

*propelics*



**KICKSTART**

# Mobile App Scoping and Prototype.

Bring your best app ideas to life.

Your amazing app starts here.

Quickstart your kickstart.

[www.propelics.com](http://www.propelics.com)

# KICKSTART Mobile App Scoping and Prototype

**You've got a killer app idea.  
Now it's the time to make it fly.**

Scoping and Prototyping are critical elements of a mobile app strategy. Combining business need with a comprehensive implementation approach ensures success and helps identify potential issues early-on, letting you recalibrate before

becoming too-heavily invested. Our Scoping and Prototype Kickstart will jump-start your app and provide clarity from inception to delivery. We keep the process quick and focused to avoid detours and save you time and money in the long run.

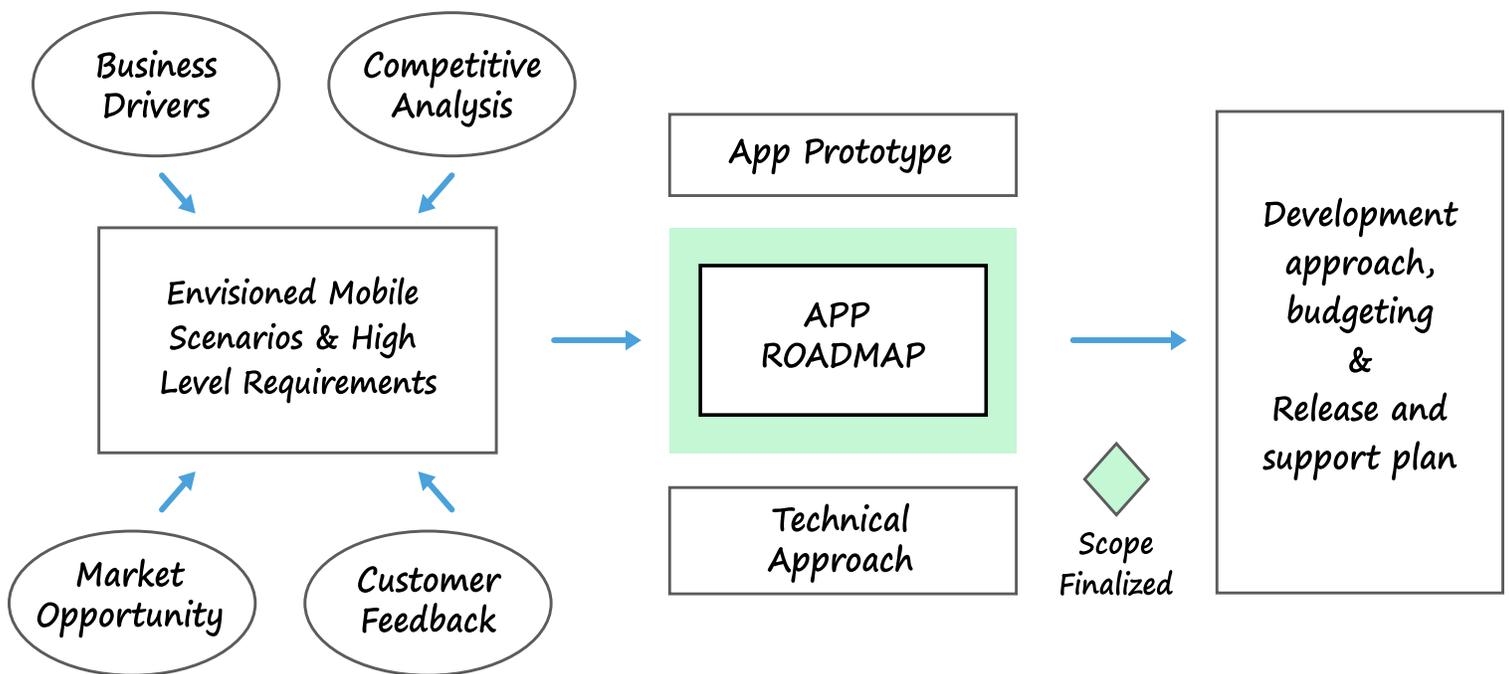
# Our Approach

The App Scoping and Prototype Kickstart follows three key steps, typically over a two-week period:

## 1 | Benchmarking & Requirements

## 2 | Visualization, Readiness & Roadmapping

## 3 | Planning and Budgeting



### 1. Benchmarking & Requirements:

We start by developing a thorough understanding of the app’s critical requirements: business drivers and market opportunities. Then we analyze the competitive landscape and explore user feedback to find innovative use cases beyond the typical enterprise scenarios.

### 2. Visualization, Roadmapping and Planning

We rank, prioritize, and phase the required app capabilities by business value and organizational readiness, providing a clear understanding of the app’s features and each associated business scenario.

### 3. Concept Generation

Our best collaborative ideas are further refined through visual mockups and storyboards.

- Have a great app idea and are eager to get going?
- Want to get a better handle on scope for budgeting purposes?
- Need to create “buy-in” across a group of stakeholders by further defining the app idea?
- Need help creating a business case, storyboard and plan?
- Need to account for the life of the app, including support and update considerations?

**Then this is the right  
Kickstart for you.**

Ready to move forward?

# What You'll Get

Upon completion of this Kickstart you'll take away the following artifacts:

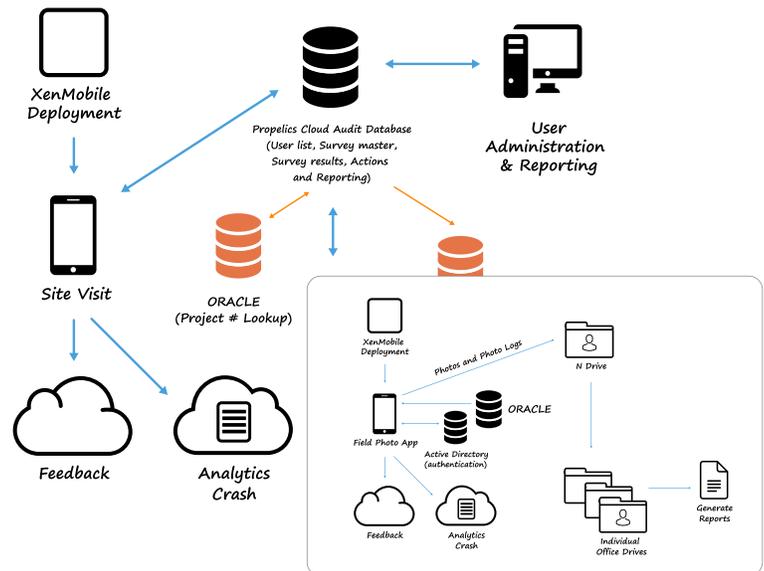
Process Step #	Process Step	Idea	Client	Productivity	Security	Engagement	Compliance	Market	Differentiation	Business Value	Organizational	Ease of Project	Viability	Phase		
														Prototype	Phase 1	Phase 2
1	Prepare for Field Photo Visit	Ability to scan photos by project	W							5.0	5.0	5.0	5.0			
1	Prepare for Field Photo Visit	Ability to navigate to photos by project	W							5.0	5.0	5.0	5.0			
1	Prepare for Field Photo Visit	Ability to filter projects by service line and select from picker	W							5.0	5.0	5.0	4.3			
1	Prepare for Field Photo Visit	Ability to locate projects near you (radius as possible) and then select it	W							5.0	5.0	5.0	4.3			
1	Prepare for Field Photo Visit	Ability to enter project number if project is possible and then select it	W							5.0	5.0	5.0	3.7			
1	Prepare for Field Photo Visit	Ability to capture user name via AD authentication	W							5.0	5.0	5.0	3.7			
1	Prepare for Field Photo Visit	Ability to provide user training (survey questions, best practices)	W							4.0	5.0	5.0	4.3			
1	Prepare for Field Photo Visit	Ability to set a default, and then override the project number that you are capturing photos	W							5.0	5.0	5.0	4.3			
1	Prepare for Field Photo Visit	Ability to upload	W							5.0	5.0	5.0	4.3			
1	Prepare for Field Photo Visit	Ability to create user over time (upload best)	W							5.0	5.0	5.0	3.7			
1	Prepare for Field Photo Visit	Ability to create tags for service line	W							5.0	5.0	5.0	3.0			
1	Prepare for Field Photo Visit	Ability to generate tags (tag management system) for access	W							5.0	5.0	5.0	3.0			
1	Prepare for Field Photo Visit	Ability to download logging associated with the project from the Oracle database and upload to the photos when PDF is not available and add the user who has occurred	W							5.0	5.0	5.0	2.0			
1	Prepare for Field Photo Visit	Ability to remove all photos from the drive tag	W							5.0	5.0	5.0	2.0			
2	Capture Site Photos	Ability to capture tagging of photos	W							5.0	5.0	5.0	5.0			
2	Capture Site Photos	Ability to capture description of photos capture	W							5.0	5.0	5.0	5.0			
2	Capture Site Photos	Ability to add captions to photos	W							5.0	5.0	5.0	5.0			
2	Capture Site Photos	Ability to take a photo	W							5.0	5.0	5.0	5.0			
2	Capture Site Photos	Ability to capture user direction (bearing) and add to photo data	W							5.0	5.0	5.0	4.3			
2	Capture Site Photos	Ability to tag photos as deviation	W							5.0	5.0	5.0	4.3			
2	Capture Site Photos	Ability to tag photos for best for photos notes (that voice memo)	W							5.0	5.0	5.0	4.3			
2	Capture Site Photos	Ability to tag photos as a completed deviation (associated with 30)	W							5.0	5.0	5.0	4.3			
2	Capture Site Photos	Ability to display GPS warning for the user when being a photo	W							5.0	5.0	5.0	4.3			
2	Capture Site Photos	Automatic deletion of photos based on metadata	W							5.0	5.0	5.0	4.3			
2	Capture Site Photos	Ability to tag photos capture within a project (multiple sites used for same project)	W							5.0	5.0	5.0	3.7			

## Ideation And Scenario Prioritization

Through facilitated sessions with your business teams, Propelics catalogs all plausible mobile app features in a Scenario Matrix that establishes viability and prioritizes functionality based on alignment with business drivers, organizational readiness and ease of implementation.

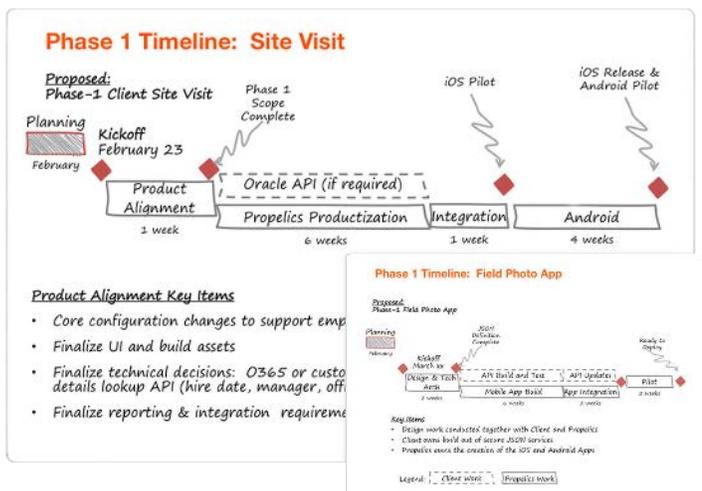
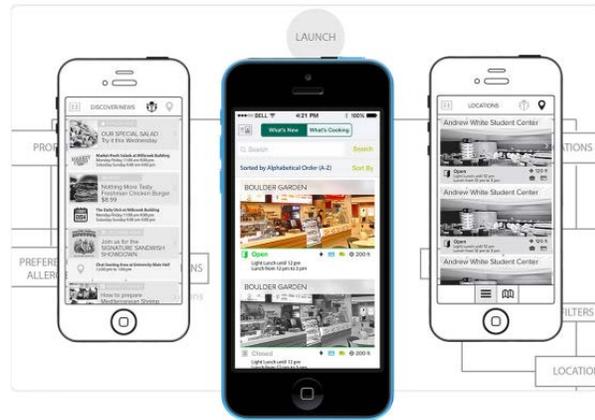
## App Architecture

Propelics defines the future state of your app's Technical Architecture and its integration with existing enterprise systems to ensure its alignment with security, infrastructure, and deployment considerations or, when necessary, to enable us to define new standards.



## App Prototype

Once scenarios emerge and use case functionality has been established, our design architects transform wireframes and screen mockups into a gorgeous functional App Prototype that feels just like the real thing and can be deployed immediately on any number of mobile devices.



## App Budget and Implementation Plan

Once scenarios emerge and use case functionality has been established, our design architects transform wireframes and screen mockups into a gorgeous functional App Prototype that feels just like the real thing and can be deployed immediately on any number of mobile devices.

# NOT ONE SIZE FITS ALL!

We prioritize scenarios and app concepts based on projected ROI and technology constraints to separate real business and customer value from minutia.

“Propelics is an app dream team. Their Mobile App Roadmap kept us focused and helped to deliver an inspired mobile solution that has changed the attitude and selling power of our entire sales team.”

**Subodh Mishra, Divisional VP, Family Dollar**

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# Are you ready to build your prototype?

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Contact us today to schedule your Mobile Scoping & Prototype Kickstart.

Thanks for reading our whitepaper.

And be sure to take advantage of this limited-time offer for a **FREE 30-minute Strategy Consultation.**

**Get yours now!**