

QUICKSTART #101: MOBILE ASSESSMENT

Assess and implement your mobile strategy with UDig.

MOBILE ASSESSMENT



Do you have an app for that? Should you? Mobile is no longer an afterthought to your digital experience, it often leads it. Today's consumers look to mobile first to assess your offer. Depending on your goals, we will determine what level of mobile engagement is required for your initiative and recommend the best technology set, system and design.

Our Mobile Assessment Quickstart helps organizations determine their mobile strategy and focuses on the the following dimensions:

USER EXPERIENCE

- How do your users perceive your current mobile experience?
- What user experience design considerations need to be made for your specific audience(s)?
- What user testing is recommended to best understand behavior and expectations?

NATIVE, HYBRID OR CROSS-PLATFORM FRAMEWORKS

- What devices will your users be using?
- What frameworks will create the best experience for your initiative?
- What capabilities are required for full functionality and seamless integration?

MODULAR ARCHITECTURE

- How can your application be coded for future flexibility and scalability?
- What features are paramount for reuse and maintainability?

When you partner with UDig on a Mobile Assessment you'll receive insights from industry leaders, best practices from our experience with a broad range of organizations and actionable plans you can implement.

OUR APPROACH

We take the time to understand the nuances of each business challenge and craft a response according to those unique situations. We're doers, and the outcomes of our assessments are geared towards specific, achievable actions. We've worked with clients across many industries of varying sizes. Big or small, your organization has special circumstances which must be considered.

Each UDig Mobile Assessment Quickstart follows this proven approach:



USER EXPERIENCE AUDIT

UDig will review your current user experience to identify a baseline. This includes evaluating and documenting processes, as well as conducting preliminary user research.



ARCHITECTURE ASSESSMENT

Working with key stakeholders, UDig will evaluate and document mobile capabilities and then outline recommendations specific to your mobile project and environment.



GOAL PRIORITIZATION

The UDig Consulting team will work with stakeholders to establish application MVP to ensure the right outcome for your project.



ROADMAP DEVELOPMENT

UDig Consultants will partner with stakeholders to develop a roadmap for maturing the organization's mobile capabilities, prioritized with high-impact projects to help determine a path forward.



SUMMARY

You'll receive a "plain English" summary of the UDig Mobile Assessment which includes an overview of findings, summation of current state, identification of involved team members and a roadmap highlighting suggested next steps.

The end goal of any assessment isn't just the recommendations, but a practical, tactical plan to achieve your goals. You can count on UDig to provide technology agnostic recommendations, to partner with you to develop solutions and be up front about the challenges, our capabilities and potential for success.

| TIMELINE & COST ESTIMATE

Depending on the scope of your project, these assessments can range from 4-12 weeks in duration and are charged at a fixed, all-in price. All assessments are scoped and priced collaboratively to ensure you derive the most value. Please note, your project will be scoped, priced and customized for your situation.

| REQUIREMENTS

To ensure a smooth, timely assessment, the following people from your organization should be available to participate in the process:

- **Sponsor:** This person provides guidance and an escalation point, should one be necessary. The sponsor also serves as the ultimate sign-off authority for the consulting engagement.
- **Stakeholders:** These people are your IT and business partners who provide UDig with the relevant and necessary information about your infrastructure.
- **Access to users:** For research, access to actual users will provide the best outcomes.



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| WHO WE HELP

We get the job done and then some. When you need someone who gets it, will help you navigate from Point A to Point B and won't just tell you how to solve your problem, but will execute, turn to UDig.

| OUR MISSION

We understand the struggle. We help companies turn big ideas into actionable plans. We will reach a deep understanding of your goals, challenges and opportunities to provide a practical, technology agnostic approach to solve your problem.

ABOUT UDIG

We help companies turn big ideas into actionable plans and measurable results. By providing a practical, technology agnostic approach to projects centered around Digital, Data and Engineering initiatives, we connect strategy with solutions that work.

Our diverse team of experts is small enough to provide personal service, yet large enough to execute enterprise initiatives. Based in Richmond, VA our footprint covers the Mid-Atlantic region with consultants engaged on client sites across the country.

Learn more about UDig and our other quickstart offerings at udig.com/approach.

OUR AWARDS

Inc 5000 – 2008

*Best Places to Work
in Virginia* – 2016

Inc 5000 – 2011

*Best Places to Work
in Virginia* – 2017

Inc 5000 – 2015

Inc 5000 – 2016