



Enterprise Mobile Application Development Lifecycle

- White Paper by

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Introduction

Everyday newer mobile technologies are introduced. Mobile application developers have to keep ahead with the myriad of different mobile operation systems on offer today. Their capacity to develop and provide updates for a variety of software and hardware types is becoming an increasingly challenging prospect. This paper aims to list best practices and a streamlined approach to the mobile application development life cycle. It will also address how to be flexible in the development process from start till the end.

1. Discovery Phase

In the preliminary stage, the goal should be to come up with what sort of project to proceed with. There is an ideas gathering process with every idea getting categorized and catalogued. There is a need to place the most promising ideas under review. In the end, there is a discussion on what ideas to proceed on and which ones get the axe.

There are two methods to collect the initial idea. One is to set up an ideas repository that is accessible to all internal employees online. Employees can come up with ideas and capabilities



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for a mobile application and share it. These ideas are filtered and evaluated by the mobile ideas team. The second method is to distribute paper forms that can be filled by internal and external employees to pitch in their ideas. All the ideas should undergo some sort of filter system so as to eliminate redundant and/or improbable ideas for a mobile project. The most viable ideas should then be forwarded to the mobile ideas team.

This mobile ideas team should consist of business as well as IT representatives which are going to green light the project. The only way they are going to approve it is after looking at factors such as feasibility, available mobile technological capabilities, etc. Any outstanding issues with the idea should be delegated to the appropriate team member in order to streamline the approval and acceptance process. In the end, the business partner and stakeholders have to sign off on the push forward after they have reposed confidence in the idea(s) put forward before them.

If the team is aware of new and untested technology that they can use as part of their software development solution, there should be a light-weight proof-of-concept that shows that the mobile app can perform to specifications. If the new tech is feasible and functional after



taking into account all pros and cons, the IT team has the final say to incorporate it in the project as it moves forward. It's time to flesh out the problem statement (the Who, What, Where When and Why) and move to the next phase.

2. Design Phase

The composition of the mobile application development team is dictated by 2 main factors – project scope and project complexity.

There is a need to take key representatives from every department (legal, marketing, information technology, business, etc.) on board for further project co-ordination wherever appropriate. Meetings should be short yet focused.

As part of the design phase, a work statement and functional requirement specs should be thrashed out for the Project Initiation team to oversee - Criteria such as final product function and design, how to oversee project management and factors calling for increased project scope and team members.



After the finalized design documents are in place, the stakeholders will have to grant the final approval. Key stakeholders may ask you to incorporate their feedback into the Statement of Work (SOW) and Functional Requirements Specification after which the final approval will be granted. The project then moves onto the next phase.

3. Development & Testing Phase

As per the functional requirements agreed upon, the mobile application development team should utilize the best development practices for development and testing. Milestones reviews should also be undertaken between the required stakeholders and development team personnel as the project proceeds.

It is during this process that you can bring in third-parties such as contractors and design consultants as per your requirement for key app development goals. The stakeholders should also remain engaged with third-party inductees into the development team.

After every release, milestone meetings should be convened to make sure that project



compliance levels and schedules are being met. In the event that some changes are due to be made in the application, the relevant people can then co-ordinate with their respective teams to deliver on changed project parameters.

This streamlined approach ensures that development is not hampered by scope creep and targets are been met. A work breakdown structure is complied with and appropriate timelines are been monitored as a result.

In the end, when the application is finished with the desired functionality in conformity with the SOW and functional specifications, stakeholder buy off is complete. The project is then given final approval to proceed to the next phase.

4. Deployment

The deployment phase deals with all aspects involved in pushing the finalized application out into the product market. The marketing arm comes into place at this stage. It gets involved in determining the kind of advertising campaign that will help promote the application on its launch date. All stakeholders should align their products or promotions with the pending



application release window. All these factors should be streamlined so that the application release goes off smoothly.

After the product is deployed in the market successfully, there is a need to provide additional maintenance and updates with the same philosophy, process and management principles that went in envisioning the project in place. A streamlined release schedule will prevent delays and waste of key resource cycles no matter what phase the product is undergoing.

Conclusion

This white paper gives you insights on how mobile application development goes – from its inception as an idea to its logical end as a product. However this process can seem vastly different keeping in view the differing complexity levels present in any organization. An analysis should be undertaken with stakeholder firms that can ultimately customize the effectiveness and beneficial value of the development process. We can help you with this analysis and find more ways to maximize the potential of your organization in developing and deploying software successfully.