

# Mobile Maturity Checklist

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# Mobile Maturity Checklist



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This is a **highly opinionated** list of practices you can use when planning or executing a mobile app for your organisation.

Our goal is to help you see all the practices that lead to a **successful and sustainable mobile app**.

Each section has items roughly **ordered by importance and impact**. Don't worry if you can't implement everything at once.

## Enjoy!

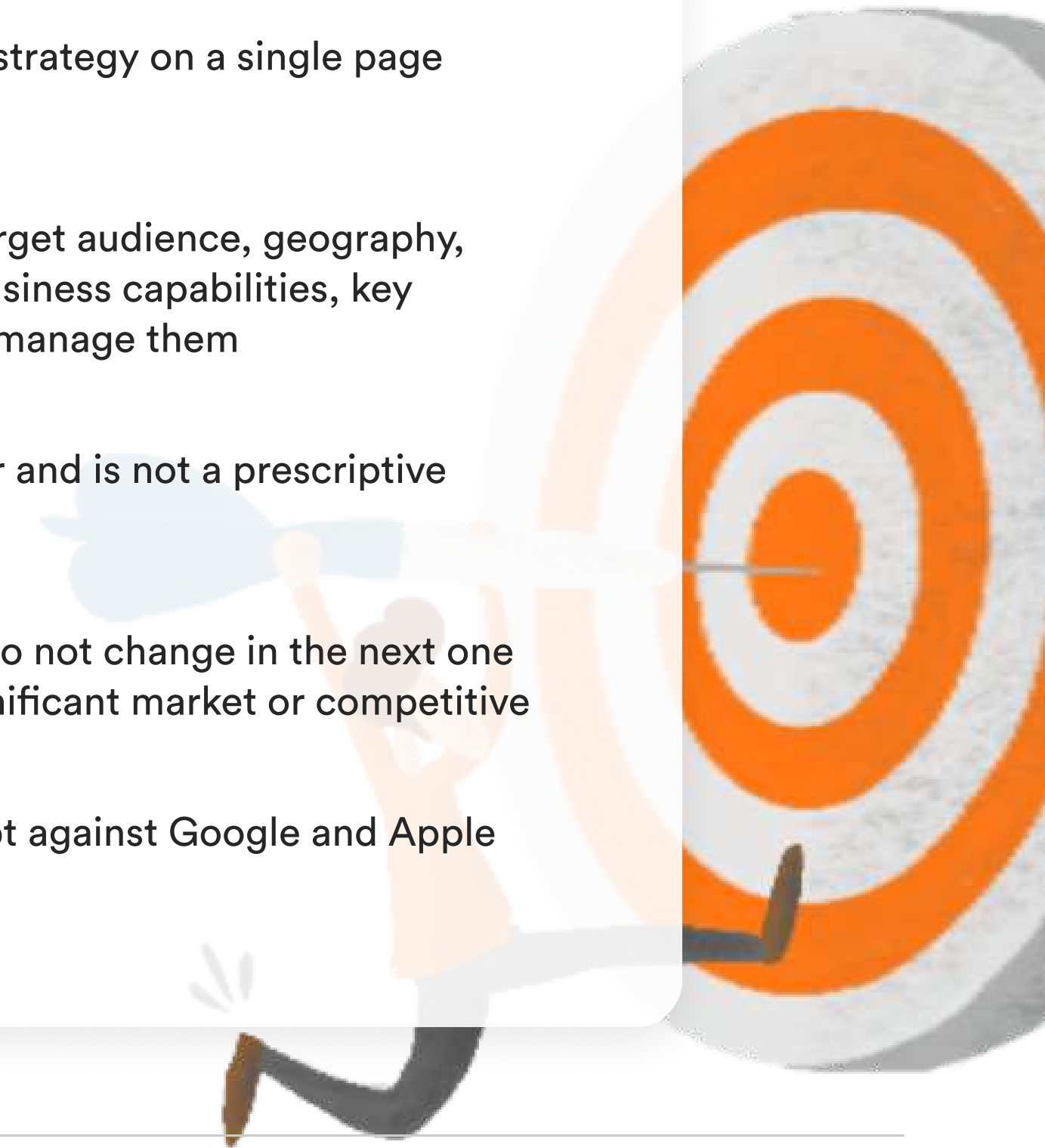




# Strategy<sup>01.</sup>

- You can get your hands on your clearly defined business strategy
- Your strategy team has people with different backgrounds and skillsets
- You are crystal clear about the problem or opportunity your mobile strategy to address
- You designed your strategy to align with that business strategy
- Your mobile strategy is informed by supporting data
- You collaborated to generate several possible strategic app ideas

- You assessed the impact of the ideas in terms of how they affect customers, the business, and also in light of the competitive landscape
- You have identified barriers to success for each idea
- You have conducted tests to determine if the barriers are show stoppers
- You have summarised your mobile strategy on a single page and shared it
- Your strategy clearly defines the target audience, geography, value proposition and necessary business capabilities, key metrics for success and how you'll manage them
- Your mobile strategy is a one-pager and is not a prescriptive execution plan
- Your strategy is high-level enough to not change in the next one to three years, unless there are significant market or competitive
- You have checked your app concept against Google and Apple review guidelines

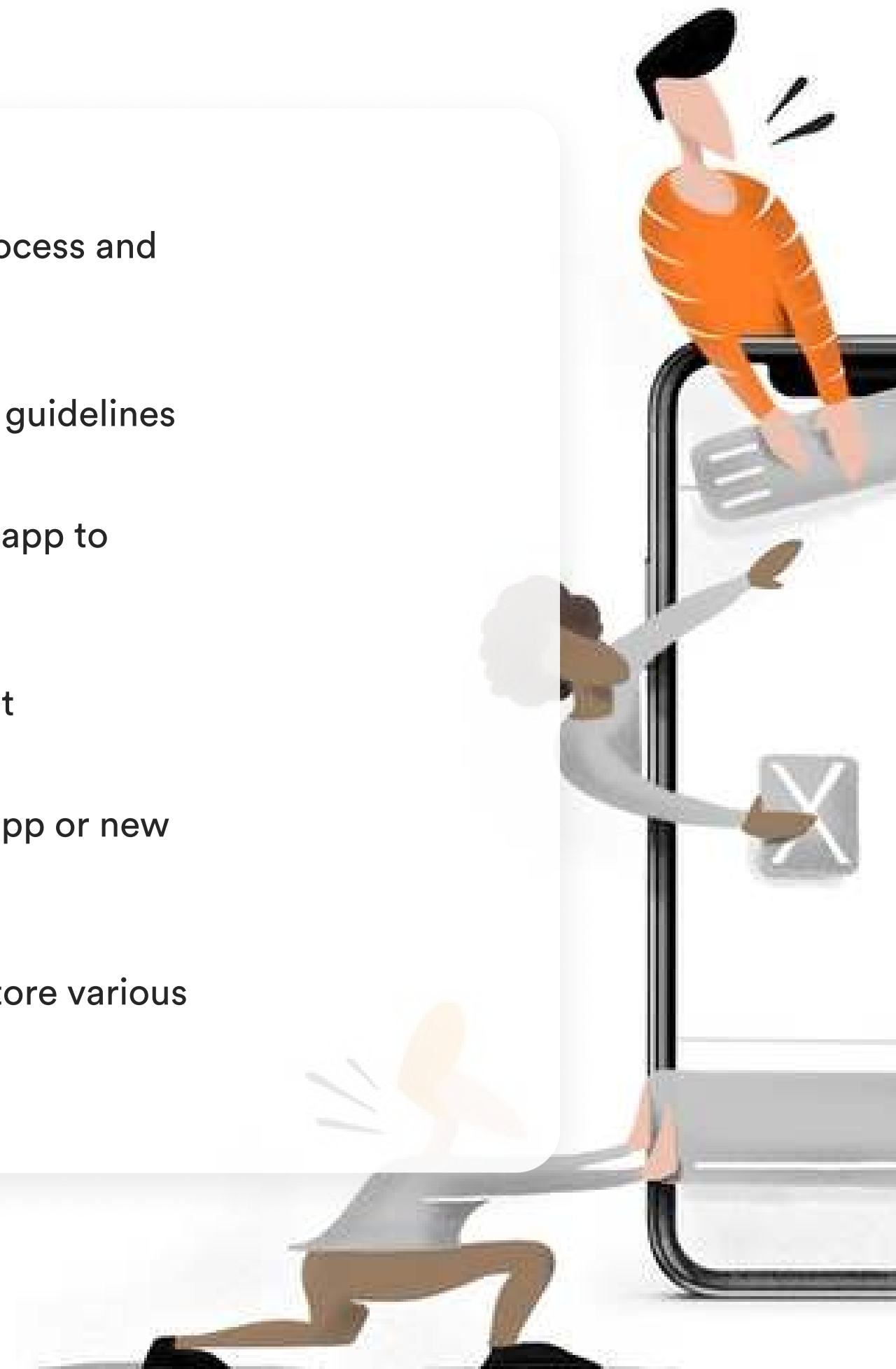




# Design<sup>02.</sup>

- 20% - 40% of your budget is allocated to research and design
- You involved designers in the strategy building
- The strategy, data and test outcomes are available to the design team
- You invest in function over form, at least in the early days
- You have researched customer needs
- You have co-designed with customers
- You have access to product metrics
- You have tested ideas on customers

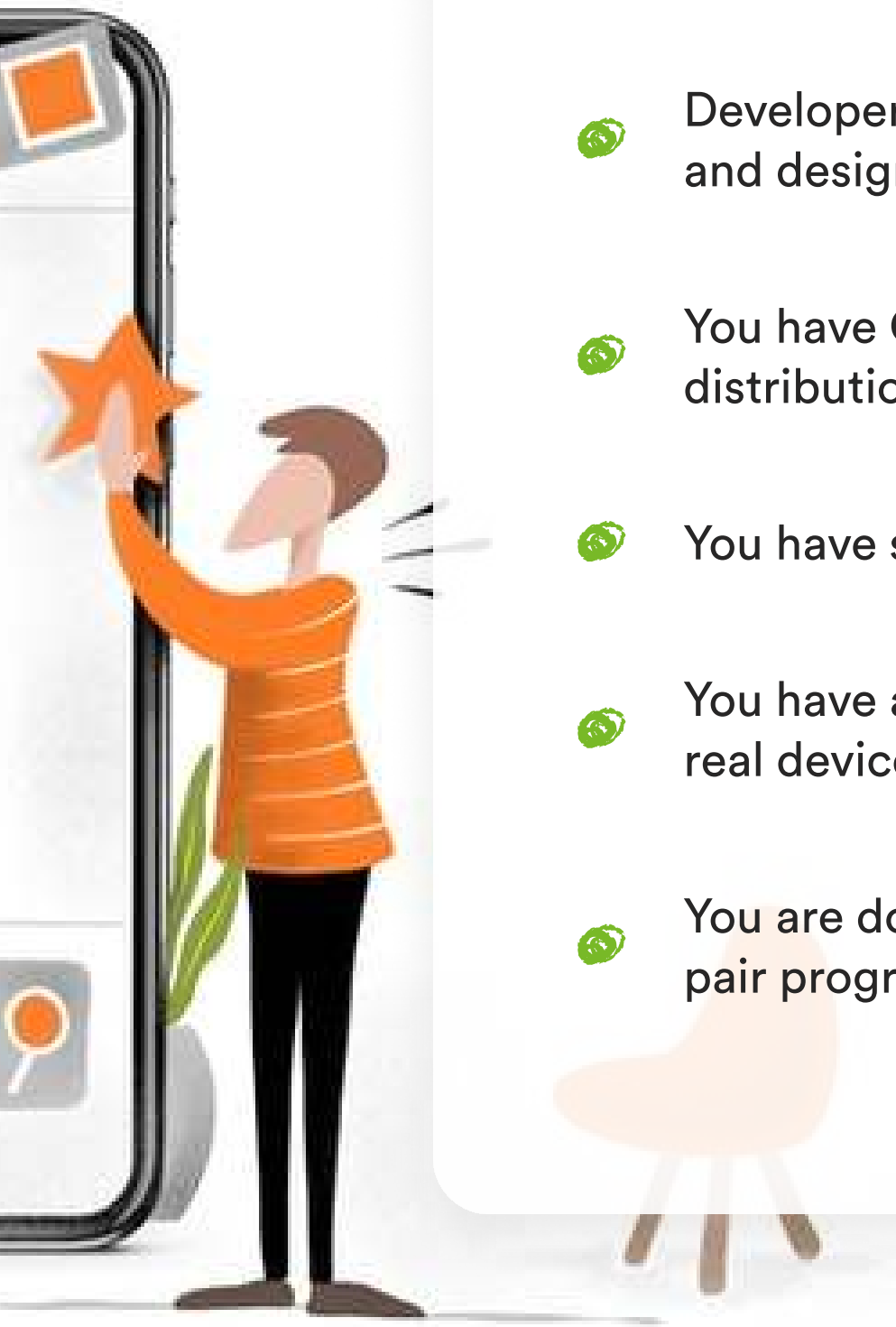
- You involve developers in the design process and problem-solving
- You understand against native platform guidelines
- You have built a design system for your app to achieve consistency
- You have recruited a beta-testing cohort
- You run pre-release user tests on your app or new features
- You maintain a research repository to store various forms of customer research and data



# Development<sup>03.</sup>

- The developers have selected the tech stack they feel confident in
- Developers contribute to ideation, feature planning and design
- You have CI in place to automate builds and test app distribution
- You have some degree of unit testing in place
- You have automated UI testing in place running on real devices
- You are doing some kind of peer code reviews or pair programming

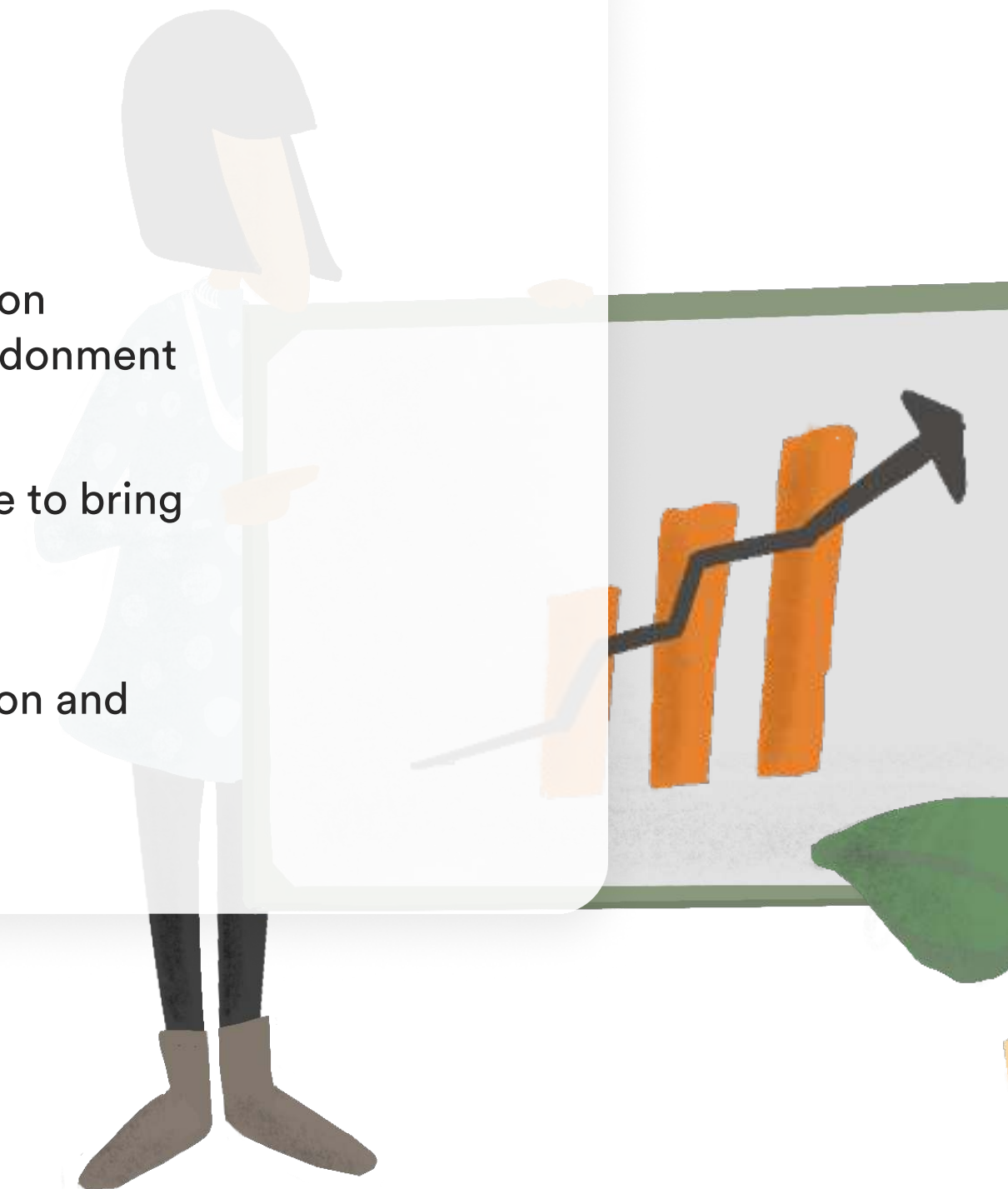
- You have static code analysis showing problems
- Your developers are trained in mobile security standards
- You have implemented automated PEN testing in your CI pipeline
- You have arranged pre-release PEN tests
- Developers work closely with marketers or growth people to implement campaigns



# Growth<sup>04.</sup>

- You have identified your north star metric
- You have identified the analytics you need to measure app performance
- You have planned to implement some analytics framework, such as Google or Amplitude
- You have considered adding an attribution framework to understand which campaigns brought people to your app
- You have considered adding a deep linking framework to allow marketing to send customers to specific app content

- You have considered app messaging for customer communications to help with retention, education and activation
- You have integrated push notifications
- You have put a 1-week and 1-month retention campaign in place to lower early app abandonment
- You have put a win-back campaign in place to bring back dormant customers
- You can see reports on acquisition, retention and subscription churn





# Quality<sup>05.</sup>

- You have identified the devices you need to test with to match your target customers
- You have built a manual test suite so you can repeatably test the quality of your app
- You test as you develop features, not just before a release
- Your quality people are part of the product team, not a separate business function
- Your quality people can see the results of unit tests

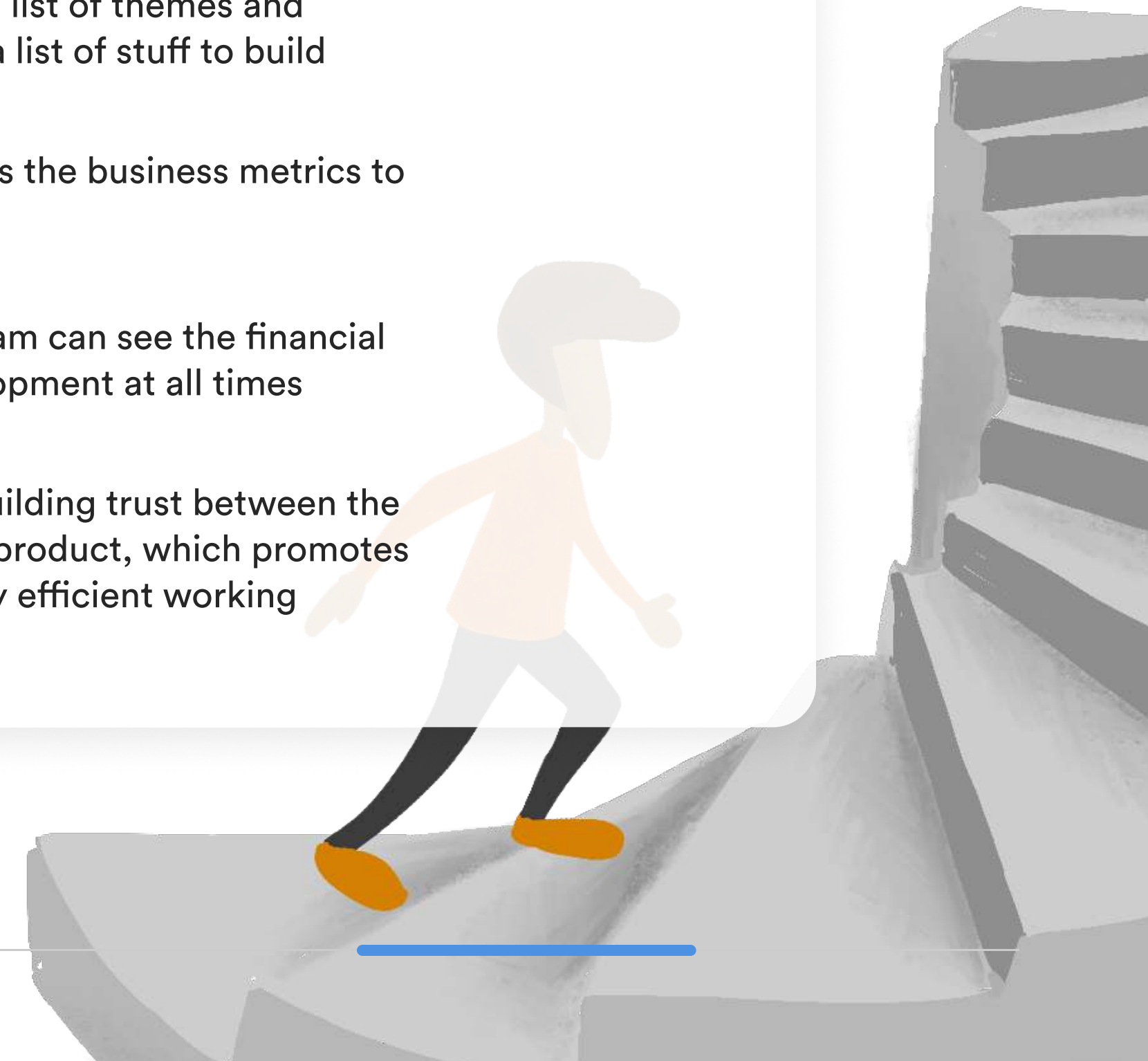
- Your developers support the quality assurance team by creating features to make it more testable
- Your using automation to do regression testing on real devices



# Process<sup>07.</sup>

- You have a single product owner responsible for priorities
- You design, develop and test features at the same time - no big design up-front
- Your feature specifications are incredibly light, allowing conversation, collaboration and reviews to tackle the detail
- You empower the people doing the work to make their own decisions within their boundaries
- You keep your backlog small, only has 5-20 items in it

- You run weekly reviews where the product team and stakeholders review work and feedback
- You invite the opinions of stakeholders in the reviews and make sure everyone is heard
- Your roadmap is more a list of themes and problems to solve, not a list of stuff to build
- Your roadmap highlights the business metrics to be improved
- You and the product team can see the financial status of the app development at all times
- You invest energy on building trust between the people working on the product, which promotes transparency and highly efficient working





# Was this helpful?

CLICK TO FIND MORE

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

## Download our **Mobile Strategy Toolkit**.

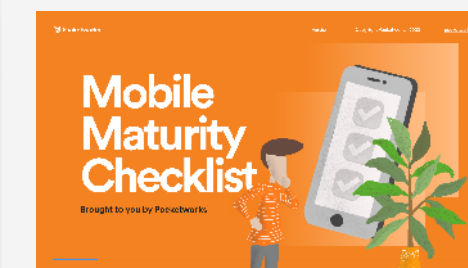


RESOURCE

### The Process

Perfect for CEOs, CMOs and CTOs who are about to embark on a mobile app development. This diagram outlines a robust strategic process for planning your app.

 VIEW DETAILS

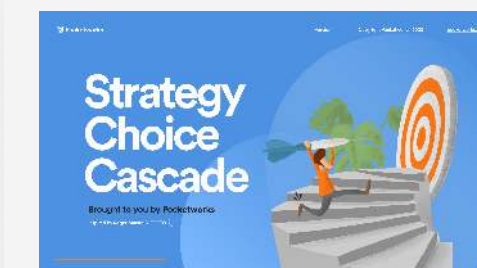


RESOURCE

### Mobile Maturity Checklist

An opinionated checklist that helps you assess your readiness for building an app. Or, use it to identify areas for improvement if you are struggling to get results.

 VIEW DETAILS

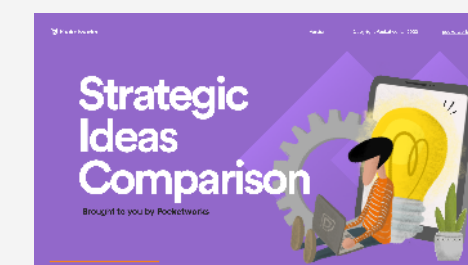


RESOURCE

### Strategy Choice Cascade

Use this one-page strategy blueprint to outline your business strategy or mobile strategy. It's based on Roger Martin's best selling strategy book - Playing to Win.

 VIEW DETAILS



RESOURCE

### Strategic Ideas Comparison

Compare strategic options side-by-side, bringing together the core elements of up to three strategies. Then, identify key outcomes and any barriers that need testing.

 VIEW DETAILS

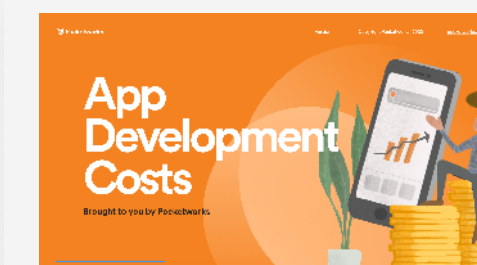


RESOURCE

### Analogous Inspiration Exercise

How can you make your product experience feel like finding the right cable in the messy electrics drawer? One of the best ways to innovate is to look for inspiration away from...

 VIEW DETAILS



RESOURCE

### App Development Costs

As you're planning your app, it's useful to get some idea of costs. This diagram is based on our own data, having spoken to many different developers and organisations who...

 VIEW DETAILS