

# **BRINGING AN APP FROM IDEA TO MVP**

At Thunkable, we understand an agency's focus is all on solving clients' problems through their design, marketing, and technology expertise.

However, sometimes agencies struggle to bring a client's mobile app idea to life. Some common roadblocks to quick mobile development are the agency's limited technical resources, improper tools for rapid prototyping, as well as delays in client approvals.

Follow our step-by-step guide to avoid these roadblocks and successfully build professional mobile apps for your clients.



STEP

# Define the scope of work with the client.

The first step is to define the scope of work with the client. This includes identifying the problem that the app is trying to solve, defining the features and functionality of the app, understanding what integrations are needed for the app, and setting expectations for timelines and budget.

# Determine the app's purpose and target audience.

The next step is to define the app's purpose and target audience. This will help to focus the design and functionality of the app and ensure the app is satisfying the client's business goal or solving a problem.

# Start with the right platform for development.

Decide what platform will meet your client's needs and set your team up for success. Thunkable is the best platform for agencies who want to create professional quality apps without writing any code because, with Thunkable, you can quickly prototype an app idea, customize it to match your client's branding, and deploy it natively on Android, iOS, and the mobile web.

# Sketch out the app's design and user flow.

Designing the app's user interface and experience is crucial to success. Work with your team and client to sketch out the key screens of the app and how users will flow through them. Explicitly define each screen, button, and action.

# Develop a prototype of the app. With your userflow and design sketched out, it's time

to start building a prototype. Begin building on your platform of choice. Thunkable makes this easy with our drag and drop interface. Simply add the screens and features you designed into your project, and we'll take care of the rest.

# Build, test, and repeat. Thoroughly test your prototype to ensure functionality and

client satisfaction. With Thunkable's Live Test feature agencies avoid staying stuck in a development loop as clients provide several rounds of feedback because changes can be seen in real time. Diligent testing guarantees a successful launch when the app is published.

# Google Play, or mobile web. Once you've finalized the prototype and client

Deploy the app to the App Store,

feedback is positive, you can now deploy the app to the App Store, Google play, or the mobile web and enjoy watching your clients' success!

# Handoff to client! Provide clients with a seamless off-boarding

process. Nothing is worse than leaving your clients with a great product but no way to understand how to use it. Thunkable makes the agency-to-client handoff process easy with our no code mobile app development platform.

**GET STARTED WITH THUNKABLE** 

STEP

Thunkable makes it easy for agencies to create professional quality apps without writing any code. With Thunkable, you can quickly prototype an app idea, customize it to match your client's branding, and deploy it natively on Android and iOS. We offer:



STEP

# Interface Build advanced mobile apps

**Drag and Drop** 

without having to code.



# **Publishing** Publish to the Apple and

Multiplatform

Android marketplaces as well as the mobile web.



#### Customization You only need one

tool to fit any of your

Complete

clients' needs.



#### Integration Connect with the tools already in your tech stack.

Want to learn how Thunkable can help you achieve your goals? Reach out at sales@thunkable.com to speak with our team on how we can help you



achieve your goals!









