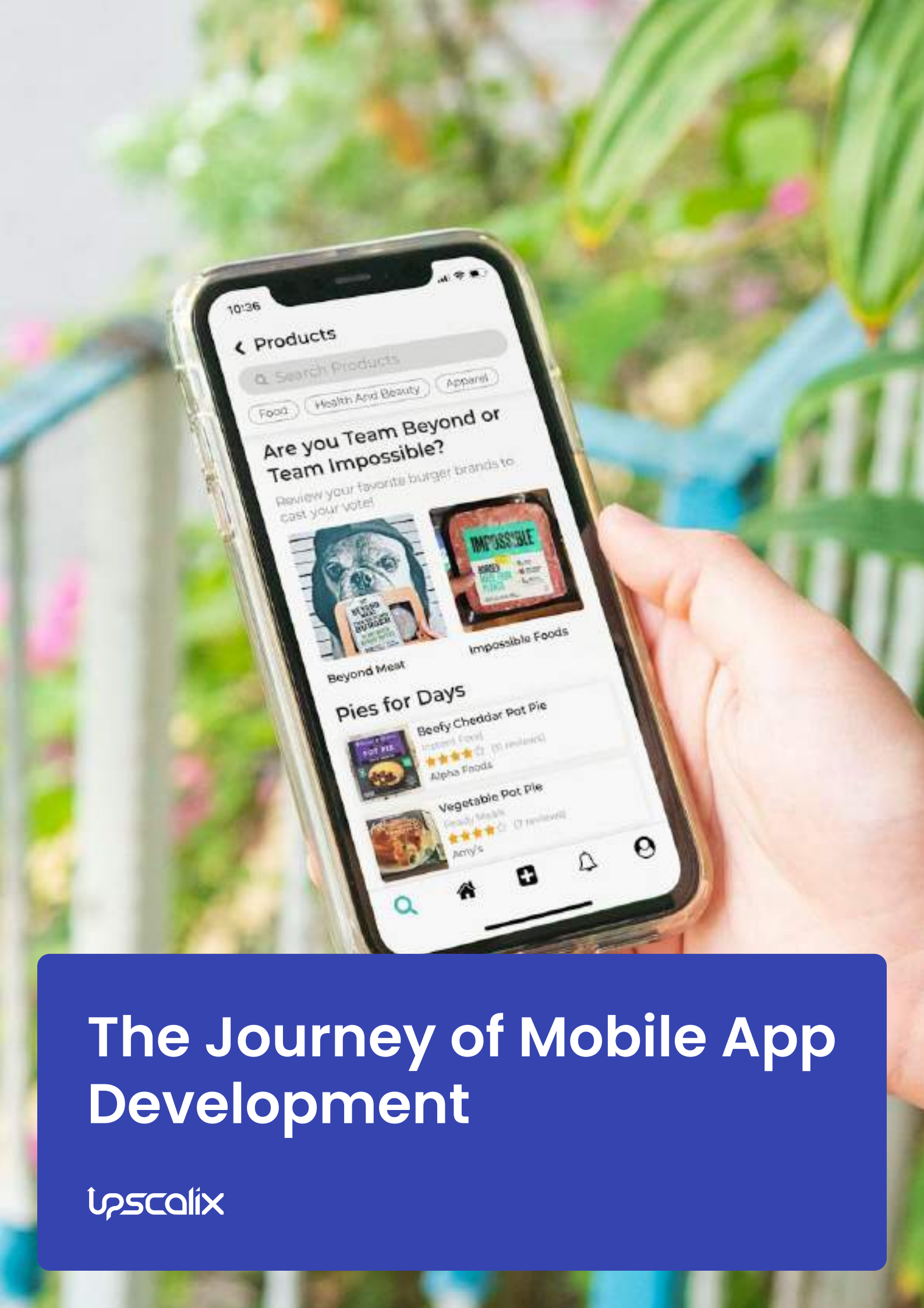

The Journey of Mobile App Development

upscalix

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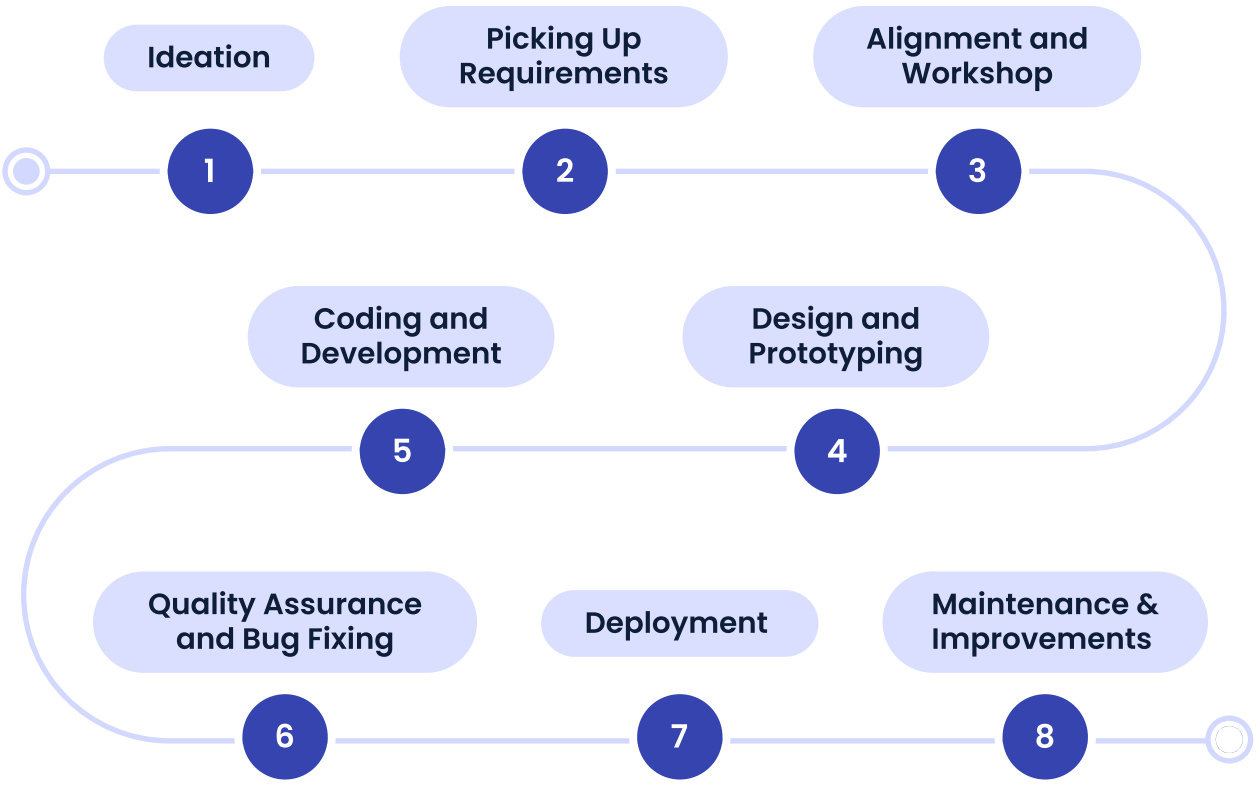
Ever wondered how a mobile app goes from just an idea to something you use every day? While the development process may vary from one company to another, there are key stages that remain consistent. As a Melbourne-based mobile app development company, we're excited to take you behind the scenes and share our insights into how we turn ideas into fully functional apps.

Commonly, there are eight processes of mobile app development below:



Let's break it down for each process.

1 Ideation

First thing first, you need to come up with an idea on what mobile app you want to develop.

Where to get idea

If you are still confused on where to get an idea on what mobile app you need for your business, you might want to use these methods.

User feedback

Start by listening to your audience. What problems are they facing that you could solve with an app?

Market research

Check out what's trending in the app stores and see if there's a gap or an opportunity.

Competitor analysis

Look at what your competitors are doing. Can you improve on their concept or offer something different?

Personal experience

Think about the problems you encounter daily. Could an app make your life easier?

Brainstorming sessions

Gather your team for a creative session. Sometimes the best ideas come from collaboration!

Visualising Idea

After you get an idea, you need to visualise it to better understand it. For this, you need to do some sketching. Start by doing some rough sketches on the app's interface and features. You need to do this to make it easier for you to conceptualise the design from ideas into visual elements.
Here, we have some tools recommendation for you to visualise your idea.

Figma

Figma's key features include vector graphics and layers, which enable designers to create complex designs and animations. Its cloud-based platform facilitates easy collaboration, making it an ideal choice for remote teams.

Framer

With Framer, you can create responsive, interactive, and scalable prototypes that can be easily converted into production-ready code. The platform offers a user-friendly interface with various tools and features, including a drag-and-drop editor, animation and interaction tools, and integration with third-party services.

Protopie

Protopie is a digital prototyping tool that enables users to create interactive and engaging prototypes for various applications, including product design, business, and education. The platform provides a range of features, including gesture recognition, 3D modelling, and animation.

Adobe XD

Its free-hand interface allows you to create wireframes, prototypes, and high-fidelity designs for web and mobile applications. With Adobe XD, you can collaborate, share designs easily, and interact with designs on different devices and screen sizes.

Market gap

To create an app that truly stands out in the market, thorough research is essential. Start by exploring similar apps already available. What features do they offer? More importantly, where do they fall short? Identifying these gaps will help you discover opportunities to add value and differentiate your app from the competition.

2 Picking Up Requirements

After you have your idea and visualise it, it is time to gather requirements. There are two main requirements that you need before going into mobile app development.

User journey

Simply put, the user journey maps out the path a user takes when interacting with your app. It highlights the steps, decisions, and emotions a user experiences as they work towards achieving a specific goal. Understanding this journey is critical—it allows you to put yourself into your users' shoes, ensuring your app is intuitive, helpful, and user-friendly.

List of features

With the user journey defined, the next step is translating it into a detailed feature list. Start by creating a workflow that highlights the most crucial features, then outline the complete list of functionalities your app will offer. This helps prioritise what's essential for your app's success.

3 Alignment and Workshop

At Upscalix, before diving into mobile app design, we conduct a comprehensive workshop to align on key aspects like manpower and time allocation.

Our goal is to assemble the best team for your project, which includes a business analyst, project manager, quality assurance specialist, mobile app developer, and frontend developer.

Each team member plays a crucial role in bringing your app to life. We also meticulously plan the development timeline. This involves estimating the time required for each phase—design, development, and testing—to ensure we deliver the best final product based on your requirements.

4 Design and Prototyping

The design phase is where your app starts to take shape. Here's how we approach it:

UI/UX

User Interface (UI) and User Experience (UX) design are at the heart of creating an engaging app. UI focuses on the look and feel—ensuring that every button, icon, and screen is visually appealing and easy to navigate. UX, on the other hand, is about crafting an intuitive user journey that makes interacting with your app a great experience.

Typography

Typography plays a vital role in the overall aesthetic and readability of your app. We carefully select fonts that align with your brand's voice and enhance user experience. Consistent, well-chosen typography ensures that your content is not only readable but also visually appealing.

Low fidelity, high fidelity

We start with low-fidelity designs, which are basic sketches or wireframes that outline the app's structure and layout. These are useful for quickly testing concepts and gathering feedback. Once we have a clear direction, we move to high-fidelity designs—detailed and polished representations of your app that closely resemble the final product.

Wireframe

Wireframe is an essential blueprint for your mobile app. It provides a visual guide to the layout and functionality of each screen, helping to map out the user journey and ensure that all necessary elements are included.

During the design phase, we use Figma to design your mobile app. This tool helps us visualise rough ideas into final design and to test whether the design is user friendly enough.

5 Coding and Development

Once the design is finalised, we move into the development phase, where the app is built and brought to life.

First, we start by choosing the right programming languages. Depending on your mobile app's needs, we may use programming languages like Swift or Objective-C for iOS, Kotlin or Java for Android, or cross-platform frameworks like React Native or Flutter to ensure compatibility across both platforms.

As for the development methodology, we follow Agile methodology, which allows for flexibility and continuous improvement throughout the development process. By dividing the tasks into sprints, we can adapt to changes, test features early, and ensure that your mobile app keeps in line with your vision.

To keep you updated with the development progress, we provide regular progress reports to keep you informed at every stage of development. From milestone updates to insights into completed tasks and upcoming goals, we ensure you're always in the loop.

6 Quality Assurance and Bug Fixing

Thorough testing is critical to ensure your app works flawlessly. We perform a variety of tests, including **functional testing** to verify that features work as intended, **usability testing** to ensure a great user experience, and **performance testing** to check how the app handles under stress. **Security testing** is als o crucial to protect user data.

Also, we are doing testing to identify bugs. Bugs are inevitable during development, but we identify and address them early on to ensure your app runs smoothly. Our team conducts multiple rounds of testing to catch and fix any issues before launch.

7 Deployment

When the testing phase is finished, the mobile app development journey moves to deployment phase. During this phase, the mobile app will be deployed to Google Play Store and/or Apple App Store. There are some requirements before deploying the app into the stores:

Google Play Store

1. Set up a Google Developer account
2. Ensure the app is in good quality and follow Google rules
3. Ensure the app is met technical requirements
4. Create a copy of the app features
5. Write privacy and security concerns
6. Set pricing (if any)
7. Submit your app for review by Google team

Apple App Store

1. Create an Apple ID
2. Add two-factor authenticator to Apple ID
3. Join the Apple developer program
4. Create an App Store listing
5. Submit app information including app icon, name, description, categories, screenshots, and app ratings
6. Submit for review by Apple team

8 Maintenance & Improvements

Releasing your mobile app is just the beginning. Continuous maintenance is essential to ensure your app performs at its best. Bugs may emerge over time that could affect functionality and fixing them promptly keeps your app running smoothly.

Equally important is listening to user feedback. By paying attention to reviews and user suggestions, you can identify opportunities for improvement and even introduce new features that enhance the overall experience. Regular updates not only keep your app fresh but also help you stay ahead of user expectations.

Takeaway

You can use those steps to transform your digital idea into a concrete product. They may sound challenging, but does not mean they're impossible. If you have no clue to start, we are ready to help you.

We are a Melbourne-based digital company specialising in custom software for desktop, mobile, and business. We have experts ready to help you transform your idea into life on whatever stage you are on.

All you need to do is call or book a meeting with us,
and we'll reach you within two hours.

Let's create your dream product now!

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