



Mobile Apps & Strategy For the Enterprise

HOW TO LAUNCH NEW MOBILE PROJECTS AT YOUR COMPANY

2014 is the year that every company needs a mobile strategy. However, it can be difficult to design and launch mobile applications, especially for the first time. Here are some best practices to ensure a successful project.

1. Identify a mobile champion

Launching a mobile project requires a strong champion within the organization—ideally a C-level individual. This may be the CTO, but the role is frequently up for grabs, and might come from within products, marketing, or sales.

2. Keep to a limited number of stakeholders

Where possible, treat the app as a “skunkworks” project. Flying under the radar will result in more rapid development and a simpler product.

Conversely, excessive stakeholders may produce a “Franken-app”, which attempts to solve too many problems at once, and handles none of them well.

3. Start small and define a “minimum viable product”

A majority of mobile projects simply fail to launch at all. Your top priority should be to ship Version 1.0, and get it into the hands of its actual users as soon as possible. This often results in behavior or use cases that could not have been predicted in advance.

Once the product is live, iterate rapidly based on what you learn from these early users.

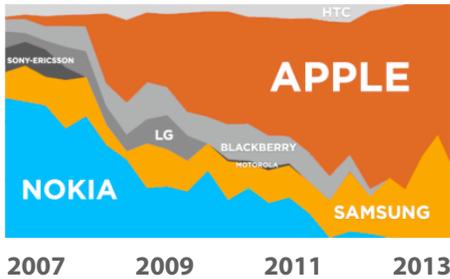
About Qubop

Qubop specializes in mobile strategy, design, and app development for iOS, Android, Windows Phone and BlackBerry, with a focus on enterprise applications.

Qubop principals have worked in mobile for over 10 years, and have deep knowledge of the industry and platform landscape.



Mobile hardware profit share



Apple and Samsung together make 100% of mobile hardware profits.

4. Begin with a single pain point that can be solved using mobile

Unlike conventional software, a mobile app should focus strongly on one or two key goals. Identify the “micromoments”—brief, task-focused interactions—that will define the user experience, and design the app around those.

When in doubt, remove features. A good app should immediately answer the question, “*What is this app for?*”

5. Think about how your employees or customers can use the data you already have in the cloud

Many companies have significant data locked away in silos, or accessible only through complex web reporting. Use mobile to liberate this information and increase its value.

For example, mobile dashboards are a good method for surfacing and summarizing actionable data, and making it instantly available from anywhere.

6. Mobile apps can run on your existing back end

Apps connect to your servers through the same channels as your existing websites. You can often reuse some or all of your current online infrastructure. In addition, platforms such as force.com provide mobile back-end as a service (MBaaS).

Some mobile apps may require additional server middleware to deliver current data in new forms. This issue should be considered during the app discovery and design process.

7. Mobile expertise is difficult to come by—especially in verticals

These are the early days of mobile. The modern smartphone era dates from the launch of the iPhone’s App Store in 2008, just five years ago. Because of this, mobile development teams that specialize in your industry likely do not exist yet. In addition, the mobile apps to address your specific needs may not have been defined, and so many projects still require innovation in design or functionality. You know your business—hire a team that knows mobile.

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8. Don't try to cover every device and platform from the beginning

Resist the temptation to support all users immediately. As a rule, Android is more difficult to develop products for, due to the large number of potential device targets and the variety of software versions in the field. QA costs are higher, and good Android teams are more difficult to find. Therefore, it is generally easiest to begin with the iPhone, and to defer Android and tablet support until the product is well-defined.

9. Enterprise mobile users now demand a “consumer app experience”

The game has changed. Employees and customers use enterprise apps on their own mobile devices, and the apps are distributed through the same channels as consumer apps. This has led to rapidly rising expectations for user experience: highly interactive interfaces, graphical data representation, and beautiful design.

In addition, unlike desktop software, mobile apps go out into the world and are perceived as the public face of the company. They should receive the same level of design attention and branding as the company's public-facing websites.

10. A well-run mobile project can deliver a win within six months

Mobile product cycles are short, which can produce rapid success for new initiatives. A typical six-month project arc will consist of 20% design, 50% development, and 30% QA and field testing.

NEW

QUBOP MOBILE JUMPSTART PROGRAM

- 4 weeks from project kickoff to mobile prototype
- Begins with onsite meetings with your stakeholders
- Can lead to full service mobile solution discovery, app design, development, and implementation

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