

## ***The Bootstrapper's Guide to the Mobile Web***

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### **Mobile App Strategy Worksheet**

This worksheet can help you plan an effective strategy and solution for your mobile apps. Refer to respective sections of the book for clarification of specific questions.

#### **I. Target Market, App Category, Platforms**

Defining your target market can help you decide whether to create a native versus a web app and, if you decide on a native app, which platforms to develop.

**Describe your target audience:**

**What type of app will you create?**

- Native app
- Web app

**If a native app, which platforms will you develop your app for?**

- iOS
- Android
- Blackberry
- Windows Phone
- Symbian
- WebOS
- Other

#### **II. Type of App, App Functionality**

After researching mobile app trends, investigating competitors' apps, and reaching out to your existing customers for feedback, discuss the type of app you plan to create and what specific functions it will perform.

**What type of app will you create?**

- Content driven
- Rich media
- Branded utility
- Generic tool
- Just for fun

Game

Other

**Describe the functionality and purpose of the app you plan to create:**

Specifically, answer any of the following questions that are relevant to your app idea:

**How will the app benefit the user?**

**Does the app fill a specific niche relevant to your business? How?**

**How will the app extend user engagement with your business?**

**What functionality does the app offer that is not available on your website?**

**Will the app provide users with exclusive content or offers? What, specifically?**

**Does the app offer an experience the user can only get on a mobile device? What type of experience?**

**Does the app engage the user in a way that will encourage brand loyalty? How?**

**How will you personalize the app experience for the user?**

**How will you keep the app content dynamic and engaging?**

**Other points relevant to your app idea:**

### **III. Native Features**

**Select the native device features that should be accessible by your mobile app.**

Push notifications

Gyroscope

Accelerometer

Camera

Compass

GPS

File storage

Other

**Other features, if applicable:**

#### **IV. Budget**

Answer the following questions about your overall budget for your mobile app.

**What is your budget for app development?**

**What is your budget for app maintenance?**

**Will you create the app in-house or hire a developer?**

**If a developer, how will you recruit?**

#### **V. Native App Options**

Use the respective section in the book to help decide which option to use to create your native app.

**How will you create your native app?**

Use the SDK

Code in HTML5 and convert

Use a service

**If you plan to use SDKs, which platforms will you develop for?**

iOS

Android

Blackberry

Windows Phone

Symbian

WebOS

Other

**If an HTML5 app, what tool or service will you use to prepare the build (convert)?**

PhoneGap

- PhoneGap Build
- appMobi XDK
- Other

## **VI. Web App Options**

Use the respective section in the book to help decide which option to use to create your web app.

### **How will you create your web app?**

- Use HTML5, CSS3, and JavaScript
- Use a framework
- Use a service

### **If you plan to use HTML5, which JavaScript library will you use?**

- jQuery
- jQuery Touch
- Other

### **If a framework, which will you use?**

- jQuery Mobile
- Sencha Touch
- Other

## **VII. Mobile App Stores**

Depending on the platforms you plan to develop for, in which stores will you distribute your app?

- Apple App Store
- Google Android Market
- Blackberry Market
- Ovi/Nokia Store
- Windows Phone Marketplace
- Amazon Appstore
- GetJar
- Handango
- Zeewe
- Other

## VIII. Solution Criteria

Refer to the previous sections of this strategy, and answer these questions for each solution you are considering.

### Specifically, does a solution:

- Align with your target market, app category, and desired platforms?
- Fit within your budget constraints?
- Align to your vision of the app's main purpose and functionality?
- Offer accessibility to the desired native device features?

### Additionally, does a solution:

- Offer custom programming in appropriate languages?
- Offer ways to upgrade or grow your app in the future?
- Offer hosting, if a service?
- Allow minor updates without the need to rebuild your app, if a service?
- Have good support forums, if a service?
- Have a gallery to offer your app more exposure?
- Adhere to web app best practices?
- Provide the opportunity to convert to a native app in the future, if a web app?
- Offer ways for you to monetize your app?

## IX. Weighing Options

List your final choice(s) here. If you are considering more than one solution, list the pros and cons of each option.

Solution	Pros	Cons

## X. Conclusion

**What is your final choice?**

**What compromises were made in favor of this solution?**

**Discuss conflicting or unresolved issues as they relate to your final choice, and list alternative solutions to resolve them:**

**What are your plans for subsequent phases of the app development?**