



# Let's build a successful App\*

## **BRINGING YOUR APP IDEA TO LIFE**

The only way to give any worthwhile consulting advice is to have a deep understanding of the problem, situation, or opportunity beforehand... This is what the RDLB Workshops are all about!

It is common for a client to ask for a social media campaign when they first walk through the door. But as soon as we ask specific questions about what they need, we get silence!

You will not survive in any business if you don't have well-defined, clearly set goals.

Before doing anything, we will help you create a clear picture of what you want, or better, what humans need.

## WEEK #1

### Data Collection:

We need to have a profound understanding of your business idea, your goals, challenges, needs, and values. So be prepared to answer a ton of questions ranging from:

- What exactly do you want your app to do?
- How are you going to make it appeal to users?
- What problem is it going to solve?
- How will it simplify life for people?
- How will you market your app?

A critical factor for your app's success is having a well-developed project plan. The plan defines the approach and the route our team will take to manage the project to scope.

## WEEK #2

### Learning Curve:

After gathering all your data, we will start the discovery process by analyzing the market, learning from your competitors - what has worked and what has not - and understanding people's behavior towards the product category. If it is needed, we will buy specific studies to go deeper.

With all of this information, we will understand:

1. *The problem*
2. *The opportunity*
3. *The competitive advantage*

## WEEK #3

### Creative Work:

Now we will start turning your idea into a brand.

Our copywriters, graphic designers, and art directors will work based on everything we've learned about your app idea and generate a brand name for it. Followed by the look & feel of your new brand, graphic elements will also be created for future communication needs like website, screens or social media advertising campaigns.

## WEEK # 4

### Designing your dream:

Wireframing your idea.

In the technology world, a wireframe is a glorified story board. Here is where you take your idea and add clarity and functionality. This will become the foundation for your app development.

WE CAN ALSO HELP WITH...

#### *Pitch deck:*

We can help you create a smart pitch deck for your app, the essential fundraising tool. We'll share our experience on communicating with investors so you can take your compelling vision to potential investors with a persuasive overview of your business plan.

#### *Coding:*

RDLB has well renown partners around the world to help develop and deploy your app. They have the expertise and experience to guide your smartphone app development process from start to finish.

*RDLB.Agency services include corporate and product revamping, marketing strategy, competitive analysis, brand positioning, graphic design, creative content, and more importantly, brand storytelling.*

## RDL\*B

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