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

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.
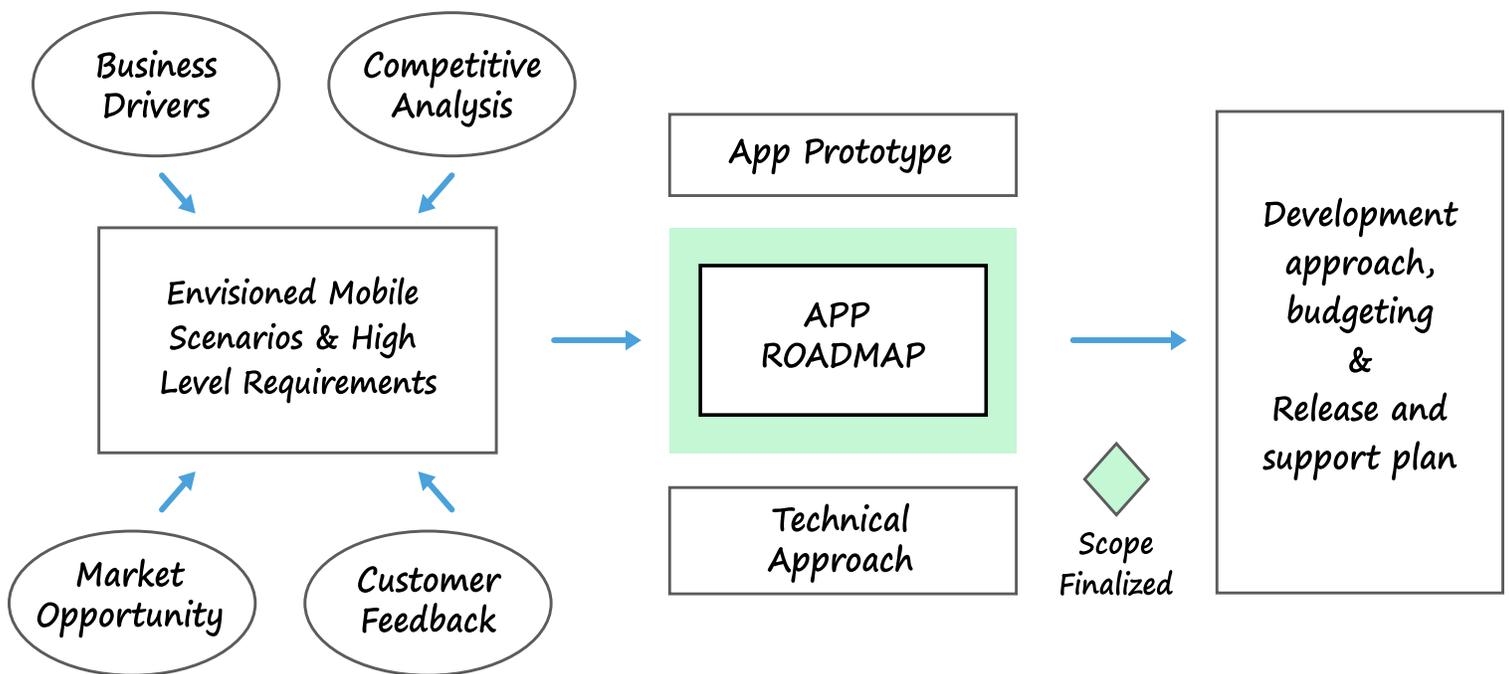
Our Approach

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 Bugeting

(Business Drivers)   (Competitive Analysis)

Envisioned Mobile Scenarios & High Level Requirements

(Market Opportunity)   (Customer Feedback)

App Prototype

APP ROADMAP

Technical Approach

Scope Finalized

Development approach, budgeting & Release and support plan

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.

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· 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:

Ideation And Scenario Prioritization

Through facilitated sessions with your business teams, Propelics catalogs all plausible mobile app features in a Scenario Matrix that establish es 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.
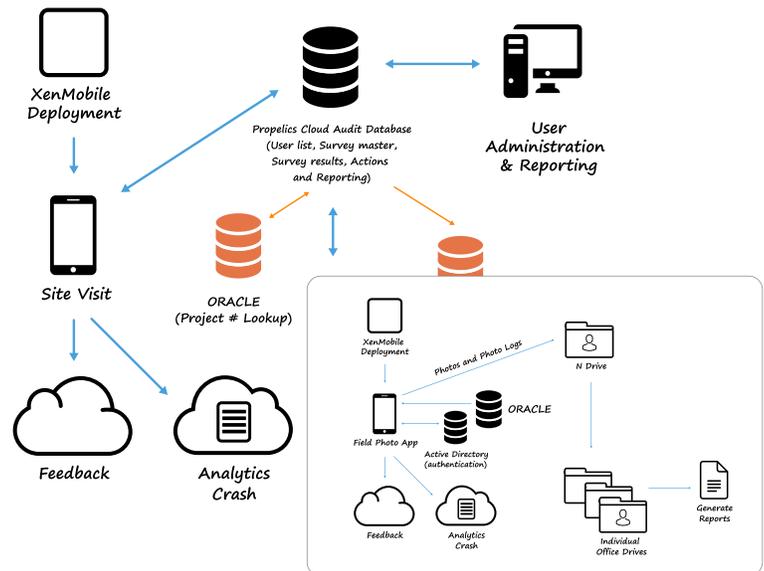
App Prototype

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.
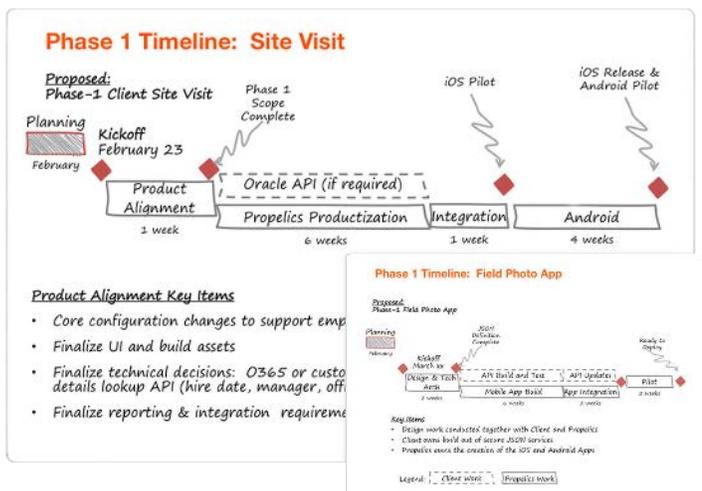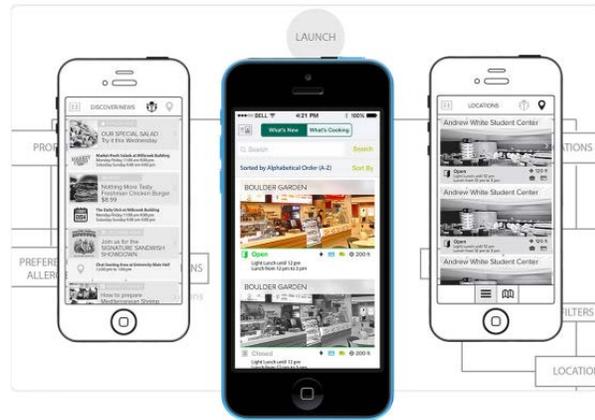
App Budget and Implementation Plan

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

Are you ready to build your prototype?

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!