

Business Value of Apps: Is an app right for you?

Thanks to the seamless, engaging experience apps can deliver, they have become invaluable to people's lives, and by extension, to businesses looking to connect with customers. That said, apps must meet the sweet spot of **User Benefit**, **Business Case**, and **Operational Readiness** to be successful. **To help you determine if building the app is right for you, complete this checklist.**



User Benefit

Will your users find value in the app?

[Offering]

Will the app help users with convenience, cost savings, entertainment, connection, or access?

[User Value]

Will the app offer users a unique value proposition?

[Differentiation]

Will the app offer users better experiences or features than your competitors already offer?

Have 2-3 questions checked? The app likely provides a user benefit if it provides a valuable offering that stands out among competitors.

Have 0-1 questions checked? You may need to do more research to determine your user benefit. If the app will not benefit your user in any way, or if a competitor provides a better experience, you may have difficulty getting users to download and use the app. [Learn more about meeting user needs here.](#)



Business Case

Will the app support your business goals?

[Strategy]

Will the app help you solve a measurable business goal?

e.g. increased awareness, customer acquisition, customer retention, user engagement, increased revenue

[Business Goal]

Does the app fit into your long-term business strategy?

[Monetisation]

Do you plan to monetise the app using one of the following monetisation models?

Freemium, Subscription, Paid, In-App Purchases, Partnership, Advertising-Based, Data Monetisation

Have 2-3 questions checked? The app likely provides a business case if it is a part of a larger strategy.

Have 0-1 questions checked? You may need to do more research to determine your Business Case. Determining how the app will support your strategic business goals will help ensure that your app project is a sound long-term investment. [Learn more about meeting business goals here.](#)



Operational Readiness

Are you set up to manage an app?

[Buy-In]

Do you have the organizational buy-in needed to support the app?

[Investment]

Are you able to invest the time, talent, finances required to develop, launch, and maintain the app?

[Compatibility]

Will you have the ability to integrate the app with your existing infrastructure?

Have 2-3 questions checked? The app likely is on its way to being operationally feasible for your business if you have buy-in and the right resources.

Have 0-1 questions checked? You may need to do more research to ensure your app project is operationally feasible. Defining the scope of work is vital, from determining if you'll need to hire a development team or use internal resources, to research, beta testing, launch, and maintenance. It's not just about the time to build the app. [Learn more about what it takes to build and maintain an app here.](#)

Ready to build a Winning App? [Click here to explore the best practices for your vertical!](#)