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Why most online services never start

How to launch your online service and avoid most of the mistakes that entrepreneurs face in creating it

What do I mean by the online service in this article? Online services sites that offer services and products that save time and money on choosing the right purchase. Today we have a wide variety of services: banking and financial, social, information retrieval, marketplaces and much more.

The trend these days is the launch of their online product companies expect this product to be a powerful lever for business development.

But 80% of online projects never start at all, and 90% of the remaining online projects close in the first six months after launch. Harsh statistics, right? We collected these data on the basis of our analytical market research and data from industry partners (more than 30 companies). Why is this happening and how not to get into this list of unsuccessful projects?

Why do we see such statistics?

In the process of web and mobile development, there are many pitfalls, which many do not even realize at the initial stage.

For example, with your amazing idea of creating your own electronic resource, you turn to a digital agency or web studio, they listen carefully and inspiredly, give amazing advice and promise a detailed joint study of your project.

Already in the process of creation, you understand that you did not take into account many factors, did not think up a business model, etc. Anyway, you begin to think that you got involved in some kind of adventure so irresponsibly and hastily. Below I have collected important points that are worth paying attention to, as well as key errors that our clients and clients of our partners have encountered.

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Analysis of the market, target audience and competitors

A good idea comes from nowhere. You have an existing business, and you understand how to optimize processes by creating an online solution. There is an idea, but what's next? You begin to

think through every detail of this project, and after several weeks of fruitful work you will learn that, it turns out, there is already a similar service.

Sometimes a client, turning to us, finds out about the existence of the necessary resource a month before the delivery of the project. Not very good news. To avoid this, it is worth spending several hours collecting information and studying competitors.

In most cases, it turns out that the company does not know its customer well and does not think about it until everything goes smoothly. To understand the target audience, it is not necessary to contact marketing agencies. Google Trends, social networks (especially Facebook) and your CRM data will help you.

Lack of a business model, plan and terms of reference

So, you did the necessary work before you started creating your resource and understand who might be interested in your service and whose tasks it could solve. Now it is important to draw up a technical task.

You ask: how should I compose it if I don't understand anything about it? You do not need technical terms for writing, you write completely for yourself how it should function and look. In this short essay, you describe in your own words the sequential process of the expected resource.

It is in the process of this writing that you will encounter contradictions that are best solved at the initial stage. Make a list of the main issues that you can discuss in the future with the agency.

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Control by hired manager

Among our clients there were such managers who hired a specialist for complete control over the entire process of creating the resource.

Alas, as a rule, this did not bring a good result. If you think that a hired person will be able to generate ideas for you, then this is a big mistake and a loss of time for both parties: the customer and the contractor.

Developing a successful and functional service requires your complete immersion and commitment, as in any important business. Do not confuse with manual control: the agency knows better how to technically translate any of your ideas and needs, how to make a convenient interface, optimize the code. But you can definitely always tell what your customer expects from the service.