations go further with an HR team, legal and a finance team.

There are a few things you should consider before coming up with the team requirements for your project.

First of all, you need to know

- What are the skills that are needed to develop your application?
- What tech stack would be suitable for your application?
- How many developers are required to complete the application?
- How many hours of development does it take to finish the project?
- Once getting the answers to all of these questions, you need to ask yourself the following question.

Do you need a business partner? or an application development company?
Or just web and mobile application developers to cover these skills.

Step 11 - The Project Brief

The project brief is the documentation of all the details that you have worked from the first step to till now. You will be benefited by documenting all these details that give you a great advantage when you are talking about your business application to your investor or even a customer.

This document is all you need when you are meeting your application development partner.

Here is the list of all the topics that you should include in your project brief is given below.



Step 12 - The Development Team or Company

If you decide to hire a suitable application development company, or just hiring a web application developer on contract, you should be clear about the things that you are expecting from them.

Here are some quick tips to choose the right development partner or a developer from a tech company.

1. Pick at least three best suitable web development companies and get quotes from all of these companies.
2. List out all the conditions that you want the development company to follow on taking up your project.
3. You can check the expertise of the company by at least booking an appointment or a conference call for a minimum of 30 minutes.
4. Sign an NDA which is optional with respect to your niche.
5. Provide all the necessary information to them along with your project brief.
6. Explain all your requirements and expectations.
7. Get the proposals from all the three development companies and choose the best suitable one for your project.

The Ultimate Checklist to Launch a Successful Application

- Find your target market and audience
- Analyze the core problem
- Come up with a unique solution
- Analyze your competitors
- List of the main features of the application
- Make your assumptions
- Prove your assumptions are right
- Structure the MVP
- Find ways to monetize your application
- Evaluate the team requirements
- Develop a project brief
- Pick the right application development company



Agira Technologies specializes in crafting solutions for entrepreneurs, medium sized organizations, agencies, and start-ups. With a blend of ingenious expertise, system prowess, and cloud compatibility Agira Technologies endeavors to maximize the profit that clients derive from their IT investment. We deliver full-cycle product development, from scoping through production to deployment and support, with keen attention to detail.

Having a solid presence in India with the help of multitudinous web development services, our major aim is to offer seamless solutions to our clients with 100% satisfaction and error-free assurance. Expert in RoR, Laravel, Python, Symfony, Javascript Frameworks and a few other open source platforms.

info@agiratech.com

Contact no: +1 888 502 4472 | Website: www.agiratech.com