

Mobile Development RFP

A project that starts off in the right direction has more chance of ending up in the right place, so here are our 20 questions you need answers in order to help us deliver a better mobile app.

1) **Can you summarize the Mobile App to me in just a few sentences?**

2) **Who are the target users?**

3) **What's the real deadline?**

4) **What risks are there with the mobile app build?**

5) **What's the budget?**

6) **Who are the key Stakeholders?**

14) **How is it going to be hosted?**

15) **What is the monetization strategy for the app?**

16) **How will they buy? Do you need payment gateway?**

17) **Are there other apps that can be used as inspiration for how this new app should look?**

18) **How is the app going to be found when it's ready to go live?**

19) **What about post launch? What's the ongoing plan to learn & improve?**

20) **What dependencies are there, that we need to consider before we can get started with your new app?**