



Mobile App Fast Start

A quick path to validate, build and test a custom app

Business challenge

You've identified a business need for a custom mobile app. Now what? To ensure success, you need to prove out the technology, socialize a functional demo for feedback, and uncover technical and product requirements before investing time and resources. In other words, you need quick user validation and the ability to learn fast.

Our solution

It's one thing to have an idea; it's another to execute on it. Through our proprietary design process, we provide complete solutions that turn ideas into rich and powerful business outcomes — quickly and smoothly. Our top-notch mobile development experts will challenge you to think critically about a product's functionality, User Experience (UX) and measurements for success. At the end of this engagement, you'll have a deployable, functioning app that will perform against agreed success metrics and drive meaningful business outcomes.

Preparing for transformation

To ensure you receive the greatest value from this engagement, you'll need:

- Vision or problem statement
- Solid understanding of end users (achieved through Mobile App Discovery Fast Start)
- Access to end users to validate and test assumptions
- Time commitment for a full-day discovery session

Duration

About 3 weeks

Benefits

- **Demo-ready** mobile app
- **Product validation** and goals
- **Initial documentation** of a backlog
- **Foundation** for requirements and product design
- **Ability to socialize** a real app

Related offers

Mobile App Discovery Fast Start

Get started.

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

Our proven process

Ideation & envisioning	Rapid Proof of Concept (PoC)	Delivery
<p>We'll begin with a discovery workshop involving UX exercises:</p> <ul style="list-style-type: none">• Persona definition• Journey map• Product canvas• Whiteboard design <p>From there, we'll build out the product and requirements and commit to a subset of a backlog items.</p>	<p>Our developer and UX designer will work together to quickly design and implement your app on a single platform, determined based on your business needs. You'll have full transparency over daily builds to track progress.</p>	<p>At the conclusion of this engagement, we'll deliver a fully functioning, high-quality app and help you socialize it across your organization.</p>

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.