

## Because building an app shouldn't feel like guessing.

### ■ Step 1: Nail Your Core Idea

Ask yourself:

- What problem am I solving, and who actually cares?
- If this app disappeared tomorrow, who would miss it?
- Can I explain it in one sentence without saying 'like Uber for...'?

Friend tip: Don't build features for "everyone." Start with one user type and make their life 10× easier.

### ■ Step 2: Define Your MVP Scope

Checklist:

- 1 core action users can do (e.g., post, book, pay, chat)
- 3–5 essential screens only
- Clear success metric (e.g., first 100 active users)
- Backend + analytics from day one (no guessing later)

Friend tip: Your MVP isn't a mini version of the final thing, it's a test balloon for one core loop.

### ■ Step 3: Map the Flow

Include in your scope doc:

- Login method (email, social, phone?)
- User journey: what happens after signup?
- Data you need to collect (keep it lean)
- Notifications, payments, chat, etc.—mark 'Now' vs 'Later'

Friend tip: Draw it on paper. If you can't sketch it clearly, your devs can't build it cleanly.

### ■ Step 4: Budget Smart

Consider:

- Design
- Development
- QA/testing
- Hosting & tools
- Marketing

**Friend tip:** Add 20% buffer. Something always takes longer or costs more than you think.

### ■ Mistakes to Avoid

- Building without defining success (no goals = no growth)
- Changing scope mid-sprint ('one little tweak' is never little)
- Ignoring user feedback
- Forgetting post-launch marketing—traction is half the job
- No documentation (future-you will hate present-you)

### ■ Quick Pro Advice

- Start private beta early. Watching real users beats 10 meetings.
- Track data from day one (Mixpanel, Amplitude, Firebase).
- Ship ugly. Fix with feedback.
- Remember: MVP ≠ cheap; it's focused.

Bottom line: Scope tight, build fast, test real, learn faster. That's the Drexus way.

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YOUR FRIENDS  
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