mobiquity

Standout digital product design for engineers

How to optimize for scalability and ROI

aws

PARTNER
Advanced Tier
Services

Standout digital products start with true innovation

Engineers know that digital products are evolving rapidly in tandem with advancements in network technology.

But the pace of change is now moving so quickly that digital product innovation has become a much more integrated aspect of product and service delivery.

In this eBook, we'll explore how to move beyond digital products that are simply complementary to physical products or traditional services, tying them instead to optimizing for growing user expectations and repeatable models for scalability and robust return on investment (ROI).

Why engineers should focus growth strategy on digital products

Unlike physical products, which tend to often either remain the same or change slowly or sporadically, standout digital products have a responsibility to reflect the dynamic needs and desires of contemporary customers, who expect speedy innovation.

When intelligently developed and deployed, digital products deliver in areas crucial to your business's goals of delivering dynamic solutions. They accomplish this by:

- Increasing customer long-term value (LTV)

- Elevating brand loyalty

- Enabling a more direct relationship with consumers

[Learn more](#) **about standout digital products** →

A few unique characteristics separate a great digital product from a good one:

Characteristic	Good Digital Product	Great Digital Product
Increase LTV	🟡	🔵
Elevate brand loyalty	🟡	🔵
More direct relationship with consumers	🟡	🔵
Aligned with a larger strategy		🔵
Human centered		🔵
Best-in-class engineering		🔵
Unparalleled quality		🔵
Unified experience		🔵
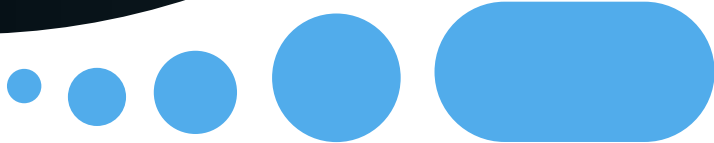
On the next page, we'll look more closely at the process for delivering standout digital products.

What makes for a *great* digital product

Mobiquity's end-to-end process for optimized digital product engineering begins with answering questions such as:

How will this product create new value for customers?

The difference here will be the extent to which the product does more than support or expand from a physical product or service and/or how it stands out based on truly thoughtful design and engineering.

What's our vision for this digital product? How will it drive next-level engagement?

A great digital product will plug seamlessly into your wider organizational vision. On the engagement side, it will deliver beyond basic uses and delight and encourage users.

How will the product realize new revenue streams or compound ROI at efficient cost levels?

Scaling a digital product intelligently requires more than a good product and wide rollout. Engineers will want to be able to tie investment clearly to ROI.

With these questions answered, success becomes a matter of delivering high-quality software, delivered on time and on budget, that stands out from rigid, turnkey solutions.

Digitization of customer interactions

Digitization of customer interactions grew by up to 59% from 2019 to 2020.[1] Exceptional digital products can be hard to come by despite a surplus of talent at your organization. Often, engineers are busy working on maximizing customer engagement and value delivery on a wider level, including for existing digital products.

But demand is growing – quickly.

Bringing digital product creation outside your business's ecosystem allows your teams to focus on larger essential responsibilities, while seasoned experts at Mobiquity customize plans for you based on deep research and informed, interactive, structured processes.

[1] *How COVID-19 has pushed companies over the technology tipping point—and transformed business forever*, McKinsey & Company survey, Oct. 2020.

Let's talk
digital products

⟶

59%

growth of digitization of customer interactions from 2019 to 2020

Cloud-native development, powered by AWS

Digital product solutions from Mobiquity are always 100% customized to specific needs and goals.

Cloud-native development of entirely digital products, or ones that support physical product environments delivered digitally, is executed by our teams via Amazon Web Services (AWS).

As a trusted partner of AWS, Mobiquity advocates for driving real value through its offerings, beyond storage and networking.

Entire platforms can be built using AWS services for next-level digital products via:

- Fast, nimble, serverless cloud-native development and deployment

- Functionality-driven, optimized use of processing platforms

- Stable and reliable, prevetted cutting-edge integrative tools and solutions

But even the best tools won't drive exceptional results without a culture of excellence for employing them.

Transparency, accountability and precision

In order to differentiate offerings, Mobiquity believes in employing several key intangibles for exceptional performance and user experience.

Point of view

Our framework looks beyond commoditized technologies and focuses on specific, fresh, inside-out applications for solving real problems.

Transparency

Clear, frequent, cross-functional communications aren't always simple to maintain – but they are essential to next-level success.

Accountability

We believe that every aspect of a product's design needs to be tied back to business goals, and we work diligently to maintain this state.

Precision

Our experienced strategists, researchers, designers and engineers strive to seamlessly integrate their disciplines into standout digital product design.

Following this overall blueprint for excellence, Mobiquity pursues digital product engineering and design focused on driving new revenues and/or smartly reinvigorating established streams at your organization.

Personalization at scale

To create standout digital products that can scale rapidly, Mobiquity employs a global delivery framework that plugs into your unique needs and aligns them with end-user engagement.

This includes leveraging cloud-native processes to power productive, intentional artificial intelligence and machine learning (AI/ML) that extrapolates key data for personalizing digital products to target users.

Industries that benefit from this framework include:

Tech
SaaS, e-commerce, marketing automation, CMS and more

Banking
Traditional and retail, credit unions, digital and neobanks

Retail
Brick and mortar, dry goods, groceries, convenience stores, gas stations and more

Advisory services
Finance, operations and management

Healthcare
Digital therapeutics, pharmaceuticals and more

Our commitment to personalization does not rely solely on automation, however. It extends to our approach to customer success.

Solutions from Mobiquity are personalized to your unique needs and gaps, customized by industry, and built to augment current platforms for digital selling or are layered atop your existing tech stack.

How to get started with next-level digital product design

Led by our constant, transparent and honest communications with clients, Mobiquity approaches the work of strategically backing into business outcomes through applied cloud technology in a few specific ways:

1. Define

Kickoff workshop and North Star discussion

2. Design

Research and iterate

3. Build

Fast development of quality software

Facilitated through our proprietary client portal, Mobiquity equips clients with a personalized dashboard of metrics and key performance indicators (KPIs), including tracking ROI and engagement through predictive analytics.

mobiquity

Want to learn more?

Reach out for an open conversation about your needs with a member of our team.

Let's talk digital products

aws

PARTNER
Advanced Tier
Services