

How to boost the use of a mobile application?

Goals:

- Optimize the number of application's downloads
- Increase the frequency of use of an application by each of its users

What is the right timing for this action?

- This service is part of the initial detailed scope definition process, prior to the development of a mobile application - this study is needed to ensure that the projected ecosystem, the future developments and the application distribution and promotion planned processes, are in line with the objectives and the invested resources
- This service can also be implemented after the application distribution, in order to analyze the reasons for the divergence between the objectives and the reality of its use and in order to propose areas for improvement

Process definition:

- Workshops driven by Neomades with active involvement of the key persons in charge for the customer of the application and its eco system
- Between 2 and 4 workshops, each of 3 hours, depending on the complexity of the applications and the eco system
- Incremental work document after each session written by Neomades
- In the case of an existing application, preliminary analysis of the existing by Neomades

Participants:

- From Customer side: manager in charge of business and marketing, application project leader, IT manager (this list can evolve according to each project)
- From Neomades side: Mobility consultant and functional project leader

Deliverable:

- PDF document with proposed actions plan
- Optional : cost analysis and proposal for actions delivery

Subjects addressed :

- Application positioning: what goals - which targets - which users - what features - integration with the existing product offer ...
- Business approach: application sales model - distribution model - type of support - customer benefits - consistency with the "core business"
- Application launch: marketing / communication actions - customer incentives - sales team incentives - partnership - animations – experimentation
- Application development: statistics - virality - customer evaluation - community connections - awareness - quality - differentiation - life cycle management - equipments coverage - easy to use - access modalities