

Common Challenges That Will Sink Your App Development Project



App Development is Like a Ship

Designing a custom mobile application is a lot like captaining a ship—it can get complicated fast, especially as the winds begin to shift.

Business needs and use cases must be taken into account, and technologies change rapidly. When projects enter stormy seas, they can often be steered back to safety, but not without costing precious amounts of time and money.

The first step to preventing these challenges is awareness. Here at Big Nerd Ranch, we believe in transparency from the very beginning, and we always want to save our customers resources wherever possible. Here you'll find five common issues that will sink your project, as well as some basic steps to take to avoid having them impair our work, ultimately costing

you more time and money. Training that occurs when an employee first starts in their role allows them to get acclimated to the company and to the work and prevents mistakes in the long run.



#1: Not Being Prepared to Set Sail

Before an app development project starts, we want to identify a list of prerequisites. Do you have pre-existing designs for your app? Make sure we have them. Is there a specific API that needs to be used? Send over the documentation. Is every member on your company's side able to start right away?

Having information like this in hand before kickoff allows us to avoid stalls and costly guesses around important information. By making sure that you take the time to collect and provide the necessary information and resources, your team here at Big Nerd Ranch will be able to confidently weigh anchor as soon as possible.



#2: Expecting the Ship to Sail Itself

A ship, like your app development project, will not guide itself. We are experts in app development and design, but we are not the experts in your business. In order to deliver the best app possible, we need your input as an expert on your company and your needs.

We work with our clients very closely throughout the entire development process to ensure that the app we're building supports the needs of both the business and the users. In order to be successful, you will need to give your project dedicated attention and focus and provide not only a high-level vision at the start of your project, but also sustained direction and input as we work to develop the app together.

Often this means weekly or even daily interaction. If you cannot devote this amount of time and focus to the project, it

is vitally important that you dedicate someone on your team who does have the time and empower them to make decisions on your behalf.



#3: Not Trusting Your Crew

As with any project, you need to trust the people working on it, especially when there are so many moving parts. We want you to feel confident in us: our processes, the quality of our work, and the progress of the project. By investing the time needed for communication with the Big Nerd Ranch team, asking questions of the developers working on your project and engaging in setting expectations on both sides, your project will move forward more steadily. We will understand what you need from us, and you will be able to rest easy knowing that we can maintain our course and momentum as we drive the ship forward.



#4: Prescribing Without Describing

Big Nerd Ranch hires amazingly brilliant, talented people, so you're guaranteed to have a team of experts to consult with on the development of your application. Do not squander your consulting team's expertise and skill by prescribing what you believe to be the best solution to your problem and asking them to implement it.

Instead, describe your problem to us (whether it is a business need or a technical issue) and let us help you come to the best solution. This is what we are great at, and it is what you are paying us to do!



#5: Not Having a “North Star”

You must have a clear and guiding business model and use cases in order to successfully build an application. The number one thing that sinks app development projects is when the product owner (you or the person you dedicate as the head of the project) does not have an intimate understanding of the need your app will meet or the kind of users who will download and use it.

A thorough understanding—and we mean very thorough—serves as the North Star that we will refer to as decisions come up during development. This high-level target ensures that we are spending our time and effort wisely as we work to build you a successful app that will solve your needs.



Anchors Aweigh!

For more than 15 years, hundreds of clients have trusted Big Nerd Ranch to build their apps. Set sail with us on your app development project.

By avoiding the common pitfalls mentioned here, you will be well on your way to a smooth voyage and a successfully developed app. We strive to ensure that the work we complete meets the business needs of our customers and we can get do the same for you. Please get in touch to learn how we can help you reach your destination.



You're going to need a bigger nerd.

Since 2001, Big Nerd Ranch has worked to bring brilliance to life. We achieve this by establishing true partnerships with our clients and by providing a team of engineers, designers, QA testers, and project strategists to guide your digital product from discovery to launch. These same Nerds can join your company's team to take a project across the finish line or train them on the latest and greatest technologies.

We're proud to work with startups and Fortune 100 companies building authentically useful applications and transforming vision into advantage.

And, as a winner of the 2019 AJC Work/Life Balance Award, we work as hard on our culture as we do on your projects.

Learn more at www.bignerdranch.com or contact us hello@bignerdranch.com



Big Nerd Ranch