MOBILE STRATEGY CHECKLIST
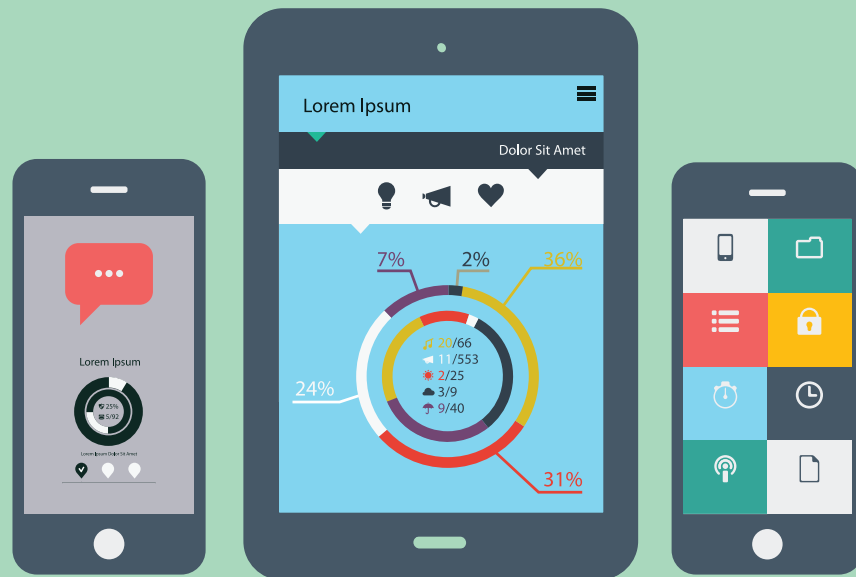
A GUIDE TO STRATEGIZE YOUR MOBILE GAME PLAN

LOGiC

S O L U T I O N S

www.logicsolutions.com

LOGIC
S O L U T I O N S

MOBILE STRATEGY WORKSHEET

Step 1 Select the goals you wish to achieve with a mobile app

Step 2 Assign a value to each goal — this may or may not be a dollar value (e.g. increase website traffic by 200%)

Step 3 Assign a phase or priority to each goal.

You might base this on what you must achieve first, what functionality you cannot live without, what will get you buy - in, etc.

GOALS

BRAND RECOGNITION / CUSTOMER LOYALTY

Attract customers to my website ☐
Attract customers to my product ☐
Offer exclusive specials and discounts ☐
Connect with social media ☐

PROSPECTING

Obtain data and metrics about my customers and their behavior ☐
Track leads ☐
Client Relationship Management (CRM) ☐
Build relationships with channel partners, service providers ☐

PROCESS IMPROVEMENT

Remote data entry/retrieval ☐
Track activities (timesheets, job documentation, shipping, etc.) ☐
Geolocate customers/map job sites ☐
Provide instant access to sales collateral ☐
Enact immediate content updates ☐
Eliminate paper or manual tasks ☐

About Logic Solutions

Logic is a full-service custom web and mobile application development firm, specializing in content management, eCommerce and mobile app technology. Our services include web and mobile programming, business analysis, consulting, user interface design, UI/UX analysis, solution architecture, application integration and deployment. Logic was founded in 1995, in Ann Arbor, Michigan.

COMMERCE / POINT OF SALE

Create quotes ▪

Take orders ▪

Enter orders directly to database ▪

Show products ▪

Process transactions (sell things directly to consumers) ▪

Generate ad revenue ▪

FULFILLMENT

Track orders ▪

Calculate shipping costs ▪

Facility management ▪

MARKETING

Cool factor ▪

Competitive differentiation ▪

Enhance campaign or product rollout ▪

MANAGEMENT

Collect data ▪

Create metrics ▪

Pull data to generate BI reports ▪

Dashboard features and functionality ▪

Attract investors ▪

CUSTOMER RETENTION

Loyalty program ▪

Direct access to customer service ▪

DATA

Information sharing ▪

Account management (customer or internal) ▪

About Logic Solutions

Logic is a full-service custom web and mobile application development firm, specializing in content management, eCommerce and mobile app technology. Our services include web and mobile programming, business analysis, consulting, user interface design, UI/UX analysis, solution architecture, application integration and deployment. Logic was founded in 1995, in Ann Arbor, Michigan.

ASSIGN VALUE AND PHASE

GOAL	VALUE	PHASE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

About Logic Solutions

Logic is a full-service custom web and mobile application development firm, specializing in content management, eCommerce and mobile app technology. Our services include web and mobile programming, business analysis, consulting, user interface design, UI/UX analysis, solution architecture, application integration and deployment. Logic was founded in 1995, in Ann Arbor, Michigan.

WHAT'S NEXT?

After you've drawn some conclusions and begin to move forward, we invite you to take a look at our Mobile App Development Checklist (opens a pdf), so you know what to expect in the discovery phase of your project. As always, we're here to answer any questions you have. Please feel free to call, email, or visit our website:

www.logicsolutions.com
info@logicsolutions.com
(734) 930- 0009