

3 mistakes that are digital app killers, and how to avoid them.

In our digital world, where customers demand access to everything directly from the phone in their pocket, speed to market can be the difference between success and failure.

During the development of digital products, including websites and apps, founders and product owners often make 3 critical mistakes that ultimately stop great ideas from ever becoming reality. At Devika, we identify these setbacks and implement strategies to ensure success stays in sight.

Mistake #1 Testing the idea too early or too late

A great idea can become a terrible app if it isn't tested by the user/customer. However, testing at the wrong time in your development cycle can be as bad as not testing at all!

Test too early: Your app will likely be really raw and will be missing key components including a sensible UI/UX. The user will provide feedback that may be more focused on usability and an outcome that falls short of your end goal.

Test too late: Your app is likely very niche or tries to be too much to too many people at this stage. The feedback you get may be too difficult to adopt into the product due to the rigid nature of the nearly complete product.

There's a better way! Try these 2 steps to get more out of testing and launch a successful app.

Test your intention/goal without technology: Spend a day articulating what you're trying to solve or achieve with your app. Write a pamphlet, draw some diagrams and agree on key statements that define your app. Then, test these concepts with your users and customers before a line of code is ever written.

Test often and at key milestones: Select 3 different groups of users (eg. techies, early adopters and target audience) and set the expectation that they will see multiple versions of the app over the next 4-8 weeks. Be clear about the outcome you are trying to achieve.

Gather, prioritise and categorise feedback so you can make informed decisions about which updates should make it into your app.

Mistake #2 Your app is costing you money before it has even launched!

Many development teams use cloud infrastructure to build and launch their apps. If it's not done right this infrastructure will cost you money before anything is built!

Using the wrong platform to build: If you google app platforms, you'll find thousands of results that promise the world for a fee. The challenge is that most of these platforms are very rigid and will charge you a fee regardless of your usage. Some of these platforms also have their own scaling restrictions, which will limit performance when you need it most.

Building the platform yourself: Some organizations choose to build a platform themselves to ensure security protocols are met, or that existing tech is leveraged. The challenge with this approach is the cost to serve and develop, as well as the risk of not getting it right.

There are services and platforms that allow you to scale your spend based on usage and have been adopted by the biggest organizations in the world.

Select proven platforms: You don't have to be an enterprise level business to use enterprise level platforms. All enterprise platforms are available for use by smaller organisations and startups and most of them are even free or very low cost.

Design your app on scalable infrastructure: If you've selected the right platform, you'll be able to configure all the necessary resources to scale up and down as app demand changes. This will save you money during development and when your customers aren't using your product.

Mistake #3 Key person risk

Having that super high-performing individual to build your app can often be the secret sauce to success. But, if that person is the only one who knows how the whole product "hangs together", then you might have a BIG problem.

Architecture and your brand are at risk: If only one person is across your code and design, any decisions about changes or enhancements will totally rely on them for guidance. The wrong decision can have a significant impact on your brand before the app even starts building momentum.

Continuity of code: If the key developer/architect leaves your organisation, you may end up with an app that needs to be re-written or severely remediated to complete future work. Without employing best practices on codebases that are widely adopted, the risk of "technical debt" and unnecessary rework are high.

Even with a single superstar developer, you can avoid the "key person" risks by taking the following steps:

Build an app squad: While your superstar developer/architect might be the lead of the team, involve 2-3 additional people to help with development, design, architecture, infrastructure decisions. This can be made up of a couple of junior developers, an online community, an agency or implementation partner who has a team of experts. This is inexpensive and will mitigate this risk.

Use a proven platform and a popular language: Don't build your app from the ground up. There are platforms that will provide you with 80% of what you need and support modern code bases with best practice built-in. All your team will need to do is build the unique functions and plug it in. This will allow you to use any developers to support your apps in the future.

devika the creators of Baseline

The engineering team at Devika have teamed up with the world's biggest platforms to bring you **Baseline - your launchpad for turning great ideas in to digital products, today.**



About our partner Stripe

Stripe is a financial infrastructure platform for businesses. Millions of companies— from the world's largest enterprises to the most ambitious startups—use Stripe to accept payments, grow their revenue, and accelerate new business opportunities.

Devika is a digital agency that has been helping companies around the world launch their apps, websites and digital entities. Throughout this journey, Devika has developed a way to launch a digital product within a day and have it ready for testing and continuous iteration to get it market-ready. Baseline is the technology that makes this possible. Baseline supports out of the box apps and websites and uses best in class partners, such as Amazon Web Service and Stripe, to give your digital product real scalability and functionality from "day 0".



Read about the success our customers have had with Devika, our Baseline technology, and Stripe.

Case Study - clevaQ (Hospitality)

Challenge: Our client wanted to build a versatile mobile ordering solution to allow hospitality venues to easily replicate their customer journey into a digital platform. We had a 9 month software development plan for their new marketplace, but during the first fortnight, COVID-19 hit. To align with mandated changes within the industry (for example, menus and ordering buzzers were not permitted), we were forced to quickly change the entire development roadmap.

Our solution: We created an all-in-one mobile platform that seamlessly integrates and supports gamification, loyalty and membership, reliable booking and confirmation, and secure payments facilitated by Stripe Connect. We provided the product development plan, solution design, and supported software development, product deployment and building of new features for the clevaQ marketplace app. The basic application was built in under 8 weeks. After venues were onboarded, we deployed new features such as gamification, loyalty and membership, tabs, scheduling and product management. Today, we continue to support clevaQ with ongoing support and maintenance for the platform.

Outcomes:

- **<2 months** for app to go-live – pivoting, redeveloping and deploying our build within the same timeframe
- **5+ venues and 20,000+ users** acquired within the first 2 months
- **\$700,000+ gross merchant value (GMV)** each week for 50+ hospitality venues and groups
- **\$10M+ in GMV** to date through the merchants

Case Study - Sunee (Health and Nutrition)

Challenge: Our client wanted to create a bespoke and content-rich health and nutrition mobile application. They were monetizing their content via a PDF e-book, but were losing revenue as the e-book was being pirated and shared for free. They wanted to create an application that allows them to put a paywall in front of content they monetize, and manage it accordingly.

Our solution: Within 8 weeks, we created a comprehensive mobile application complete with recipes, blogs, premium subscriptions, filtering functions and a completely customised roulette. The solution provided gave them full control over their content to effectively monetize it. In addition, Sunee is able to reliably manage payments and recurring billing reliably through Stripe's subscription management solution. We created the product development plan, solution design, supported software development, product deployment and built out new features for their content management system. We continue to support and maintain the app for Sunee today.

Outcomes:

- **<2 months** for app to go-live
- **200,000+ users onboarded** on day 1 of launch
- **20,000+ payment transactions processed** within 1 hour of launch
- **#1 on Google and Apple App Store** for 8 weeks

Case Study - Z Recruitment (Child care Recruitment)

Challenge: Our client had to manually manage recruitment placements for child care centers – a labour intensive and time consuming process. They wanted to increase their operational efficiency and scale their business.

Our solution: We created a custom web application that allowed ZR to digitally transform their process and build a platform capable of handling recruitment placements for up to 600 candidates at a time – compared to center's maximum capacity of 40 candidates when they were managing the process manually. We provided the product development plan, solution design, software development, product deployment and built out new features for the application. Z Recruitment has been able to reducing processing in their operational fulfillment, invoicing via Xero and Stripe payment, and accounting, bookkeeping and human resources payroll management. We continue to support and maintain the app today.

Outcomes:

- **12x more capacity** (candidates managed) with the center's same resources within 9 months of the platform being built
- **Significant man hours saved** through the optimisations enabled by the web application
- Z Recruitment could **pivot within 3 months** of go-live to new ideas and markets, as the platform was built on an app that allowed for agile product development

Let's explore the possibilities

Start your journey