Making the app right

Common client misconceptions about mobile projects

Amy Kinney

Don't let misconceptions mess with your projects!

We need an app because everyone has one.

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- Money

- Purpose

- App statement

Small screen = small project

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- Small is relative

- Fixed overhead

- Navigation and context matter more.

The app needs to do everything

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- How do *you* use the device?

- Be true to the form factor

Scope, cost *and* deadline are non-negotiable.

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- Pick 2

- Discovery

- Prioritize

I don't need to pay for a

I don't need to pay for a

- designer

- tester

- project manager

You will pay for it one way or another.

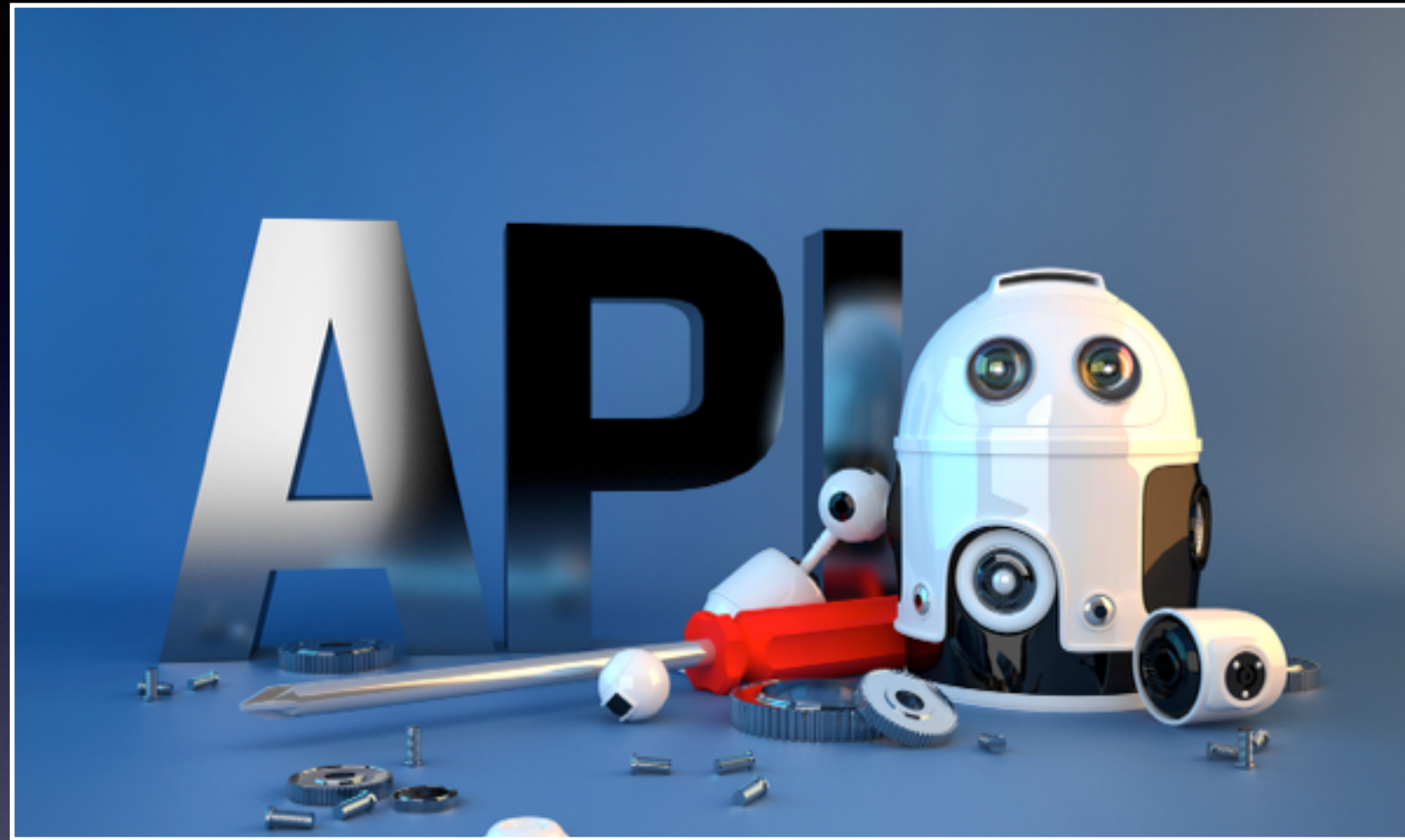We need to cover all platforms.

We need to cover all platforms.

- Who are your users?

- Quality > Quantity

We don't want
to write the app twice

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- Mobile is not one size fits all

- Don't believe the hype

Our services/API work perfectly.

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- Assume the worst

- Plan for it

Mobile apps are fire and forget

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- Done or done right?

- Iterate

- Updates will always be needed

Why do clients think this way?

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- Lack of understanding

- Lack of communication

- Different priorities

We all want to make a great app.

REDPOINT
TECHNOLOGIES
AN **SPR** COMPANY

Amy Kinney

akinney@redpointtech.com

@amykinney

Questions?