Assignment
Interview a Client for Developing a Mobile App

Overview

Interview a person/company that wants to have a mobile application designed. Ask them the following questions and upload your assignment to Blackboard by Sunday, February 5 11:59PM. The document can be formated in a basic Microsoft Word or Google Doc format. No emails with attachments will be accepted.

Questions

Can you summarize the Mobile App to me in just a few sentences?

This isn't to catch the customer out, it's to really see how well they understand the "essence" of the app. The better they understand it, the more confident you can be that they will be very exact and focused about what the app needs to do, who it's focused at, how they will use it etc.

Who are the target users?

What problem is your app going to solve for them? Why is a mobile app the best way to solve this? Could a mobile responsive website be just as good, or an even better way to solve the problem? What devices or platforms are they most likely to use, there are real demographic differences between android and iOS platforms that need to be thought through.

What's the budget?

So the game usually is, we don't have a fixed idea of a budget, we want as much as we can get for as little as we need to pay. Mobile projects are really difficult to budget estimate, but for you to scope the project you need at least to work to a range. Defining the scope of work is also really important. It not just about the physical build. Is there budget for researching the app, competitors, key functions that users will highly value that will guide you on what the first release (or minimum viable product) NEEDS to have for the app to be market ready. If it's a new

client it could become a tricky game of poker, neither side wanting to show their hand, but unless you get to a range pretty quickly, expectation management is going to be tricky. If the client can't give you a range, that could be a red flag, it may not be a serious project but just a vague idea they are trying to flesh out.

You should also agree what the ongoing budget is going to be once the app is live. There will probably be hosting costs, ongoing optimization of the app on-boarding and in app use, discovery optimization, push notification services you should be offering as well as managing scaling out back-end systems as app user grows. Knowing how much ongoing work the app will require could also influence how much you charge in the initial build phase. You could decide to scale back costs on the initial build and get the app to market quicker, then work with the app owner to continually improve the app over time. They get an awesome app that's just getting better and better. You build long term income streams for your business and long term relationships with your clients.

Who are the key Stakeholders?

Is this who you are working with, or are their others that you need to know about? Who is the budget holder? Who is the Project Owner? Your contact, or someone else. What are the decision making stages? Who need to be consulted at what stage to move from Ideation, to prototype, to build, to test, to release? Who are you going to work with post launch? Is there a formal process here (you should hope there is), or is this a more organic process, and if so its point 1 on your Risk Register, in big, bold, black ink capitals.

What does success look like at each stage of the process?

Building this into a number of smaller phases, with approval "gates" you need to go through may sound bureaucratic and feels like it could show you down, but it will, without doubt, save you time, money and a lot of anxiety through the mobile app build.

What are the business objectives for the mobile app?

Is the mobile app an internal app to increase workforce efficiency? Is it there to open the product or service up to a new profile of user? Will it increase sales from existing customers? All good, worthy reasons to build an app. Answers to this question will have a huge influence on how you build the app, what the core features and functions of the app, what platforms it needs to run on etc.