



## From idea to application

Building an application can have a large impact on the way your organization does business, and in fact, might even create new business opportunities. But, before you dive into the wonderful world of no-code application development, you probably want to know what the actual process looks like. If so, this document is for you.

### The normal way

There are a few ways to go about building an application with Betty Blocks. If you have an IT department, you can opt for just a license and take care of development in-house. If you don't have an IT department, we can develop your application for you, or we can connect you to a partner that best fits your needs. But, there's also an extra option, that allows you to gradually [implement a citizen development strategy](#) in your organization, and that is the Betty Blocks way.

### The Betty Blocks way

What sets Betty Blocks apart from other application vendors, is that with some training every tech-savvy person can become a citizen developer and build their own applications fairly easily. This can change the entire way you operate your IT infrastructure. If you choose to develop your application in true Betty Blocks fashion, the process looks like this:



#### Us

A good start is half the battle, and therefore we take full control of the development process in the beginning. In this stage, we do a sprint workshop and start with the first development sprints.



#### Together

In this phase, we do the complex things while you enroll your soon-to-be citizen developers in the Academy. Gradually more of the development work goes to your team and we step back.



#### You

Your team is now in full control of development and maintenance. We support you with no-code coaching, additional training, and customer success management.

### Pre-development stage

Apart from the Us, Together, You model, the process of an application goes through certain steps, to make the likability of success as high as possible. The steps below make sure you know Betty Blocks is the right pick for you before you commit to building the application. Every development process is different, and for each, the steps to take can vary. However, these are the most common steps.

#### 1 Demo

Your first real experience with the platform is via a demo. In this personalized demo, one of our no-code professionals shows you how Betty Blocks fits your use case.

#### 2 Ideation

During this workshop, you'll craft the outlines for your first application, so you know you'll have a steady foundation to work from. An ideation workshop is only needed if you don't have a clear use case yet within your organization.

#### 3 Ballpark

If desired, we can create an overall estimate of what you can expect in terms of functionality, development time, and costs. This is by no means a fixed quotation, but rather a general outline of what to expect.

#### 4 Proof of concept

This step is only needed if there are strict requirements that need to be met. For example, the speed of development, so you know for sure that you will meet a hard deadline. With this step, we'll prove to you that Betty Blocks is capable of meeting those requirements.

#### 5 Sprint 0

Together with a Solution Architect, we'll host a Sprint 0: a workshop where we translate your idea into crystal clear project goals, user stories, design, process flow, product vision board, and more.

#### 6 Proposal and signing the deal

If everything meets the expectations and both parties want to commit to the development process, it's time to take out the paperwork and make you a proposal. The documents that need to be signed are:

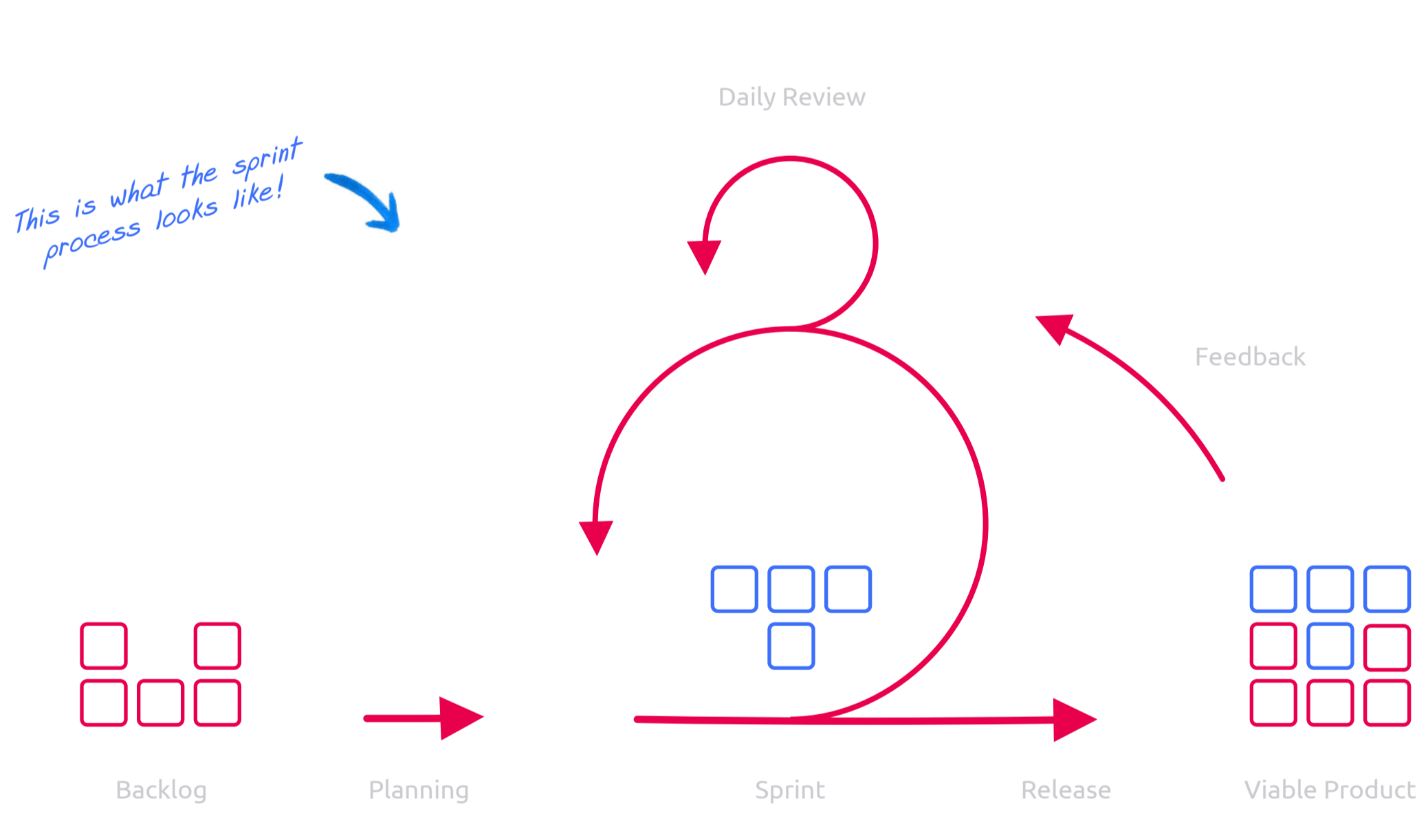


- Order forms (licenses/services)
- Master Services Agreement
- Data Processing Agreement

### Development stage

This is where the fun begins. We develop your application in an agile setting, in two-week sprints. Each sprint is effectively a miniature standalone project that brings together all the necessary disciplines: planning, analysis, (UX) design, development, and testing.

At the start of each sprint, together with stakeholders, we redetermine which issues are to be developed. As logic dictates, we build functionalities with the highest priority (business value) first.



Each sprint is followed by the handover of a working functional element of the application. This element can then be put into production. Following the handover of a sprint, the project priorities are once again assessed to determine the steps to be taken in the next sprint (release).

## 7

#### Minimal viable product (MVP)

The first big launch of the application is the MVP. The MVP is a working version of the application with the minimum amount of functionalities that is acceptable. All the must-haves have been developed in the application and it's ready for use and testing.

## 8

#### Optional: Further development

What happens here is completely up to the wishes of the client. For some clients, the MVP is more than enough functionality. For others, further development becomes a core pillar in their IT infrastructure.

### Training and maintenance

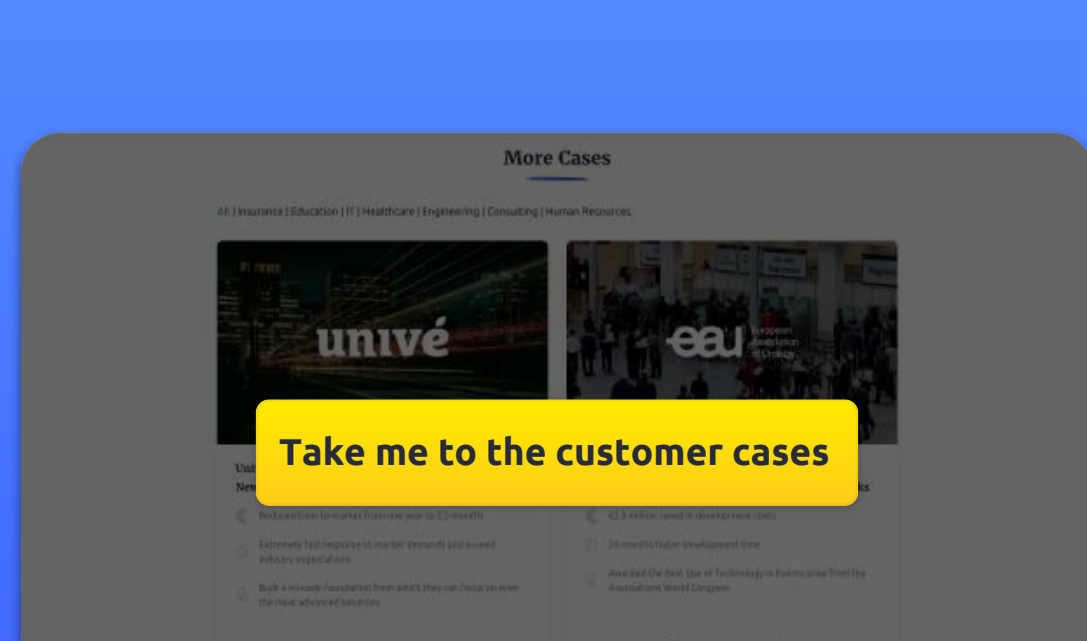
No-code application development and its ease of use are a powerful foundation for further development. Some organizations train their employees into no-code or citizen developers and manage further development and maintenance in-house. Other organizations outsource this to the Betty Blocks development team or one of our partners.

#### No-code coaching

With no-code, you are able to develop your own applications, but just as young Skywalker needed some guidance from Yoda, it's safe to say a no-code coach comes in handy every now and then as well.

#### Services

When all is said and done and you are in control of the maintenance and development of your applications, we support you where necessary. We have an entire team available for your success to guide you where needed.



Find out what business applications organizations built with Betty Blocks and how they impact their organization.