Should I Build An App?

We’re assuming you already have a mobile-friendly website, too. If you don’t, stop here and go get one. (The mobile site’s a must.)

Would an app make your customer’s lives easier?

- Yes
- Now that you ask, probably not

Do your competitors have an app, or are apps popular in your industry?

- Yes
- Not Really

Do your users need to check/scan info on the go? (Account balances, loyalty points)

- Yes
- No

Would customers be able complete tasks like booking appointments, make payments, etc.?

- Yes
- No

Will your users want to check it regularly?

- Of course!
- Well...I may not always have time.

Will you be able to keep it up to date?

- Yes
- No

Can they do this through an existing app like Open Table or Angie’s List?

- Yes
- No

Stick to a mobile website. (For now) As your business grows and changes, take time to review these questions in the future. An app might be the right call further down the line.

App-solutely! Sounds like an app could be a great way to engage your customers. Happy app-ing!