



Do you have an app?

No, we need an app.

Do you have a mobile-responsive website?

No, we don't have a responsive site.

Gasp! Get one right away.

Yes, we have a responsive site.

What's your budget look like?

We can devote significant resources to the mobile channel.

Developing a feature-rich native mobile app is for you!

We have at least some budget for mobile.

Do you want to try something new?

No, we're a little more traditional.

Use a cross-platform development tool to build a mobile app.

We have almost no resources for a mobile app.

At a minimum, create an "Add to Home Screen" prompt.

Yes, we're willing to take a stab at a new thing.

Turn your mobile-responsive website into a Progressive Web App and publish it to the app stores!

Yes, we have an app.

Is this a top-performing app?

No, our app gets bad reviews.

Can you invest time and money to improve the app?

Yes, we have the resources to develop our app.

Great! Keep tweaking until you get it right.

Yes, ours is one of the best!

OK, you're fine (for now).

No, we can't sink any more hours or dollars into the app.

Try a different app-like experience option.