IS THERE AN IDEAL ENTERPRISE APP ECOSYSTEM?

Apps are a key part of every organization's mobile strategy. But what if you build them and no one uses them?

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INDIFFERENCE TOWARDS APPS

An industrial equipment manufacturer invested heavily in a number of different apps for their customers and partners. In theory, these apps made their lives easier by helping them schedule maintenance, order spare parts, generate financial quotes, amongst several other things.

Although these apps were feature-rich, adoption was very low. The problem was that these apps were created in silos by different business units without validating the need of end users. The investment was going to waste.

Infosys was invited to reinvent the wheel of app development.

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WHAT DID THEY REALLY WANT?

Research shows that one in five apps is only ever used once. To be regularly used, an app must be genuinely useful, yet these apps were developed in isolation from the user base.

Our Design Thinking workshops, with our client and their end-users, enabled us not only to align app design with user needs, but also gave us a framework for streamlined, iterative development. We involved different users and established a clear view of what they wanted from each app. The emphasis was on disruptive thinking and on establishing needs rather than clouding this creativity with technical considerations.

With Design Thinking, we also realised that not every idea could be turned into an app: a proof of concept was required to demonstrate feasibility before budget was approved. On average only 25% of suggested apps made it to production, but this stage provided an excellent safeguard against unnecessary investment and enabled resources to be directed only towards those apps which had the best chance of success, based on an in-depth understanding of end user needs.

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DESIGN THINKING

Once the app concept was understood and approved we were able to quickly develop prototypes using a clickable prototype tool.

Working according to agile principles, we established the idea of releasing a minimum viable product (MVP) and then improving it based on feedback, rather than spending extra time on perfecting it and then releasing it. This enabled us to produce apps in approximately ten weeks – rather than the typical 6-7 months that had become the norm. Depending on requirements, our teams were able to quickly ramp up or down, reducing the burden on finances.

Across the organization, this model became known as the App Factory: nimble teams, with a clear view of user requirements, able to quickly create apps that were genuinely useful.

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AN END TO THE DUPLICATION

The process seemed to be working. Feedback from users was positive, and we could see people were actually using the apps. As we moved on to redevelop and improve other apps, a wider benefit became clear.

By taking the same consistent approach to each app, the organization was no longer working in silos. Now, all they had to do was to contact the App Factory, instead of running the project from scratch on their own. Our Design Thinking process became a regular part of the scoping stage, learnings from previous apps were incorporated, and code was re-used where possible. The company no longer had several disjointed (and unsuccessful) app projects – it had a single, coordinated app portfolio framework and strategy.
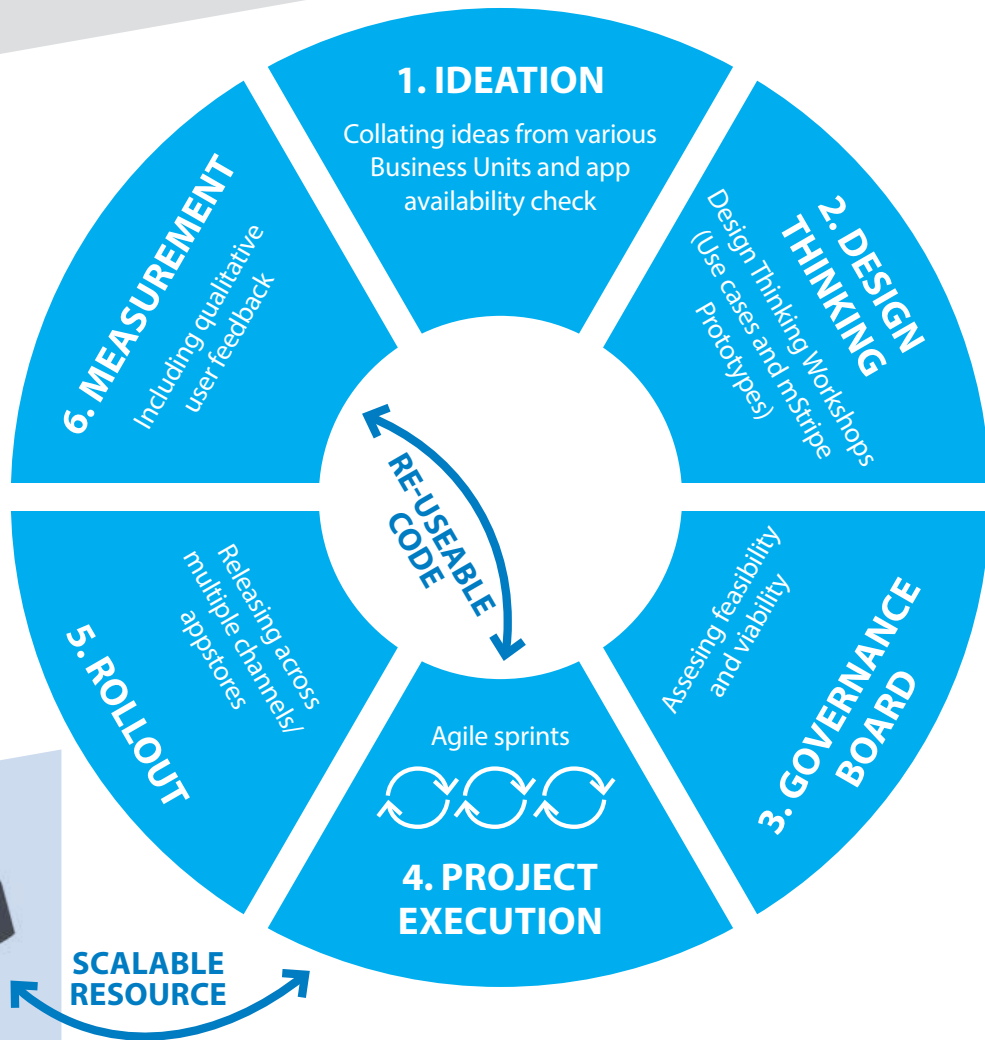
The results were demonstrably better – and the synergies of using a common team enabled us to do it on a smaller budget.

BREAKTHROUGH

Replace app development silos with a single agile App Factory

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THE APP FACTORY

1. IDEATION
Collating ideas from various Business Units and app availability check

2. DESIGN THINKING
Design Thinking Workshops (Use cases and mStripe Prototypes)

3. GOVERNANCE BOARD
Assesing feasibility and viability

4. PROJECT EXECUTION
Agile sprints

5. ROLLOUT
Releasing across multiple channels/ appstores

6. MEASUREMENT
Including qualitative user feedback

RE-USEABLE CODE

SCALABLE RESOURCE

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RATE THIS APP

★★★★★

45K
CURRENT USERS ACROSS 7 APPS

The world is littered with one-use only apps. But not so for our client. They only make apps that people really want.

WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.

Find out more about streamlined, user-driven mobile app development by reaching out to us at askus@infosys.com

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