

UNBRAIDLED

MOBILE APP

PRELIMINARY UX RESEARCH + FINDINGS

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OVERVIEW

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HOW TO BUILD A MOBILE APP

Compare **technical capabilities, constraints** and **costs** for custom & template-based development

RECOMMENDATIONS

- Plobal
- MageNative
- iOS App Template
- Bold Subscriptions

NEXT STEPS

- Test Templates
- User Research
- Website Audit

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**BUILDING FROM SCRATCH
V.
USING A TEMPLATE**

BUILDING A CUSTOM APP FROM SCRATCH

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- **DESIGN:** designer needs to re-create a “match” for the existing Shopify responsive web theme, including interface design, feature integrations, functionality, look & feel before it can go to a developer to build
- **USERS:** 2-sided merchant platforms (buyer & seller) require separate design and development for each side
- **DEVELOPERS:** Requires a developer with Shopify experience to build all of the existing Shopify functionality back out. Separate process for iOS Native & Android.
- **SECURITY:** Payment systems require extensive security measures and are complicated to build out.
- **COST:** Development only = **\$10-\$30,000**
- **TIMELINE:** 3-6 months for UX + 3-6 months for DEV = 6-12 months minimum

USING A TEMPLATE + INTEGRATIONS

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- **DESIGN:** Templates are compatible with Shopify stores and feature integration apps (e.g. **Bold Subscriptions**), and optimized for sales & conversion. UI will need to be customized to match the look of the current Shopify store theme (“Broadcast - Bold”)
- **USERS:** Template linked to Shopify store buyer & seller sides
- **DEVELOPERS:** Requires a developer who has experience working with a Shopify store to customize any code. It’s safer, easier and cheaper to build on a pre-existing template. Templates are available for iOS Native, Android, or both.
- **SECURITY:** Shopify Payment system already has security and authentication built in, but is limited in customization for security purposes. Can’t customize delete, or add any fields. Can add integrations (*1-Click Checkout*)
- **COST:** Template (dev version) = One-time and monthly available
- **TIMELINE:** 3 - 4 months (UX + DEV)

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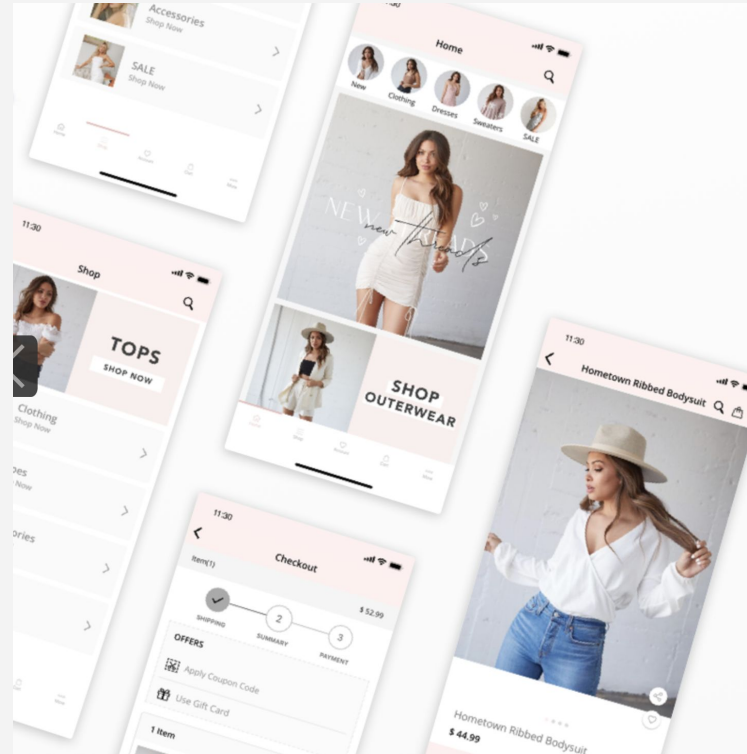
RECOMMENDATIONS

MOBILE TEMPLATE #1

Native Mobile Apps By PLOBAL



- Shopify app
- \$99 - \$599 / Month
- iOS & Android available
- 7-Day Free Trial
- 4.6 Stars / 330 5-Star Reviews



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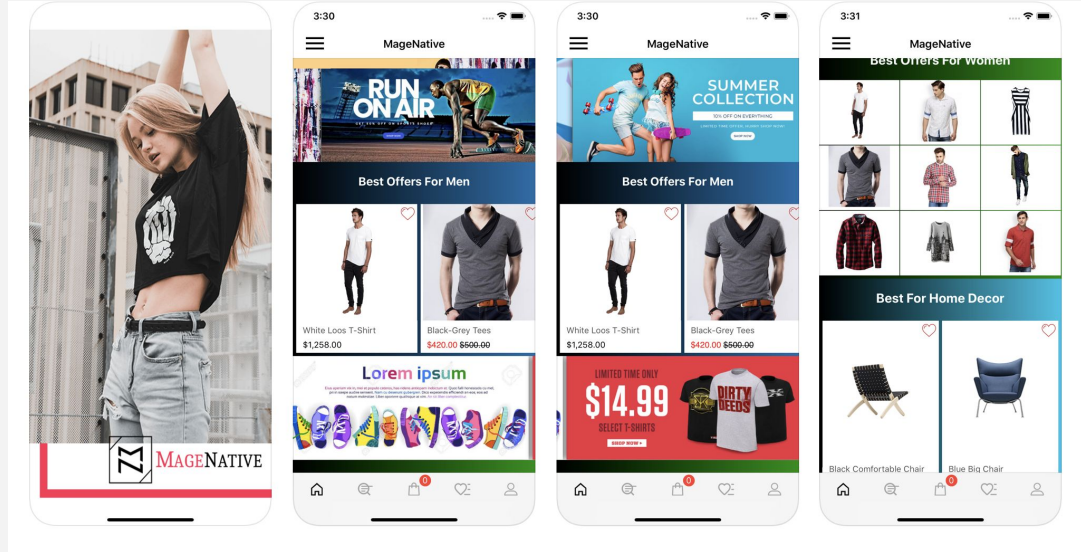
MOBILE TEMPLATE #2

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MageNative Mobile App



- Shopify app
- \$20 - 40 / Month
- iOS & Android available
- 30-Day Free Trial
- 4.8 Stars / 200 5-Star Reviews



MOBILE TEMPLATE #3

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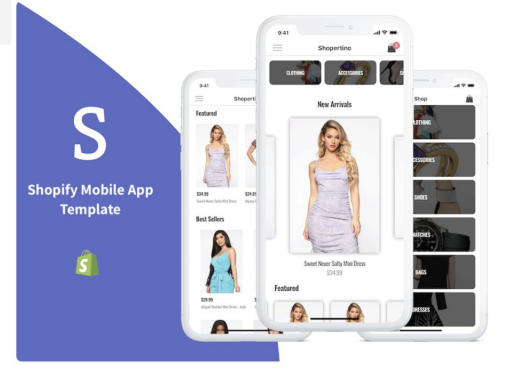
iOS App Templates

iOS App Templates

- Not sold through the Shopify store
- \$400 one-time fee (Developer Version)
- Native iOS only
- 24-Hour Refund Policy with written confirmation of deleting all documentation

Shopify App Features

- Automatic Shopify Store Integration
- Shopify Collections & Products
- Payments with Stripe and Apple Pay
- Shopping Cart & Checkout Flow
- Order History
- Reorder functionality
- Push Notifications
- Advanced Shipping Options (tax, discounts, address)
- Wishlist
- Real-time Data Updates
- Search
- Customer Management (Registration, Login, Social Login, Logout) with Firebase
- Sign in with Apple
- Login with Facebook
- Face ID / Touch ID Login
- Dark Mode support
- Profile & Account Details
- Highly modularized Swift source code



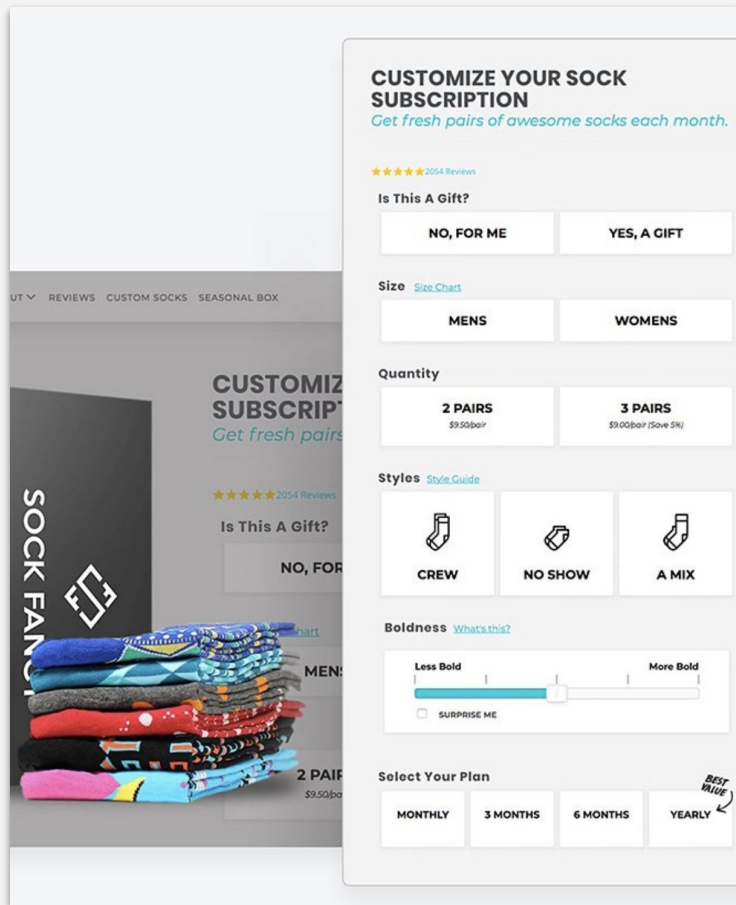
FEATURE INTEGRATION

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Bold Subscriptions



- Shopify integration
- \$40 - \$200 / Month
- Customizable subscriptions
- 60-Day Free Trial
- 4.8 Stars / 1,426 5-Star Reviews



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NEXT STEPS

NEXT STEPS

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TEMPLATE TESTING

- 1) Test mobile app templates using free trials to understand how Shopify integration works / what UI customization is offered to inform decision

RESEARCH: SUBSCRIPTION SERVICES

- 2) Competitive Analysis: Fabletics, Lululemon, Yoga Club, etc
- 3) User Interviews: needs, pain points, goals, and behaviors surrounding subscription services and cart abandonment
- 4) Persona & Customer Journey Map (data synthesis)

ASSESSMENT OF EXISTING WEBSITE

- 5) Website Audit: Heuristic Analysis & Usability Testing for UI improvements