



Got Killer Idea?

What next- from an idea to the market place

Ideate

Team

Plan

Milestones

Launch

Write a document

- What is your app trying to achieve
- Who are the target audience
- What are the features you want
- What is the elevator pitch
- Brief description of screens
- Any reference from existing apps

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Go through your document after 2 days again

- Add/Delete content
- Do a market research on what similar type of apps exist in the appstore. Take down, what feature from them you would like to be include in your app



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Find a team

- Don't wait until the last minute to find a developer. Start early and take your time to find the right person or firm. Otherwise it will cost you. Figuratively and literally.
- Check the team experience.
- Check out with references of the team.
- A good and experienced developer is going to command a premium. If you find someone willing to work for the same wages as a fast food employee then you might as well donate the funds to a worthy cause. Software development requires an odd mix of attention to detail, creativity and tenacity. It is mentally challenging and an experienced developer is worth paying an honest rate.
- After you have narrowed down with the team, and you feel satisfied, give them the document you had created.



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Start working with your team

- Now that you have chosen your team. Feel confident to work with it.
- Don't expect to get very far with a good developer without letting loose a few details to give them an idea of project scope. We've all signed NDA's. and most developers respect that. So give as much details as you can.
- Remember, when you're talking about your project the developer will be mentally tallying it's feasibility, pain points, cool technical aspects and the like.

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Create Mockups

- Design screen wireframes collaboratively. Make sure that complete project or at least the version one is developed in mock-ups first before you get into development.
- Decide a theme/design for the screens
- Don't overload with features at the first go. Keep it simple and allow your app to grow

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Plan Milestones

- Once mockup and design are finalized, make a project plan with the team
- Divide the project into milestones
- Keep some cushion time at completion of each milestone
- Have a check point scheduled after a group of milestones are achieved, where you discuss the app again with the team
- Have timely calls and discussion. Understand your development team concerns. Some times things are technically challenging. Allow your development team to conquer those challenges

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Set up a launch date

- Keep a cushion time between last milestone and your launch date. Thoroughly test the app and report any issue with development team.
- Make a marketing strategy for your app. If possible, take help from professionals
- Create a Apple developer account well in advance.

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Remember to

Be genuine, Be persistent, and get involved

About Mindbrowser Thoughtworks

Mindbrowser Thoughtworks is an aggregation of research and learning that the Mindbrowser team does every day. Learning done in bits, connected together and presented to the world is what Mindbrowser Thoughtworks is all about.

Under the initiative, we create events, workshops, tutorials, whitepapers about things that concern us. So they are most likely to be on technologies, best practices, future as we envision it and ideas which we believe will change the world.

Keep on learning with Mindbrowser Thoughtworks and if you like it, or have a feedback, do write to us at

contact@mindbrowser.com

About Mindbrowser Systems

Mindbrowser Systems is a one stop shop for all your IT needs, providing a wide array of software services - offshore, onshore as well as a blend of the two. Our commitment to quality and best development practises allows us to deliver certainty in results with a greater ROI, which is both tangible and measurable. We create value by successfully integrating technology with business and people.

Our Services include

- **Mobile Application Development:** All platforms Android, iOS, Blackberry, WP7 development | Multiplatform applications | Application porting and Testing
- **Web Application Development:** Website and Web applications | eCommerce | B2B and B2C portals | Dashboards and Data visualization
- **Custom Application Development:** Application Development | Maintenance and Testing | Product Engineering | User experience engineering
- **Cloud Computing:** Application Development | Application migration | Cloud enablement consulting

Offshore Outsourcing best practices

- **Flexibility** to align development with the project and the business need of the customer
- **Certainty** through strict adherence to ISO 9001:2008 standards that deliver assurance, eliminate redundancy and mitigate risks
- **Protection** through Comprehensive security policies covering multiple levels of security by laying emphasis on IPR,NDA (with clients), reciprocal NDA (with employees), Secured network access via VPN to authorized employees and clients
- **Maximum ROI** through regular assessment and quality check
- **Detailed** upfront scoping of the project with mutual consent
- **24/7** support availability on demand

Contact US

Think you have the next **Big** idea

Schedule a meeting!!

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