How to

Build A Mobile Product Team

for sustainable innovation

HEADY

Key Questions To Ask Before You Build A Mobile Product Team

Building a mobile product team right the first time comes with it a number of benefits including but not limited to positive momentum post-launch (a critical time in an app's life), efficient use of recruitment resources and long-term, keeps your brand apace with your competition and industry disrupters.

If your team answers "no" or "I don't know" to more than one of these questions, think about partnering up or augmenting your in-house team.

	Yes	No	I Don't Know
Can we source the mobile talent required given our geographic location?	◯	◯	◯
Do we have the in-house expertise to interview and evaluate mobile talent?	◯	◯	◯
Has retention of mobile talent been satisfactory?	◯	◯	◯
Do we need a team at 100% capacity from day one?	◯	◯	◯
Do we have best practices in place to support app maintenance and enhancement?	◯	◯	◯
Do we have the in-house expertise to interview and evaluate mobile talent?	◯	◯	◯
Are we prepared to delay executing on our roadmap as we spend time recruiting?	◯	◯	◯
Do we have a $750,000+ line item in this year's budget to fund the salaries and benefits for a full-time in-house team?	◯	◯	◯
Do we know how to define and streamline roles such as UX Researcher, UX Designer and UI Designer?	◯	◯	◯
Does our team have bandwidth to stay on top of the mobile ecosystem, SDKs and third-party vendors?	◯	◯	◯
Are our teams proficient in agile methodologies?	◯	◯	◯

About Heady

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Heady is a mobile product consultancy building sustainable innovation through design and technology.

We design locally and build globally, using teams in clients' regions who work side-by-side with international engineering talent. Our people collaborate on equal footing to create cohesive, collectively vetted products. We are proud of our business model, our competitive prices, and our intuitive design.

Say Hi

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