



KICKSTART: MOBILE APP SCOPING AND PROTOTYPE

Bring an app idea to life.

**Your amazing app starts here.
Quickstart your kickstart.**



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KICKSTART: MOBILE APP SCOPING AND PROTOTYPE

You've got a killer app idea. Now it's the time to make it fly.

Scoping and Prototyping are critical elements of a mobile app strategy. Combining business need with a comprehensive implementation approach ensures success and helps identify potential issues early-on, letting you recalibrate before becoming too-heavily invested.

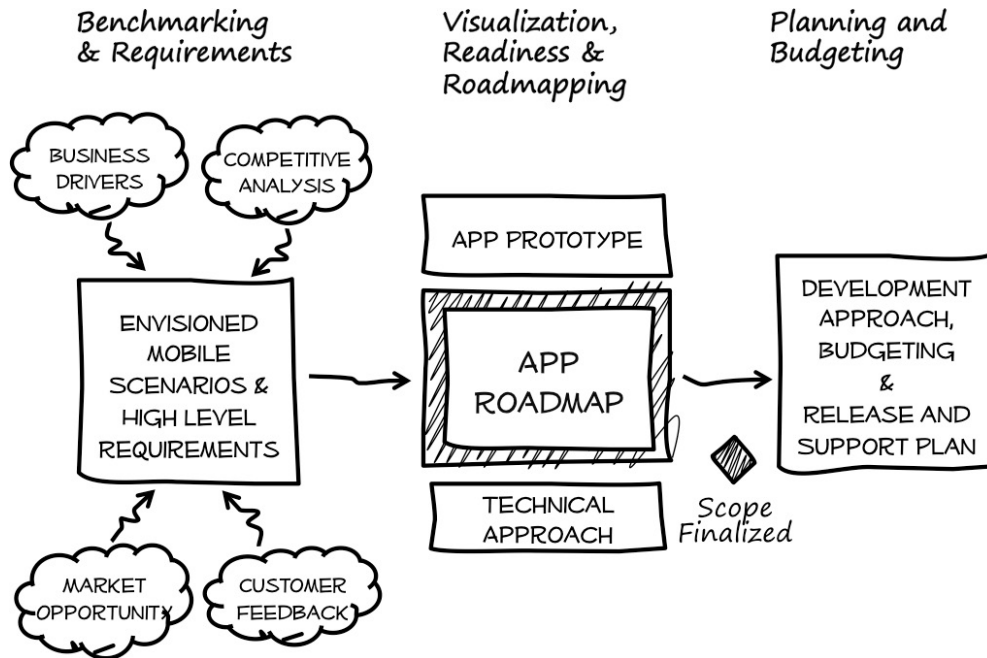
Our Scoping and Prototype Kickstart will jump-start your app and provide clarity from inception to delivery. We keep the process quick and focused to avoid detours and save you time and money in the long run.



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OUR APPROACH

The App Scoping and Prototype Kickstart follows three key steps, typically over a two-week period:



1. Benchmarking & Requirements:

We start by developing a thorough understanding of the app's critical requirements: business drivers and market opportunities. Then we analyze the competitive landscape and explore user feedback to find innovative use cases beyond the typical enterprise scenarios.

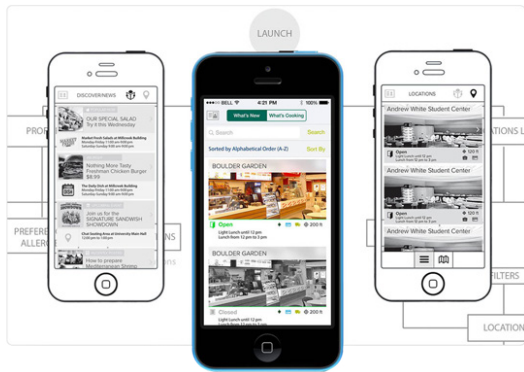
2. Visualization, Roadmapping and Planning

We rank, prioritize, and phase the required app capabilities by business value and organizational readiness, providing a clear understanding of the app's features and each associated business scenario.

This phase also begins to address specifics of the UI/UX through interaction diagrams and high-level screen flows. As scenarios emerge and the functionality for use-cases becomes clear, our storyboard producers assemble wireframes and mockup screens into a functional prototype that can be deployed immediately on any number of mobile devices.experiences.

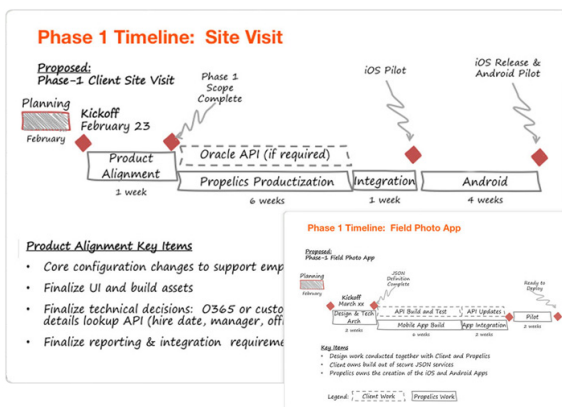
3. Concept Generation

Our best collaborative ideas are further refined through visual mockups and storyboards.



APP PROTOTYPE

Once scenarios emerge and use case functionality has been established, our design architects transform wireframes and screen mockups into a gorgeous functional App Prototype that feels just like the real thing and can be deployed immediately on any number of mobile devices.



APP BUDGET AND IMPLEMENTATION PLAN

A detailed, phased project timelines means a smooth delivery and ensures all parties are always on the same page. Our Budget & Implementation Plan highlights app-development along with key alignment items, necessary technologies, completion costs, service ownership, and outstanding technical issues.

Not one size fits all!

Every step of this methodology has been carefully crafted and includes a well-defined set of exercises. We take into account our client's unique needs and tailor this methodology to best accommodate each specific engagement.



“Propelics is an app dream team. Their Mobile App Roadmap kept us focused and helped to deliver an inspired mobile solution that has changed the attitude and selling power of our entire sales team.”

Subodh Mishra, Divisional VP, Family Dollar

ARE YOU READY TO BUILD YOUR PROTOTYPE?

**Contact us today to schedule your
Mobile Scoping & Prototype Kickstart**

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