Mobile App Discovery Fast Start

Uncover user needs and move ahead with mobile apps

Business challenge

For IT teams already stretched thin, dedicating time and resources to a custom app can be a lofty goal. Internal teams might not have the right skill sets or enough support to manage the project alone. Additionally, it can be difficult to engage users and collect valid feedback to understand which new features to prioritize or how to measure product success.

How we help

Our Mobile App Discovery Fast Start drives innovation by guiding you through a user-centric approach to uncover and address problems that affect your employees and customers. Our top-notch mobile architects will work with your technical team to determine:

- Business goals and user demands
- Pain points for employees and customers
- How to apply this information to a useful, engaging app
- A path to feasibility for your technical team

Preparing for transformation

To ensure you receive the greatest value from this fast start, you'll need to provide:

- Dedicated project stakeholder empowered to make decisions for the organization who can meet time commitment for discovery (4 to 5 hours per day)

- Technical subject-matter expert who will work collaboratively with our architect

- Access to users (This is critical to the success of the project. Insight can assist in recruiting users.)

Duration
3-5 weeks

Benefits
- **Tested, validated product vision** that delivers on key success metrics
- **Improved understanding** of end-user needs and goals
- **Valuable product feedback** before a line of code is ever written
- **Well-defined and prioritized backlog** for the MVP product

Related offers
Mobile App Fast Start

Get started.
To learn about pricing and how to begin, contact alliances@insight.com.

Our proven process

Envisioning workshop	User research & problem definition	Ideation	Prototype & test
• Define project vision. • Determine success metrics. • Create provisional personas.	• Draw empathy map. • Validate personas. • Research existing pain points.	• Draft creative matrix. • Prioritize features list. • Define Minimum Viable Product (MVP). • Create future release vision. • Draw wireframes & prototypes. • Create journey maps.	• Gather user feedback. • Craft visual design direction. • Prioritize backlog.

Deliverables

Technical	Business analyst deliverables	Effort estimates for MVP
• Architecture design • Mobile technical direction	• Backlog of stories & relative sizes • Backlog prioritization	• Development • Business analyst • User experience

About Insight

At Insight, we define, architect, implement and manage Insight Intelligent Technology Solutions™ that help your organization run smarter. We'll work with you to maximize your technology investments, empower your workforce to work smarter, optimize your business and create meaningful experiences.

Insight Digital Innovation