

# MOBILE APP DEVELOPMENT

## STEP 1 - PLANNING

- Define the purpose of the app
  - What are your main goals?
  - How will it improve your customer's life?
- Choose the main features
  - Choose additional features (optional)
- Decide how you will measure your success
  - Choose desired metrics
  - Choose tools for analytics
- Define your target group
- Do the competitors research
- Define your budget
- Choose the ideal tech stack
- Set the timeframe for your project
- Choose the ideal partner