MOBILE STRATEGY WORKSHOP

Motivation

Apps are all around us. Since the introduction of the first iPhone in 2007, the trend has been unstoppable. There are already countless apps in the Google and Apple app stores that are used every day. Thus, every company is required to have a mobile strategy or its own app and if this is not the case, the future viability is questioned. Especially with this task, we want to help and share our knowledge.

- ❯ Why is mobile/app useful?
  - ❯ Process improvements
  - ❯ Possible touchpoints
    - ❯ New interaction points
  - ❯ Many more users use phones (more regularly)
  - ❯ Modern image

- ❯ What to consider:
  - ❯ UX
  - ❯ User journeys
  - ❯ Technical setup
  - ❯ Does my website even fit?
    - ❯ Should I consider a "true" mobile first?
    - ❯ Most clients are pursuing an "also" mobile strategy

What We Bring

At PRODYNA, we have been developing web and mobile apps for quite some time. We have accompanied numerous projects from a technical perspective and gained knowledge and insights. In addition, we have a great understanding of the current situation of app development and regulatory requirements. We have mobile expertise in UX, UI, process, architecture and frameworks, CI/CD, development and app store releases.

What You Need

Depending on the scope of the assessment, we will analyze your infrastructure, mobile strategy (if already in place), existing apps and get an overview of your developer capabilities. This way we create a clear project/product/sales funnel and knowledge of what should be delivered to the user.

Duration
3-5 days

Benefits
- ❯ A vision of a mobile strategy
- ❯ What capabilities are required/ available
- ❯ Which frameworks/languages should be used?
- ❯ A rough overview of a possible app frame project

Pricing
EUR 1400/day

Step		Deliverables

Kickoff	⏩ Introduction
	⏩ Current state
	  ⏩ Is there an existing mobile infrastructure?
	  ⏩ Scope of mobile app(s)
	  ⏩ Technical situation
	    ⏩ Developer
	    ⏩ Frontends
	    ⏩ Mobile apps
	    ⏩ Infrastructure
	  ⏩ Other requirements like opportunities and business objectives
	⏩ Identify topics
	  ⏩ Mobile first/only
	  ⏩ UX scope/target group
	  ⏩ Technical opportunities
	  ⏩ Process improvements
	  ⏩ Possible touchpoints to be „mobilized"
	
	Important step to identify the key criteria for the following points: What do we already have as a developer or infrastructure to set up the app development process.
		⏩ Understanding of the current mobile strategy
		⏩ Understanding of technical implications and requirements for further development
		⏩ Common understanding of the as-is situation

User journeys and experience	⏩ Identify the target group ⏩ Or derive as action point ⏩ Showcase state of the art UI styles The groundwork done here can play a decisive role later in development. This is also important for Experience Driven Development (XDD): a process that combines design and architecture right from the start.	⏩ A clear picture of the target group ⏩ UX and design suggestion ⏩ Adaptations necessary for mobile platform

Framework and platform	⏩ Review of language and framework based on findings
	  ⏩ Native
	  ⏩ WebWrapper
	  ⏩ PWA
	  ⏩ Cross-plattform frameworks
	Benefits and disadvantages: Find the perfect fit for the situation and app.
		⏩ Decision for framework or development style for a mobile strategy
		⏩ Release and test concept

Continuous integration	⏩ Check and analyze source systems ⏩ Check and analyze target systems (like app stores) ⏩ Review governance and data security ⏩ Align development process	⏩ Repository setup ⏩ Pipelines ⏩ Governance ⏩ Suggestion of development process

About PRODYNA

PRODYNA is an innovative IT consultancy specializing in the creation of custom software solutions and serving the needs of corporate enterprises across the European continent. PRODYNA is a Microsoft Gold Partner, Kubernetes Certified Service Provider, Kubernetes Training Partner, and a member of the Cloud Native Computing Foundation.