

A New App for your Company

From the first meeting to the market release – things you should be aware of during app development

Content

Sounds familiar?	2
Kick-off – Together from the first moment	3
Use case is the boss	4
Copyright or who owns the code?	5
The Idea – It can do everything!	6
The most important success factor: Choosing the agency	7
The Team	7
Agile development	7
Technologies	7
Control	8
Experience	8
References	8
App development – how it's done	9
Analysis	9
User eXperience design	9
User Interface design	9
Programming	9
Testing	10
Deadline – Party for your new app	11
About Ackee	12
Contact	13
App Roadmap – Infographic	14

Sounds familiar?

Do you feel like you and your agency don't speak the same language? Do the outcomes always differ from what you've agreed on, and you have no idea what happened to your original project? If you keep getting vague or even no information at all, and the issues accumulate instead of being dealt with, the successful finalization of your project is probably out of sight.

If you feel this way about your project, you've probably chanced upon a less experienced team. The agency most likely has not stabilized its processes and workflow yet, which is why your project is paralyzed now.

To prevent you from such an experience, let's look at a few tips on what to look at when you're about to start a project and how to choose the right agency. If you choose well, you may expect to get a well-functioning and successful app.



Best of luck with your project!

Ackee team

Kick-off – Together from the first moment

A mobile app is a clever combination of design, usability, and technology. This doesn't necessarily mean it's a work of art, but these two do share some qualities. You probably wouldn't word a request for a painting like this: "We expect at least 5-year experience in the field of painting. An oil painting 30 x 70 cm, a landscape, body of water acceptable. Please prepare a budget, and we will pick the agency with the nicest price."

Unfortunately, such requests are pretty common. A good agency wouldn't even consider a request like this. If there are no technical specifications, UX, or other user interface proposals, and also no market research available, a reliable agency cannot [tell the exact price for such an order](#)—there is no data to do so.

Ideally, the agency should offer to undertake all these pre-production steps for the client and provide the technical requirements. In creating the technical specifications, the agency naturally [involves the client in product development](#) from the outset. Thus, the agency can benefit from knowing exactly what the client wants to achieve with the application. This saves the client a lot of misunderstandings, disappointment, and often money. Of course, this process also has to be paid for, but it is worth it!



Use case is the boss

At first glance, an app might not appear to have many different technologies under the hood. The most versatile apps in terms of technology are **native apps**. They can meet the highest quality and performance expectations. Native apps are sold exclusively in the App Store, and they have to be developed for iOS and Android separately.

This doesn't apply to **hybrid apps**. These are not programmed in a platform-specific language but rather "translated" and sent to the Stores packed in a native package. The advantage of hybrid apps is that they need to be developed only once. However, you must be prepared to get lower quality and performance.

The third option is **web apps**. Web apps can be accessed directly in browsers, just like websites. A web app offers the user an experience similar to a native app.

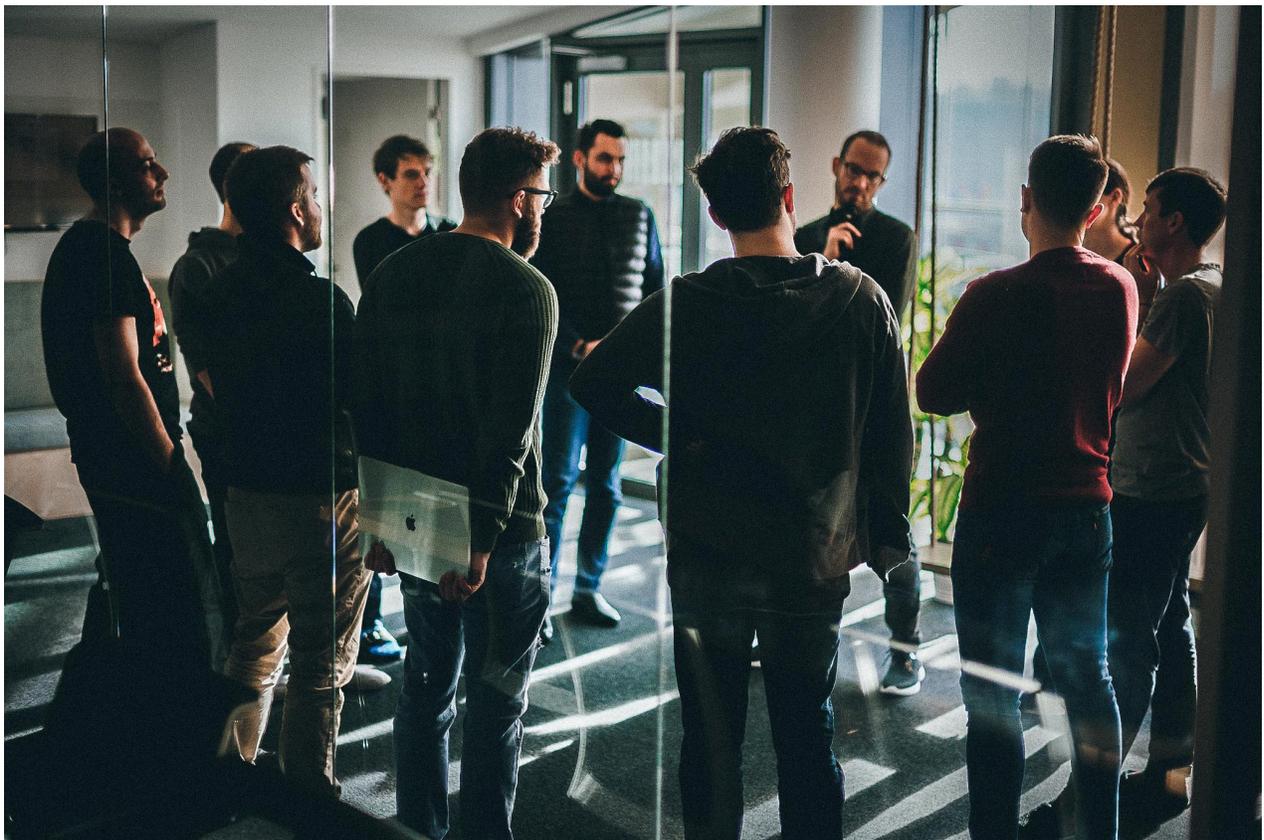
Progressive web apps are relatively new to the market. They can also be downloaded directly from your browser, but they work offline and look and feel like native apps.

You should always choose the solution according to your use case!

Copyright or who owns the code?

If a freelancer or an agency is involved in app development, they have the right to the code by default. When the app needs to be changed, you rely on the freelancer or the agency. If the collaboration has not gone well, the only thing that remains is to get the rights to the code.

When drafting the contract, make sure to set the rights to the code properly.

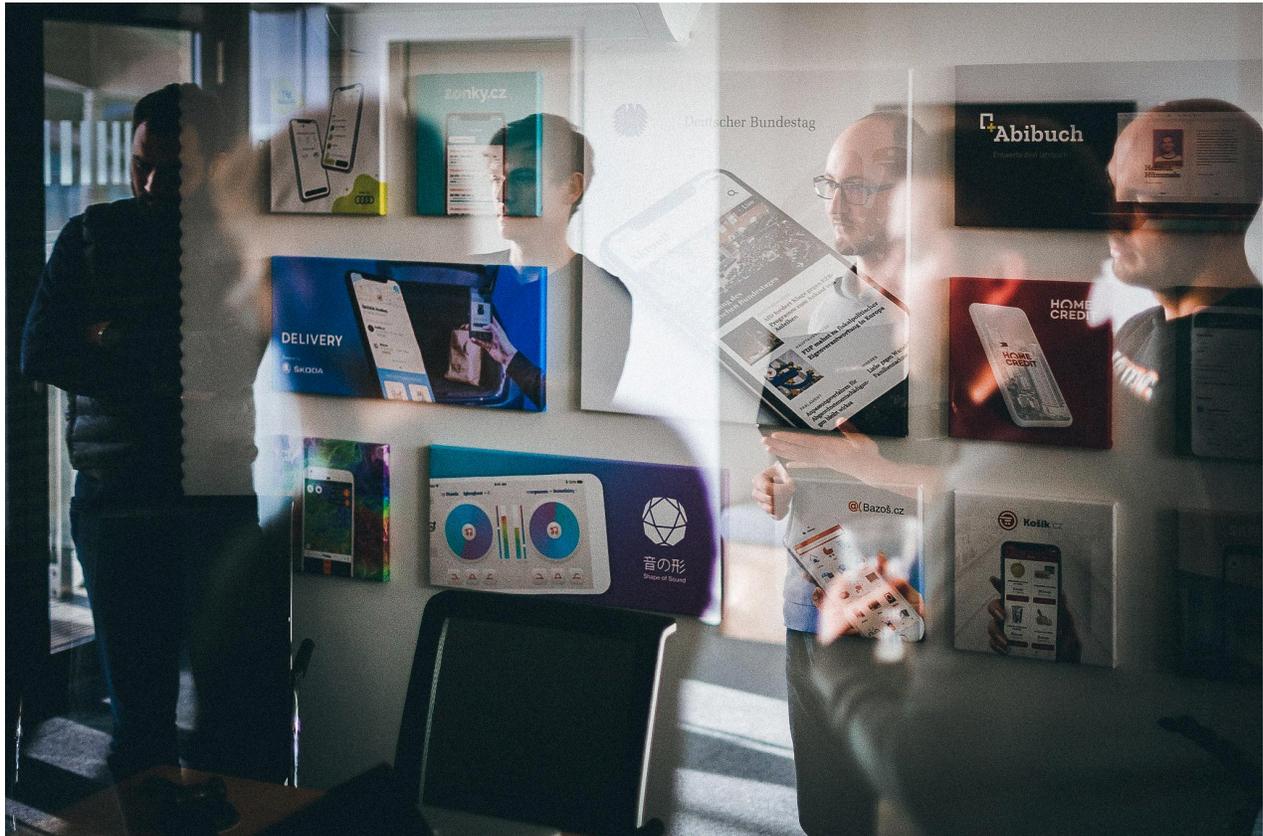


The Idea – It can do everything!

Generally, successful apps deal with only one specific problem, are easy to use, and have a clear function. The most used apps for Android are WhatsApp, Facebook, Spotify, or anything Google has to offer: Google Maps, Google Search Engine, or Gmail.

An application should not be a mobile version of your website. If you're looking for an application for your product, think thoroughly about the user's basic needs. And, in particular, think about how to meet their needs easily and efficiently. This is the key idea behind each new application.

Or simply do it like Google. Create a separate app for each function.



The most important success factor: Choosing the agency

[Choosing the right agency](#) is key to the success of the whole project. Make sure that you've considered the following.

The Team

All specialists should work in the agency permanently or at least cooperate with it on a long-term basis. The best ideas are born around a coffee machine! Efficient cooperation works only at a close distance. This includes UX and UI designers, developers, and project managers. In the ideal situation, there should be two responsible developers. Firstly, having four eyes to see the code is always good because even the best developer might overlook some mistakes. Secondly, if the main developer leaves the project, a second developer knows the project just as well and can take the lead immediately.

Agile development

[Agile project management](#) provides quick development cycles and user-oriented results. If you find out that users rarely use the main button during testing, your app can be easily repaired, and the improved version can be released. The first publicly available version is usually MVP (a product with minimum functions). After some successful testing, more complicated functions are added. These functions are developed within time-restricted iterations called sprints. The goal isn't to fill the first version with all functions—on the contrary!

Technologies

It is recommended that you choose an agency that knows and uses the newest IT technologies. This extends the service life of your app without having to adapt it to new trends too soon. Otherwise, you'll create a technological debt that will cost you more resources later. If you need to cut costs, there are better ways to [save on app development](#).

Control

The developers must control each part of the code very closely using these so-called Pull Requests. Malfunctioning apps annoy the user, bring negative reviews and unnecessary risk, and can cause your project to fail.

Experience

Project managers coordinate the project and work as a communication clutch between the developer team and the client. They should have the necessary experience with such projects, especially in a technical field.

References

The bigger your project, the more important the agency's experience. Don't get fooled by the logo walls of internationally known companies on the agency's [reference website](#). Don't be afraid to ask if the agency worked on the project from A to Z or if they only participated in some fractional part. If the agency is honest, they won't mind sharing the contact details of their customers, whom you can contact and ask for their opinion.

App development – how it's done

Analysis

In the beginning, project managers elicit from the customer what they expect from the app. They help define the target group of users, the project goals, and the deadlines. Analysts gauge technical requirements and then prepare use cases and technical specifications. Finally, they put a time frame on the milestones, goals of the project, and expected results. In the case of agile development, the whole process repeats.

User eXperience design

UX designers' task is to analyze the user's needs and behavior and design the app's architecture as user-friendly as possible. UX designers often have to [leave their desks to go to the field](#) to experience the users' daily routine and learn about their actual needs. After this, they create a prototype of the app that the prospective [users later test](#). The result of UX designers' work is **wireframes** that show the layout and navigation flow of the app.

User Interface design

UI designers are responsible for the user's visual experience. They design the style of the app in accordance with the corporate identity of the customer, giving it a [unique look and feel](#). UI designers must choose a matching color palette and fonts and design tiny details like shapes, shadows, or contrasts. Sometimes, they draw more complex illustrations or even create a mascot to make the app more attractive. Their choices must facilitate smooth and seamless movement through the app and make it visually appealing and unique – their work results in the **graphic design** of all the screens in the app.

Programming

Programmers, or software developers, write the app **code**. Their task is to bring the design to life and connect the app to the servers where all the data is stored. We split our developers into four teams according to their software platform: back end, web front end, iOS, and Android. At least two developers should be on each team because this reduces the error rate and ensures that the project doesn't come to a standstill in case one of the developers has to leave.

Testing

Finally, the testers look for software errors (bugs). They check the validity and feasibility of user scenarios and try to discover unexpected behavior. Testers report **bugs** to developers and ensure that the bugs are fixed. No app should leave the development process without the testers' check because what comes next is the release.

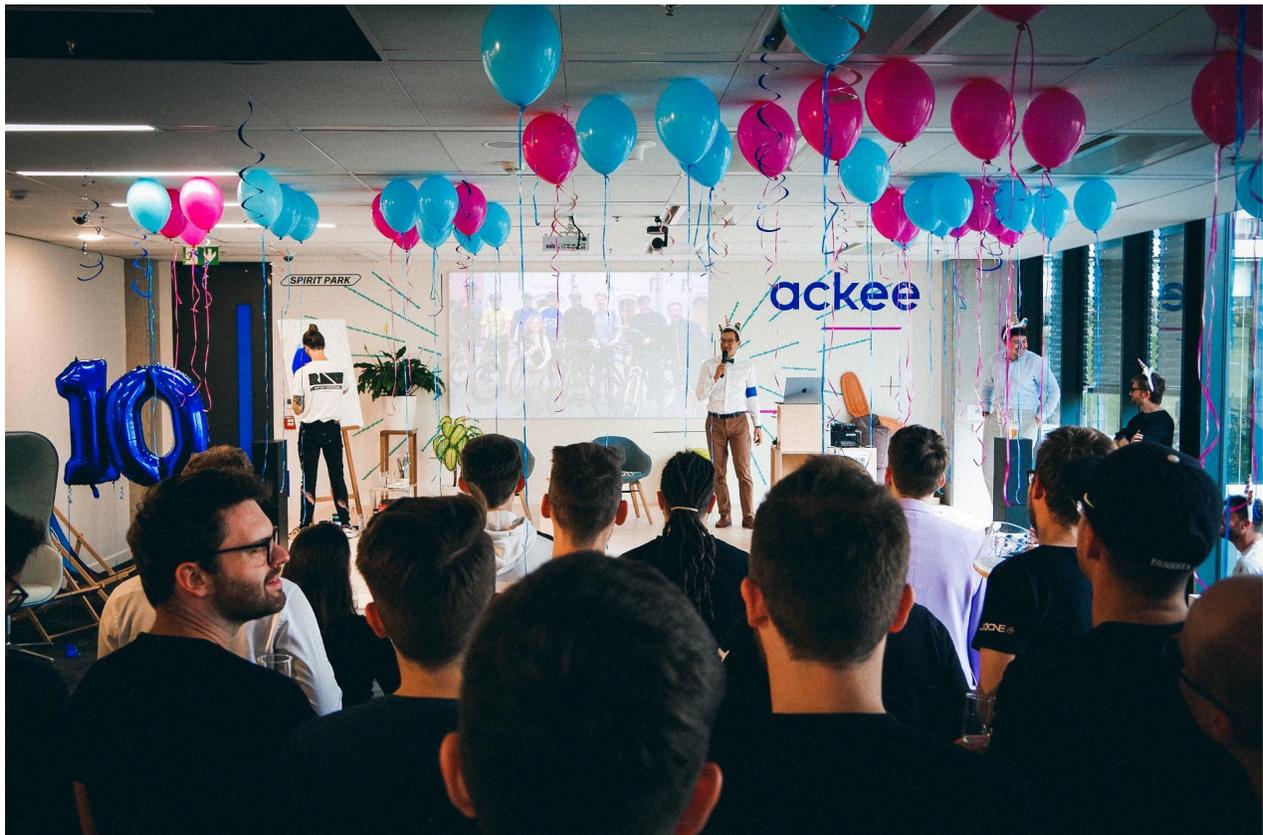


Deadline – Party for your new app

Don't plan the app launch party, including public relations and marketing campaign, right after you sign the contract. Bigger projects are generally developed using the Agile method, and there is no specific deadline at the beginning.

In addition, you could also encounter delays in the approval process. App Store and Google Play reviews usually only take a few days, but the process can drag on unexpectedly if your app works with third-party content, payments, or subscriptions.

If the license fails, the corrected app must be reviewed again. If the reviewer refuses to approve the modified version immediately, the launch can be delayed for several weeks. Therefore, anticipating possible delays and adjusting all promotional activities accordingly is worth anticipating.



About Ackee

Ackee was founded in 2012 by a group of graduates of the Czech Technical University in Prague. In 2016, they opened a branch office in Berlin. A year later, it was granted a contract to create an app for the German federal parliament (Bundestag). In 2018, Ackee was awarded the Recognition of Excellence award in the Deloitte Technology Fast 50 Central Europe international competition. In 2020, it was also ranked among the 500 fastest-growing technology companies in the EMEA region and the winner of an international competition organized by the prestigious German Design Council.

Since Ackee founders are eager festival goers, the first product they developed was the [App4Fest](#), which is now used by dozens of festivals worldwide. Recently, Ackee has won the trust of many well-known companies and organizations, e.g., Volkswagen, CME, Equa bank, ŠKODA AUTO DigiLab, Livesport, Audi AG, WWF, T-Mobile, Samsung, Ethereum Foundation, and German Bundestag.

Aside from designing and developing mobile and web applications, Ackee is a go-to partner for sustainable digitalization and focuses on new technologies such as blockchain and augmented reality. In 2021, the company founded [Ackee Blockchain](#), a joint venture with Rockaway Blockchain Fund, dedicated to the security of smart contracts. A year later, Ackee joined forces with Expandia and continues on a mission for sustainable digitalization.

For more information, go to www.ackee.agency.

Contact



Jan Misař

Co-owner, CBO

jan.misar@ackee.cz

Tel: +420 606 676 838



Marek Přibán

CEO

marek.priban@ackee.cz

+420 776 615 378

Ackee s. r. o.

Rohanské nábř. 717/4

186 00 Praha 8

Czech Republic

info@ackee.cz

Ackee GmbH

c/o The Drivery

Mariendorfer Damm 1

12099 Berlin

Germany

info@ackee.de

Ackee LLC

1 Glenwood Ave #5

Raleigh, NC 27603

United States

info@ackee.cz

App Roadmap

