



Develop a list of the required features

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Before you develop an app, it is crucial to know what features are important to your company and/or customers. Phones have so many features that can be used, but not all companies need to use all of them. Some examples of feature you would use on a mobile app that you might not use on a website are Siri functionality, gps, or accessing the camera. Common questions you need to answer before building an app are:

1 How will my customers use the app?

2 DO I need a sign in button?

3 Is it going to be free, paid, or free w/ in-app purchases?

4 Are there specific steps I want the app user to follow? If so, what are they?
