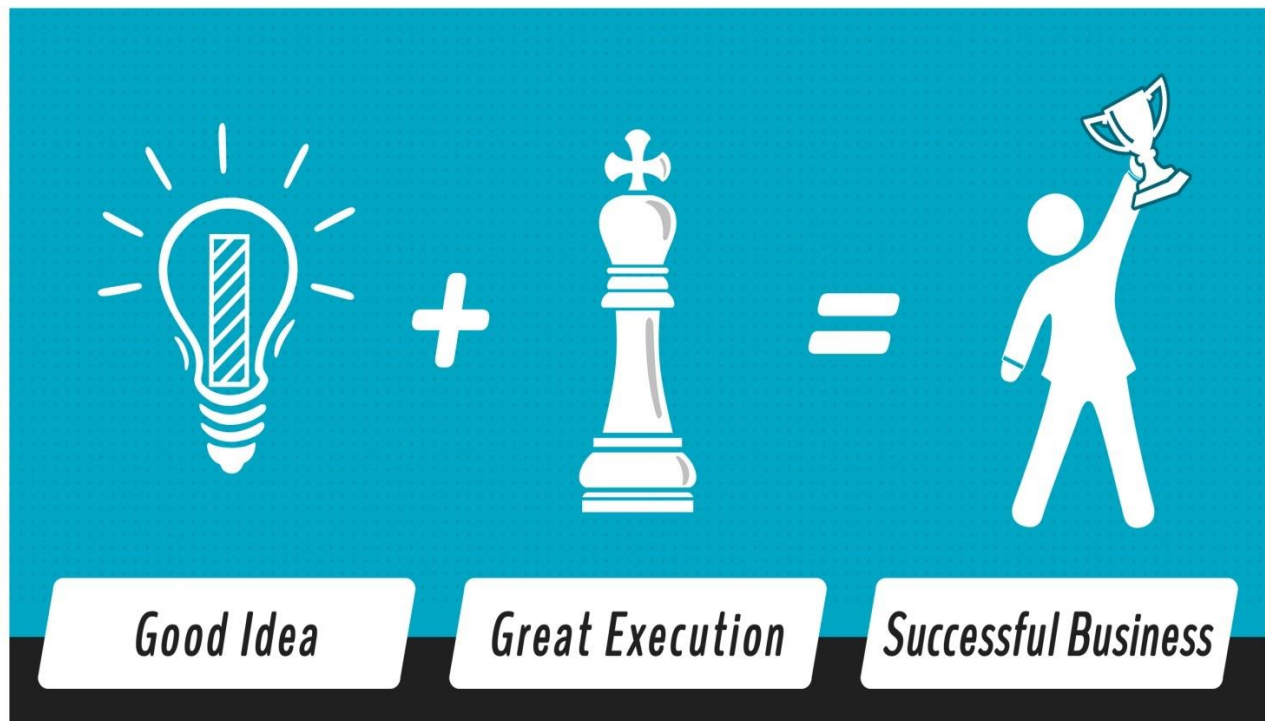# Your Pathway from Idea to a successful Mobile App

Technology has set forth an evolutionary path that has taken us to situations wherein developments, that are called best, are those that fit perfectly on smart phones. Gone are the days, when desktops, television and radio ruled the roost. These are the days when mobile rules. All this has ensured that conventional companies involved in technology development are trying to find new and innovative ways for offering services and products in minimal and digestible forms; thus tilting more towards promotion of products that are exclusively for mobiles. Moreover, developing an app will improve your business prospects. Also, learn how a mobile app can help improve your business process here.

Good Idea + Great Execution = Successful Business

In this frenzy to reach customers in their palms via their smart phones, companies are launching various mobile apps. However, the issue here is that not every app launched in the market has the potential of attracting a strong user base. So what is the issue that prevents all apps from tasting success? Well, it is the IDEA!

So you have one brilliant idea…what next?

There are many who claim to have ideas that are sure to be big hits in the market. Such claims are made with such vigor that everyone around feels that this is going to be one huge success story. However, there are many aspects that need careful consideration before you start celebrating. If it was so easy, there might be an app launched every second!

So here goes all about what to do with your app idea. Despite gaining a mastery over cooking, every mom will claim to be an excellent cook; however, will this work? NO. So entrepreneurs claiming to have killer app ideas, ensure that you diligently follow certain things to make fortunes.

With mobile industry opening up new avenues every now and then, startups need to be careful about not engaging in "only dreaming" game. Thorough homework is the only thing that can take you to your desired destination – **A successful app!**

There are many issues that need to be first sorted out. This can be clear only if you do your homework properly. You need to discuss many ideas before beginning the execution. You need to check the viability of your idea based on your goals and the market needs.

So before anything actually begins, planning needs to be given priority. Remember that failing to plan will take you to nowhere land. So the primary question to ask yourself is to "why is your app idea really important?" Once you answer this question, plan perfectly by research work, analysis of the market and validation of your idea according to user needs. This will set you on a perfect road map that can be followed.
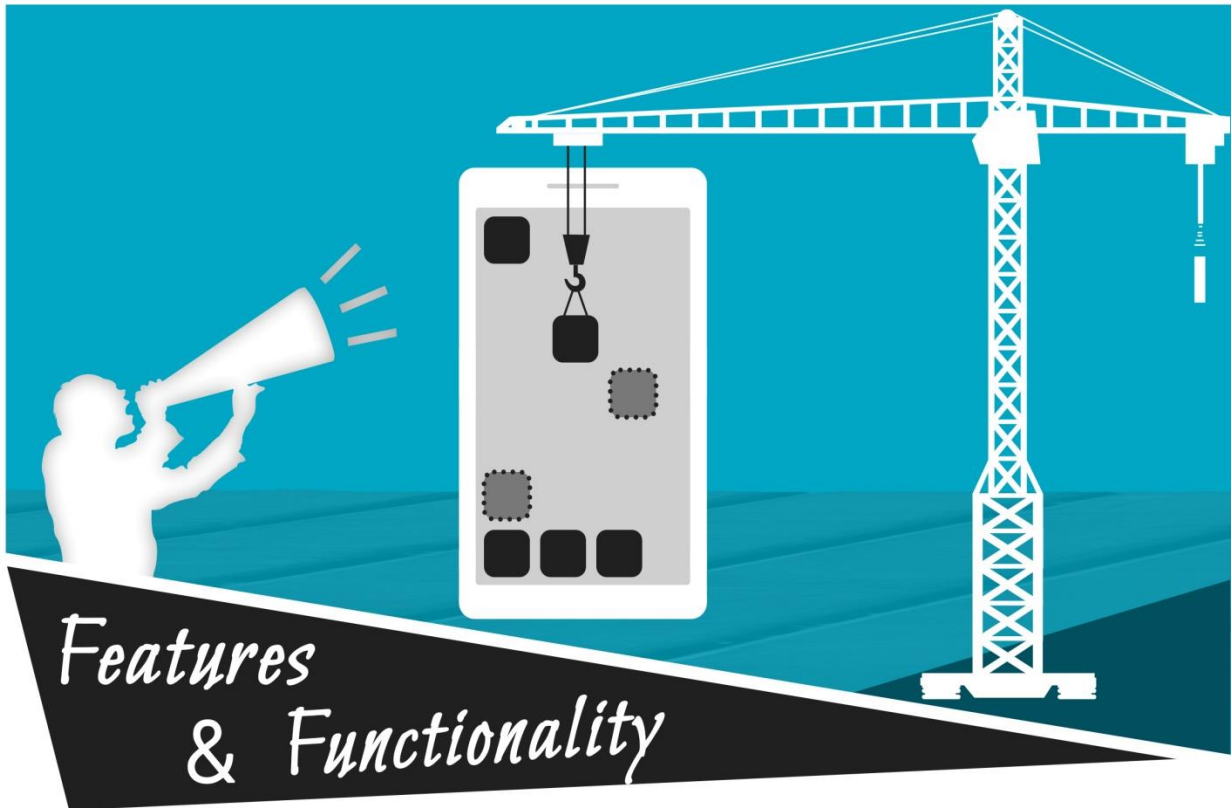
Is all this sounding overwhelming? However, if you intend to taste success, you cannot ignore this. Check why all this is important.

- Usually ideas arise when you find some problem. From all these ideas, you list down some and then start discussions to reach a final IDEA.
- However, before tying all your hopes on this IDEA, testing it and validating it with regards to different factors is important. Your idea might already be present in the market. So you need to have an idea that is unique and has never been explored. But will you be able to find this without research? No.
- This leads you to validating users and understanding their needs. You need to test your idea with some close friends and allow them to play around with what you have thought about. This will generate insights.
- Remember that this idea will be leading to business. So before launching into it, scrutiny is important.
- Next in line is validation according to growth. Generating revenue is a vital aspect. So does your idea have the potential to generate revenue and help you sustain?

All these pointers suggest that a step at a time is the right way to move ahead. This will involve thinking critically about your idea, empathizing with your target users and then strategizing correctly. Short cuts are never going to help. So to be double sure that you raise your hopes of success, planning is MUST!

Now that importance of planning is through, let us move ahead with some other things you need to check.

Checking functionality and features based on capabilities of your app

Once validation of app ideas is through via planning, the time has come to put everything on paper. If you are dead serious, wire framing is also an option.

- *Laying down features and flow*
  When you begin jotting down your app idea onto paper, detailing is the keyword to follow. You need to have a complete and perfect flow related to how users will be able to navigate through your app. Every feature that you intend to include needs to be envisioned and jotted down. This will give you a clear picture about things and such an activity will prove beneficial for your developers too.

- *Removal of some unimportant features*
  Once your app features along with flow are on paper, you need to check for some features that can be removed as they might be unnecessarily included. Remember to offer core value to users from your app.

  Ensure that you do not include features that are considered just good to have. These can

be included via app updates later on. This activity will also ensure that the initial development cost is kept to the minimum and you also get to launch your app based on your idea.

- ***Check usability***

  If you expect your app to be compelling, prime focus needs to be on usability. This makes your interface important. You can follow some successful apps to check their hierarchy and how they have gone ahead with their usability aspects. Remember that your aim needs to be on enhanced user experience. So a pleasing and beautiful app that provides ease to users is what you need to shoot for.

- ***Is customization possible?***

  Check if your users can tailor your app according to their needs. This is more related to social apps; however, if you can use such features, capability of your app will increase leaps and bounds.

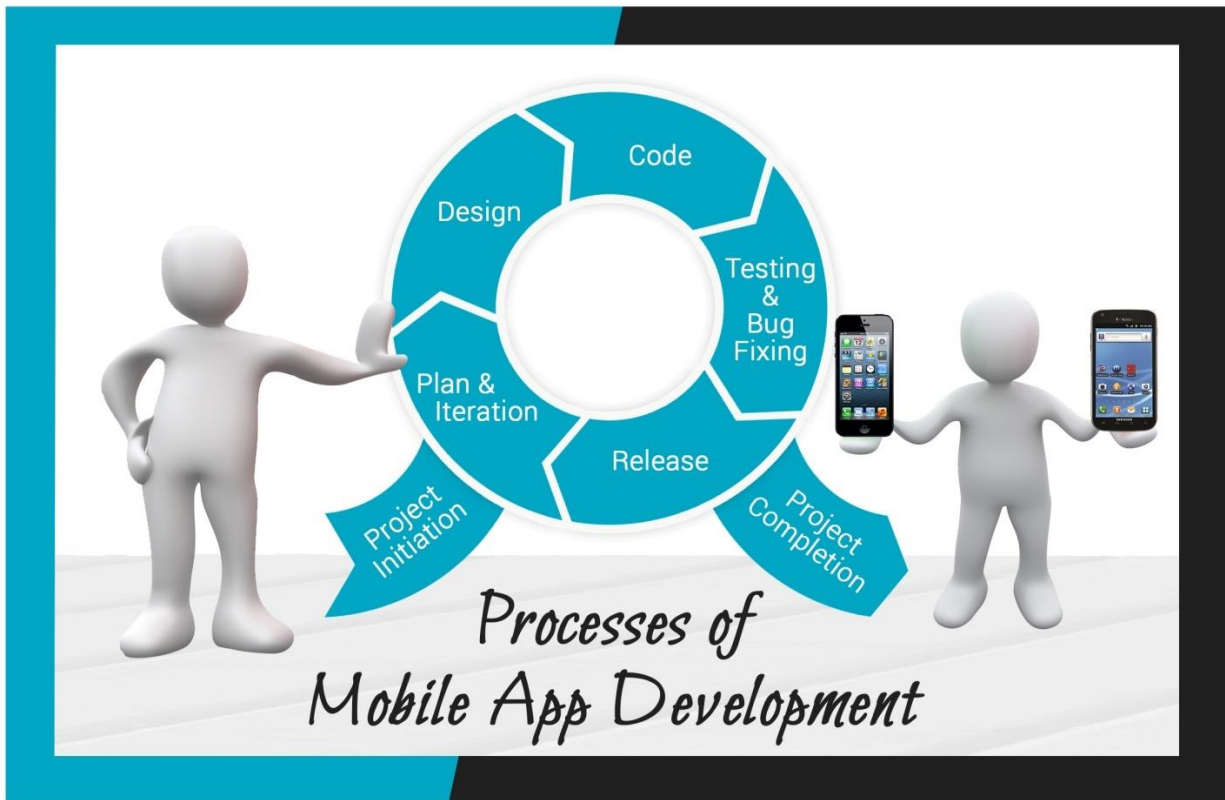- ***Simplicity is a virtue that works….even virtually***

  Keep things as simple as possible. Frivolous features included just to make things look good are not required. This may actually shoo away your users. So when you jot down your strategy, ensure that you give importance to keeping things simple for your app. This is quite similar to removal of some features as mentioned earlier. However, keeping simplicity as your base for every other feature that you intend to include is best.

- ***Don't forget you are thinking mobile***

  This can be a big mistake that people make. Remember that you will be developing this app for mobiles and not for desktops or laptops. So ensure that you keep features that are capable of being easy to use across mobiles.

All these aspects are vital when you are yet to begin the actual process of development. All these form a part of your planning process along with providing clarity of thought and intent. These aspects along with a killer idea that is planned well will help your development team or the company you hire for your mobile application development process.

Set the path for different processes of mobile app development

This is the actual process when you begin the development of your app. There are certain things that need careful consideration when you set this path and ensure that your app is developed to perfection based on all the planning and jotting down you did earlier. This path will ensure that your app is built according to what you initiated with regards to your idea. So let us begin….

➢ *Check your limitations*

This is not related to only your budget. This is inclusive of various factors that need consideration. The most important part here is to check whether you are able to develop this app in-house. Do you have the necessary infrastructure available for this activity? If not, outsourcing this work to expert companies is the option you need to check.

Remember that with in-house development, the costs involved are going to be more. This is because, along with paying professional developers, you will also need to spend on getting infrastructure in place. So you need to check your limitations and budget allocations for arriving at a final decision.

➢ *Hiring experts*

Even if you think of in-house development, the primary concern is to get the best hands

to set your app rolling. If you decide outsourcing, hunt for a company that employs best talent in terms of both design and development teams. This entitles checking credibility of the company in question. You need to check their past work and apps that they have developed with regards to your domain. The company portfolio will help you decide if they are the right ones for you.

➢ *Putting design at the forefront*

You need to be cautious here. There have been many instances wherein entrepreneurs have put design as their secondary consideration. However, this can be a folly. Design is not concerned only about the appearance of your app; it is also related to how your users will experience working with your app.

Design of your app is how best you can make use of technological advancement. So when you sit down with professionals, give prime importance to this aspect. Graphical brilliance that is presented in a simple yet attractive manner along with focus on user experience is the key.

➢ *The actual development*

This is a tedious and long process. So be ready for it. You might see that your original plans require chopping and changing as the development process moves forward. You cannot avoid this. Hence, agile development is given prominence.

Agile development allows you the privilege of making room for plan alterations along the way. Moreover, when the environment for development is agile, back tracking is kept to minimum and the timeline is also not impacted much.

The company you choose needs to hence have a development team that works in an agile environment and work is performed in sprints. You need to take things one at a step. Completing some features and checking them before moving ahead will keep things under control. Every step will lead you close to the completion of your development process. Though challenges are sure to arise, tackling them as per needs and with efficiency will lead to a successful development process.

All the above aspects form part of a path that leads to completion of your app development. Get to know about more aspects that you should not ignore while you set forth on this path.

So now that app development is complete, does this mean your work is done? No. there are other important things too that will follow. Let us check that now.

The Testing phase

When you choose a good and reputed company for your app development, testing will be a process that will be followed even during development. Basic testing on beta versions will be done by the developer who writes the code for your app. Some people who are not in the development team may be included here too. This is to check the app from a user's perspective.

Once the developer is through with the initial level of testing, the entire team along with you will then take tests on the usability and user experience of the app. You need to check if every requirement is perfectly met and is the app easy and simple to use. Does the app suit your audience?

Users will always expect a smooth flowing app. They will want every function and feature to work well consistently, quickly and accurately. This means that you need to check and test the app on all these parameters.

Testing also includes compatibility across different platforms. Checking for bugs, fixing them, removing errors and unwanted messages are other aspects that need to be looked into during the testing phase.

Once all the bugs are fixed, your app is ready for launch across app stores. Does this mean you are done? Again the answer is no. Well, wondering what is left? Read on….

The App Store phase

ASO or app store optimization is an important part in this phase if you expect success. Though you can definitely promote your app across different avenues such as your own website, you will surely want people to find this app on stores directly. Moreover, you cannot ignore people who have not visited your company website.

Your aim is to get your app popular and increase downloads. Along with downloads, you also expect to increase client base. All this is possible only via a perfect strategy for app store optimization.

It is recommended that you don't spare time in bringing your developed app on top of search engines for app stores. You have different app stores to play with. The best approach is to think about ASO as SEO. The only difference here is that with app stores, you are not working with search engine giants like Google. You need to deal with Google Play or App Store, or both here.

You can learn about the different ways in which you can engage in app store optimization by visiting 6 Steps for successful App Store Optimization.
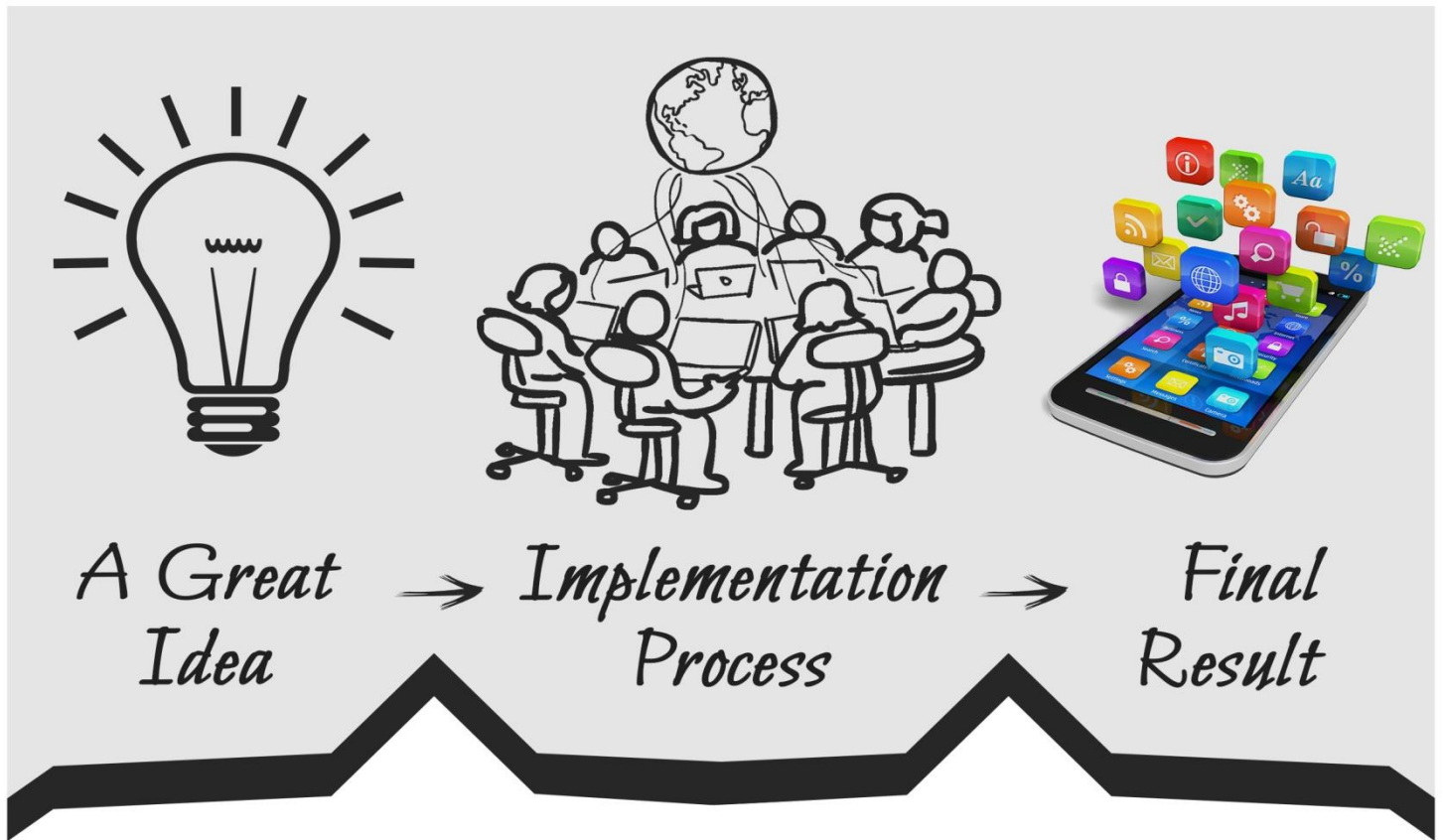
The Marketing Phase

Your marketing campaign actually begins way before your app is launched and will continue forever. This is because, your app is sure to face competition; if not initially, later on someone is sure to come out with something similar.

This means that you do not have time to rest. If you want your app to keep on delivering, marketing it continuously is the key. You can use various channels such as social media marketing, content marketing, viral feeds etc. in this process. The most attractive way is to prompt your own users to promote your app. Learn different ways to prompt your user base for popularizing your App here.

A Great Idea → Implementation Process → Final Result

List of Do's and Don'ts

Let us now wrap up with a general list of do's and don'ts for app development.

Do's
- Always focus on your user base
- Think unique
- Never ever ignore or underestimate marketing
- Unique design is a must

Don'ts
- Avoid ripping off some successful app
- Don't think that one app will work on every platform
- Don't forget about updating your app
- Don't think that every platform needs to be covered (need is important)

This wraps up our journey of app development. Ensuring that all these aspects are followed will lead to a successful app without fail. With the world moving fast, you are lagging behind if you don't have an app yet for your business. So without wasting further time, put your thinking caps on and generate that big idea soon!

--The End--