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Does Your Business Actually Need a Mobile App?

A practical guide for small businesses considering a custom iOS or Android app

Inside you'll learn:

- ✓ When an app makes sense
- 🌐 When your website may be enough
- 🗄️ Common business app types
- ★ Features that increase app value
- 💰 Typical cost ranges
- 📈 What to build first





1. Before You Build an App, Start Here

A mobile app can be a powerful tool for the right business. It can help you communicate with customers, simplify staff workflows, deliver content, and make repeated tasks easier. But not every business needs an app, so it is important to define the problem before you invest.



Key question:

Why would someone open this app more than once?

A mobile app may make sense if:

- ✓ Customers interact with your business regularly
- ✓ You need direct communication and push notifications
- ✓ People return to your content, events, or tools often
- ✓ Your team needs mobile workflows, forms, or reporting
- ✓ You want a better mobile experience than your website alone





2. When an App May Not Be the Right First Step

Sometimes an app is not the smartest first investment. A stronger website, a better customer portal, or a simpler automation may solve the problem faster and for less money.



Sometimes the smarter first step is a better website, stronger SEO, or a simpler customer portal.

An app may not be the best fit if:

- ✓ Customers only need basic information like your phone number or hours
- ✓ Your website is outdated and not converting well
- ✓ There is no clear reason for people to download the app
- ✓ You do not have recurring content, tools, or updates
- ✓ You do not have a plan to promote the app
- ✓ Your budget is not ready for ongoing maintenance





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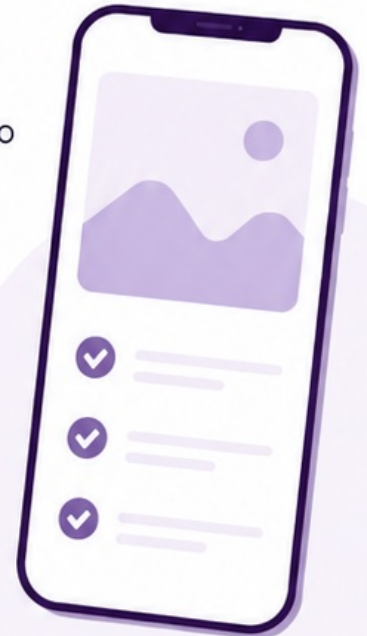
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3. Mobile App Readiness Checklist

Check the boxes that apply to your business. The more boxes you can check, the more likely an app is worth exploring.

- We have customers, members, or staff who need regular updates
- We have content, events, videos, schedules, or resources people return to
- We want to send push notifications
- We have a process that customers repeat often
- We still use paper, spreadsheets, texts, or email for key workflows
- We want a better customer experience than our website can provide
- We need mobile-friendly tools for staff or field workers
- We already have a website or CMS that could feed app content
- We have a clear business goal for the app
- We are prepared to support and maintain the app after launch



How did you score?



0-3 checked:

Improve website or automation first



4-6 checked:

Explore an app with a feasibility audit



7+ checked:

Your business may be a strong app candidate





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4. Common Types of Business Apps

Most small-business app ideas fall into one of these categories.



Customer Engagement App

- ✓ Announcements and updates
- ✓ Push notifications
- ✓ Appointments, reminders, or resources



Internal Business App

- ✓ Staff checklists and reports
- ✓ Field forms and photo uploads
- ✓ Task tracking and team communication



Content / Resource App

- ✓ Videos, articles, or training
- ✓ Events and schedules
- ✓ Searchable resources and repeat-use content



App + Business Platform

- ✓ User accounts and dashboards
- ✓ Payments, bookings, or subscriptions
- ✓ CRM, portal, or operations workflows





5. Features That Increase App Value

These are some of the features that most often make a custom app worth the investment.



Push Notifications

Reach users directly with reminders, promotions, schedule changes, new content, or urgent updates.



Website / CMS Integration

Pull content from your website, blog, events, videos, or other content source so you do not have to manage everything twice.



Custom API or Backend

Power user preferences, saved data, business logic, forms, customer workflows, and third-party integrations.



Admin Tools

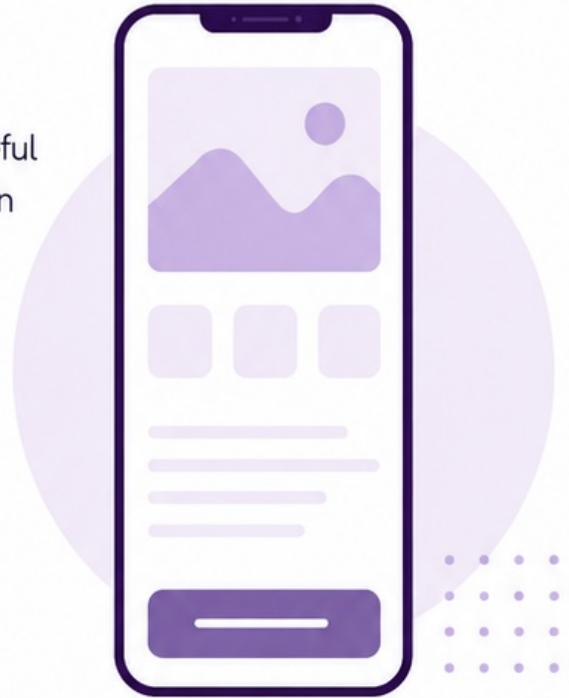
Give your team a simple way to send alerts, update content, review submissions, or manage app settings.





6. What Should You Build First?

The smartest first version of an app is usually the smallest useful version. Start with an MVP: a focused app that solves the main problem without trying to do everything at once.



Start by answering:

- ✓ Who is the primary user?
- ✓ What problem does the app solve?
- ✓ What action do we want users to take?
- ✓ What information do they need most?
- ✓ What features are essential at launch?

Good Version-One Features

- ✓ Branded home screen
- ✓ Core content or tools
- ✓ Push notifications
- ✓ Search, actions, or resource access
- ✓ Basic settings

VS.

Usually Better for Later

- ✓ User accounts
- ✓ Payments or subscriptions
- ✓ Advanced dashboards
- ✓ Deep analytics
- ✓ Extra bells and whistles





7. What Does a Custom App Cost?

Every app is different, but most small-business app projects fall into one of these ranges.



App Starter

Starting around
\$25,000

A focused branded app with core screens, content integration, links, and simple notification support.



Business App

Starting around
\$45,000

A custom iOS and Android app with backend or API integration, dynamic content, and a more complete mobile experience.



App + Platform

Custom quote

For apps with logins, payments, subscriptions, bookings, dashboards, portals, or advanced workflows.



Do not forget ongoing support: apps need updates, bug fixes, OS compatibility work, and small improvements after launch.





8. Questions to Ask Before Hiring a Developer

Business Questions

- ✓ What problem should this app solve?
- ✓ Who will use it?
- ✓ Why would they open it more than once?

Feature Questions

- ✓ What features are essential for version one?
- ✓ What can wait until later?
- ✓ What systems need to connect?

Technical Questions

- ✓ Will the app support both iPhone and Android?
- ✓ Will it need a backend or API?
- ✓ Who will maintain it after launch?



Mini Worksheet

My app idea: _____

Primary users: _____

Top 3 must-have features: _____



Need help deciding?

Start with a Mobile App Feasibility Audit. We can review your idea, clarify the right first version, and help you decide what makes sense before you invest in a full build.



**Schedule an
App Feasibility Audit**

