

# Mobile App Development Prep Checklist

With 6+ Billion Smartphone Users, You Might Assume An App Is Needed. It Pays To Do Your Homework.

## 01. Determine Purpose of the App.

- Identify the problem the app is solving for your users.

## 02. Understand your Target Audience

- Identify your target audience(s).
- Conduct end-user research (however minimal) to identify your target audiences' expectations.
- Understand their interests, needs and problems as well as details like age, gender and device used.

## 03. Conduct Competitive Research

- Conduct competitive app research. Look at app store install counts, ratings and user reviews.
- Analyse the User Problems their apps solve. Identify their features included in their apps.

## 04. Define Goals for the App

- Determine user challenges you will be solving.
- Identify core functions of the app.
- Establish revenue and profit goals for the app.

## 05. Decide Who Builds the App

- Decide whether to build the app Internally (yourself) or Externally (with a tech partner).
- Create Development Plan involving the selected team.

## 06 .Determine Form Factor and Technology

- Decide whether to build native apps (e.g. iOS or Android), a hybrid app or a web responsive app.
- Identify the language(s) and frameworks to build app with. (e.g. Swift, Reactive Native, or Flutter).



## 07. Estimate Cost and Time to build the App

- Decide whether to build a POC (Proof of Concept), MVP (Minimal Viable Product) or full feature app.
- Estimate hours, duration and cost by breaking down features into sprints and activities.

## 08. Design and Build Planning

- Create a Functional Specification Document.
- Develop wireframes and mock-up for stakeholder review.
- Create Sprint Plan with 2-week sprints.
- Set up daily scrum meetings for the dev team.
- Set up weekly status meetings with project stakeholders.

## 09. QA/Testing

- Set up TestFlight or other tool for test release.
- Provide software releases after each sprint for user testing.
- Set up a defect tracking environment to track internal QA and user issues.
- Incorporate fixes in subsequent sprint releases.
- Set up Crashlytics tool to monitor and fix app crashes.

## 10. App Store Planning & Optimization (ASO)

- Submit software in Google Play & Apple App store after final sprint.
- Provide periodic updates in App stores with fixes and enhancements.
- Plan for App Store Optimization.