

# Should I Build An App?

We're assuming you already have a mobile-friendly website, too. If you don't, stop here and go get one. (The mobile site's a must.)

ENTER HERE  
↓

Would an app make your customer's lives easier?

Yes

Now that you ask, probably not.

Do your competitors have an app, or are apps popular in your industry?

Yes

Not Really



Would your app include content designed with mobile-first in mind?

No

No



Yes

Do your users need to check/scan info on the go? (Account balances, loyalty points)

Yes

Would customers be able complete tasks like booking appointments, make payments, etc.?

Yes

No

Will your users want to check it regularly?

Of course!

Will you be able to keep it up to date?

No

Yes

Well...I may not always have time.

Can they do this through an existing app like Open Table or Angie's List?

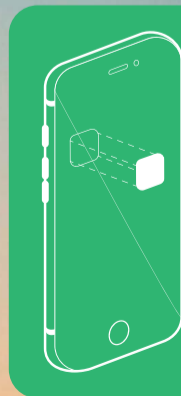


Yes

No

GO

App-solutely!  
Sounds like an app could be a great way to engage your customers. Happy app-ing!



Stick to a mobile website.  
(For now.) As your business grows and changes, take time to review these questions in the future. An app might be the right call further down the line.

