



Building Successful Apps

Here are some of the most important questions you need to ask yourself as you plan for the challenge of making your app stand out in a crowded space.

Validate Your Idea First

1. Have you validated your idea?

Has it been done before?

Is it addressing real pain points of users?

Is there a huge market size for it?

Have you identified the app's potential users?

Do you have objectives for the app?

Have you done competitor research?

Do you have a monetization strategy?

Do you have sufficient funding or stakeholders?

2. Do you have a well-defined scope?

Do you have a wireframe?

Do you have a list of features?

Have you prepared user stories and branding plan?

Have you created animated design prototypes using tools like us eresting or usabilityhub?

Have you done user testing?

Do you have an analytics tool set up in order to see design tractions and feedback for iteration?

Have you iterated your design?

Select Compatible Technologies

3. Do you know when to build a native app vs progressive web app?

Have you decided which programming frameworks and tools to use?

Do you know when to use open-source and off-the-shelf libraries for your chosen features?

Have you decided which platforms you want?

Protect Your Data

4. Do you know your data privacy laws?

Do you have a plan in place for data privacy compliance?

Have you researched on major security concerns of your own industry?

Have you hired great developers who specialize in protecting user data?

Know Your Numbers

5. Do you have a digital marketing strategy in place before launching the app?

Have you predefined how you'll get your app in front of users?

Do you have a retention strategy?

Have you decided which marketing channel to focus on?

Do you understand the annual cost of maintenance for your app?

These questions will guide you in creating a solid plan for your first app. Need more guidance from our experienced app design and development team? [Request a proposal](#) today.