Idea to App in a FLASH

So how do you start? Do you develop in-house? Do you get it built? Do you modify third party apps? Do you purchase existing apps? Do you wait?

You take a decision that largely depends on the required skill set, resources and investment. But you sure do act fast.

To ensure that you develop an app at lightning speed, the key is to understand the processes involved with it, analyze various possibilities and support the development team. With the basics set right, app development could get a smooth start.

- Understanding of the functionalities: Closer the app ideation and design process are to stakeholders, better the resulting app is (due to thorough feedback and optimization).

- Target platform: Choice depends on factors such as app utility patterns, portability, ease of feature use, cost and security constraints.

- Native or HTML5: Cross-platform vs. Native seems to be the main dichotomy. For exemplary user experience and performance, Native approach can best suit your needs. HTML5, however, is a relatively less expensive approach.

- Target device selection:Device specific tweaks and customizations might be required as per need.

- Add-on features: Social Media Integration Payment Gateway Integration,In-App Advertising.

- Details about UI/UX : Layout, Color, Content, Typography, Icons, Screens.

- Security requirements: Depends on nature of app content and its sensitivity.

Traditionally, building an app needed hardware, software, access definition, security setup, reports and analytics. Setting up an application to be mobile and social, had to be done separately.

Building an app with Salesforce is different.

Salesforce provides a complete cloud-based development and deployment platform (PaaS), which allows for easy creation, distribution and management of new enterprise-grade applications. The Salesforce metadata-driven architecture is the enabler for this abstraction of the underlying infrastructure and database. This in turn allows all the Salesforce orgs to run on the same version of Salesforce application and support their unique customization needs at the same time. Extending this metadata-driven approach to application development results in less of writing and maintaining code.

There is no installation of hardware and software, and there are standard options for defining rest of the provisions. These pre-built options allow customizations to be done easily in one of these two ways.

Point-and-Click Configuration that does away with the need for IT to manage workflows, upgrades, database configuration, storage, servers, collaboration, dashboards, mobile interfaces, and lets Salesforce handle it all.

Custom Code for developers allows companies to add new functionalities and also connect other applications using APIs.

Now, as if the cloud based, metadata-driven software architecture was not sufficient, Salesforce provides integration tools (such as Lightning Connect), drag and drop library of easily configurable components (Lightning App Builder and Lightning Components), collection of design patterns (Lightning Design System), Heroku service (supporting Java, Python, Ruby) and library of quick-start tools (AppExchange) that add to the speed of app creation and deployment.

Even at Salesforce, they used Lightning Components to build the Salesforce1 Mobile App, Lightning App Builder, Lightning Community Builder, and Lightning Experience. These components avoid the need of building from scratch with code, and rather use (and reuse) these standard building blocks for apps using web technologies like HTML, CSS, and JavaScript. Not only these out-of-the-box, reusable, responsive components work seamlessly, but also allow for intelligent utilization of server, browser, devices and network.

Using Salesforce to deliver both mobile and web experiences faster, can leave your with productive time to capitalize on new ideas. So go ahead and build beautiful apps, faster.