

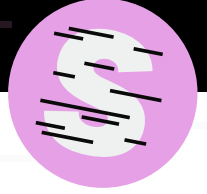
# Get In Touch With Your Needs:

## Does My Business Need an App?

White paper by Singleton



**You may want to keep up with the times, not be the old dude who does things from the last century. And you might think that an app for your business is just the thing you need. It can be true. But it also might not.**



## Who are your people?

Consider your audience and their habits. If you offer services to a retirement home then an app is most likely not the boost to your business needs. If you are trying to sell high-end rollerblades then an app might get your business to the next level. You can validate your idea by conducting a simple user research to see if your people like the idea of an app. Creating a User Persona helps a lot (tons of examples how to do that available on the internet). In case you have a website, you might want to check how many users are visiting it via mobile.

## What do you already have?

Ever heard of social media? If not then it might be time to retire all together. If yes then you know that different social media platforms offer quite a lot of possibilities for businesses such as e-stores, chatbots, poll/event creation etc. Might be that it would be wiser to invest in your social media channels where you already have followers. Consider that mobile web is much more functional than it used to be. Updating your website might also be a big step towards getting closer to the users via mobile.

## What do you provide?

In case you just need to provide information about upcoming events or make people sign up for a certain promotion, then social media mentioned above or a simple website might do quite well. If you sell goods online, then without having a significant user base that does recurring purchases, the app does not make sense either as it's hard to reach the potential buyers (no google search for them). If you have a social site for instant cat photo uploads, then the app definitely does make sense as using a camera via the web is not very convenient.

## What do you want?

Search your mind to find out what it is you want to achieve with adding an app to your business. This needs to be well thought of to make an informed and educated decision about developing an app. Some things that businesses might want to achieve by building a mobile app: increase client's lifetime value, increase clients engagement, know more about their customers, provide extra features and gamification, be more innovative than competitors etc.

## Does the app pay off?

Building an app that is user friendly, modern, flexible and custom made for your business takes both time and money. Basic step would be a quick calculation of how quickly the app pays off, or does it at all. Easy example: if you have 1000 recurring customers at cat photos website and you can charge them 3 EUR extra monthly by adding an option to upload photos instantly via app, then the yearly extra revenue is 36 000 EUR ( $3 \times 1\,000 \times 12$ ). If building such an app costs 50 000 EUR, it sounds like a pretty good investment.

# Your road from searching your soul to an actual app:



1

Homework (everything mentioned above) + if you decide to say “Yes to this app” then we highly recommend reading Singleton's white paper on how to order an app.

2

Researching possible development partners that might be a good fit for you and your idea. The criterias could be:

- location
- services provided
- previous experience
- proactivity during the preparation period
- availability.

3

Researching possible design partners. Design can be done by a dedicated agency but also by a software development agency. At Singleton we do design mobile apps, but work happily also with all the external designs. We recommend having an outstanding design – both UX and UI. The competition in this field is high and you need to get noticed.

4

Meeting with the developer, who validates if and to what extent your idea is doable. He also offers an approximate time and cost calculation. Ask for a call where each step is explained. If interested, we can provide you with a proposal sample. If you are in a very early stage with the idea, Singleton can help with a workshop to get your ideas and plans more clear. Also technical analysis and wireframes are created for your app, so it will be ready for the development phase.

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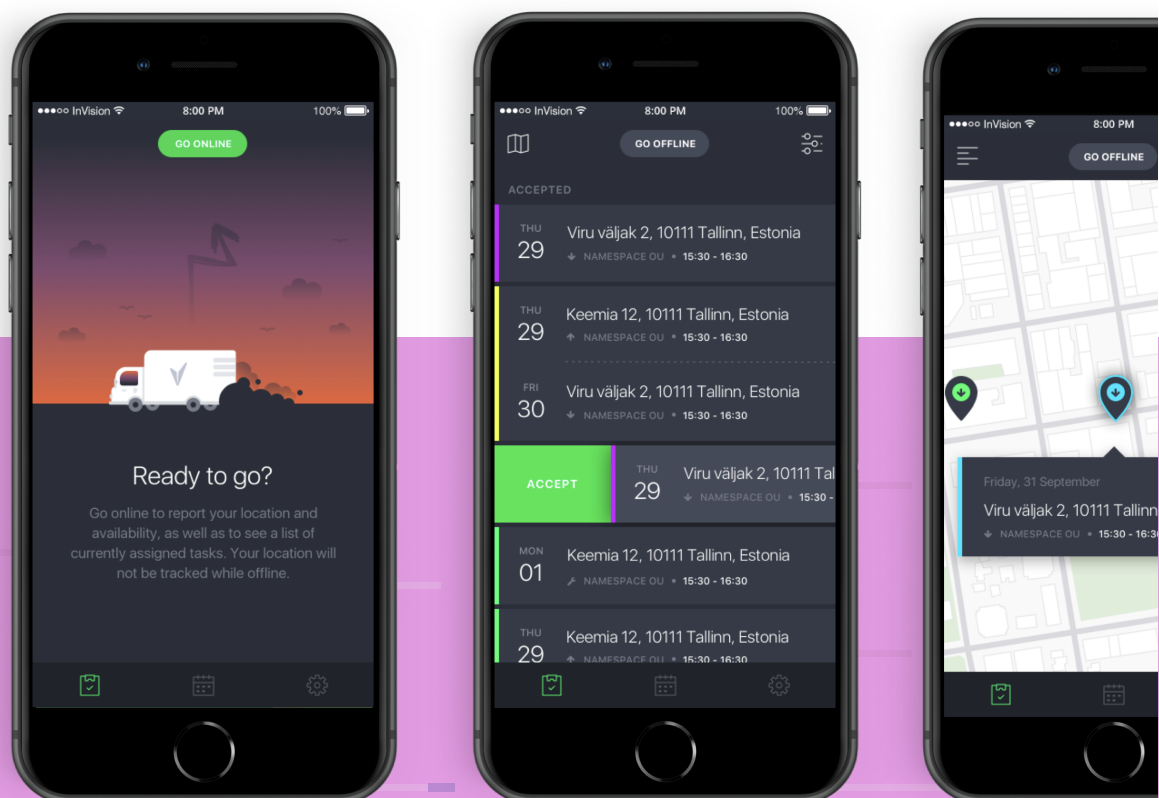
Sign a contract, set the deadlines and get cracking! You need to know when you want to go live and what is the best time for you. If your app is for selling ice-cream then winter might not be the right time.

6

Enter the market! Don't rush but don't lag! If everything is ready except for some small details then go live and test on actual people! You can get the invaluable feedback of the actual users. Mobile app development can easily be done step-by-step. You can develop it dynamically based on the client feedback. If all is well then make a marketing campaign, spend on advertising and shout your product out to the world!

7

Now just keep your eyes open for all the wonders the future has to offer!



# How long does it take?!



When you have done your homework and come to us then this is how much time it will approximately take to get to the actual finished app:

## Maxi-level app

1 year



Fully custom, revolutionary, never-before seen app.

## Medium-level app

3-6 months



Reasonable animation, info and buy/sell or other similar functions.

## Easy-level app

1-3 months

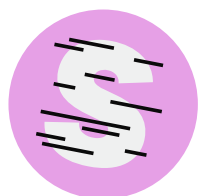


Mostly for displaying info and very little user input.

# What's your long-term plan?



You know you have to water your flowers, right? It's the same with your app. It needs maintenance. Either from your development partner or a member of your team who has the skills to do that. Take that into account when planning your team, finances and activities.



So let's create a unicorn together! If you say “Yes!” then we'll probably say “Yes!” too!

NB! If you want to move forward then don't hesitate to contact us [apps@singleton.ee](mailto:apps@singleton.ee). We help you to validate the niftyness of your idea and map 2–3 of the most important aspects to take into account in the development phase.

free of charge

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