**10 questions to ask citizen developers to get the most out of app requests.**

*This form will help you to get the most valuable information from citizen developers and other business users requesting apps be built via citizen development. This document will guide you through the recommended questions and what to do with the inputs. At the bottom of the page, you’ll find a link to a live document to take back to your team and begin collecting requests.*

1. **Please provide a description of the app you’re requesting.**

Compare this description with other apps in the request backlog and those that already exist to limit redundancies. Cross-reference the utility against current business problems and functionality requests to see if it’s in-demand.

1. **What are your goals for this app? Include qualitative and quantitative goals if possible.**

Once the app is live, use these goals to validate the build or identify areas for improvement, assess vision and end product alignment, and evaluate if the app is serving its intended purpose.

1. **How many people will use this app?**

Use this number to prioritize app development and determine if the number of affected users is enough to justify the build effort.

1. **How frequently will each user access the app?**

Use this number to prioritize app development and determine if the frequency of use is enough to justify the build effort.

1. **What departments will use or be affected by this app?**

Use this information to ensure that each internal department is benefiting from citizen development apps and contact this group for feedback on the app itself, once pushed live.

1. **Will this app be used by any external users (outside of the organization)?**

If the app will be used by external customers, think about whether there are security implications and if the app offers increased revenue opportunities.

1. **Will this app build require custom code, low code, or no code?**

This will help you instantly categorize an app as a potential candidate for citizen development or development by the IT team and route the request accordingly.

1. **Will this app require third party integrations or access to enterprise data? Please provide as much detail as possible.**

Use this information to identify how much IT time will be required to complete the app, or if IT should own it entirely.

1. **Does this app need to be published by a certain date? If so, what are the factors influencing the timeline? What is the ideal go-live date?**

If the app needs to meet a certain go-live date and the reason is deemed critical, you can move it to the front of the queue.

1. **Will you build and own this app? If not, is there another employee who you’d recommend to either develop or maintain the app?**

Ideally, the requester of each app will build it, but if a requester doesn’t feel comfortable or have the time, encourage that person to think about other citizen developers who could take on the workload.

**(SEE FORM ON NEXT PAGE)**

**Citizen Development App Request Form**

*Use this version of the form to distribute to your organization. Just make a copy and edit to align with your citizen development program.*

NAME

EMAIL

TITLE

1. **Please provide a description of the app you’re requesting.**

Tell us what the app will do, how you envision it working, and how it would fit into (or change) the organization’s processes.

1. **What are your goals for this app? Include qualitative and quantitative goals if possible.**

These goals can be specific to the app’s performance or the effect it will have on the organization. For example: Reduce the length of the quoting process by 25%, see adoption by 100 users within the first quarter, improve employee satisfaction around building reports, and so on.

1. **How many people will use this app?**

*Give a rough estimate. It should include internal and external users who access the app regularly.*

1. **How frequently will each user access the app?**

*For example: multiple times a day, once a day, once a week, once a month, a few times a quarter, and so on.*

1. **What departments will use or be affected by this app?**

*Think about both departments who will adopt this application into their processes and those who might be affected by any process, output changes, or data integrations created via the app. Include positive (how will it make someone’s life easier) and negative effects (lay out the risks).*

1. **Will this app be used by any external users (outside of the organization)?**

*External users could be customers, partners, or the general population.*

1. **Will this app build require custom code, low code, or no code?**

*How complex is the application? Do you imagine it will require complex technical knowledge to build or could it be created via drag-and-drop functionality using a tool like the Salesforce Platform?*

1. **Will this app require third party integrations or access to enterprise data? Please provide as much detail as possible.**

*Think about whether the app will use a single data source (typically used by only one department), bring multiple data sources together (cross-department), or combine enterprise data with external sources.*

1. **Does this app need to be published by a certain date? If so, what are the factors influencing the timeline? What is the ideal go-live date?**

*If this app will be used during an event or is critical to the success of a time-sensitive campaign/initiative, please list it here.*

1. **Will you build and own this app? If not, is there another employee who you’d recommend to either develop or maintain the app?**

*Based on your current skill set, do you feel comfortable being the business app owner of this application? Keep in mind that this will require you to lead the build, testing, and KPI tracking of the application (with IT support), as well as be responsible for ongoing maintenance and upgrades.*