Innovative Solutions & Insights on Avoiding Digital Launch Pitfalls and Maximize Success with Sasmito Adibowo

This article is about the thoughts of a tech expert, Sasmito, on the necessity and creation process of mobile apps versus mobile-compatible websites for digital businesses.

It's crucial because it provides insights into making informed technology decisions, which is a significant part of the success of today's businesses.

By engaging in these exercises, users will get a deeper understanding of Sasmito's advice and be able to apply it to their digital product decisions effectively.
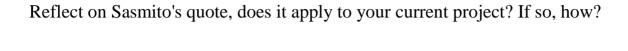
Quote to Remember From the Interview

"Most likely you don't need an app. What you probably need will be like a mobile-compatible website." – Sasmito

What You'll Learn from the Activity

The activity questions delve into the important aspects of the article to help the audience navigate through the digital landscape of apps and mobile-compatible websites. They encourage critical thinking and provide opportunities for applying the lessons in real-world situations.

Activity

Reflect on Sasmito's quote, does it apply to your current project? If so, how?

If you have a product or service, what made you consider creating an app over a mobile-compatible website?

How user-friendly is your current digital platform? Rate on a scale of 1-10.

In your opinion, what are three major differences in functionality between mobile apps and mobile-compatible websites?

What mistakes are you wanting to avoid in software product creation?

Enumerate two projects where iterations were successful. What made them work?

Write down three key pointers for successful beta-user onboarding drawn from the article.

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Create a step-by-step plan of action you would take for 'building in public.'
How do you plan to identify demand in the target market for your product?

Do you agree with Sasmito's point about sharing a business idea? Why or why not?

Based on the 'navigating product build' section, how can you implement Sasmito's advice in your project?

Enumerate two ways you can use Sasmito's advice when creating a digital platform.

True or False: A well-marketed product is as important as the process of building it.

If you already have a product, consider iterating. What changes would you implement and why?

Reflect on your current or future digital project. How could you implement public building more effectively?

List three potential benefits of starting with something small as advised by Sasmito.

Describe a situation where sharing an idea helped improve your product.

What do you consider to be the most important takeaway from the interview?

Write down three questions you still have after listening to the interview.
How will you apply the insights from this article to your future projects?