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From Mobile Pitch to Market Success

APP DESIGN CHECKLIST

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Goals and Planning Phase

How do you go from mobile pitch to app store success? There's no single formula, but you can increase your odds of a winning app with the following best practices.

Getting Started

A great app starts with the right questions: Why do we need an app? How can we delight our customers through a compelling mobile experience? What are our goals? How can an app attract more customers, increase customer usage or extend an existing campaign?

Here are a few sample goals:

→ Extend an existing campaign to connect with mobile customers.

→ Improve "stickiness" and customer loyalty through daily app usage.

→ Deliver new customer experiences with mobile-only technology.

→ Keep pace with mobile competitors.

Aim for a short list of one to three goals to focus your design and project planning. Try to take a phased approach where possible, and resist the urge to create a "super app" that tries to do too much.

Refine Your Goals

→ What problem does your app solve?

→ What is valuable to your customers?

→ Are there competing apps?

→ How large is the target market?

→ How will people discover your app?

→ Which pricing model is best?

→ What content is needed?

Project Planning Checklist

☐ Capture your key goals.

☐ Know your customer. (Who are your ideal users? What platforms are they on?)

☐ Capture any technical assumptions.

☐ Review launch process (page 6) and start as early as possible.

☐ Decide on budgeting approach.

☐ Decide on team approach. (Partner team, in-house, freelance or offshore?)

☐ Assemble project team and kick off.

☐ Discuss high-level timelines and launch milestones.

☐ Decide on Team Approach (Note: Our Guide for deciding between building an internal team and outsourcing.)

Design Phase

There are three essential areas to consider when designing an app.

1. Information Architecture

2. User Interface
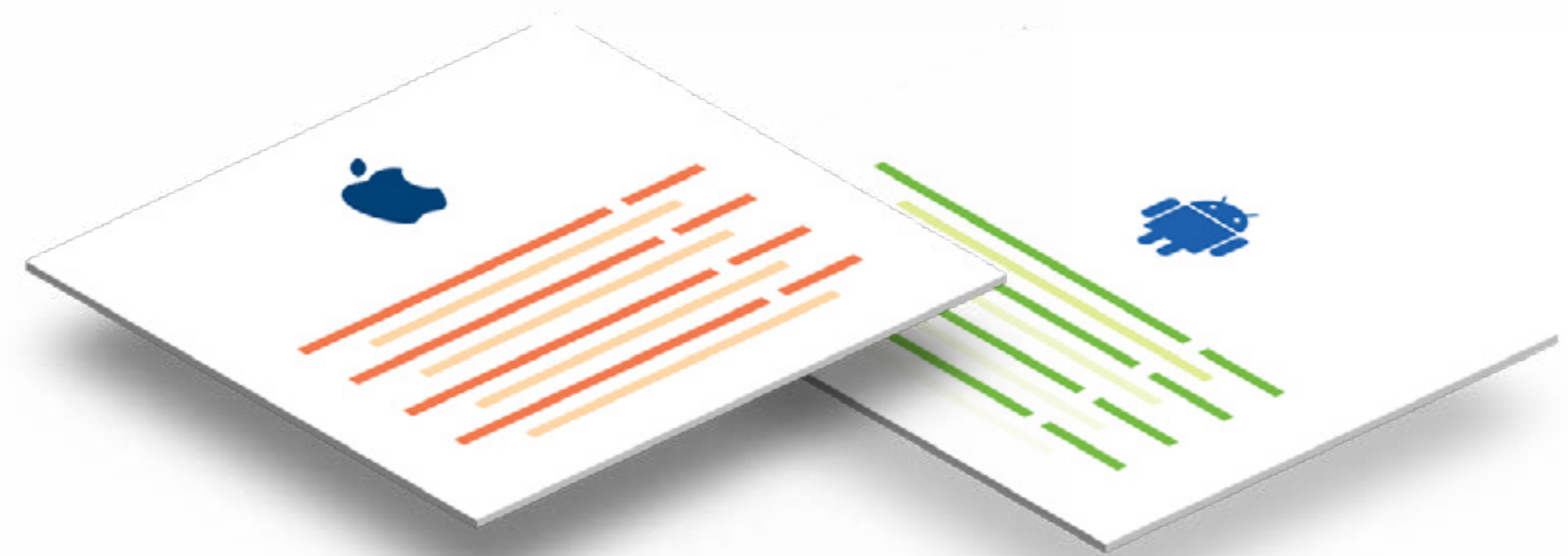
3. Visual Design

1. Information Architecture:

→ Start with a clear hierarchy, and consider how content could be presented as part of a step-by-step workflow.

→ Rank and organize content into categories or screens.

→ Make the most important information the most visible and take the fewest number of taps to reach.

→ Define user actions like edit, share, buy or comment.

→ Choose a navigation pattern based on the quantity and type of content you have.

Design Phase

1. Information Architecture

2. User Interface

3. Visual Design

2. User Interface:

→ Keep your users' primary goals in mind when designing your app.

→ Design for touch by making elements large enough to tap.

→ Follow platform-specific conventions.

Design Phase

1. Information Architecture

2. User Interface

3. Visual Design

3. Visual Design:

→ Complement existing branding.

→ Delight your users with visually rich interfaces.

→ Consider all the elements of visual design. Shape, tone and texture all contribute to the overall look & feel of the app.

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Development Phase

Development is where the rubber meets the road; where the design meets the device. Iterative development practices (including weekly demos and regular checkpoints) can help you stay aligned during delivery.

Here are a few ideas to keep your project on track:

→ Reduce project risk by proving key concepts early and staying involved throughout the process.

→ Clarify integration points as early as possible (e.g. third party services, server side functionality and API requirements).

→ Ensure data encryption and privacy controls meet user needs and government requirements.

→ Integrate analytics to monitor usage and conversion paths.

→ Maintain momentum with weekly sprints, progress updates and regular demos or beta versions.

→ Thoroughly test your app on as many devices and software versions as possible.

→ Allow time for optimization and bug fixing.

→ Get objective feedback from potential users outside your organization.

GET IT ON Google play

Download on the App Store

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Launch Process & Marketing

Plan a promotion calendar leading up to launch day. Keep a buzz going with pre-launch promotions. Consider "sneak peak" reviews, teaser videos and a launch mailing list.

1. Pre - Launch Checklist

2. Launch Day Checklist

Pre-Launch Checklist:

☐ Choose a memorable and unique name.

☐ Decide on keywords to help people find you app.

☐ Create a press release.

☐ Make a teaser video showing off the app.

☐ Create a landing page to drive traffic and a blog to post updates.

☐ Plan for app store review periods.

☐ Consider mobile ad networks to drive downloads.

☐ Create a social media presence for your app.

☐ Reach out to reviewers known in your market.

☐ Design feature artwork for app store promotions.

Launch Process & Marketing

Launch Day Checklist:

☐ Update landing page and blog.

☐ E-mail existing customers, sales team and launch partners.

☐ Kick-off social media contests & promotions.

☐ Send app press kit with press release, screenshots and app icon.

☐ Distribute app promo codes.

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Post Launch Activities

You launched your app — congrats! Now that you're in the game, it's time to build momentum and engage with your users.

Getting Started

→ Keep promoting and marketing your app after it's launched.

→ Monitor analytics and app store rankings.

→ Read all feedback and reviews for ways to improve your app.

→ Respond quickly to user questions and comments.

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Expand and Improve

To take your app to the next level, consider extending to multiple devices and new markets.

→ Expand your successful app to more devices, platforms and users.

→ Update your app to take advantage of new technologies and changing marketplaces.

→ Run cross-promotions with related apps or products.

→ Translate your app into multiple languages to take full advantage of the global audience.

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Ready to Create the Perfect App?

We'd love to help!

Schedule a Call

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We deliver mobile app experiences that
are planned, designed & built to win.

Send Us An Email

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