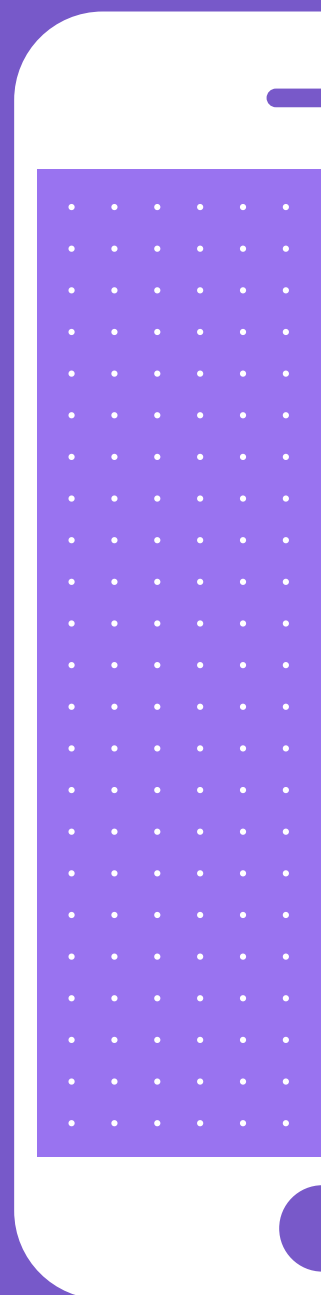# The Definitive Guide to Mobile App Design

Everything You've Ever Wanted
to Know About Building
a Mobile App

[but were afraid to ask].

1. Introduction

If you've ever thought about building a mobile app, but didn't know where to start or what questions to ask, then this ebook is for you.

After building more than 10,000 apps, we've learned that most people don't have any idea of how complex it is to actually plan and develop a mobile app, so we created this ebook to guide you along the average process, the best practices, and how you can get ahead of the competition.

But don't worry; this isn't some boring book filled with coding or programming or complex business plan diagrams. It's ;a very broad overview of the steps your app developers and designers use, so you won't have to bother them with basic questions.

So now that's out of the way, your first question is probably how do we even start?

Let's start at the VERY beginning.

There are two phases of any mobile app design:

1. **Planning and Strategy**	2. **Development and Publication**

First things first: Planning and Strategy.

2. Part I: Planning and Strategy

The first thing you need to do when you want to build a mobile app is make a plan.

2.0.1. Warning: What a mobile strategy is NOT!

Before you get too excited about how building a mobile app is going to make all your wildest business dreams come true, let's look at what a mobile strategy is NOT:

- Building a mobile app should NOT take the place of, nor is it an extension of your other online strategies.
- Your mobile app strategy is part of your overall business strategy. The app that you build is a tool, a tool to engage users, establish rapport, and keep them wanting the product or service you provide in an easy, quick, and convenient way.

Now that that's out of the way, let's start putting the plan together.

2.1. Step 1: Look in the Mirror

"

If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle.

"

→ **Sun Tzu, The Art of War**

It's not terribly cliche to say that you can't know where you're going until you know where you've been. Self reflection is one of the critical components of success for any endeavor, not just ascetic gurus in their mountaintop perches contemplating the universe.

Only once you truly evaluate the identity of your company can look beyond just yourself and see how you place in the business world, and what you can really achieve if you set out trying to create a mobile design strategy.

2.1.1. Know Thy Enemy

Well maybe not your enemy, but your competitors. These are the businesses who are in the same industry, provide similar products, and appeal to the same users. Competitive analysis is one of, if not THE most critical parts of a business strategy.

Looking at what other businesses are doing, and what they are NOT doing, provides immeasurable and actionable insight that you can directly turn into an effective mobile strategy.

One of the easiest ways to analyze a competitor is to create a "Competition Grid". Here's what one looks like:

Competition Grid

Competitors	Target Market	Marketing Strategy (e.g. price, quality, location	Advantages	Disadvantages
Direct				
Indirect				
Future				

List the names of five or six products similar to your down the left side of a piece of paper, and across the top write their defining characteristics (price, distribution, market, etc). That way you can easily reference and compare your product to others in your vertical, and quickly determine the factors that make your competitors successful or failures.

For example, say you want to build an app where people can upload, share and tag photos of themselves. (This is just an example, Instagram has that feature pretty much covered.)

Start by conducting in-depth market research to analyze the existing apps that provide that service. Even the most successful examples have areas where they fail to deliver, and users that they don't service adequately, so no matter what the size of your competitors there will always be opportunities.

Whether you want to pursue those opportunities is entirely up to you, your resources, and your goals, which brings us to our next step.

2.1.2. Know Thyself

SWOT-What is it, and what can it do for you?
One the first things you need to do when you start planning your strategy is do a self assessment of your company. While sometimes painful, it will be ultimately rewarding because once you know who you are, and what you are up against, you can create an authentic, effective strategy.

One of the best tools for an honest self analysis is called a SWOT square. SWOT stands for Strength Weaknesses Opportunities Threats. An example square looks like this.

STRENGTHS	WEAKNESSES
S	W
OPPORTUNITIES	THREATS
O	T

This framework allows you to instantly and honestly evaluate your company and reveals the potential roadblocks in your path. Once you understand yourself, your competitors, and what you shouldn't try and do with a mobile app, you're finally ready to begin to plan your app.

2.2. Step 2: Plan Your App

Now that you know who you are, who you're up against, you're finally ready to put pen to paper and fingers to keys and start planning out your app.

Now you just have to ask yourself the easiest question of all: what IS your app going to do, and how are you going to turn it into reality? What you need to do is define the scope of your mobile app strategy.

The scope is what needs to be done, what you want to achieve from the app, and how large/small it has to be. The scope may include all of the following:

• Objectives and goals of the app

• Phases and subphases

• Tasks and resources

• Budget

• Schedule

Two tips to consider though:

- First, TAKE YOUR TIME when you plan your app. It is much, much easier to adjust goals during the planning phase than it is fixing code or design during production. Each change you make during development is REALLY expensive and complicated, and will make your production team hate you for not being confident and prepared.

- Second, at this point, you also need to consider how your app will look and perform six months, a year, and five years from now. Plan for the future and try to build that notion into your mobile app strategy.

Keep these tips in mind during every step along the way.

2.2.1. Refine Your Concept First

The best way you can truly visualize what your app is going to be is to open up your twitter account and write out the entire concept in one tweet.

This exercise is challenging because it forces you to take all your grand ideas, plans, and hopes for you mobile app and boil them down to fewer than 300 characters.

(It also has the side benefit that you'll know that when you need to promote your app you can use a channel like twitter, and your description will fit.)

When writing your tweet, ask yourself two basic questions, and be honest:

1. What is your concept, anyways?
2. How is someone who is spending their time/money/interest on it going to get their value from it?

Real easy, huh?

Well, no one said creating a mobile app strategy was going to be easy. Especially if you're going at it alone. A healthy dose of reality can help, though. You're not going to be the next Facebook.

Probably. Probably not the new Ebay, either . But, if you think of a way to provide value to a small group of users who are underserved by bigger organizations, you have the core of a good idea.

Having a reasonable concept is the foundation of a successful app, because it gives confidence to your stakeholders, and allows them to easily envision the potential. You can help narrow that idea down by talking to professionals who've built thousands of successful apps.

So, with your concept firmly in hand, now you're ready to map it out.

2.2.2. Map it Out

If you were going to build a house, would you just start by going down to the Home Depot, load up a truck with some lumber, grab some nails, and just start hammering them together?

Of course not. You'd make a plan, a drawing, a map.

Same thing applies to your mobile app. You'd want to create a development roadmap that defines the product lifecycle so you know which direction to take, which ones to avoid, and where you want to end up.

An app development roadmap has three distinct uses:

1. Clarifies what the goal is of your app
2. Aligns the different areas of a company to ensure the goal is achieved
3. Provides a way to reassess success, address failures, and revise overall strategy

A standard app development strategy usually looks something like this:

MOBILE APP DEVELOPMENT ROADMAP

Design
→ gather business requirements
→ determine scope of project
→ investigate alternative products / competitors
→ create action plan
→ user research
→ usability research
→ graphic design and brand development

Build
→ build mockups and prototypes
→ choose a development platform
→ code the designed screens and interactions
→ integrate U-M authentication and APIs
→ as necessary

Test
→ test app components individually
→ test the components integrated together
→ test overall system compliance with
→ initial requirements
→ verify that the solution is accepted by the user

Release & Maintain
→ package and distribute application
→ gather customer feedback
→ debug and release incremental
→ functionality updates
→ schedule quality assurance / automated testing
→ account for operating system updates

Now that you have your map, it's time to make a shopping list before you head on down to the (virtual) Home Depot to get all the "stuff" you need to build your app.

2.2.3. Gather your Resources

And what is that stuff, you ask? Money. The industry average for building a mobile app is somewhere between $200,000 and $400,000, depending on your other available resources such as time, product, etc.

Here's a pro tip: whatever you think your app is going to cost from an operational standpoint, take that amount and add 30% to it. That's the industry standard average for what app maintenance will cost

Once you have worked out how much you have to build your app, your budget will be spent in two different sections: Operations and Capital.

Your Operations budget includes the resources you need for administration, infrastructure, promotion, and maintenance.

The other budget expense is Capital, which are the tangible resource like employees, office space, database stacks, and so on. These are generally controllable expenses, with regular, predictable prices, making them easy include in your budget estimates and in some instances (like personnel)they will decrease over time. Once you can predict them and account for them on a regular basis, you can have one fewer thing off your mind.

However, there are ways to save a [TON](#) of money on both capital and operational expenses.

2.2.4. Pick your Tech

So let's review: you have your app concept, you drew up your plan, and you have the resources to build it. So what's next?

Now comes the time to actually pick the tech that's going into your app. For people without a background in software development, this part is probably the most intimidating. Technically speaking, in industry terminology, they are called "non-functional requirements", and are the features behind the scenes that actually make an app operate. The guts of it, if you will.

Here is a short list of what the "guts" of an app are. This list is by no means exhaustive, but rather a general standard for the average app doing average things:

- Access points
- Network availability
- Maintenance costs
- Architectural support
- Payment processing
- Security solutions
- Access to tools
- CDN
- SLAs

All of these aspects of an app are critically important, though you probably wouldn't ever think of them while you're using one. However, when you're building one, you ABSOLUTELY have to consider them, and make sure that your engineering team understands how critical they are to proper performance.

2.3. Step 3: Define Your Strategy

You've got your plan, you've got the tools, you've got your budget. Developers are ready to build and you've got buy in from stakeholders. You're not ready yet though.

If you want to build an app that truly succeeds, it's going to take a whole lot more work to get it right. The only way to do that is to understand your users and how they are going to use your app. And how do you do that?

2.3.1. Know Thy User

The first rule of creating anything, whether that be an app, or a car, or a house, or a sandwich, is to KNOW THY USER. If you don't know who you're making your product for, then what's the point?

However, knowing who your users are isn't as simple as just thinking of yourself, and how you would use your app, and going from there. Here are a few strategies to help conceive your ideal user.

2.3.1.1. Determine Your Use Cases and Journey

Creating use cases will help define your customer journey.
A use case is just a description of the steps or actions a user would would have to perform to use your mobile app and achieve its purpose.

The most successful apps, like Waze, or Skype, or Candy Crush have very specific use cases. One gives directions, one lets you talk, one is a fun distraction. Simple and easy to define.

Having a simple use case or two perfectly exemplifies the "less is more" philosophy. If you try and add more and more ways people could use your app, and try to design for everyone, you end up with a complicated, cluttered mess of an app whose description definitely won't fit in a tweet.

So, pick two or three types of ways to use your app, then build out every step along the way for someone to use them, and you'll be ok.

2.3.1.2. Create Personas of Your Ideal Users

The question after you've determined what your app is going to be used for, you have to ask, who is that user?

The best way to determine your users is to create "personas". Personas are the concept of the idea user, and often include things like age, race, educational background, family, basically everything that makes a person a person.
Once you flesh out these ideal people, you can try and think how each different groups of people will apply their different needs, wants, desires, and experiences to using your app.

For example, if you are making a driving direction map for an elderly audience, but you create personas of people from ages 18-30, you will probably miss thinking about things your target group needs, like simplified directions, larger buttons with longer latency actions, and brighter displays, because the audience you designed for doesn't need that level of flexibility in their interaction.

Plus, sometimes during the course of applying personas you can even discover a new direction your app could take, or focus more on a specific feature or factor that you didn't initially consider as important.

2.3.2. Conduct User and Market Research

During this phase, User Experience and User Interface designers will start researching what visual style and best practices will work based on the scope of the app and on the types of demographics that will use it.

The user research will reveal colors and themes that will help you develop an emotional connection with the target audience, as well as the current trends in design. Common strategies and methods to collect this data include surveys, focus groups, design workshops, and competitive analysis.

A word of warning: Don't let your users dictate everything. There's an old saying that a camel was a horse designed by committee. If you give them too much power, well, they aren't designers or developers, so just be prepared that with every brilliant insight there will be 10 baffling ideas.

2.3.3. Set Goals and Standards

One of the most important questions stakeholders frequently ask is: how can you prove that your app actually succeeds in what it plans to do?

If a stakeholder asks you this, you better not be caught flat-footed, and have a detailed, comprehensive answer to explain that yes, this very expensive and elaborate piece of software isn't a giant money pit, and either makes money for the company or saves the company money.

The only way you can provide this answer is if during your strategy session you determined the variables and conditions and milestones into the roadmap of your app. These instances are called Key Performance Indicator(KPI)s, and defining them allows you to monitor the performance of your development, and as you meet them you can measure against what you expected to happen and when.

A side benefit of your KPIs are they will help you set realistic goals for the app to achieve year after year.

The best way to determine KPIs is the "SMART" method. SMART stands for: Specific, Measurable, Attainable/Achievable, Relevant, and Timely.

S	M	A	R	T
Smart	Measurable	Attainable Achievable	Relevant	Timely

But, setting KPIs is not enough. In order to be truly effective, you must put them into action by linking and aligning the app performance metrics to the overall strategy of the business. For example, if the goals for your business are increase revenue, reduce costs, and improve market share, to truly add value (and impress your boss) then the KPIs for the app must lead to one of the business's KPIs, else the app will not add any significant value.

The type of metrics you measure depend greatly on the type of app you're building, who it's for, and what it's going to be used for.

Metrics can include new users, app rating, an increase in usage and sessions, customer retention, repeat customers, session length, customer lifetime value, active users, and downloads.

2.3.4. Determine the Type of App you Need

After you know your audience and know how you're going to track success, you now have to ask yourself one of the most fundamental development questions: what type of app do you want to build, a native, hybrid, or progressive web app (PWA).

Each one of these types has its benefits and drawbacks:

- Native apps work on only one operating system, but may have better functionality
- Hybrid apps work on multiple operating systems, are faster to develop, but aren't as tailored
- PWAs can be delivered directly to a user through a URL, but rely on a smartphone's browser for functionality, and can increase power consumption

You can determine what type of app you need by balancing the deliverables it must provide, your budget, and the resources available. If you need more insight into which type would work best for you, you can simply ask a professional for advice.

2.3.5. Spread the Word

Actually, even though this is listed last in the strategy, you shouldn't leave it until everything else has been completed. Just because your app isn't finished doesn't mean you shouldn't start formulating your marketing and promotion strategy to last.

2.3.5.1. Pre-launch Strategies

At every step of the way while you're building your app, designing it, getting all of the parts together, you need to always be thinking about how you are going to let people know that you have this wonderful program that is the solution to all of their life's problems. Get people on board to use it.

While there are many ways to get people on board with your app, one of the most effective strategies is to offer an open beta to early adopters in the app community.

An open beta is when you offer your unfinished app in its final stages to a group of people who will give you feedback on its performance, and how you can make it better. Once they do that, you can incorporate their ideas into your final version, making it that much more polished and ready for a wider variety of users.

For more ideas on how to promote your app, check out this blog and see how easy it can be!

2.3.5.2. Post-launch Strategies

After your beta testing and you launch your final version, you can do three main things to promote your app:

- Banner ads on social media networks to get people aware of it
- Paid users to download your app from the appropriate app stores to get your ranking up
- Have your friends and family test it out and give you kind reviews to help potential users know they are getting a good product

These strategies take effort to initiate and maintain, but are absolutely critical to ensuring you have a successful and popular mobile app. Don't think that just because your app is live and being used that you can just sit back and watch the money roll in.

Stay hungry, and you'll stay successful.

2.4. Step 4: Making it all Work

Let's review: you have your strategy, your roadmap, and your resources. You've planned how to use them, how you are going to measure their success, and how you are going to get the word out about it.

So you think you're FINALLY ready to build it.

Well... not so fast. There's one last step before you enter one line of code, before you can say "Hello World!", you need to finally define just what it is you're going to build, how you're going to make sure it works, and what you're going to do after it escapes into the wild.

2.4.1. Pick the MVP

First thing you need to do is define your Minimum Viable Product, or MVP. The MVP is, as it sounds, the barest minimum version of your app that people will be able to accomplish the goals of the use cases as you previously defined.

To determine your MVP, simply work backwards from all the features you've included in your app roadmap. Then create a hierarchy of priorities you must have, could have if resources are available, and nice to have if everything goes to plan.

That way, when things don't go to plan (and they usually don't), and you have to eliminate a feature or function because of time or budget constraints, you don't have to stress and fight over what feature to remove.

Putting together a comprehensive MVP can take a lot of time, but it's best to think of it as an investment rather than an expense. A little bit of work early on can save you countless thousands of dollars over the long run.

2.4.2. Define Your Test Strategy

Yes, you need to test your app. Every app has bugs – yours will too.

Your users are expecting your app to function as promised, and it is imperative that you minimize any potential issues by creating a comprehensive testing strategy BEFORE your developers start laying down code.

A Test Strategy is a document that clearly outlines the testing approach, establishes benchmarks for success, and defines procedures for communication between testers and developers.

Common Test Strategy features include:

- What is the scope of the app?
- What is not in the scope?
- App features
- Specific cases to test
- Outcome
- App versions and integration

2.4.3. Formulate Post-release Strategy

If you've followed all these steps, you've made to where few people have: ready to actually start building your mobile app! All of your planning and strategy is ready to be put into action.

You've done it all, and thought of everything, right?

Sort of. Once your mobile app is on the marketplace, and a technical or operational issue occurs, what then? Delaying the updates or fixes will drastically affect your relationship with your user base and make it hard for them to trust you or your product.

That's why you HAVE to have a post-launch strategy that will enable you to contend with issues like:

- Testing it after people use it
- Updating different versions and how they are distributed
- Fallback plans in case new releases don't go quite as how you plan
- Who will update it and ensure that it meets the quality users expect

As with anything with building an app, having a plan ahead of time will save you lots of trouble down the road. Your release strategy is as critical as your development strategy, because if you provide your users a bad product, getting back in their good graces is nearly impossible.

Define your post-launch strategy BEFORE you start building and developing your app, but be flexible enough to include how new conditions affect your post-launch strategy roadmap.

Knowing what to ask is part of it, but also having someone to ask who has [done it thousands of times before also helps immensely.](#)

3. Part II: Development and Publication

The time for planning is over. The time for action is now! You're finally ready to build your app. You've defined your strategy, assembled your resources, and have a scope of work.

You have everything you need to build your app, so don't wait any longer.

The basic app design process consists of the following steps:

1. Setting the scope/strategy/budget
2. Create a User Experience (UX) Wireframe
3. Create a Prototype
4. Create a UI Design
5. Design the Interface Animation
6. Initiate App Development
7. Test, Test, and Test Again
8. Publish, Release, and Monitor

So, let's get started.

3.1. Develop a User Experience (UX) Wireframe

In order to turn your abstract plans and ideas into something (relatively) tangible, you need to create what's called a user experience (UX) wireframe. The UX wireframe provides a visual representation of various structures, screens, and transitions of your app, and how they interact with each other, and is based on market/user research, competitive analysis, and overall strategic goals.

The purpose of UX wireframing is to define the flow of the app such as the number of windows, buttons, where each button leads the user, the registration process, the login screen, and everything related to the front-end of your app.

There are number of popular wireframing software programs available online, or you can do it the old-fashioned way and create a simple outline on a piece of paper or whiteboard.

Just don't forget: simple is ALWAYS better than complicated. The simpler your wireframe appears, the easier it is for users, and the better it will be.

3.2. Build a Prototype

Once you have your UX wireframe, you can now create a basic prototype of your app. A prototype lets you interact with your app in a way that simply seeing it on a diagram or whiteboard can't.
Plus, after you actually start using your app instead of just thinking about it as an abstract concept you'll probably be surprised by how it really works.

During this phase you'll often discover issues and ideas that you initially didn't conceive, and you'll need enough time to revise your roadmap or secure additional resources.

A word of advice: It's tempting to want to build a sophisticated and elaborate prototype, but resist it. Save your budget and spend money on app functions, features, and on coding.

All your prototype needs to be at this stage is a functioning proof of concept to hit your development KPI milestones and demonstrate progress to your stakeholders.

One great example of a big company using simple prototypes is Mozilla, the creators of the popular web browser Firefox. Even though they are a sophisticated tech giant, Mozilla used low-fidelity PAPER prototypes to improve their support website.

Give it a try. It's a lot easier than you think.

3.3. Create a UI Design

It's really easy to confuse UX wireframe and prototyping with the user interface (UI) design. DON'T DO IT!

The UX research, wireframing, and prototyping are about how the app works, while the UI design is about how the app looks and feels.

ONLY after the UX has been tested, tweaked, and several prototypes have been tested and finalized, only then can you move to the UI designing phase.

User Interface designers can then create the visual representation of the concepts, color schemes, fonts, shapes, buttons, font size, images, forms, illustrations, and animations.

As with every other part of your app, you have to test multiple designs to see what works best for your users. Just because you have a really great idea for what the app should look like, that doesn't always translate to a real product.

The color schemes, skins, themes, and all the visual elements have to be tweaked several times to find what works. It's somewhat similar to A/B testing with the difference being that in case of UI design, you have to make the judgments yourself.

You might be tempted to show your early designs to customers, just to get their opinions and see what they think. Resist this urge. NEVER show the public a work in progress. You CANNOT bring customers on board at this stage.

You have a plan, you have a goal. Stick to your roadmap and don't get sidetracked.

Just like prototyping, the UI designs can be sketched on paper, or built out electronically with a number of apps or online solutions.

Pick the one that feels right, and get creative! Just remember your user research, your roadmap, and your end goal.

3.4. Design the Interface Animation

Interface Animation includes using motion, color, interactivity, to enhance the user experience by providing feedback to the user, and guide the user through their entire journey.

Perhaps the most important strength of Interface Animation is its power to grab user attention, as stated in Google's material design principles:

"Motion design can effectively guide the user's attention in ways that both inform and delight. Use motion to smoothly transport users between navigational contexts, explain changes in the arrangement of elements on a screen, and reinforce element hierarchy."

There are seven basic types of mobile app animation:

- Visual feedback - Since mobile apps have no tangible way to interact with a user, they rely on showing their users that have accomplished their goals.

- Function change - This type of change involves elemental changes during user interactions, like when icons changes shape as a user taps them.

- Element hierarchy - These animations demonstrate how the elements of an app are connected and interact with each other.

- Orientation in space - Finding where elements are within a mobile app is much easier when a clear animation demonstrates where they fit into the overall hierarchy

- System conditions - Mobile apps use a number of processes like sound, power, and data, and animating them makes them real to a user

- Visual prompt - Animation prompts give users a cue in how to interact with the design and functional elements of an app

- Fun animations - Have a little fun, be a bit silly. Just don't overdo it.

Although virtually anything can be animated, from splash screens to menu screens to sign in screens, it is REALLY easy to go overboard.

Animation should be applied and tested with the UI design phase, so as to test different styles of animation in real-time.

ALWAYS remember, animation should be improve the user experience, rather than distracting from it. Take your app seriously, and stick to your roadmap.

3.5. Initiate App Development

All your planning, designing, and focus has come to this moment. Now is the time to turn everything over to your developers, and let them work their magic. It's the time where planning ends and coding begins.

The specifics of app development cannot be described at any length in this limited space, but you need to ensure that your team meets your development milestones with deliverable outlined by your roadmap and linked to your business strategy KPIs.

As your development team produces deliverables and your project managers distribute workload, you can begin to track and measure the success or challenges of your app. Your app will continue to improve and develop, and will be soon closer to reaching your end goal.

3.6. Test, Test, and Test Again

Before you can release your app, you're going to need to test it. Thankfully you've outlined your testing strategy long before this point, so you have a clear set of guidelines and rules to follow.

App testing process includes several stages, each one ensures a different part of your app works to your predefined specifications. They include:

- Functional testing
- Memory testing
- Performance test
- Security test
- Interruption test
- Usability test

Each one of these stages can be conducted in-house, outsourced, or the developers can do the preliminary testing. A word of warning though: developers or their partners should NOT conduct anything other than preliminary testing.

The reason why is because they are too close to the project; in their exposure to designing and building your app, they can gloss over processes and results that a new set of eyes would easily pick up. While they can be useful early on, it is best practice to have independent teams conduct truly thorough testing.

3.7. Publish, Release, and Monitor

Testing is DONE. Now, after everything, all the planning and developing and revising and setting up promotional channels, it's finally, FINALLY time to release your app.

Depending on the type of app you built, and for which platform, you must submit it to the appropriate app store.

This process can take some time, sometimes up to a week or longer, as most apps are reviewed before they are published. Plan your release accordingly.

After your mobile app is ready for download from the app stores, you can now employ your Post-release strategy to ensure that your app continues to grow, provides value to users, and operates according to your roadmap.

You've done it. Take five minutes and appreciate your accomplishment.

Now get back to monitoring your metrics! Remember, stay hungry, and you'll stay successful.

4. Critical Takeaways

Let's review some of the most important things you need to remember if you're going to build a mobile app strategy:

Part I: Planning and Strategy

- Step 1 Evaluate

  › Understand what a mobile strategy is NOT!
  › Know thy Enemy
  › Know Thyself

- Step 2: Plan your App

  › Refine Your Concept First
  › Map it Out
  › Gather your Resources
  › Pick your tech

- Stage 3: Define Your Strategy

  › Know thy User
  › Conduct User and Market Research
  › Set goals and standards to meet (KPIs)
  › Determine the Type of App you Need
  › Spread the Word

- Step 4: Making it All Work

  › Pick the MVP
  › Define Your Test Strategy
  › Formulate Post-release Strategy

Part II: Development and Production

- Create a User Experience (UX) Wireframe

- Create a Prototype

- Create a UI Design

- Design the Interface Animation

- Initiate App Development

- Test, Test, and Test Again

- Publish, Release, and Monitor

5. Conclusion

Planning, designing, developing, and launching a mobile app design is a complex task that needs time, resources, tools, and the right expertise.

This book has outlined in very broad strokes a systematic approach to mobile app design and development, but there are many, many steps that we couldn't cover.

However, if you follow these steps, you will be far ahead of your competitors who haven't learned these lessons, and you will succeed.

If you want to learn more about the best ways to design and develop your mobile app, one of the best things you can do is talk to someone who has helped build tens of thousands of successful, revenue-generating apps.
BuildFire's App Geniuses are ready to help you plan your strategy, define your vision, and turn your mobile app ideas into reality.

[Click here to schedule your](#) free 60 minute consultation. Let's build something great together.