

IBM Consulting



G-Cloud 15

IBM – Accelerated Mobile Application
Design and Development

Service Definition Document

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IBM – Accelerated Mobile Application Design and Development

Service Overview

Features

- Accelerated design and development using proven tools, reusable assets, and generative AI assistance to maximise value and minimise delivery risk
- Collaborative Enterprise Design Thinking approach for world-class user experience
- Multi-platform (iOS, Android, Windows, etc.) and Cross Platform hybrid or Web capability
- Covers B2C, B2E and B2B mobile domains
- Agile development and IBM DevOps, enhanced with AI-driven automation, code generation, and smart testing
- Modular services and APIs for integration into enterprise environments
- Unique assets available through the Apple & Samsung partnerships for iOS and Android development
- Additional services and architecture Delivered over cloud or on premise
- Vibe Coding practices to accelerate build cycles through guided generative AI development and rapid prototyping

Benefits

- Accelerated Agile development with continuous visibility of MVP progress
- End to end capability from Ideation and design through to app deployment and on-going support
- Global, flexible delivery options supported by AI-enhanced collaboration
- Digital Reinvention
- Enterprise Design Thinking used throughout

Key Differentiators

- End-to-end Software development lifecycle expertise
- Deep knowledge of public sector organizations
- Key strengths in the full breadth of architecture areas including delivery architecture, application architecture, security architecture and integration architecture
- Core value in the blending of COTS and bespoke software solutions
- Use of generative AI for design concepts, content generation, flow validation, and coding assistance

IBM – Accelerated Mobile Application Design and Development

Addressing Business Needs

Take your idea or need through the Mobile Prototype workshop as the initial step —now enhanced with generative AI brainstorming and rapid ideation tools, to transform the way your users work and interact.

A Workshop to begin your Mobile App Journey

This service jumpstarts your enterprise mobile transformation by providing an initial Mobile Prototype workshop to take your idea or need through an accelerated, AI-augmented ideation and solutioning process.

Output from the prototype workshop will be the use cases based on the way your users work and interact. AI-generated concepts and variations will broaden solution possibilities. These use cases are then used as the foundation to build the To-Be Scenario Journey and the initial application solution design, (using the Scenario Journey to validate the fit of the Mobile solution within your enterprise and users)

When the Journey is complete and the designs have been validated, High-Fidelity Prototypes supported by AI-assisted wireframing and layout generation can be built – these will be mock-ups of possible digital interfaces to validate design concepts and interface flows prior to actual development.

Finally the concepts and flows are used to define the MVP (Minimal Viable Product) which breaks down the long term mobile experience into the most essential near-term outcomes vital to your users and then delivering them as mobile applications using an agile development methodology at scale if required via the IBM Mobile Garage.



IBM – Accelerated Mobile Application Design and Development

Service Definition

The Accelerated Mobile Application Design and Development service provides a differentiated and accelerated ideation and solutioning process that leverages the latest available technology that is designed to enhance productivity and exponentially grow the business.

Key Outcomes:

- **To-Be Scenario Journey:** To-Be Scenario Maps help you envision a better future for your users. Use them as you're coming up with potential solutions to see how your ideas would fit within your user's world.
- **High-Fidelity Prototype:** Rapid prototypes produced through AI-supported design tools for quick validation. They help you explore many interface ideas and flows rapidly, making them just tangible enough to discuss concretely or put in front of real users.
- **Minimal Viable Product:** The Minimal Viable Product breaks down your long-term experience into the most essential near-term outcomes for your user.

Proven methods that scale innovation to the pace of your business:

- Digital Reinvention
- Enterprise Design Thinking
- IBM Garage Methodology
- Global, Flexible Delivery
- Mobile Assessment Model
- Generative AI-driven user flow exploration and coding assistance

Proprietary accelerators, tools, and assets that maximize value and minimize risk:

- Discovery Template & Interview Guide
- Mobility Assessment Summary & Gap recommendations
- Target Operating Model, CBM,
- Decision Rights Matrix, Vision/Mission/Guiding Principles
- Use Case Roadmap, Initiative
- Strategy & capabilities Roadmap
- Mobile Process Maps, Use Case ROM ROI Model, Mobile KPI Model
- Competitive & Comparative assessment
- Non-functional requirements template
- Mobile middle-ware, security & vendor assessment and many more.
- Generative AI-enabled accelerators for code, documentation, and test generation
- Vibe Coding workflows for collaborative AI-driven software development

Key Activities:

- Identify user pain points and opportunities using AI-assisted analysis
- Explore Mobile building blocks
- To-Be-Scenario : Draft a vision of your user's experience
- Blueprint for Mobile experience
- Technical context of data requirements
- Produce High-Level Solution Architecture supported by generative AI modelling and scenario analysis

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IBM Approach

We bring the benefit to you of having worked with the world's largest organisations, transforming complex, critical services. Our approach is rooted in proven methods and enriched with advanced AI capabilities.

We focus on your business needs and developing trusted long-term relationships, underpinned by industry-leading experience and capabilities. We want you to get the best out of every engagement and to deliver outcomes that matter for your organisation.

Our approach is tailored to your needs and flexible to support all delivery models. We offer established programme and portfolio capabilities that can be aligned with your internal governance and methods, linking to industry recognised standards such as PRINCE2 and PMI.

We bring specific skills and attitudes including:

- Proven delivery track record working in complex environments
- Access to specialists who understand the lessons and risks for transformation
- Being able to advise, support and transfer knowledge with your teams
- Implementing strong governance, defined collaboratively within the context of robust methods and processes
- Bringing an integrated and controlled planning approach
- Proactive identification and management of risks and issues based on experience
- Working across complex existing and new platforms
- Experience with the latest technologies, tools and delivery methods
- Deep proficiency with modern technologies, tools, generative AI, and new delivery models

We work to manage the complexity of key business projects, programmes and portfolios, communicating with clarity and helping you make informed decisions.

IBM – Accelerated Mobile Application Design and Development

Approach:

- Technology selection, estimation, and implementation to drive successful engagements
- Use of generative AI and Vibe Coding to accelerate development, documentation, testing, and integration workflows

Outcomes:

- Mobile Applications compiled, tested, accepted for implementation in B2C, B2B, and B2E scenarios, and Deployed
- Libraries, SDK's, and POC's as required to support Mobile Application integration efforts
- AI-generated test suites, code recommendations, and developer productivity insights

