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App Development
— From Idea To Product

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App Development – from Idea To Product

With the advent of mobile devices, mobile applications enjoy great popularity, too. Since the former are easy to use and always at hand, companies can't avoid reaching their target groups with it. For example, via websites and online shops that have been adapted for mobile devices, ideally though via an application since in 2020 230 billion applications have been downloaded, and because users spend 88% of their online time on apps.[1]

For that reason, developing one's own application is crucial for those companies that want to stay relevant in the future, too. And it is a cost-intensive project – especially if expenses for professional app development and other potential obstacles are not taken into account. The solution is investing in an experienced team of developers and designers who deliver a digital product your customers will love.

Having the idea to develop an extraordinary, multifunctional application is one thing. Implementing and really bringing this project to fruition is another matter. Such a result though is a precondition for your application to be successful in the national and global market. Users expect apps to provide innovative functionalities, modern and almost futuristic design as well as high performance. These expectations are now higher than ever, since users can choose between an infinite number of applications – and each month, about 30,000 new iOS and 66,000 new Android apps are launched in app stores.[2]

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Now you are wondering how your application can become a success? By taking into consideration its development cycle and by relying on the expertise of a professional team. Find out more about the process in the following pages.

Did you know that in 2021 apps generated more than 400 billion US dollars in revenues?[3]

Applications: Reasons Why They Are Big Success Factors

The fact that mobile devices are surpassing computer usage is no longer a secret. What you might not have been aware of: 69.4% of all internet users use shopping apps on mobile devices such as smartphones and tablets.[4]

Therefore, it is crucial to take into consideration mobile users when planning your communication and marketing strategy, and to even prioritize them in the future.

Many companies have already recognized the potential and launched their own apps which customers use to shop, collect points or find inspiration on. In the following we will further explain five reasons why your company benefits from launching your own app.

Higher Brand Awareness:

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with the release and targeted marketing of your app, brand awareness will increase. After all, your app logo serves as an advertising space that users will notice on their home screen. If the app is, in addition, functional and beautifully designed, users will interact with it and use it more.

This is the so-called 'effective frequency' and thus the frequency with which your brand catches users' attention. According to this rule of thumb, users have to be exposed to it about 20 times until they consciously notice your company, and until the likelihood of a purchase increases. If users repeatedly use the app, you will reach this threshold in no time.

Improved Communication With Clients:

developing an application enables your company to stay in touch with your customers 24/7. For example, via push notifications that can call customers' attention to new products and services, sales or other news. Contrary to how they handle newsletters or e-mails, users actually really read push notifications. It is indeed almost impossible to ignore a message that pops up on one's display.

If you conceptualize an app that can be used offline, too, you can increase the access rate tremendously. And last but not least: most customers prefer online communication over phone calls or face-to-face conversations.

This also explains why the booking system OpenTable bases their whole business model on this communication channel. App users can book a table in a restaurant – with just a few clicks, instead of having to actually call someone to do so.

Providing Added Value:

provide your customers with added value by introducing loyalty programs in your app. It will replace the need to carry along the corresponding booklet that customers can forget at home or lose. Thanks to the application, they have it at hand anytime and can benefit from sales and discounts.

Or you can optimize your customers' shopping experience: with an efficient buying and paying process, by translating content into different languages, or by integrating augmented reality that makes the whole shopping experience much more realistic.

Stand Out From The Crowd:

numerous companies still refrain from developing their own app – due to its high development costs as well as the wrong assumption that apps are not a must. Developing an application will give your company a competitive edge over your competitors.

Be amongst the first to provide a pleasant, 24/7 shopping experience – and to strengthen your customer relationships, as well as demonstrate a strong drive for innovation.

Important Customer Data:

an application gives you access to your target group's behavior. Usage data concerning their buying behavior, retention time or potential shopping cart abandonment enable a successful optimization of the app.

By collecting and analyzing data, you can adapt your app to your users' needs and standards – better and faster than your competition.[5]

Successful App Development

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Applications: Reasons Why They Are Big Success Factors

▶ **Successful App Development**

App Or Mobile Website?

Dinnova – Your Best Bet When It Comes To App Development

Successful app development requires different steps. By following them you make sure that the final product does satisfy the requirements in terms of design and performance. Therewith, you also avoid being one of the 99% of those businesses that launch an app and fail.

Thanks to the following overview as well as the collaboration with a professional agency like Dinnova, you can avoid such a scenario – and instead launch an app that users are going to love.

Brainstorming:

in a first step, you should define the app's goals. Which problem do you want to solve with it? When designing and developing a successful app, it is not as crucial as you might think to launch its most innovative version. With clean design, a high performance and a real benefit for customers your app can already become a complete success.

Other factors that contribute to the latter? Definitely identifying the target group, their demographic and psychological characteristics. Also relevant: if your target group is familiar with using applications, and whether your competitors have already launched a similar app.

Professional App Developers:

especially those companies that do not have a technical background should hire a professional team of developers. Therewith, you won't have to invest time in gaining technological know-how or in monitoring every stage of the development process.

You can invest your time and energy in your core business whilst a professional team of programmers and designers will take care of the customized application.

Contrary to in-house development, costs for that personnel or development will no longer have to be paid in the upcoming months – whereas an own in-house team would require its recruitment, training and monthly wages – also way after the successful app launch has taken place.

Minimum Viable Product:

start by developing an MVP – a minimum viable product. By launching such an application, you can provide your customers with benefits much faster, and collect data and feedback at the same time.

This enables your team to optimize your application progressively, whilst meeting your customers' standards and needs.[6]

Did you know that 49% of app users use them about 11 times a day?[7]

Marketing:

as already mentioned, about 99% of all app launches fail. This outcome can be avoided by hiring a professional team and thanks to targeted marketing measures.

Whether it is press releases, social media or blog posts: announce the launch of your application, arouse curiosity amongst your leads and explain the advantages that this new app provides.

If you already have a comprehensive leads data base, you can announce the launch in newsletters, or promote it with exclusive discounts.[8]

Native, Hybrid Or Progressive App?

This is the questions of all questions. Which app should your company go for? After all, it influences future updates, functions as well as the app's success and sustainability.

Native Apps:

'native' means ,adapted'. Native applications have to be adapted to every target platform. These differ in terms of their programming language – native apps have to programmed in every language in order for them to be able to access the hardware and to be integrated into the operating system.

The adaptation process requires higher development costs. On the other hand, these apps provide an excellent user experience.

Hybrid Apps:

hybrid applications do not have to be developed for each operating system individually. Instead, they have to be written with only one web code, whereby their development time is reduced.

Hybrid apps can be used on desktops as well as mobile devices – and thus reach a large audience.[9]

Progressive Apps:

progressive web apps are hybrids between websites and mobile apps. They differ from native apps since they can't be purchased in the app store, but need to be accessed via a web browser.

Especially those websites than have been created with Magento, WordPress or WooCommerce, enable a subsequent integration of the progressive app. Plus: unlike the classic website, a progressive app provides another way of interacting with users, for example using push notifications.[10]
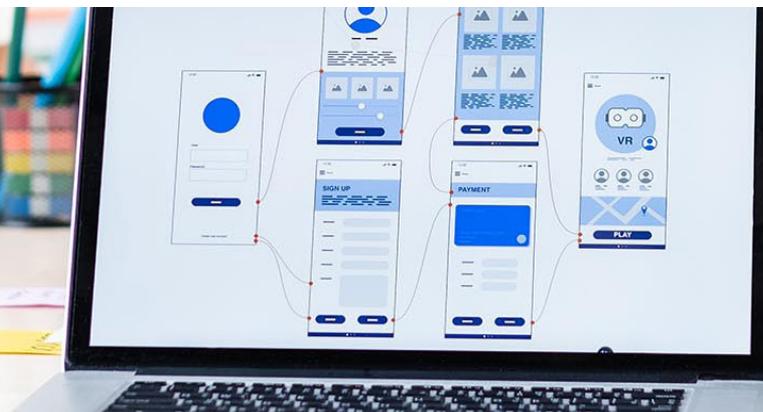
App Or Mobile Website?

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Successful App Development

App Or Mobile Website?

Dinnova – Your Best Bet When It Comes To App
Development

Smartphones are now an integral part of our everyday lives. Internet services can be used via the internet browser or the app. It is true that professionally programmed websites that have been adapted to mobile devices provide a similar level of functionality and convenience that apps provide, too.

The latter though provide way more benefits – thus implementing both solutions is the way to go.[11]

Applications enable the access to functions that websites don't have: for example, cameras that enable scanning bar codes or photographing products in order to translate the texts on their packaging, or the ability to determine one's GPS position.

Most applications are adapted way better to mobile devices and smaller displays than conventional websites. Besides having an appealing design, they can also be operated with a touchscreen.

Most apps can also be used when offline, since they store data on the smartphone or tablet itself. On the other hand, websites require a functioning internet connection.

Nevertheless, they also offer many benefits: private user data can't be accessed, they offer a lot of space for comprehensive information and – this kind of online presence it a must for every company, since customers trust those businesses that do have an own website and that provide their products', services' and contact information online.

Therefore, the best digital strategy is to create a website and to launch your own app, too.[12]

Dinnova – Your Best Bet When It Comes To App Development

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As you can see for yourself: every application offers a wide array of special functionalities and benefits for your company.

These are key factors when it comes to developing an app that ought to be a good fit for your digital strategy. You should also consider if you want to reach a large target group or only those users using a specific operating system.

In the second case, you should consider launching a native application since it needs to be developed for each operating system individually, but also provides excellent performance and design. On the other hand, hybrid as well as HTML5 based web applications require lower development costs.

No matter which application you choose: our professional team of designers and developers will support you in conceptualizing and implementing your app strategy – from its concept to its successful launch!

Get in touch with us today to find out more about it – our **Dinnova** service team is looking forward to hearing from you!

Footnotes

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Contact Us

Learn how we can help your business and schedule a free consultation today!

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