

Think, think, do:

Steps To Turn Your Idea Into an Actual Mobile App

White paper by Singleton



We all get ideas sometimes. Some of them are bad, some are good and some become unicorns. 🦄 You just have to get going.



Visualize.

Where do you want your idea to end up? You need to know the ultimate goal in order to be able to plan the steps that will lead you to it. In case visualizing your business as a unicorn is scary, then just think of the next steps which are realistically achievable (that's something you need to do anyway in addition to dreaming). Let's say you want to be in the Top 10 in your category. What needs to be done in order to achieve that?

Be Realistic.

Think about finances:

- what features of the app will actually bring you money?
- what are the core-functions of the app?
- what are the additional features?

In other words: where can you save money if needed? In IT-lingo it is called “*cutting the scope*”. You may not be able to have everything at once and that's alright. You need something that works, brings clients and money. And then you can move forward with adding all the coolness.

Validate.

You need to test what people think of your idea. Make a simple landing page where people can show their interest or conduct a user research. You need real life data you can count on. And sometimes you may find out that the idea doesn't work. For some reason people don't want or need this app – that's okay too. You tried. Just try again!

Make a Plan.

But stay open to change. A plan will help you to think things through:

- what do you want?
- for whom your idea is for?
- what do you need?
- what do you have? etc.

It is important to be prepared so that you can ask for what you want from a developer. Then it is up to us to surprise you with all the nifty details that can be added. You need to do the product development so we can do the software development.

Close your eyes.

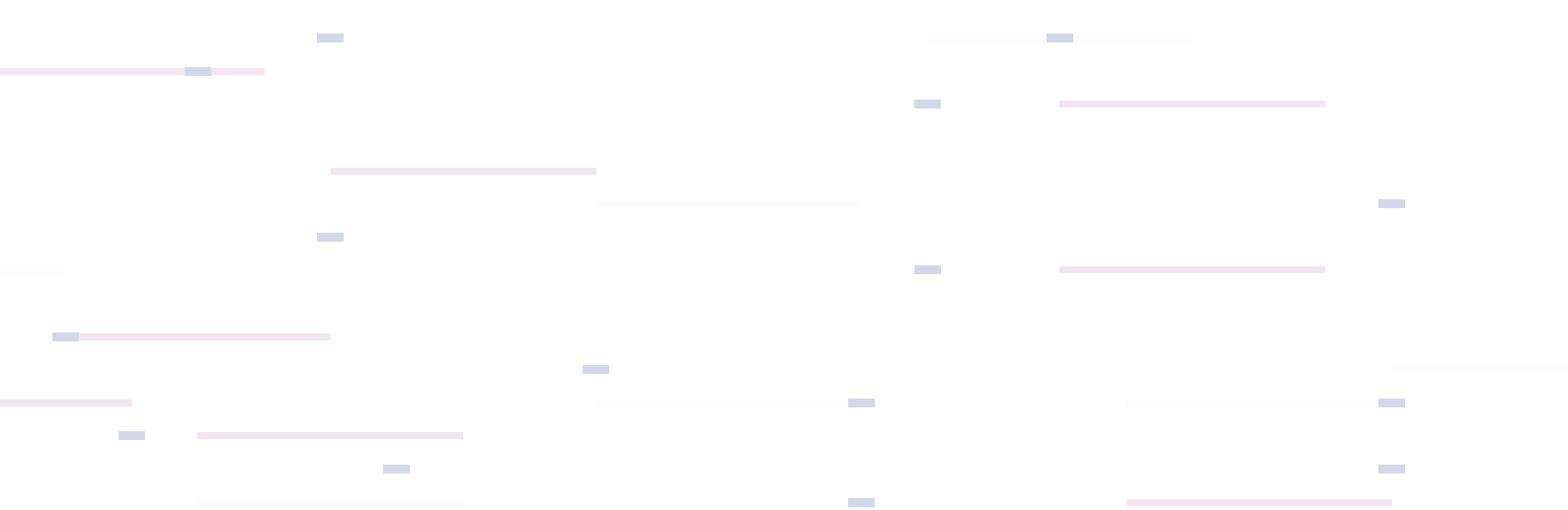
Imagine your design and create a wireframe of your app. Prototype the product's appearance. It is a much needed step to move on. Figure out the user flow – how does your customer navigate in your app? You can use software for all this, but often post-it and paper is a much more effective option. Showing it to the potential users is the next moment of truth. If most of them understand what you are providing and how to use it, then you might be on the right track. If not, continue with prototyping. That is much cheaper than developing something no one would use or understand and then starting all over again.

Find others.

Figure out who your competitors are, what they do, how do they do it and what could be your “**edge**” compared to them. Analyse top 5 to find their shortcomings so that you can be better!

Take time.

Plan enough time for all the steps of the development process. It is important to test and re-evaluate when needed and to have the time for it. But don't take too much time: chances are that someone will make your idea happen before you!



Your road from an idea in the shower to an actual app:



1

Homework (everything mentioned above)

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.

5

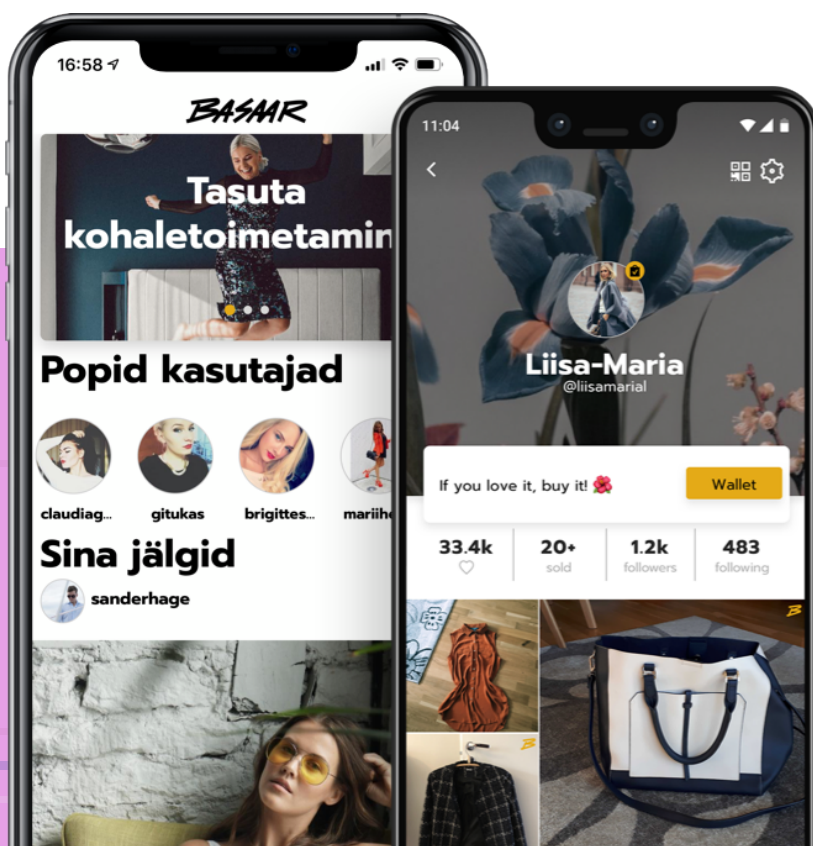
Sign a contract, set the deadlines and get cracking! You need to know when you want to go live and what is the best time for you. If your app is for selling ice-cream then winter might not be the right time.

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

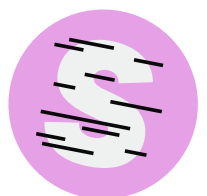


Mostly for displaying info and very little user input.

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.



That's it!

Not that hard,
right?

So: GO!

NB! If you want to ask for more detailed advice or information then please write apps@singleton.ee and we'll help with 30 min. free consultation by our mobile tech lead.

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