

CUSTOM DEVELOPMENT

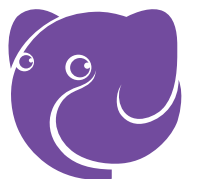
WORKSHEET

by HORTON GROUP

INTRODUCTION

Have an idea for a new custom development project? Use this planning worksheet to ensure your project is a success. We will cover strategy, technology, marketing and funding. Once you complete all sections, you will be fully prepared to begin creation of your custom development project. We will also provide a few helpful suggestions and additional resources at the end to help during the execution phase of your project.

Ready? Let's get started!

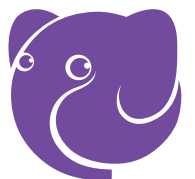


DEVELOPMENT

1. What is the idea for your custom development project? Try to describe it in the least amount of words possible. This will help you narrow your focus on the most important elements of the project.

2. What problem will your custom development project solve? In other words, how will this project benefit users?

3. Will this project be a new business or an add-on to an existing business?

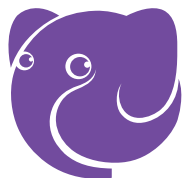


TECHNOLOGY

4. What platform will the project be created for? Will it be available on iPhone, Android, WordPress, browsers or some other platform?

5. What tools will be used to develop the project? For instance, will you use MEAN or LAMP? More about that here.

6. Will the project be better as an app or a custom website? (Tip: try our Custom Website VS. Mobile App flowchart to determine the best option for you.)



MARKETING

7. Who is the intended audience for your custom development project? Will this project be for current customers or an entirely new audience?

8. Who is your competition? What other apps or websites already provide a similar solution?

9. What promotion strategies will you use to reach your target audience? Will you use organic or paid advertising methods?

MARKETING

10. What will your pricing structure be? Will you require users to make a one time payment, charge a subscription fee or make your content available for free?

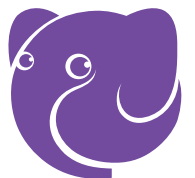
11. How will your project stand out? There are millions of websites and apps available. What will make users engage with your project?

FUNDING

12. What will be your budget? Make sure to set a reasonable budget that takes into account the scope of your project.

13. How will you fund this project? Will you need to get buy in from stakeholders, start a kickstarter campaign or will you fund the project yourself?

14. How will you fund your marketing efforts? Don't forget to account for the cost of promotion. This is essential to your project's success.



CONCLUSION

Once you have a plan in place, it's time to start thinking about how you will execute on your ideas. When it comes to custom web development, you have a few different options. You could complete the project yourself (if you have the development skills), hire a freelancer or partner with an agency. We recommend the agency approach, as it will provide the best value for your investment.

At Horton Group, we have a team of experienced custom web and app developers who would be glad to talk with you about your project ideas.

Ready to get started? Give us a call at 615.292.8642 or simply click the button below.

[Start Your Custom Development Project](#)

In the meantime, feel free to review case studies of our previous projects. They will help spark inspiration and give you a better idea of all that goes into a custom development project.

[Music Discovery App for Independent Artists](#)

[Calendar Mobile App for Churches](#)

[Custom Video Website for Government Agency](#)

Cheers!

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