✳ Indiespring

10 questions that will define your mobile first strategy now

Digital transformation? That's old news

What was thought to be a passing phenomenon in 2013 became one of the most talked about business phrases worldwide, and it's still to this day a constant area of development for many CXOs.

We want to look past all that. Shifting focus to the less talked about but arguably sexier strategy that encourages organisations to begin adopting mobile-first transformation.

Our ebook highlighted that prioritising a mobile-first strategy will do more than cut costs. The right mobile technology infrastructure will provide the freedom to develop solutions, opportunities and innovations to give your business the competitive edge it needs to thrive.

218bn
Users downloaded 218 billion apps in 2020.
(Source: Statista)

Whether you are already executing a digital strategy or not, by now it should be clear that mobile will continue to be an intrinsic part of your journey. So, surely now is the time for your business to concentrate its efforts on building their own mobile application?

Does your business really need an app?

Is your company building an app to simply keep up appearances? Everyone else has one, so should we, right? WRONG.

You've heard it all before, smartphone device usage continues to rise as the years go on and inevitably leaves every business with the temptation of wanting to develop their own mobile app.

$935bn
Mobile apps will generate $935 billion by 2023.*

258.2bn
Consumers are expected to download 258.2 billion mobile apps in 2022.*

113bn
Global app downloads across the Apple App Store and Google Play surpassed 113B in 2018.**

2.9m
There are currently more than 2.9 million apps available in the Google Play Store.*

£125bn
App Annie's report indicates that apps were downloaded 230 billion times in 2021, while $170bn (£125bn) was spent.**

30%
The average time spent on mobile apps was four hours and 48 minutes, up 30% from 2019, App Annie's State of Mobile report indicated.**

With figures like this it's no wonder the app market is booming. It's oversaturated and every type of business will at some point believe that this could be their route to success.

*Source: Statista   **Source: App Annie

Does a busy marketplace equal success?

When it comes down to it, unless your application has a clear vision and focus, it is likely to simply get lost in the noise of the many others being released daily.

70%
of mobile app users will abandon an app if it is taking too long to load.
(Source: Think Storage Now)

40
In 2020, the average smartphone user had 40 apps installed on their mobile phone
(Source: Simform)

100k
On average, more than 100,000 new Android apps are released in the Google Play Store every month.
(Source: App Annie)

30k
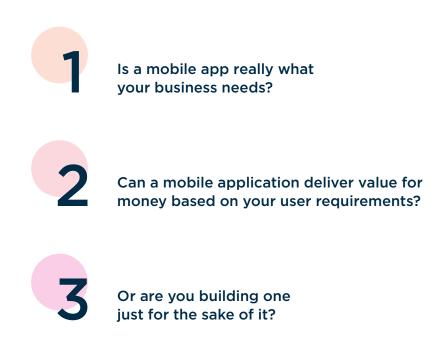On average, more than 30,000 new iOS apps are released in the Apple App Store every month.
(Source: 42Matters)

25%
of apps are used only once.
(Source: Statista)

Deliver value across your digital journey

Most of our customers feel they need a mobile application to future proof their business, when in reality this is not the case.

You need to ask yourself:

1   **Is a mobile app really what your business needs?**

2   **Can a mobile application deliver value for money based on your user requirements?**

3   **Or are you building one just for the sake of it?**

Mobile apps can become invaluable tools for many organisations. Before you put in the time and the investment to build a native app of your own, take a moment to consider the following questions:

Q1. First and foremost, what is the problem you are trying to solve?

Having an innovative idea for a mobile application is not going to guarantee the success of your business. Your digital product needs a clear purpose and should directly address a problem. What are you trying to solve? And will having a mobile application help you solve it?

Q2. Does your company already offer a valuable online experience?

Whether it's through a website, social media, third party experiences, if your target audience is already getting everything they need from your online presence then is a mobile app worth it? Unless you can't deliver through one of your existing channels an application is unlikely to be worth the time, effort and money to build.

Q3. Does your company currently have a website?

And more importantly, is your website optimised for all devices? This is usually the best place to start when looking at your digital portfolio and how you intend to grow it. Many websites are already the perfect showroom for organisations and provide the necessary information users need. In our experience, the best move in this instance is to consider a progressive web application (PWA) rather than building a whole new one from scratch.

Q4. Look at your competitors, do they have their own apps?

If someone else with a similar business model to you has developed an app, rather than instinctively thinking you should have one too, use this to your advantage and do a quick investigation. Look through the available statistics on the various app stores. How many times has the app been downloaded? Are there any user reviews? What are customers saying about it?

Q5. Who are your end users?

After looking at the interactions, the next step is to consider the end user for your digital solution. Think of the context in which they would require your product or service. Will this be something they will need to use whilst they travel? Will this be a tool for users who are expected to sit at a desktop? This will help plan the experience you need to create for your user and help decide whether a mobile application is truly necessary.

Q6. What would a daily interaction with your app look like?

Think like your customer, what would drive them to use your app? How would it be different to visiting your website? Think about the interactions your users would carry out on your mobile application and compare that to what you already have. If they are similar, an app may not be the best call of action and instead spend your time and money streamlining the processes and technology you already have in place.

Q7. Will you be able to create a seamless digital experience?

Nowadays, people expect the digital solutions they find to play a greater role in their lives. They are not expecting to do the work. Whatever you create needs to fit into your users daily activity, it has to understand them, support and simplify what could be a complex decision. Customers, whether they are for products or services, expect fast, frictionless and bespoke solutions as they consider whether or not to invest in your application.

Q8. Do you rely on user-generated content (UGC) or heavy branding?

If you can answer yes to one or both of these questions then a mobile application may be a valuable tool for you. When users download apps, they are allowing your business to live amongst them, allowing access to valuable real estate on their mobile device. If you rely on branding, your icon will be a constant reminder. And if interaction is what you need, mobile functionality will make it much easier for you to encourage UGC.

Q9. Can mobile functionality become a core element of your app?

Creating a mobile platform to provide a portable product or service is standard in this day and age. Year after year the features and hardware developments on mobile devices go from strength to strength. From advanced camera functionality, to location tracking and even health monitors, the opportunities available from hardware innovation should play a key role in your software development. This will give you and your business a competitive advantage in this ever-growing marketplace.

Q10. Do you have the manpower to maintain your mobile app?

As well as committing to building an application, can you give the same commitment to its ongoing maintenance? Consider the time, resources and budget required to evolve and maintain your app long term. As devices regularly update their hardware and software, it's inevitable that at some point you will need to refresh your solution or more importantly, upgrade to ensure it can still function effectively.

Creating a mobile-first strategy

The questions above should enable you and your team to assess whether a mobile application will deliver tangible benefits to your target users, or whether building such an application will struggle to gain traction.

At Indiespring we actively promote the importance of mobile-first strategies. Fulfilling that strategy can come in a variety of forms, not just by building a mobile application. If you are still unsure of the best approach to maximising your portfolio of digital assets, now is the perfect opportunity for you to speak to a mobile-first expert and create a strategy that will allow your business to firmly establish itself within the mobile world.

The Indiespring Way

Collaboration. Flexibility. Trust.

In an age of endless resourcing, freelancers and off/near-shore outsourcing, it can be hard to find the right partner. Unlike others, we don't believe in high upfront fees, endless change requests or long-term contracts.

We work with you to understand your business challenges and provide the right technology solution that will deliver a big impact and transform your organisation. Leaving you and your team the time and opportunity to focus on the day to day.

Indiespring

Looking to create a mobile-first transformation strategy and not sure where to start?

Have you already got a project underway and you want to ensure you've built a sustainable mobile-first ecosystem?

Book a discovery session with one of our experts

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