

## THE APP DOCTOR

# Process

## DISCOVERY

We talk through the issues your users and team are experiencing to understand where to focus

## EVALUATION

Deep dive into your product, architecture, user reviews, app stats, crash reports and team to get clear insights on what you need to do

## ISSUE PRIORITIZATION

Prioritize your issues based on severity, frequency and ease of fix to get the best bang for your buck

## ACTION PLAN

Develop short term and long term solutions to turn your app around. This can impact your product, your tech, your team and your processes

## IMPLEMENTATION

I work closely with your team to ensure we implement solutions appropriately to turn your app around

## MONITORING IMPROVEMENTS

We define a clear monitoring strategy and product SLAs to ensure your app continues to be good as you continue to build

## RATING BOOST

Fixing app ratings take time, but once we have confidence in quality improvements, we can implement effective ways for users to leave positive reviews or send us private feedback

## ITERATE

Some apps are finite, some aren't. At this point, your app should be in a better state, but we can continue to work together to provide value to your users