



As companies seek to enter and invest in the ever-growing mobile application market, how can they gauge whether their mobile app is bound for success or failure? R2i has designed this simple quadrant to help companies determine the likely success of a mobile app.

HERE'S HOW IT WORKS

By plotting a proposed mobile app's brand value proposition against its usefulness, the quadrant can help predict its likely success – and help companies decide if it's worth the investment.



LOW BRAND VALUE PROPOSITION, LOW USEFULNESS

If the app you're considering is neither intrinsically useful, nor has any brand value proposition, the likelihood of its success is very low and it is not worth the investment.

LOW BRAND VALUE PROPOSITION, HIGH USEFULNESS

If your proposed app is highly useful with low brand value, then its success improves, but it is likely to face extensive competition. Software companies dominate the utility-focused space, making competition difficult. Additionally, successful utilitarian apps must be ready for long-term viability, including upgrades and new versions. If software products are not your core competencies, partnering with a software company may be the best investment option.

LOW USEFULNESS, HIGH BRAND VALUE PROPOSITION

If the mobile app you're considering has high brand value proposition, but little everyday usefulness, then it is likely that any success would be short-lived. Most consumers will not open this kind of app more than twice. These types of apps may be worth investing in for short-term, campaign focused purposes.

HIGH USEFULNESS, HIGH BRAND VALUE PROPOSITION

If the mobile app you envision is useful, and the brand value proposition is strong, then likelihood of its success is highest. Its utility will keep it top-of-mind with users while driving brand impression and buying behavior, making it worth the investment.

CONCLUSION

Mobile applications constitute a unique new channel that can be of tremendous value in building customer interaction and resulting brand loyalty. You should first evaluate your value proposition by considering whether you have compelling content or functional value to offer in the mobile environment. Entertainment is an alternate route, but is very difficult to do successfully and best-suited to short-term promotional campaigns.