

Mobile App Development for Businesses

Create a Product Roadmap and Digitize Your Operations

Digitize your business operations both internally and externally with a well-structured app design. Customers today turn to mobile when searching for their future vendor. This book is your step-by-step guide through the process of building mobile apps that will meet your company's needs as well as the needs of your staff. See exactly how applying certain basic principles work and make them serve your goals by troubleshooting common mobile app design, usability, and promotion issues.

You'll start by listing the advantages of what makes a mobile app an ideal platform and resource for growing your market and revenue. As many companies burn money on failed mobile app projects, you'll review the best practices on how to outline your app ideas and create a mobile product roadmap. You'll then explore the process of starting mobile app development—from an initial idea to the final product. You'll look at the setbacks in development that can cost you a successful outcome, and review proven practices and features that lead to success no matter what industry you operate in. You'll also understand the dynamics of mobile app development, and the best ways to ensure that your mobile app serves your company's goal for further growth.

At the end, you'll future proof your app and weigh the pros and cons of potentially outsourcing mobile development. *Mobile App Development for Businesses* puts theory into practical use for developing internal and external mobile apps.

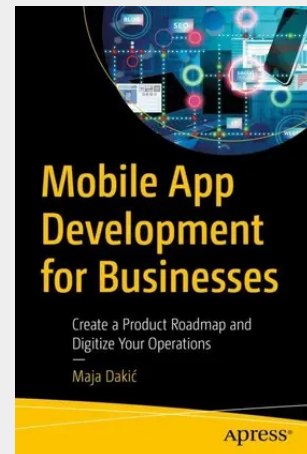
What You'll Learn

- Launch and position your app in the market
- Develop apps for internal and external audiences
- Collect and incorporate user feedback
- See why any great business today starts with a solid digital foundation

Who This Book Is For

Entrepreneurs, business owners, directors, and executives wishing to grow their businesses and expand their reach in the market. Previous technological experience is helpful but not required.

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