

Mobile App Strategy & MVP Development

From Strategic Foundation to Revenue-Driving Mobile Channel

Summary

Many companies build mobile apps as direct copies of their web experience, then watch engagement and conversions fall flat. Appunite delivers a strategic, psychology-driven approach that ensures your mobile app actually drives the business metrics that matter—before a single line of code is written.

We start with comprehensive strategy workshops that analyze your product's value proposition through proven behavioral frameworks (habit loop design, push notification strategy, user engagement patterns). Only after validating mobile viability and defining success metrics do we build a full MVP designed specifically to scale your key business outcomes.

Deliverables


- Mobile viability assessment**
using behavioral psychology frameworks
- Strategic mobile app roadmap**
aligned with your core business metrics
- Optimized user journey design**
focused on habit formation and conversion
- Full MVP development**
with core feature set targeting your growth goals
- App Store deployment**
for both iOS and Android platforms
- Analytics integration**
for seamless performance tracking
- Growth recommendations**
for driving web-to-mobile user migration
- Success metrics framework**
with measurable KPIs tied to business outcomes



Team

1x  **Mobile Developer**
full time

1x  **Strategic Product Consultant**

1x  **Designer**
as needed

Tech Stack

React Native

Backend Integration

Analytics Suite

Billing Model

 **Fixed cost \$15,000 USD**

If we commit to a timeline post-workshop, we deliver on schedule is guaranteed

Timeline

6 weeks total

Week 3
**Technical planning
& design**

Weeks 1-2
**Strategy workshops
& viability assessment**

Weeks 4-6
**MVP development
& deployment**

Success Guarantees

Time-to-Release

If we commit to a timeline post-workshop, we deliver on schedule—guaranteed

Strategic Validation

If workshops reveal mobile isn't right for your business, you receive alternative growth channel recommendations

Team Continuity

Same developers continue with you if you choose to expand post-MVP

Contact us!

This approach ensures you only build when mobile truly supports growth—not just because competitors have apps.

Fill out the contact form



Email us at hello@appunite.com



Schedule a meeting

