

"From Concept to Commercialization"

# USER FEEDBACK IN THE 10 STEPS OF THE MOBILE DEVELOPMENT CYCLE

**MOB4HIRE**  
World's Largest Mobile Testing and Research Community

Iterative / Agile Product Cycle



STEP	Concept leading to a prototype	Alpha build and test	Reference build ... the first finished application	Make sure your software is great before you port	Port to many handsets, O/S Platforms and versions, handsets, telecom API's	Make sure user LOVES the port builds and it runs ok on target handsets, networks and countries	If required, certify your builds for OS's, network operators or handset manufacturer	Final builds are posted on App Stores, published w aggregators & operators	Manage app store relationships, marketing channels, increase word of mouth	Understand Discovery and Competition, create viral growth, iterate product cycles
WHAT DO YOU NEED TO KNOW?	What are we building that is unique and creates value? Who is our target user? What's our business model? Does the app or website reflect the quality of our brand equity?	Have we proved the concept? Do the features make sense? Did we get all the major design decisions right? Internal stakeholders? Is it going to work? Will users love it?	Do we have a quality app? Will it be 4 or 5 stars when port or post (and how can we make it better)? What is mktg's main value proposition? Does it crash in general use?	Does the software WOW our users? Did we miss anything important? Is it easy to use? Will it go viral? How sticky will it be? Does it reflect the quality of our brand equity?	What are the target operating system, versions, browsers and handsets? What will each user expect? What network carriers are we targeting to write for their API's?	Is the app going to crash on a handset? Is it simple to install? Does it make use of the handset features and buttons? Does the network affect it? Is it stable? Do all eCommerce models work?	I hope we pass the basic tests to be a certified app with Apple, Symbian, Microsoft, AT&T ... ; Will we get accepted by the app store / marketplace / world in our first try?	How quickly can we get the software to users and available to purchase? Where / how do I release? How do we build excitement?	How can we get into the "top store rankings"? What are my promotion alternatives? What bad reviews (and features) are driving your customers away?	We need more users to download. What's our killer marketing feature driving recommendations? How do the competitors look? What's in our next version?
HOW CAN WE HELP?	<div> <div> <b>MOBSURVEY</b> Mobile surveys. Global panels. </div> <div> <b>MOBEXPERIENCE</b> Mobile User Experience Usability Testing </div> <div> <b>MOBTEST</b> Real mobile app testing. </div> <div> <b>MOBSTAR</b> Certified App Quality </div> <div> <b>MOBACCELERATOR</b> Get Discovered. Hit the top 10 Lists. Go Big. </div> <div> <b>MOBA/BTEST</b> Is This One or That One Better? </div> <div> <b>MOBSIMTEST</b> How Well Do Your SIMs Roam? </div> <div> <b>MOBSMSTEST</b> Do Your SMS Messages Get There? </div> <div> <b>MOBTASKS</b> A Global Mobile Workforce </div> <div> <b>MOBTESTSUITE</b> End2End Mobile Test Management </div> </div>									