

# The Appino Application Pricing Guide

At Appino, one of the most common question asked is...

*“How much does it cost to develop a mobile app?”....*

That’s a lot like asking how much does it cost to buy a car or build a house – it all depends on what kind of car you’re buying or house you’re building. That funky looking Nissan Juke costs a lot less than a Ferrari California. A 3 bed semi in Liverpool costs a lot less to build than a 8 bedroom house in London. Without spending time understanding both the specifications and objectives of the application, its almost impossible give any meaningful price on the fly.

## Q: Why are applications difficult to estimate on the fly?

- Applications are custom designed and developed to precise specification
- No two specifications are exactly the same
- They must be developed from scratch (unlike websites) which means that trying to ‘retro-fit’ changes to the logic during development can increase overall spend
- Applications can look the same but serve very different purposes and designed and build using different architecture



# Start by Thinking First

Knowing what you want helps us to provide you with an estimate

We understand the importance to knowing the costs of developing an idea upfront. However, there are many variables involved when pricing an application.

The rule of thumb is the more information you can provide at the quotation stages, the more accurate the quote. Vague specifications ultimately lead to vague quotes. If you want an accurate quotation, before you make that first initial call, spend some time carefully thinking

- 1) What type of application do you want to create?
- 2) What are your goals and objectives (short/long).
- 3) How does this application fit within your business plans?

The initial ballpark estimate that a developer can provide you is only as good as the information you provide them. Here are some useful things to consider...

## Know Your Specification

An outline specification is essential for a developer understanding what it is that you would like to create. Simple flow diagrams and even mock-ups all help developers understand your remit and help you to price it accordingly. Try not to be too precious with your idea. The chances are that others have already thought about it. However it is worth requesting an NDA (Non-Disclosure Agreement) before you engage with a developer if you think your idea is that unique.

## Know Your Competitors

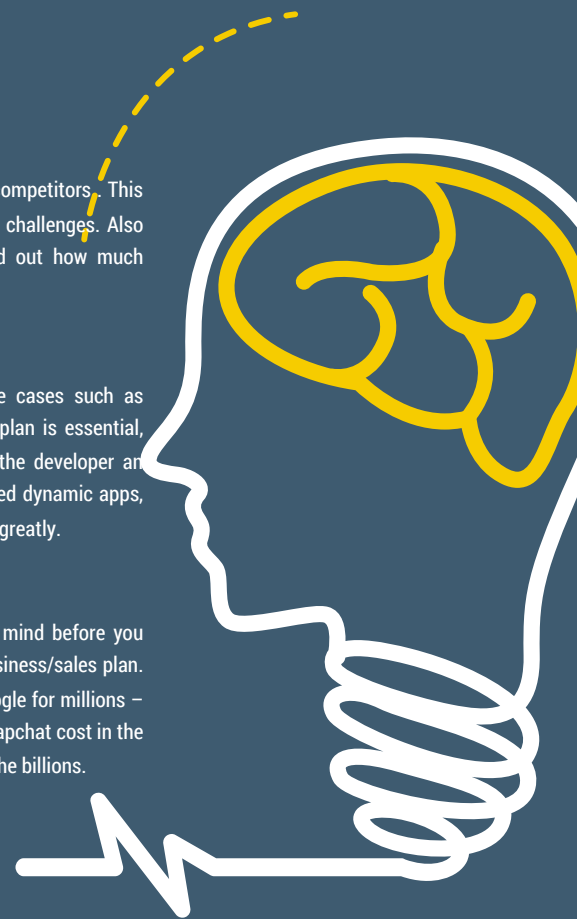
Create a list of similar applications developed by your potential competitors. This helps Developers understand how others have overcome certain challenges. Also try to research your competitors journeys. You may even find out how much funding they raised & how much phase 1 cost them!

## Know Your Numbers

Today, apps are essential tools of many businesses. In some cases such as WhatsApp or Uber, they are the business. Creating a business plan is essential, especially if your app is at the heart of it. This will also give the developer an indication of how many users you intend to have. For server-based dynamic apps, the cost of developing an app for 1,000 or 1,000,000 users differs greatly.

## Know Your Budget

This may seem a bit 'chicken and egg' but having a budget in mind before you speak to a developer is useful. This should be guided by your business/sales plan. If you have aspirations of selling your app to a company like Google for millions – its vital to remain realistic. Applications such as WhatsApp or Snapchat cost in the millions to develop and run –which is why their valuations are in the billions.





# Important Factors to Consider

Other factors to consider when preparing a specification for a quote...

Developing a mobile app is very different from the creation of other digital endeavors such as websites....

Unlike a website, applications require huge amounts of precise planning. Everything that you wish an application to do must be carefully analysed from the start. Every function and feature is developed from scratch. Here are some important factors to consider

## Multi-Platform Applications

iOS and Android (for example) are two very different platforms, coded in two very different languages. When developing natively, you cannot copy the code from one platform onto another.

If you would like cross-application support, you have to develop not just one but two applications. Some aspects such as analysis and user interfaces can have serve a common purpose.

## Dynamic Content

If you want your application to be updatable via a web service back-end, this will have to be designed. Unlike websites, there is no standard CMS system for mobile applications. Static applications must be re-deployed, where as dynamic applications require web services connected to a front-end admin system. All of which must be designed within the DNA of the application. These are difficult to retro-fit.

## SDKs & APIs

If you would like your application to make use of external 3<sup>rd</sup> party content, such as Facebook or Google mapping - vendors APIs and SDKs must be integrated within the application. These advanced features are not standard.

## Server Costs (Dynamic Applications)

If you wish your application to include a web services you will need to factor in the cost of running a dedicated server. The cost will ultimately depending on the amount of concurrent users.

## Smartphone & Tablets

Although it is possible to develop an application which functions on both a tablet as well as a smartphone, in order to ensure optimisation it is important to develop for both resolutions. There are also hardware differences which increase testing hours.

## Platform and Device Updates

iOS and Android regularly update their operating systems. The same goes for the actual devices themselves. When this happens, applications may not function correctly. Its important to factor in the cost for sudden platform/device updates.



# Common App Add-Ons (Starting Hours)

Here are some examples of the basic amount of hours a developer required to add the following bolt-ons to a mobile application....

40+hrs

Per Platform



## In App Purchases

In App Purchase allow users to buy/access add-ons traditionally via the AppStore itself.

50+hrs

Per Platform



## Social Networking

Social Networking SDK/API allows users to access dynamic sharing functions.

60+hrs

Per Platform



## Payment Gateways

Rather than using the stores in-app payment systems, it is possible to connect the application to systems such as PayPal, Judo Pay or Chargify to avoid the larger app store fees.

80+hrs

Per Platform



## 3<sup>rd</sup> Party APIs

3<sup>rd</sup> Party APIs can be connected to mobile applications. From geo-locational services such as Google Mapping to in depth tracking and analytics.

200+hrs

Per Platform



## Web Services

Web Services allow applications to access dynamic content.