

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.**