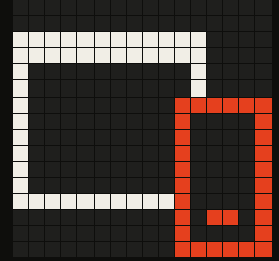


WHAT SHOULD WE BUILD?

Work through the five questions in order. Many good projects end up as a website for being found, plus a web app or PWA for customers or staff, with a mobile app later if it earns its place.

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01 FIVE QUESTIONS, IN ORDER

- 01 Who is it for: new customers or existing users? Mostly new customers: start with a website.
- 02 Is it mostly for reading, or mostly for doing? Reading: a website. Doing: a web app.
- 03 Do people need it offline, on the home screen, or with notifications? Yes: a progressive web app.
- 04 Does it need something only an installed app does well? A real need for deep device access, heavy daily use or store presence: consider a mobile app.
- 05 Can you build and look after it on two platforms, for years? If not, a PWA is usually the better answer.

02 WHAT USUALLY FITS

THE REQUEST	WHAT USUALLY FITS
Customers should be able to order from us	A website with ordering, or a PWA if they order often
Our staff need a tool on their phones	A PWA: installs from a link, works offline, updates instantly
We want to send notifications	WhatsApp or SMS first; a PWA if they must come from your product
Our competitors have an app	Find out whether their customers actually use it
We want to look established	A fast, clear, well-designed website
It needs the camera, GPS or offline storage	Check the exact need: the web can do much of this now

03 BEFORE YOU COMMIT

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- 01 Who will use this, how often, and on what devices?
-
- 02 What must it do on day one, and what could wait?
-
- 03 Does it need to work offline or with a weak connection?
-
- 04 Which device features does it truly need?
-
- 05 How will people find it the first time?
-
- 06 Who will look after it once it's launched, and what will that cost each year?
-
- 07 If we start with the web, could we add a mobile app later without starting again?
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04 OUR ANSWER
