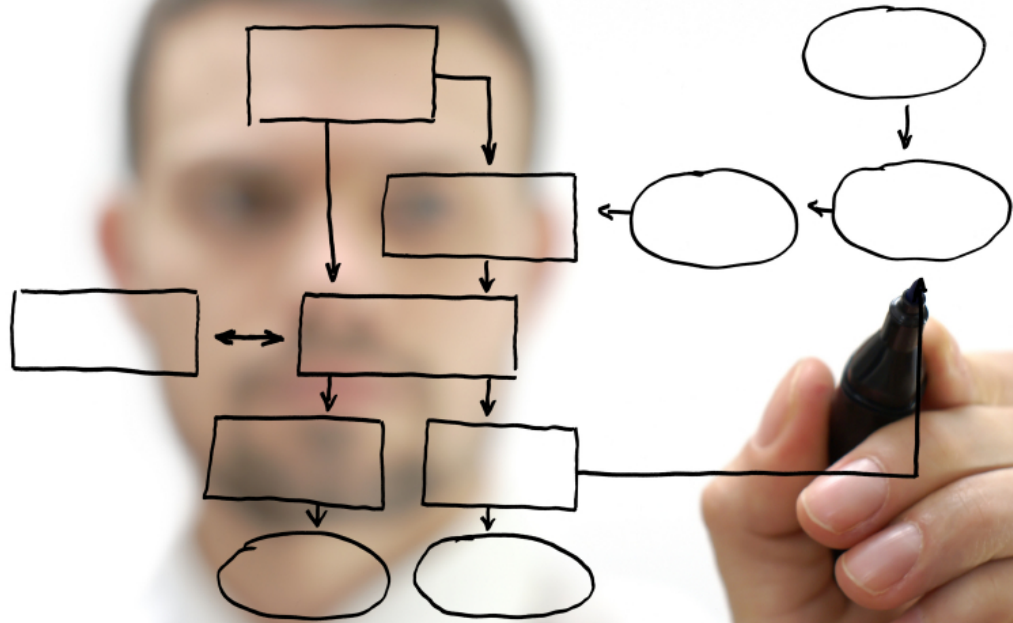


## Application Lifecycle Management (ALM)

is the marriage of business management to software engineering made possible by tools that facilitate and integrate requirements management, architecture, coding, testing, tracking, and release management.



# The Application Lifecycle

By Rade | Eccles

Rade | Eccles uses variations of industry standard development methodologies streamlined for iOS app development to focus on transforming your idea into reality through a collaborative approach. We will guide and consult with you during each step of the development process first by listening to your input then offering our expertise and advice to help shape your app into a complete success.

## Scope

Whether you have a general idea or a mature concept we start with a questionnaire that allows us to gather all of your thoughts and ideas about the app. Your input forms a foundation of basic requirements on which we proceed. Then we consider elements such as app architecture, user experience, performance, functionality, scalability, metrics, maintenance, and other critical

factors of success and produce a high-level scope and estimate for your review. We will identify any potential risks to App Store approval and make any adjustments you desire. The final requirements and deliverables will then be documented in a Statement of Work for your acceptance. This phase generally takes a few days to one week to complete. Upon acceptance an initial deposit is required.

## Design

Next Rade | Eccles will expand the high level design in greater technical detail. Development team members will collaborate internally on the best design solutions and create technical specifications. You may be asked to provide any official artwork, logos, other key user interface elements, or direction and clarification on user interface design. The length of this phase is variable and dependent upon the client's ability to provide information in a timely manner.

## Develop

Technical specifications are realized and the app begins to come to life. The graphics design team works parallel to the development team and the user interface takes shape at the same time as the underlying application "plumbing" is built. You may be asked periodically to provide direction and clarification or answer questions that arise during the development process. This phase generally takes two to eight weeks and is entirely dependent upon the scope and complexity of the app.

## Test

During development individual components are unit tested and as the app matures larger integration tests are conducted touching on all functionality and potential user workflows. When the app has sufficiently matured we will request one or more unique device identifiers (UDIDs) from you to be used for beta testing. You will be asked to install the application and perform user testing. Your feedback will be used to iterate through the design, develop, and test phases as

### Collaboration

We achieve excellence through effective internal and external collaboration.



