

< Blog Home

Where to Start When Creating an App for Your Business

by Ashley Alexander // Dec 11, 2017

Tech Tips



So, you think your business needs an app. You’ve done the research, you’ve checked out [this article](#) and you’ve decided: it’s time to build a mobile app. Now what?

Well, you’re in luck, because we’re here to help guide you through the process of app development for your business, whether you decide to use a software development agency, a low-code app maker or a no-code software development platform like Hatch. Here are the top five questions we recommend asking yourself at the beginning of your mobile app development journey:

How will an app support my business goals?

First and foremost, you’ll need to ask yourself: why am I creating an app? There are [millions of available apps](#) that already exist – all with their own specific intentions. So, where does your app come into play in this vast landscape, and what do you hope to get out of it? Is this going to be an app that provides an open communication channel for your customers? Or maybe you need an app that is going to be beneficial internally; an app that provides all of the training your new hires need in one on-the-go platform. Or maybe you just know your business will benefit from an app. Whatever reason it is, make sure you know what your goals are for building an app for your business, and how you believe it will impact your bottom line.

What kind of functionality does my app need?

Once you know the goals for your app, think about how you are going to translate that into specific functionality – i.e. what you want your app to do. What will be the most beneficial functions of the app? Maybe you need it to have access to mobile phone cameras or enable GPS and maps. Maybe you need it to integrate with other software solutions that you use in your business to create more efficiencies Make sure it’s practical of course, but also know that you shouldn’t compromise your dream functions either. First, plan it all out and then lock down your vision and concept for the app. It’s also a great idea to do some research about high performing apps to help you brainstorm the possibilities.

What do I want my app users to do?

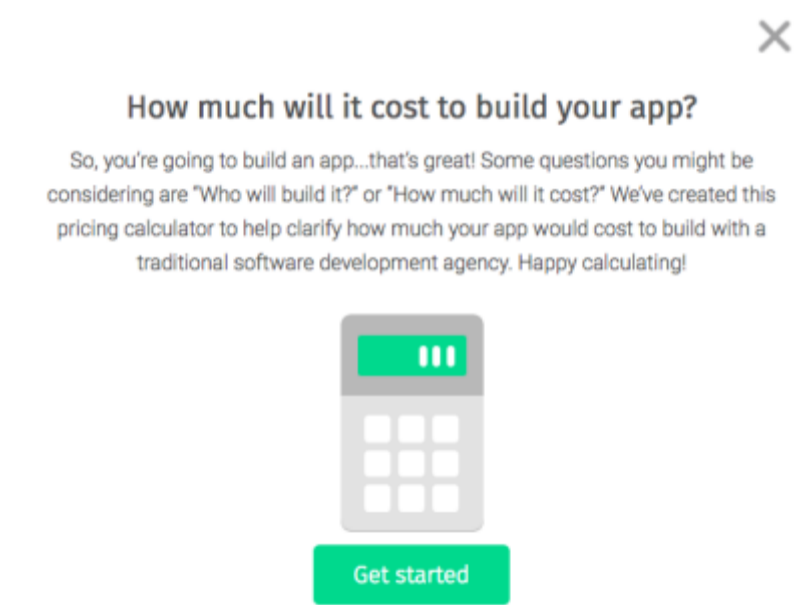
Once you have your functions in mind, what are you expecting the app users to do with them? If having access to phones’ photo library is a priority, maybe you want the users to upload multimedia content. If you want the GPS to be enabled while using the app, you might want users to share their location with each other. This is where you can tie your vision together and make sure your goals are aligning with the actual features, and keep your user experience at the forefront of your planning.

Have I researched my options for development?

Now that you have your vision, who is going to execute it? There are three major options out there that can turn your dreams into a real, live app. One of the most expensive and robust options would be selecting one of the many app development agencies to take your idea from start to finish with design and development. Freelance developers are another great option if you can find someone you can trust who has excellent references of high-quality work. If outsourcing this work to an agency or individual is simply too expensive and time-consuming, you can utilize the no-code solution such as Hatch. Research these options and weigh the pros and cons, then it’s time to make your decision. Download our free e-book on [how to chose a software development service](#) for more information on this.

Which development option is best for my app?

There are a few major factors that all businesses should consider. Evaluate the time it will take to get your app on the market. If you need your app up and running right away, that may eliminate the options that will take a few months to develop your app (such as an agency or freelancer). You should also figure out how flexible you will need the design and functionality to be in the future. Are you going to need frequent and ongoing changes? If so, keep in mind that an agency or freelancer will charge additional maintenance and upkeep fees that may not be scooped in the initial project, so be sure to ask about those from the beginning. Think about the level of quality and design you need for your app. If you are creating an external-facing app for your customers, you’ll want to make sure it utilizes top-notch design capabilities to match your brand’s look and feel. If it’s an internal app for employees, a swanky user interface may be less of a priority than integrations. Try to map out some priorities to help direct the agency, freelancer or service that you decide to use. Finally, think about your budget. (P.S. if you want to know the estimated price for a software development agency versus a no-code solution like Hatch, check out our [price calculator](#) or click the picture below)

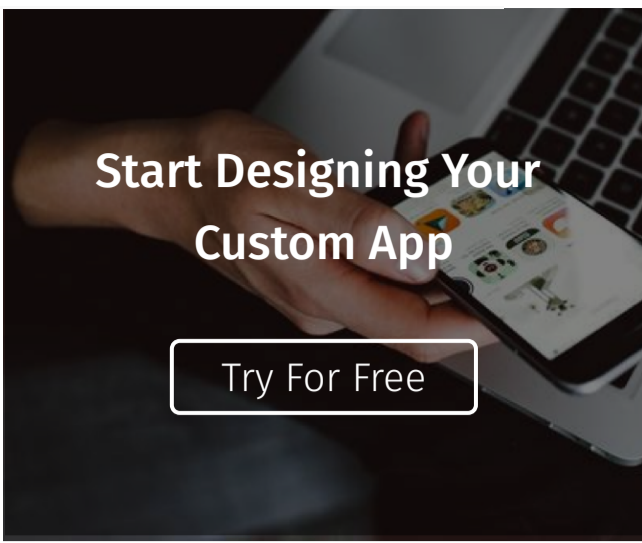


Once you’ve answered these five questions, you’ve created a concept for your app that will help you direct the people who will help you build it. Once you’ve thought through the three primary options for getting your app built, and if you think that Hatch is the right fit for you, come on over and [create an account](#) to start building your app, or [speak with a specialist](#) on our team who can help you figure out the best app development solution for your business.

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