



Worksheet: Should You Offer a Mobile App?

Would your business benefit by having its own mobile app? Fill out this worksheet to see if an app would help raise awareness and improve customer loyalty.

Mobile apps are nearly everywhere. Even small businesses are developing them to help raise awareness and increase sales. Nearly 47% of small businesses that engage in mobile marketing plan to increase their use of mobile apps this year.

Fill out this worksheet to help decide whether your business would benefit from developing a mobile app. When you finish, you should have a strong understanding of the project's feasibility and of the kind of app that's right for you.

Step 1. Research your customer base

Find out if your customers are heavy smartphone users and if they'll likely use a mobile app to interact with your business.

1. Poll your customers and ask your employees to do the same. Use text, emails, and personal interactions to reach as many customers as you can. Questions to ask include:

Do you own a smartphone? _____

If so, what brand? _____

Do you use mobile apps? _____

If so, what kind do you use most? _____

Would you like an app that makes interacting with our business easier? _____

If so, what features would you recommend?

2. Describe the results of your poll:

Percentage of respondents who own a smartphone: _____%

Percentage of smartphone owners who use apps: _____%

You probably don't need to develop an app if:

Less than 60% of your respondents use smartphones

Less than 20% of the smartphone owners use apps

Step 2. Research existing apps

See what's already being offered by competing businesses.

1. Before you decide to develop your own app, see what your competitors are doing. Also look at apps from similar companies in other areas of the country. If they have an app, what features do they include? Describe any apps you find and their features:

App _____

Feature 1 _____

Feature 2 _____

Feature 3 _____

App _____

Feature 1 _____

Feature 2 _____

Feature 3 _____

App _____

Feature 1 _____

Feature 2 _____

Feature 3 _____

2. In some industries—restaurants, for example—mobile apps have become so common that off-the-shelf, customizable apps are available that can make the process easier. Briefly describe any of these apps you find and their features:

App _____

Feature 1 _____

Feature 2 _____

Feature 3 _____

App _____

Feature 1 _____

Feature 2 _____

Feature 3 _____

App _____

Feature 1 _____

Feature 2 _____

Feature 3 _____

Step 3. Find ways to make your customers' lives easier

Look for ways to make how your customers interact with your business simpler, faster, or more enjoyable.

1. Are there routine activities that customers engage in when they interact with you, particularly ones that are time-consuming, repetitive, or potentially exasperating? As you do this, keep in mind any suggestions made by customers in Step 1 and the features of existing apps that you investigated in Step 2. For example, the owner of a health food store knows that customers frequently forget items when they don't make a list. Could an app help them create shopping lists and include discounts on products?

Step 4. Brainstorm app ideas

Now you're ready to dream up your own great app.

1. Refer to the activities listed in Step 3 and turn this into a list of potential features for your app. For example, the health food store owner could develop an app that:

- ✓ Enables customers to create shopping lists and to check off items as they shop.
- ✓ Notes when a discount is available for an item on a list and lets customers "drag" those discounted items onto their lists.
- ✓ Posts alerts when discounts are about to expire.

Describe possible features to include in your app:

Feature 1 _____

Feature 2 _____

Feature 3 _____

Step 5. Evaluate your costs

Determine whether you have the budget to build and support an app.

1. You may have identified a suitable off-the-shelf app. If so, contact the provider to determine the price and customization costs. Another option is to work with a mobile applications service like that offered by Solopreneur Solutions, LLC.

List the service providers you talk to and the likely costs. If the costs are beyond your budget, ask about a simpler design. Describe your findings:

Provider _____ Cost _____

Provider _____ Cost _____

2. Think about how you will promote the app, whether through an existing marketing method or something new. Estimate the likely costs:

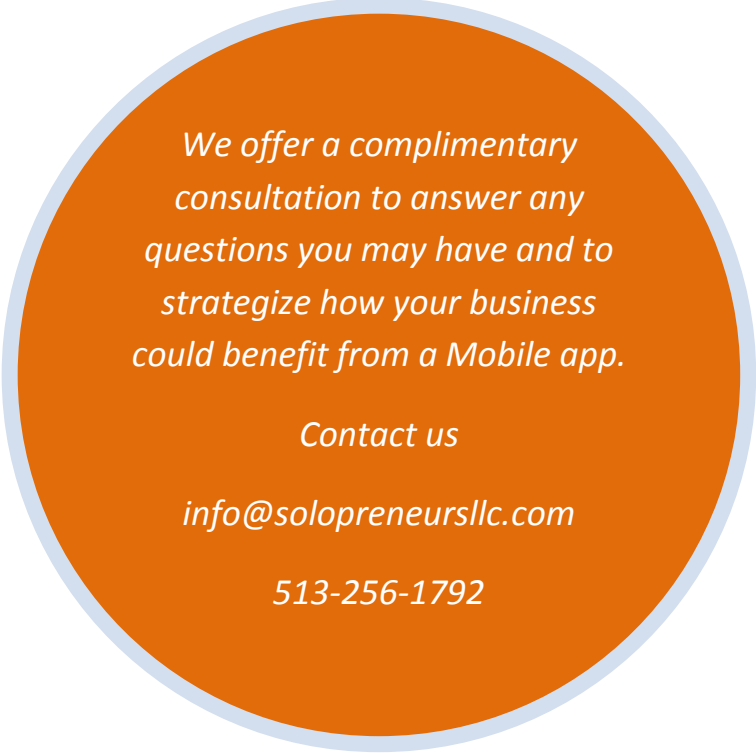
Method _____ Cost _____

Method _____ Cost _____

3. Estimate the time you and your staff will need to support the app and the cost:

Time _____ Cost _____

Congratulations, you've completed the analysis! You should now have a good idea of whether an app could benefit your business and what type of app would help increase sales and improve customer loyalty.



*We offer a complimentary
consultation to answer any
questions you may have and to
strategize how your business
could benefit from a Mobile app.*

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