

Mobile App Planning Guide

Custom App Development

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How to use this guide

Thank you for downloading this guide.

The intent is to prepare you for the kind of deeper research needed to help properly plan your mobile app. As you work through the enclosed worksheet-style tools, you'll gain a sense of the type of planning that goes into developing a new mobile app.

Best Regards,

AIVIA Development Team

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Step 1: What problem are you solving?

What is the pain point the new app is trying to relieve?

FOR EXAMPLE :

“It is hard for everyone to communicate and maintain compliance over multiple jobs for our clients”

ANOTHER EXAMPLE :

“I have a business process requiring a lot of paperwork that I’d like to reduce with automation.”

ANOTHER EXAMPLE :

“We need to know where our company’s equipment is at any given point in time.”

Describe your problem:

Step 2: How could a mobile app solve this problem?

If you had to describe the app in only one sentence - two at the most - what would it be?

FOR EXAMPLE :

"I want an app that automates client feedback from their smartphones to our support ticketing system"

ANOTHER EXAMPLE :

"I want a project management app for my construction company that handles contractors, vendors, and clients"

Describe your solution:

Step 3: Figure out the feature sets

Use the following chart to list all the features your app will need to operate.

E.g. Location Tracking, Live Messaging and Chat

1	2
3	4
5	6
7	8
9	10

List other features and notes here:

Step 4: Budget planning

It is important to plan out the time and resources that will be needed for your app to have a chance to succeed.

\$	<p>Development Cost Funds required for the design and engineering of the product described in your previous answers. This cost must be quoted by a qualified professional developer.</p>
\$	<p>Marketing and Advertising Strategy and budgeting, account management and creative concepts, design of graphics and animations for the strategic advertising campaigns.</p>
\$	<p>Maintenance User support and system optimization including critical and non-critical updates of all current code bases.</p>
\$	<p>Operating Expense Can include, but is not limited to regular operational expenses such as dedicated personnel, server fees, third-party fees and licensing, and office rent.</p>
\$	<p>Total Cost (<i>one year period plus the time required for the development</i>)</p>

Include other costs to be added below:

Step 5: Timeline

Every app requires an appropriate development time, from conception to getting the product market-ready. When do you hope to start and complete your project? Professional developers will work with you to assess if your timeline expectations are realistic.

Project Start Date	
Project Completion Date	

Step 6: Contact a qualified developer

Contacting a developer is easiest if you are prepared with the information in this guide. Be sure to use it when you reach out.

The following is a useful checklist of things to look for when vetting vendors for your mobile app.

Insert questions you'd like to ask below. We've included a few to get you started.	Developer One	Developer Two	Developer Three
What is the developer's contact information?	Aivia Inc. #203 - 10544 106 Street Edmonton, AB T5H 2X6 780-481-5444 info@aivia.ca		
Who owns the IP (intellectual property) of the app?	The client		
What is the current capacity of the company?	10 full-time employees		
How many years have they been in business?	18 years		
How many apps available on the app store(s)?	13 unique apps (some released under separate developer accounts) across both app stores.		
Quality of the apps on a scale of 1-10 (1 poor / 10 amazing)	10/10		
Are the apps built in-house or outsourced?	In-house		
How will the project be managed?	Online project management system		
What are the payment terms?	Payments are milestone-based		
If hosting is needed, who is the provider?	Aivia can provide hosting or make a recommendation		
Do they provide a prototype of the app?	Yes		