

the app development process

Let's turn your idea into reality together!



It starts with a problem to solve!

We work with you to understand your industry, the problem and the idea you have, along with your business & objectives. As we refine the idea, a document specification is created as our blueprint of functional requirements and constraints.



We sketch it up

We then create wireframes or low fidelity mockups for each screen and interaction, in order to define the flow of information. A full user experience flow & information structure is mapped out which will become the base of the information architecture.



Make it pretty & easy to use!

UI & UX is one of the most important phases of the app building process. This is where we decide how the app will exist in the user universe, how the interactions will be built to enchant the user and how it will carry and reflect your branding identity.



Development

The longest and most tedious part of the process will be the actual development of the application. Our engineers will architect the project from apps to cloud to all third party integrations and custom developed features, code, test and bring the app to life.



QA & User Testing

Our quality assurance team tests a wide range of use cases to ensure that the apps not only work as planned but also perform fast and run well on various versions of OS and device models.



Deployment

The happy phase of the process is when the app is finally submitted to the app stores or distributed to your internal network. Our team handles this process for you from A to Z.



Maintenance & Continuous Improvement

Once the app is in your hands and on the app store, our team remains in contact in order to continuously improve on the software and advise with any changes and updates that need to be made.

Depending on your case, our team offers lighter and more heavily involved maintenance options.

