Filo + Hans: Mobile App Validation Strategy Deck

🎯Proposition

For mobile app teams who need to validate user flows with external beta testers — Filo and Hans close the gap between planning and proof.

> *Plan, test, and prove mobile experiences — all in one workspace.*

Tagline options:
- *From flow to proof.*
- *Validate every tap.*
- *QA that speaks the language of product.*

🧩The "Plan → Test → Prove" Loop

Stage	Tool	User Goal	Pain Solved
Plan	**Filo**	Define testable features and flows	Disjointed specs and no shared structure
Test	**Hans**	Distribute test cases to internal or external testers	Scattered feedback from TestFlight or Google Sheets
Prove	**Hans → Filo Sync**	Aggregate pass/fail evidence and screenshots	No audit trail or structured QA evidence

Pain Points & Hair-on-Fire Moments

Moment	User Type	Urgency
"We're submitting to Apple tomorrow and need to document our testing."	Indie app team	🚨High
"Client wants proof we tested before sign-off."	Agency dev team	🚨High
"We have 30 beta testers drowning in Google Sheets."	Product QA lead	Medium
"My dev says it works, but users keep complaining."	Solo dev	Medium

Product Evolution Path

Stage	Goal	Milestone Features
MVP	Close manual feedback gap	Send card → test page → auto-update results
Beta	Multi-tester workflows	Invite links, aggregated results, exports
v1 Launch	Establish proof-driven brand	Client views, test summaries, Slack integration
Stretch	Hybrid AI + human validation	Atlas-powered autonomous test runs

Atlas Integration Vision

The virtual beta tester
Atlas runs scripted user flows, records screenshots, logs, and structured outcomes.

Move from manual validation → hybrid human + AI test verification.

Differentiators

Category	Competitors	Filo + Hans Advantage
Planning	Trello, Linear	Visual hierarchy + AC visible
Testing	TestRail, Zephyr	Human-friendly & external-accessible
Feedback	Google Forms, Sheets	Linked to planning context
Evidence	Manual QA docs	Auto-sync pass/fail & screenshots
Automation	Cypress, Maestro	Potential AI tester (Atlas)

⛳ Positioning

Filo plans the work. **Hans** proves it works.
Define what to test in Filo, validate it in Hans, and show your stakeholders it *actually works.*

🖌️ GTM Experiments

1. **Landing page:** *"Validate every tap — plan and prove your mobile app flows."*
2. **Community drops:** Indie Hackers, Product Hunt, app dev Slacks.
3. **Case studies:** "How we tested onboarding with 20 beta testers — no spreadsheets."
4. **Agency pilots:** 3–5 small studios with free early access.
5. **Metric to watch:** Cards sent → test completed ratio > 60%.

🎞️Visual Identity

- **STEa:** Charcoal #34495E (foundation)
- **Filo:** Amber #E67E22 (creation)
- **Hans:** Teal #1ABC9C (validation)

Plan in Filo. Prove with Hans.