

Planning Your Mobile App Development Project

Turn an app idea into a clear first release and review plan.

1. Start with the purpose

Describe the users, their main problem and the core journey the app must support. Define the smallest useful release instead of listing every possible feature.

2. Prepare the approach

Map screens, data, permissions and external services. Use a clickable prototype to check navigation and terminology with representative users before development.

3. Test the decision

Agree milestones, acceptance criteria and responsibilities for content, provider accounts and testing. Include offline states, failed requests and account recovery in the scope.

4. Review and improve

Prepare a release checklist covering devices, accessibility, privacy settings and support. Review feedback after launch and prioritise improvements using observed user needs.

Your next step

Record your priority, the person responsible, the evidence you need and the next review date. Use the framework to support a discussion with your team; adapt it to your organisation and seek relevant specialist advice where needed.

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