



LAUNCHING A CUSTOMER-FACING APP

This worksheet will help you think through the process of launching your new transit app or launching a major update to your existing app.



BEFORE LAUNCH

What are your goals for the app or update?

Who are your target users? (New riders, current riders, older adults, people with disabilities, rides to employment, etc.)

Testing

Get your community involved – hold a focus group! A focus group helps confirm that your app will serve your target users. Use the questions to the right to spark ideas.

FOCUS GROUP QUESTIONS:

- Is the app easy to use and navigate?
- What part of the app do you anticipate being the most useful?
- What could frustrate you about using the app?
- _____
- _____

TIP: Make sure to include people with disabilities, older adults, Limited English Proficiency populations, and any identified target users. [Click here for resources on holding accessible and inclusive meetings.](#)

Promotion & Marketing

What is your marketing budget for the app?

What types of promotion are most important? Circle a number for each type to rank importance.

Flyers	1	2	3	4	5
Print ads	1	2	3	4	5
Digital ads	1	2	3	4	5
Social media	1	2	3	4	5
Pre-launch landing page on website	1	2	3	4	5

Type of Promotion	% of Budget
Flyers	___%
Print ads	___%
Digital ads	___%
Social media	___%
Pre-launch landing page on website	___%
Other	___%



TIP: Figure out how customers are currently getting their information about your agency and use that to promote!



Visit us at n-catt.org for additional resources!

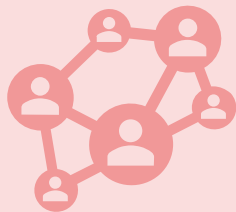
How will you prepare your customers to use the app?

- Travel training*
- Q&A on your website
- Phone support
- Launch event
- Other: _____

TIP: There are two mobile stores for your app: the App Store (for the Apple operating system) and the Google Play Store (for the Android operating system). Make sure to check both stores' submission guidelines & ASO factors – they're different!

App Store Optimization (ASO) helps get your app to the right users. Here are some factors that are important in ASO:

- App name
- Description
- Ratings & reviews
- In-app purchases
- Keywords
- Updates



*Click [here](#) for a resource on best practices in travel training from National RTAP.

AFTER LAUNCH



Future Updates

What is your plan for updating the app, i.e. adding new features, updating information, or fixing bugs in the software?

It's 3 days after launch and your app has suddenly stopped working, leaving new customers unable to use it. What do you do?

Feedback



How will you collect customer feedback?

- App store reviews
- Online suggestion form
- Logging in-person complaints
- Other: _____

TIP: Solicit feedback early to help market your app! Good reviews and positive comments will encourage more people to download. Negative comments will let you know what needs to be changed quickly.

Evaluation

Define success for this app or update:

What data will you collect to measure performance?

- Downloads
- Uninstalls
- App usage for __ (10, 30, 90, etc.) days after install
- Feature usage
- Other: _____