Is your app ready for more people?

If an AI-built app is working inside your business, use these questions before inviting more people in or asking customers to pay. Read through them on your own or with your team. Note what you need to find out; this is a guide for a conversation, not an approval to launch.

Product and users

Start with the problem, the people and evidence of demand. Internal usefulness does not prove that customers will want to pay.

Can you name the specific problem and the people who have it?

Have you watched people who were not involved in building the app try it and learned what they actually need?

If you plan to charge customers, have you tested whether they would pay?

Design

A working screen is only a start. Think about the whole task, including mistakes and edge cases.

Can a first-time user complete the important tasks without someone guiding them?

Does the app explain errors and help people recover without losing their work?

Security and data

More users and real customer data change the stakes. Be clear about access and what happens if something goes wrong.

Do you know who can see or change each kind of information?

Do you know where sensitive data and secret keys are stored, and who can access them?

Can you restore important data if it is lost or changed by mistake?

Architecture

Understand what you can inspect and change. If a platform holds the app and offers no code export, review its limits and your exit options.

Do you have access to the code, or a clear picture of what your platform lets you change and export?

Can someone make a change and test the important workflows without breaking another part of the app?

Do you know which other systems the app depends on and what happens when a connection fails?

Analytics

Measure whether the app is helping people. Collect only what you need to learn and improve.

Do you have a way to measure whether users complete the main task and where they get stuck?

Do you have a way to hear about problems and requests from users?

Operations

Software needs ongoing care as usage, dependencies and risks change.

Who is responsible for support, updates, backups and security after release?

Do you know what you will do if the app stops working or gives an incorrect result?

Before releasing it to customers

A customer release adds questions about demand, support, promises and liability. Answer these even if the internal version feels finished.

Can you explain exactly what customers are buying and what the app does not promise?

Have you agreed who will handle customer questions, problems, refunds and disputes?

Have you checked the terms, privacy information and obligations that apply to your offer?

What did you find?

The questions that are hardest to answer are a good place to start. Put product demand and any risk to people or their data first. Then choose the smallest sensible next step: test demand, test with a small group of users, or prepare a wider release.

Book a time with Jarrod

Bring the questions you could not answer. We can talk through your app and whether a paid review would help.

calo.nz/contact#book-a-call

Notes and questions to follow up