



How to build an online platform or mobile app

Have an idea for an online platform or mobile app?

Not sure what to do next?

Here's a high-level overview of how to build your product:



Want to get more tips on building your platform or app?
Join our Facebook group: www.facebook.com/groups/GPCInsiders/



Analyse

- Decide whether your idea is worth spending time and money on by looking at:
 - Your ability to build and grow it (where might you need help)
 - What's going on in the world
 - Who your potential competitors are
 - How much it's going to cost you to build and run
 - Whether real people will use/buy your product



Define

- Define the **requirements** for your product including technical and non-technical components such as:
 - Product functions & processes
 - Non-functional requirements
 - User acquisition
 - Sales (inc. CRM, payments)
 - Marketing (inc. newsletters, social media)
 - Accounting
 - Analytics
 - Legal (inc. T&Cs, privacy)
 - Distribution (inc. iTunes, Google Play, etc)
 - Security



Develop

- Find a developer/agency to build your product
- **Design** the solution to meet the requirements including:
 - Branding, technology stack, integrations, tools, screens, data, etc
- **Build** all of the components needed to deliver the product



Test

- **Test** that the product and your business processes work as expected
- Run a Beta test with trial users



Launch

- **Implement** the product (e.g. make it “live” to the public)
 - Publish website, add to iTunes/Google Play, etc
 - Start email automation
- Execute your launch strategy - introduce your product to the world (e.g. news outlets, social media, etc)

Building products is a circular process which means that once you've launched your product, you'll go back to the “Idea” stage to find new ways to improve and grow it.

Want to learn how to turn your good idea into a great product?

Check out our Idea to Launch Checklist: <https://greatproductsconsulting.com/idea-to-launch/>