

## App Success Blueprint

10 Questions your tech team should be asking:-

1. What is the core problem this app solves, and for whom?
2. What does success look like for this app in the first 3 months?
3. What are the top 3 KPIs this feature or product needs to move?
4. Have we prioritised features based on value vs. effort?
5. Are we validating ideas with actual users before building too much?
6. How do we ensure fast load times and a smooth experience across devices?
7. Are we building for scalability from Day 1 or focusing on MVP delivery?
8. What analytics tools and event tracking will be set up pre launch?
9. Have we planned the onboarding journey from the user's perspective?
10. What is our feedback loop post launch, and how will we iterate?