

# AUGEN & Mobile Development

A mobile app or website is a great way to improve and enhance customer service delivery while also providing an engaging experience for your customers.

## Mobile Development the Augen Way

Augen designs and develops mobile apps and website-for-mobile experiences. We actively focus on your customers' use and engagement enabling them to seamlessly interact with your business any time, anywhere.

Augen provides a full end-to-end design and delivery process. This includes requirements gathering, UX design and feedback, development and testing of your app before deployment to the app stores. We aim for intuitive and elegantly designed apps that deliver a quality user experience efficiently aligned to your business process requirements.

Our development process begins with selecting the best mobile technology strategy to meet your needs; from Responsive Web, Progressive Web Apps, Hybrid Mobile, Cross-Platform Native and Hardware-specific Native.

The next stage is to ensure fit-for-purpose software platforms. We generally recommend considering Cross-Platform Native development using Xamarin, NativeScript or React Native. In this manner you benefit from native Android, iOS, and Windows apps that have a single shared code base. Apps built with Xamarin and NativeScript also use the same language, APIs and data structures for [typically] 75+ % of the app code across all mobile development platforms bringing compelling benefits.

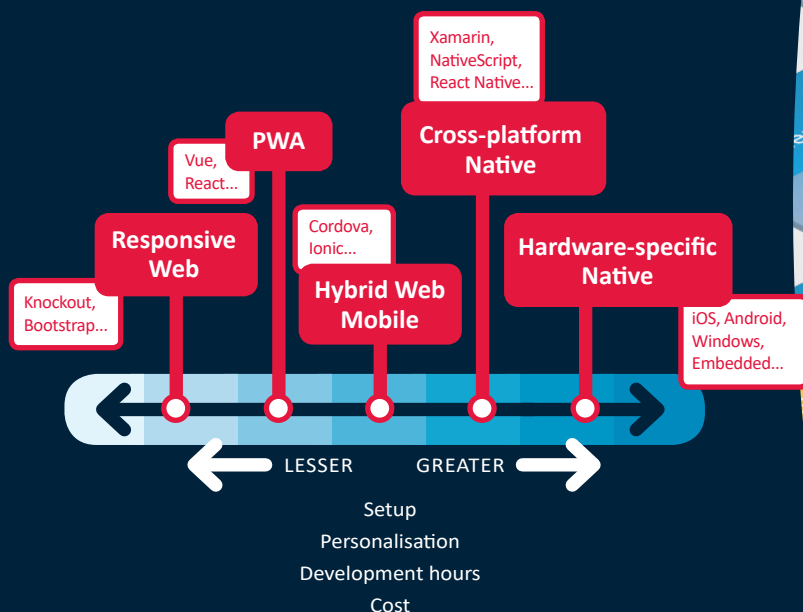


Functional and effective design is key to quality user engagement.

Gold  
Microsoft Partner

## What is the best solution for your project?

The way in which technologies can be harnessed means that solutions available for mobile design lie on a spectrum between pure app design and the more traditional idea of mobile websites. There are pros and cons of both – one isn't "better" than the other, it's more about best fit to your situation.



At Augen, we use design driven development as part of a process to learn and better define requirements in order to build better, more informed technology solutions. This results in practical and innovative solutions that are derived from a focus on user-centric and intuitive design.

## Getting Started

We've developed dozens of mobile apps over the last decade where back-end integration to other services is critical to true end-to-end solution delivery.

We know that quality mobile app experiences enhance user engagement with your brand, your messaging and deliver better business outcomes.

To get underway, we always recommend an initial discovery process in order to understand your business priorities in advance of any design, development or back-end integrations. Once understood we use a 'Best Estimate' model for budget and time management.

Once a project is underway we provide regular reporting on product development timelines and budget.

### SalesApp Sales Acceleration Tool

“It's been a great experience having the Augen team take our ideas and then execute on them. Where the ideas didn't always gel well technically, having an iterative feedback loop in place made the requirements process much better to deliver a better outcome.”

Stuart English,  
Group IT Manager,  
Millennium Corp

For more information, connect with our Innovation & Strategy team.

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