



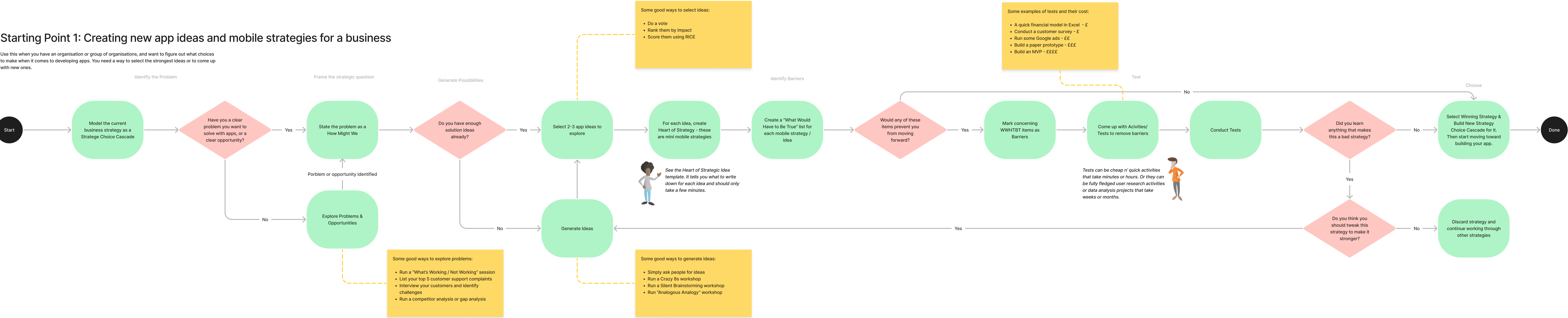
# Mobile Strategy Process

This strategic process can help you make better choices about what app to build for your business. It's based on principles you can find in Roger Martins [best selling book](#) on creative strategy. If you have time, I would also thoroughly recommend the IDEO U Designing Strategy course.

Contact [tobin@pocketworks.co.uk](mailto:tobin@pocketworks.co.uk) if you have any questions or suggestions.  
Learn more at [pocketworks.co.uk](http://pocketworks.co.uk).

## Starting Point 1: Creating new app ideas and mobile strategies for a business

Use this when you have an organisation or group of organisations, and want to figure out what choices to make when it comes to developing apps. You need a way to select the strongest ideas or to come up with new ones.



## Starting Point 2: Assess an existing app idea or mobile strategy

Use this if you have an existing app idea that you think will advance your business. You want to increase your chances of success by validating the idea before investing heavily in it.

