

MobiApp Competency Center





Elevate Your Approach to Mobile

Meet modern demands with a user-centered product approach.
Mobile is the User NOT the Device. Think outside the phone.





At iTexico we are ready to help our clients elevate their approach to mobile strategies to meet modern demands with a user-centered product approach.

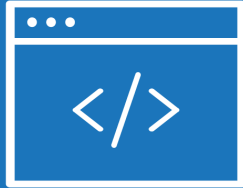
**Mobile is the user,
not the device.**





Consumers are demanding higher quality and more refined user experience.

-  Consumers are now more digitally savvy and fickle, demanding more value and usefulness from brands.
-  Mobile users are swimming in a growing sea of data, devices, content and social media while companies and brands are all competing for attention.



Build the Right Product

Identify which features to build next



Mobile strategies are changing and so are we

- 📱 App Owners Must Respond to These Market Demands.
- 📱 Identify and build the right features.
- 📱 Release them quickly, more often and with higher quality.
- 📱 Mobile user experience will continue to leverage multiple devices and technologies.

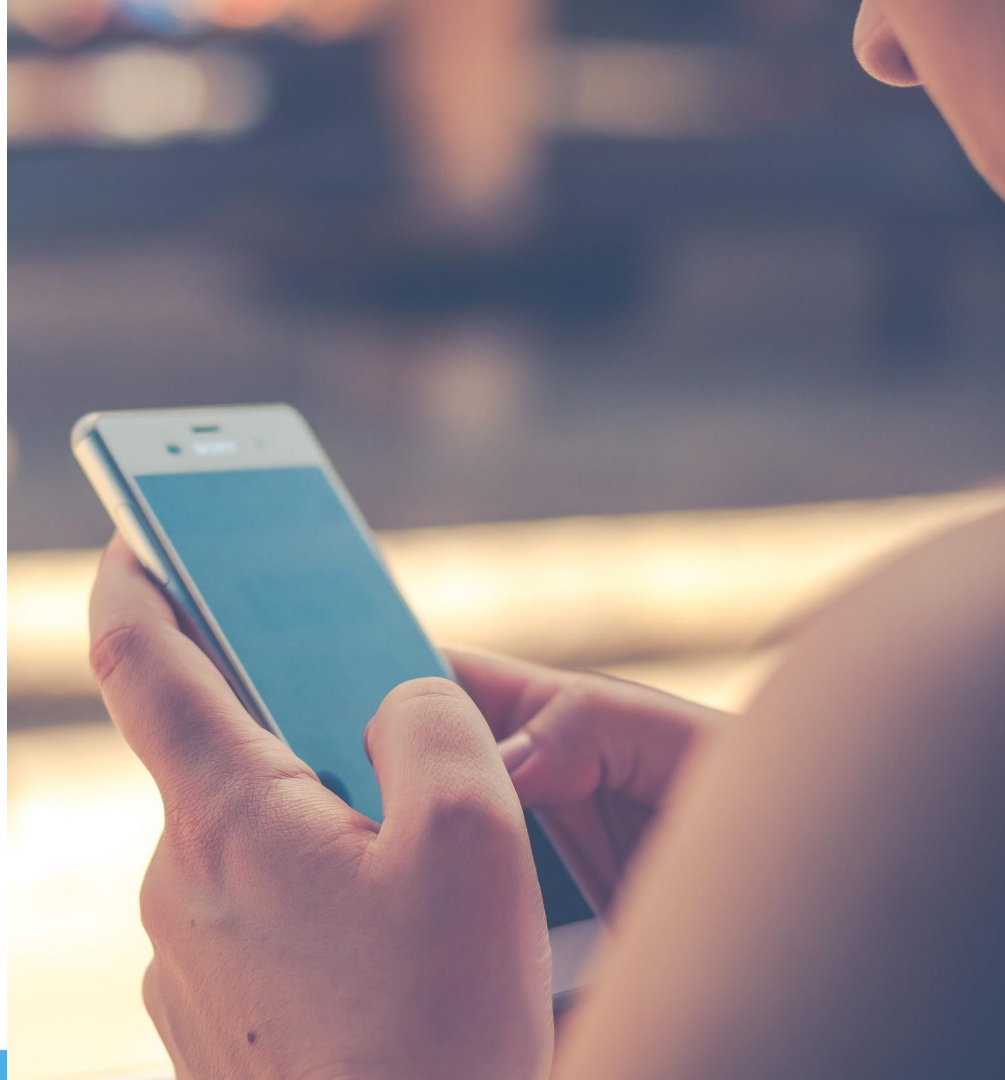


The job of mobile is to be more productive personal and helpful

- ☐ Cloud services make this future of mobile possible.
- ☐ There is a huge opportunity to infuse intelligence into our apps.
- ☐ This intelligence will allow our apps to see, hear, speak and interpret the new world around them.

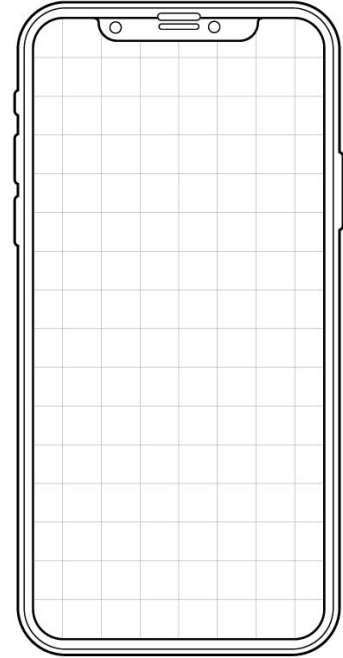
Mobile is the User

NOT the Device



Product Thinking

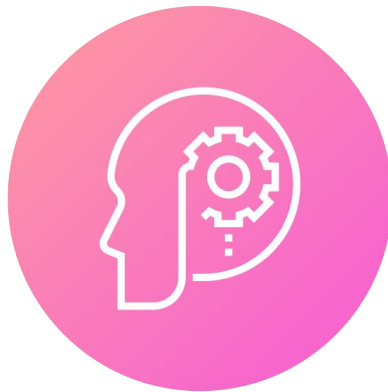
- ☐ Risks are tackled up front, rather than at the end
- ☐ Products are defined and designed collaboratively, rather than sequentially
- ☐ It's all about solving problems, not implementing features



Continuous Discovery



Identify
opportunities



Solve hard
problems



Build better
products

MobiApp Services Framework



*we help
build the right thing*



*we help
build the thing right*



*we help with
continuous improvement*

Right Talent / Right Time

Digital Innovation with Nearshore+ Software Development Teams



Design



Mobile



.NET



Java



Javascript



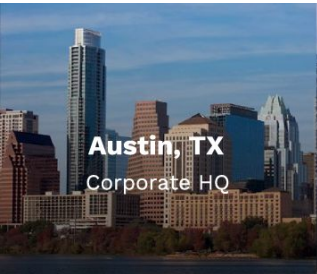
QA

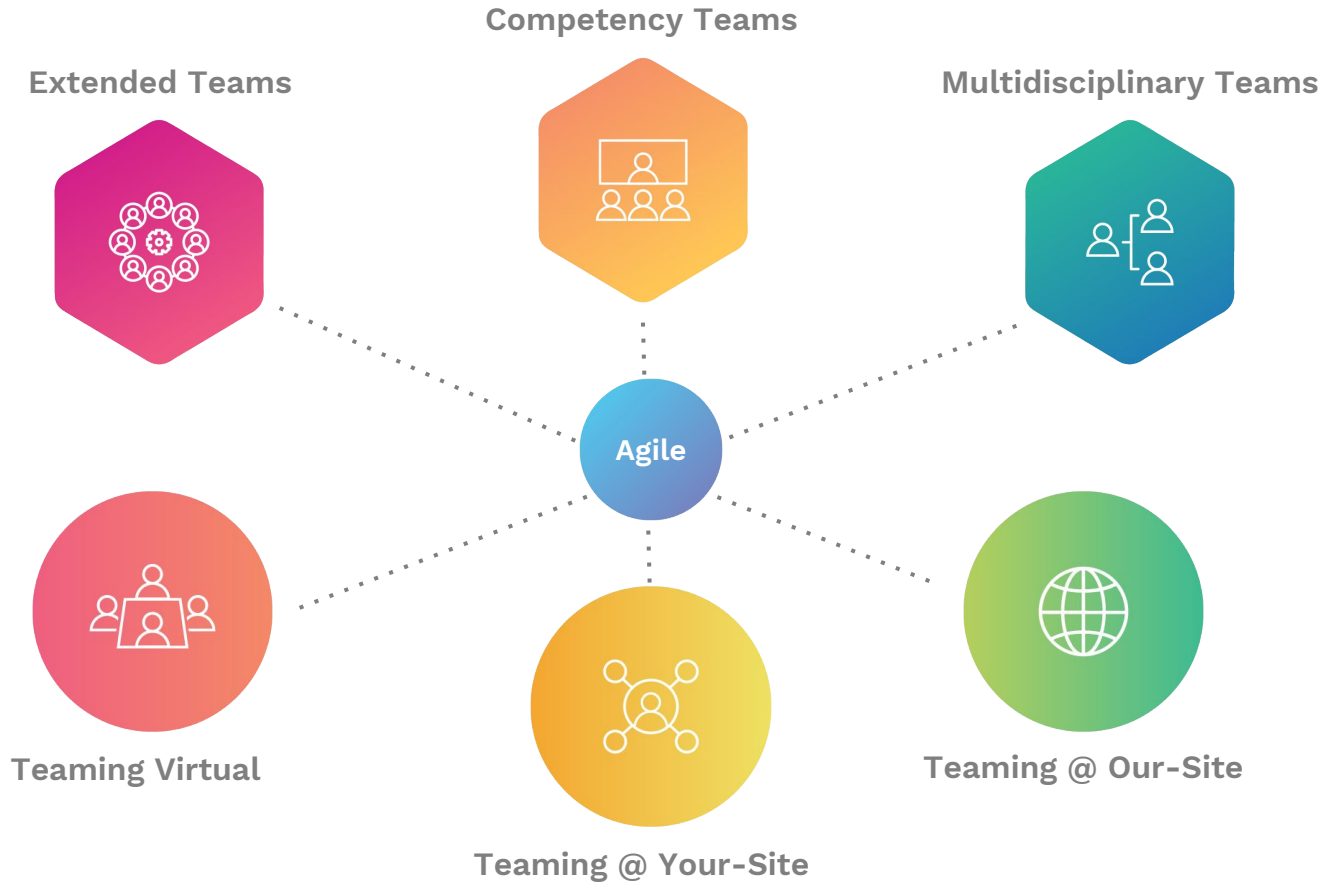


DevOps



AI







MobiApp
It's time to elevate
your approach





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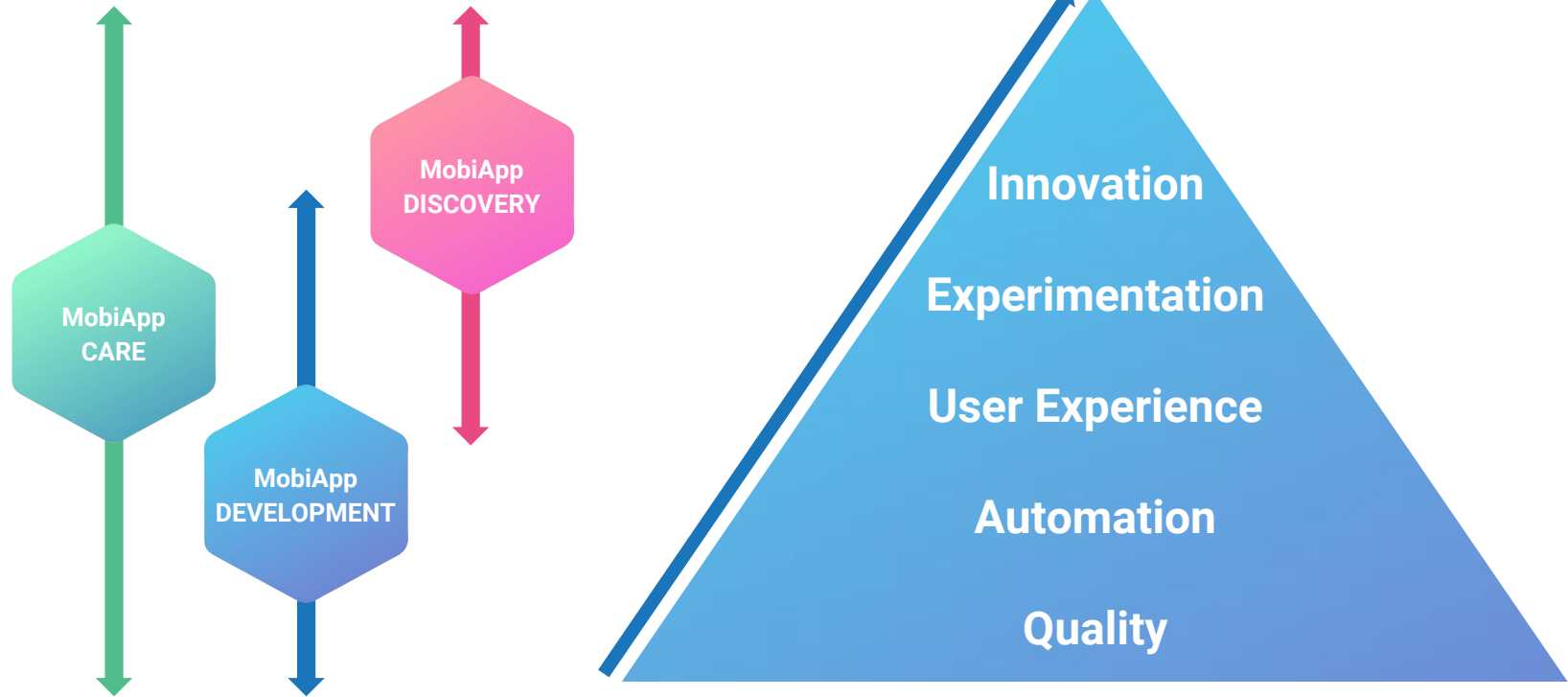
CANCÚN, MX

GUADALAJARA, MX



Appendix

Product Maturity Model



MobiApp Assessment

Getting Started with a Product Maturity Assessment

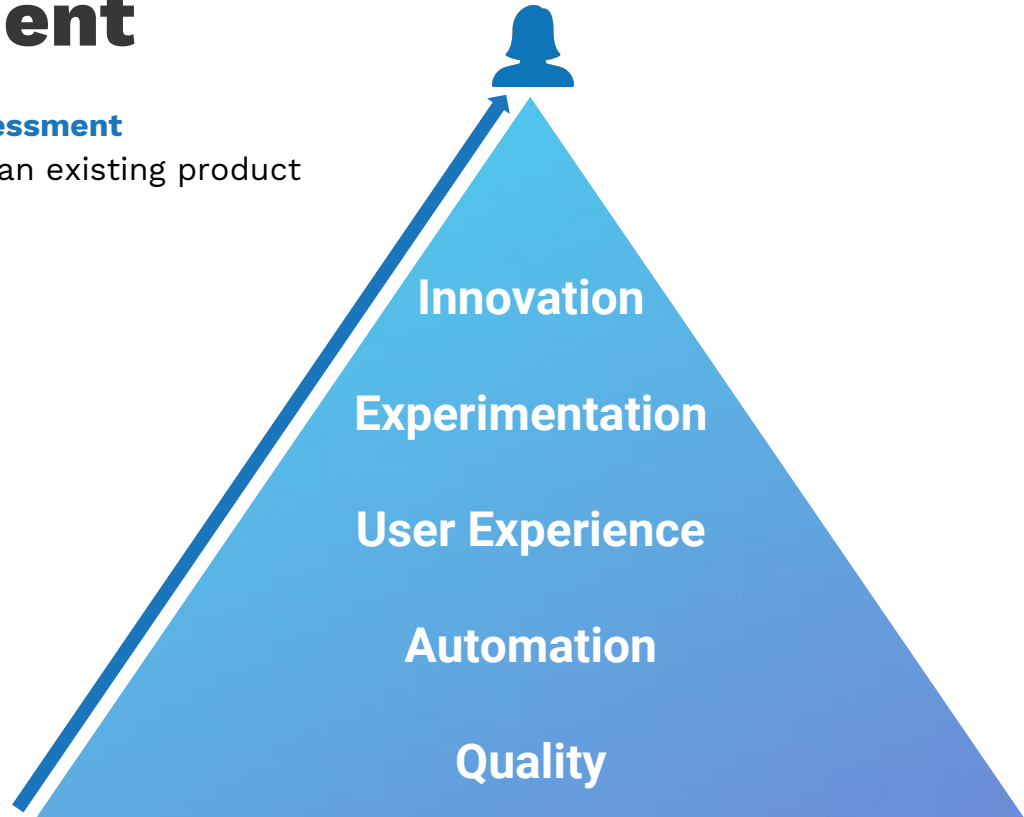
One-time engagement to assess maturity of an existing product

Activities

- Stakeholder Interviews
- Team Interviews
- Code Quality Assessment
- Code Deployment Procedures Assessment
- User Experience Assessment
- Product Discovery Assessment

Deliverables

- Scorecard
- Gap Analysis
- Roadmap
- Estimate
- Timeline





Services

Design Sprints
Innovation
Experiments
UX Design
Product Strategy
Sprint Planning
Coaching

Services

Development
Code Reviews
Testing
Test Automation
Continuous Integration
Prototyping
Participate in Discovery

Services

Bug Fixes
Minor Improvements
Product Monitoring
Improvement Coaching
Maturity Reporting