Fusion Technology

Outline a mobile product

A useful app starts with a task, an audience and a practical context.

The task

Describe the main thing a person should be able to do. What makes it difficult using the tools they have now?

The audience

Who will use the product? Where and when will they use it? Consider accessibility and technical confidence.

Devices

Do you need Apple, Android or both? Consider phone and tablet layouts, connectivity and whether offline use matters.

Information

What information must the app use or store? List connections to existing systems and note sensitive information.

Priorities

Separate essential tasks from ideas that can wait. A clear first scope is easier to discuss and assess.

Next conversation

Bring a short outline and any non-confidential examples. Our mobile products are in development; an enquiry does not commit you to a project.