## Our Approach to Developing High Quality Mobile Apps

Mobile BI Applications are delightful to end users, but often befuddling to BI developers. Why? Simply because Mobile App Development does not fit the typical BI development paradigm. The goal is not Report or Dashboard development – it is App, or more precisely, Mobile App development. We have designed specific programs for Mobile App development for MicroStrategy and IBM Cognos based on our experience with over 125 Mobile App projects.

### Key Program Artifacts:

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<td>Mobile App Requirements</td>
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<td>App Storyboarding Guidelines</td>
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<td>App Development Checklist</td>
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### Evolution of Mobile BI Application Development

The standard paradigm for how information is delivered by BI applications has evolved from web browser based reports to Dashboards and now to mobile devices such as iPad, iPhone and Android based devices. Any development methodology now needs to take into consideration:

- The need to integrate multiple screens into a “storyboard”
- The rich tactile functionality of tablets and smart phones
- Device specific dimensions, memory and processing constraints
- BI QA that needs to test for many new variables
- Justifiable security concerns

### Feasibility, Readiness and Requirements

Developing for a Mobile device requires a strong understanding of both the constraints and opportunities it presents. Good design is driven by a deep understanding of end user needs – as well as organizational limitations. Our program first addresses the technical, data and environmental feasibility of the proposed Mobile BI project. Once we have jointly determined that the project is feasible, we drive requirements gathering with our detailed questionnaire that includes questions on:

- Overall objectives
- Target audience
- Branding
- Device specific constraints
- BI environment
- Human design elements
- Unique testing considerations
- Data visualization
- Security needs

### Storyboarding Drives App Design

Storyboarding is the cornerstone of our Mobile BI App development program. The Storyboard, in a graphical format, illustrates to all stakeholders the focus, content, flow and navigation of the App, with full consideration to the target development platform. Our designers have been trained in Storyboarding best practices. Our approach is well documented in our “App Storyboarding Guidelines” artifact which each of our designers use as a reference to guide their work during the Storyboarding phase.
Our Credentials

Since 2004, at InfoCepts, we have delivered on the promise of Business Intelligence and Data Warehousing solutions. Our tried and tested process oriented approach has delivered award winning Dashboards and exceptional ROI via our global delivery model. Our services span from high quality Mobile Apps, Dashboards to complete end-to-end business intelligence development and support using a host of technologies. Customers that we have had the privilege to work for range from larger organizations such as PetSmart, NBC, Nielsen, Toys R Us and Publicis, to a host of small to medium sized organizations.

Agile, Iterative Development and QA

Our agile build process is centered on an iterative approach, with integrated paths for UI prototyping and development. Using our 150-page Mobile App Design Guide and pre-built templates as references, our developers prototype and develop each screen. An initial UI mockup is created and then refined with the appropriate color palette and corporate branding. This initial UI mockup leads to the final mockup which is used as the basis to build, unit test and deploy each screen incrementally.

Educating your Business Analysts and Leads on Our Process

We often work with our customers’ Business Analysts and Project Leads. Many have not had the opportunity to work on a Mobile BI App project previously and so may lack the knowledge to effectively lead and guide the development effort. We overcome this challenge by educating BA’s and Leads on our well documented process. At the outset, we provide an overview of the program and its 15+ artifacts and deliverables. Then, during each phase, we discuss and review key elements of that particular phase. For example, during the Design Phase we review our Mobile App Design Catalog and how it is used to create initial mockups for the Mobile App. Our extensive documentation, artifacts, deliverables and well defined process are all key elements of our ability to effectively transfer knowledge to BA’s and Leads.

Data Visualization Best Practices

A key component of our program is our use of data visualization best practices throughout the process. We have dedicated data visualization experts who have been trained on Apple and Android Human Interface Design, MicroStrategy Mobile and Cognos Mobile App design, and general data visualization best practices. This team is responsible for ensuring that each Mobile Application that we develop adheres to best practices. They also create new images, and select appropriate color palettes to ensure that the final application will be both attractive and intuitively useful.

Why InfoCepts for Mobile BI App Development?

- We deliver high ROI to our customers via our BI specific, Global Delivery model. Each of our programs is designed with this model in mind, including our Mobile BI App Development Program
- Technology specific process for design and development, and artifacts associated with the program are specifically designed for MicroStrategy and IBM Cognos
- Our data visualization experts are trained specifically on MicroStrategy Mobile and Cognos Mobile design in addition to Human Interface design principles for Apple and Android platform
- We have experience developing Mobile Apps across industries like Banking, Retail, Healthcare, etc and functions like marketing, supply chain and finance. Our consultants combine industry and functional knowledge with technical knowledge to understand and build applications which meet business users’ requirements