



PINK

Checklist for Business Apps

What questions can you ask for the development of a Business App?



About Pink Elephant

Pink Elephant is an international knowledge leader in the field of business innovation and business change. With advisory and IT services, Pink Elephant draws the best out of its clients, by translating the knowledge and creativity of the people in these organizations into tangible results.

Since its foundation in 1980, Pink Elephant recognizes an important synergy between company objectives and the knowledge and entrepreneurship of people, as well as the way in which IT contributes significantly to making innovation possible and to increasing power of discernment in the market. Pink Elephant operates in more than 20 countries and provides business and management consultancy and other services, such as Enterprise App Services, IT Services, Document Services and Education.

Vision

Business transformation is vital in a time when technological developments happen in quick succession. The knowledge and creativity that already exists within organizations is often utilized insufficiently because both IT and business processes lack agility. Companies must invest in new Agile procedures and knowledge sharing and must also give more attention to the synergy between mankind and IT. Pink Elephant provides the people and the resources that help organizations take the next step in the transformation of their business.

Mission

Pink Elephant is the technology radar that helps organizations, at a strategic level, to achieve their business objectives. The major resources to do this are flexible IT systems and new ways for people to work together. With Pink Elephant as a partner, companies can break away from their traditional systems by using innovative technology, training and consultancy. In this way, they are better prepared for the future through the correct deployment of people and IT.



1. Buy or build?

Are there standard solutions available to your business sector that don't work as well for you as for your competitor? Decide which processes are unique to your organisation.

What makes your organisation different?

- ✓ How you support your clients?
- ✓ How you manage your supply chain?
- ✓ What information you have available?
- ✓ How you price your products or services?
- ✓ How you sell your products or services?
- ✓ How you deliver your products or services?
- ✓ How you communicate with your customers or partners?

Our advice: It is best to buy and build. Buy standard applications in order to automate processes that are the same as your competitor in the sector and build a Business App for the components with which your organisation differs from your competitor.

2. Are your needs changing?

Business, competition, policies, people, markets and even the weather affect organisations. What does this mean for your Business Apps? How do you prepare for such changes

- ✓ Do you expect that your market conditions will change?
- ✓ Do you have all your user needs mapped out?
- ✓ Can you implement all needs in one phase?
- ✓ Will your users have other thoughts?
- ✓ Are you familiar with all of the needs of various types of users, locations and business units?
- ✓ Was a Business App previously developed for this type of user?

Our vision is: Change is the norm. Expect changes and embrace them. In choosing your platform, keep in mind the possibility of making changes quickly and conveniently. Also, visualise the users' needs as clearly as possible so they are easy for everyone to understand.

3. Are your users involved?

One of the most frequently mentioned reasons for the failure of a Business Apps project is the lack of user involvement and the possibility of responding to changing needs.

- ✓ Are your users part of the entire process?
- ✓ Can your users look at results quickly and frequently?
- ✓ Can your users easily give feedback?
- ✓ Can your users change their minds?

Involve users at every step in the development process. Identify the major users and stakeholders at the beginning of the project. Do not expect a perfect and complete list of needs, but accept change. Show your users the results at every step and frequently.

4. How can you incorporate your ecosystem?

Companies are completely reliant on IT systems for supporting their business operations and are also automating many operating processes. Many systems were acquired years ago, and are used for automating internal operating processes. They often do not provide any support for the changing wishes of the organisation or the users.

- ✓ Do you have confidence in the information from other systems?
- ✓ Will other systems be supplied with input from the new App?
- ✓ Are multiple systems part of a combined workflow?
- ✓ How does the integration between these systems work?
- ✓ Are other technologies needed to make integration possible?

You are not alone in this. Anticipate integration with other systems that are part of the users' workflow. Choose flexible integration that makes data from other systems transparent, without having to transfer them.

5. When will you need your next Business App?

As your organisation moves along with the changing market demands, competition and technological progress, the need for new Business Apps will continue.

- ✓ Am I the only one who needs an App?
- ✓ Will my users, following quick and successful implementation, ask for more?
- ✓ Do we need comparable Apps for other departments or business units?

Get your organisation ready to be a "Digital Enterprise" and thus support innovation and the growth of your organisation. In addition, you will benefit from market opportunities that arise and possibilities of increasing your efficiency. Choose a solid, forward-looking platform for developing your Business Apps. Setting this up should be a company decision, not a technological decision.

6. How can I roll out the Business App quickly in my organisation?

Rolling out and implementation are frequently underestimated in the entire development process. This phase can also often involve unexpected expenses.

- ✓ Where will this App be used?
- ✓ Who is responsible for the infrastructure?
- ✓ What other software for database management, servers, security etc. do we need?
- ✓ How will testing be assured?
- ✓ What if the use of the App changes quickly?
- ✓ Who is responsible for maintenance and administration in the long-term?

The roll-out of a new Business App must not be a drag or showstopper on your project. Adopt a platform with which the start-up of a new Business App will proceed as simply as plugging a device into a socket.

7. How will Mobile be integrated?

Mobile apps do not live on an island in your enterprise. The number of mobile apps is constantly growing and will also become an ever-increasing part of the workflows and operating processes throughout your organisation.

- ✓ How can I manage the data and reports for my mobile apps?
- ✓ How can I integrate my mobile apps with other existing operating solutions?
- ✓ How many different types of devices must I support?
- ✓ How can I add the activities of mobile apps into other workflows and processes?
- ✓ How can I manage changes as my operating processes change?

Make Mobile part of your plan. Mobile apps are part of your business application landscape and operations. They must be managed and be integrated/interact with other practices and applications. Design mobile apps and ensure a great experience and manage them as part of your overall integrated application landscape.



8. How can you guarantee a great user experience?

In a world in which users are constantly using more and simpler apps in their daily life, expectations for the user experience of Business Apps have considerably grown.

- ✓ Will clients, prospects or partners work with the Business App?
- ✓ Are you aware that the appearance and operation of the app are associated with the image of your brand?
- ✓ Will your users compare this app with the apps that they use on their own PC or smartphone?
- ✓ Do your users complain about decreased productivity due to old, outdated systems?
- ✓ Do your users work with other parties (users, suppliers, clients, partners, etc.)?

The user experience is more than a smooth interface. At the end of the day, the experience of your users is what determines whether a Business App will be used successfully. User experience is therefore not only a smooth interface, but also the ease of use of the App, the connection to the user requirements and the opportunity to make changes quickly to allow your users to work even more efficiently.