COAX

# How Much Does It Cost To Make An App For Your Business In 2021?

INCREDIBLY VALUABLE WAYS FOR BUSINESSES

# Content

*Apps are incredibly valuable ways for businesses to generate more revenue, or provide enhanced products and services to customers.*

Whether you are an app-based business, or are using apps to support products and services that existed before apps and smartphones, they serve an invaluable purpose in B2C and B2B environments.

Coronavirus (Covid-19) has had a massive impact on the world. One way it's changed things, is that customers are relying on digital services, now more than ever. For businesses, this means either improving existing apps, or launching new ones to improve how they interact with customers and provide products or services.

**Now is the time to develop and launch an app. However, if you are new to this, you are no doubt wondering what this might cost, and what to expect?**

On average, based on 2020 figures and comparable rates developers and web development companies are likely to continue charging in 2021, apps can cost anywhere between $10,000 and $150,000 (sometimes more, depending on the app and provider developing it). Getting an app developed can take anything from 3 months to a whole year.

All of this depends on a number of factors. Getting an app developed is

not a simple project. Even if you outsource the actual development, which is often easier, and more cost and time-effective, any company investing in an app should have a plan and strategy for the finished product.

Creating an app requires a strategy, a development plan, working with the right partners, and a go-to-market plan for after it's launched. Let's take a closer look at the various factors that influence the cost of developing an app.

# What Influences The Cost Of Developing An App?

- **App complexity**

  How complex an app is, how many features, whether databases or APIs are involved, and a whole range of other factors when it comes to the design and development;

- **Number of features**

  Complexity and design are important, but equally if not more important are the number of features. More features equals a higher cost.

- **The platform the app is developed on**

  Quality, features, complexity and platform all play a role in working out the cost.

- **Where an app is developed**

  Whether you work with developers in Central & Eastern Europe, or the West Coast of America plays a huge role in how expensive an app is to develop.

- **Quality**

  Naturally, you get what you pay for. An app can be developed cheaply and quickly, but the quality could be so poor that no one wants to download it. In which case, that's a huge waste of

money, no matter how cheap, because the chances of generating a return on investment (ROI) are so low, that it won't matter. Paying for quality gives you a much better chance of making this profitable.

At a quick glance, we've prepared the following table to simplify the range of choices for those who are getting apps developed.

| Type of app | Cost estimate | Typical development timescale |
|---|---|---|
| **Simple app; one or two platforms at most (if non-native)** | $10,000+ (usually lower than $25,000) | 3 to 5 months |
| **More complex app, with basic database and/or API features, and usually across one or more platforms** | $10,000 - $50,000 | 6 to 9 months |
| **More advanced app, native on every relevant platform, with more complex database and features** | $50,000 - $150,000 | 9 to 12 months, or more, depending on the complexity and number of features |

Next, for those seriously considering getting an app developed, we are going to look more in-depth at the factors that influence the cost. Everything from the layers of complexity and number of features, to design, the platform, hidden and ongoing costs.

Also, where you get an app developed also makes a difference, and this is something you need to take into consideration. Quality is a key factor too. The last thing you want is to invest time and money into getting an app created that not enough people download. You need one that people want on their phones (or other devices), and want to keep using.

**Hence, the importance of getting the right features created, and understanding why complexity matters when developing an app.**

# Why Apps Have Layers Of Complexity, And Why The Number Of Features Matter?

*Features and complexity play a massive role in assessing the cost of getting a new app developed.*

Firstly, let's look at complexity. What does that mean, and why does that impact the cost of app development?

With more features, apps get more complicated. You need the user-experience to flow smoothly, which is more difficult when there are more features for users to interact with.

Plus, these features could either be native to the app, or the platform, or contingent on an API integrating them from another app or platform, and in other cases, a database integration is equally essential too.

When you consider an app that way, every feature and integration, involves a cost to develop. Overload an app with features and the cost goes up. Equally, users might find such apps more difficult to enjoy and engage with; therefore, you don't want to make an app too complicated and feature rich.

You need to work out the right features for your audience/users and customers you want. What do they actually need? What's the minimum

number of features you can start out with? Remember, you can always add more features later, as you develop the app further and you see what customers/users actually want and need.

# App Design: Why Is This So Important?

App design is absolutely crucial.

People are so used to high-quality and easy-to-use apps that anything else gets deleted pretty quickly if something makes the experience difficult. And this comes entirely down to how an app is designed.

Design is integral to development, and within this are layers of interconnected aspects that influences how an app is designed.

Of course, you can always use templates. But you might find users aren't exactly happy with that. Customization is often needed, to get the sort of results you want and ensure users interact with the app in the way you hope. In this section, there are four main areas you need to consider when designing an app:

- ## User interface (UI) and visuals

UI means how the app will appear to the viewer, the user, those viewing and interacting with it. As part of getting an app designed and developed, you need a designer to create a mockup of how it will look, along with a run-through to help you understand the different things users can do.

All of this depends on your overall goals. It also depends what type of app you are developing (e.g. On-demand, e-Commerce, social network, a basic app, etc.). UI covers everything from the layout to the number of screens, colors, elements, shapes, typography and designing the features users interact with, such as buttons and forms.

- ## User experience (UX)

Design that ignores people gets ignored. UX includes how an app works, which means understanding your market/target audience, what they want and need, and making it as easy as possible for them to use the app. This means taking into consideration everything from where the user's eyes are going to to, the psychology of color, and the placement of buttons.

- ## Branding

When you think of great brands, such as Nike, Apple, McDonalds, Mercedes, they have all invested in branding. Brands have monetary value, and can positively impact the growth of a company. Branding within an app, and on the channels promoting one, should be the same as your company website and other materials.

- ## UX writing

And finally, something that is often overlooked, is the writing — known as the copy — on every page or platform promoting the app (alongside marketing materials and content to promote it over

the long-term), and within the app itself.

Creative copy must sell the value proposition, and really promote and sell the benefits of downloading this app. The quality of this copy must flow through the entire app. It's an integral part of the user experience, which is why you ideally need to hire a writer yourself, or the right partner agency developing an app will already work with one on-staff, or can recommend several.

Next, you need to consider the platform an apps developed on, and how that influences the cost of development.

# How The Platform Influences The Cost Of Development?

Which platform(s) you want to use influences the cost of development, and in many ways the overall outcome of the project.

And which platform depends on your audience and customers. Most B2C and many B2B apps need to be developed for iOS and Android. Although others may need to be developed for macOS and Microsoft;

potentially alongside other platforms too.

Which platform(s) you choose depends on your customers and target market. You need to have an understanding of the answer to these questions:

- What device(s) do they use (e.g. Android-based or Apple iOS)?
- Or if this is a B2B app, would Microsoft or macOS (desktop/ Macbook-based operating system) be more useful?
- Or do they use a range of devices; therefore do you need apps across multiple platforms to capture a larger target audience?

**Once you know the above, then you can focus on getting an app or apps developed for the platform most of your customers/users are on.**

Knowing that information means you can decide the following:

- Native; or
- Hybrid or Cross-platform app?

Let's look a little closer at what these terms mean, and how this is going to impact the cost of development.

## #1: Native Application

Providing you've got a clear understanding of the platform the majority of your audience is using, then it's a simple matter of picking that one for your first app. Usually this means iOS or Android.

When it comes to cost, it doesn't actually matter. It costs the same. Despite the fact that technologies, databases, frameworks, SDKs, quality assessment systems and other things are different, the cost is similar, or almost identical.

iOS apps are usually developed in Swift, whereas Android apps are usually developed in Java. Those coding languages are the best ones for those platforms. Whereas other languages are usually used for other platforms. Native apps work best on the platforms they are designed for. They work smoother, are more secure, and they integrate more easily with platform-specific features.

## #2: Hybrid or Cross-platform App

Apps can be developed using a single code-base. There are coding languages, templates and tools that can ensure an app on one platform can be replicated and run on another, which should ensure it runs just as smoothly and securely on iOS, Android, and potentially others.

Although a hybrid or cross-platform app will cost more to develop than sticking with a single native app, it won't cost as much as having two apps developed. It usually takes more time, because both apps need to pass compliance and quality checks on different platforms. But as they are developed alongside one another, using the same code, it doesn't

take as much time as having separate native apps created.

# What Technology Is Used In App Development?

When it comes to developing apps, there are a number of coding languages that developers use. Alongside the skills and knowledge to code using one or more of these languages, developers also use a whole suite of tools, often known as a tech stack.

Developers are often in online communities too, and use software alongside some open source systems, depending on the sort of app being created. It's almost always a team effort, with some focusing on the front-end and others back-end, including database related development work.

Some of the languages our developers use the most include the following:

- Swift

  A popular Apple iOS development language, and one that's native to that platform, making it ideal for any Apple-based app, such as macOS, iOS, watchOS, and tvOS.

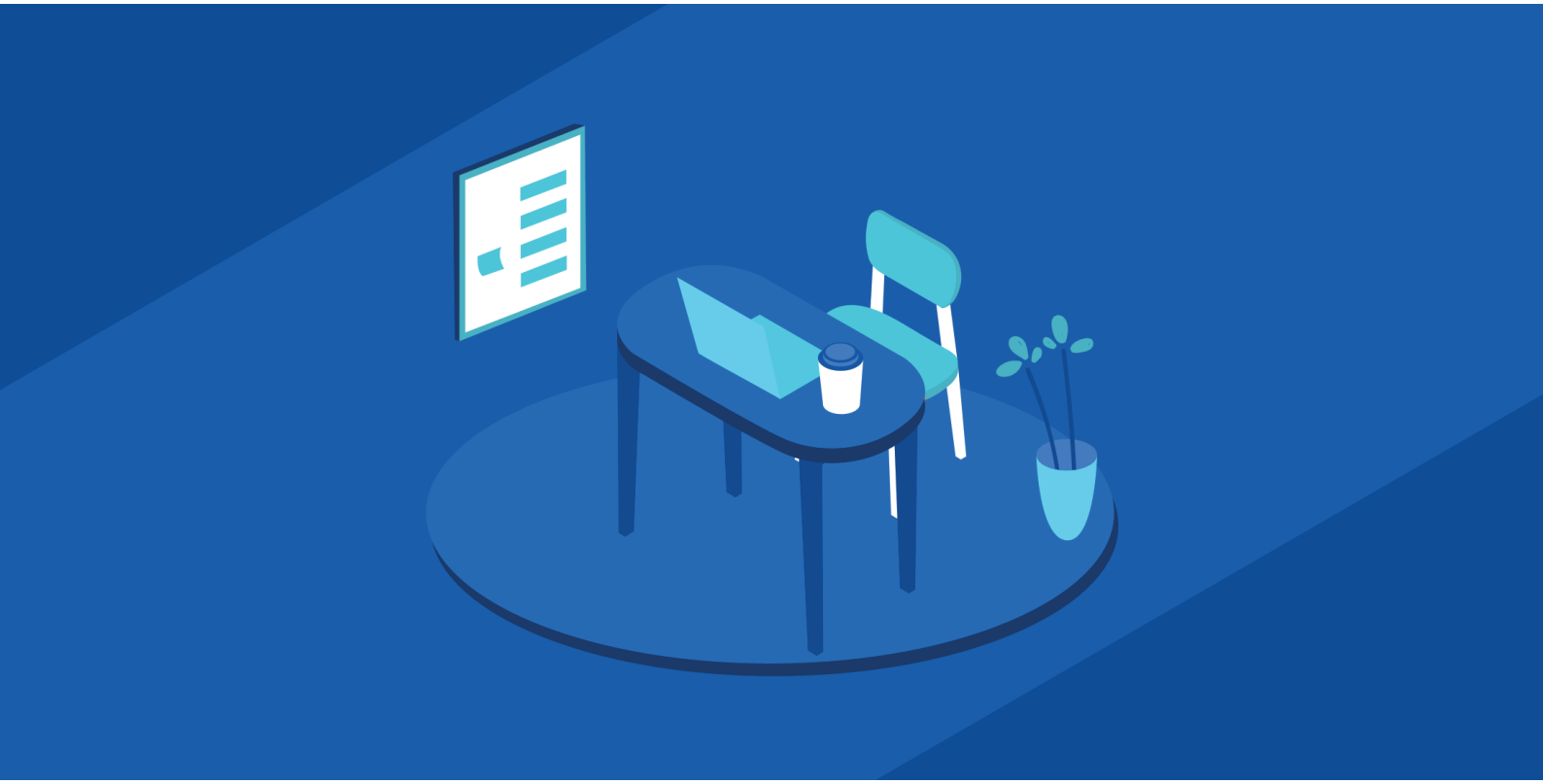
- **Python** — Is ideal for cross-platform apps, and it helps developers integrate systems more effectively.
- **Ruby** — An open source language that focuses on simplicity and productivity, making it easier for developers to create apps.

Other equally popular coding languages include C++, PHP, Java, and HTML5. All of them benefit from extensive knowledge-bases and supportive online communities.

Alongside these, are a suite of software solutions making development possible, with developers also possessing expertise on AWS, databases and big data.

# Development Agency, Internal Team Or Freelancers?

When it comes to getting an app developed, which is the best approach to take: Agency, internal team, or freelancer(s)? Let's have a look at the options, including the pros and cons.



## #1: Internal Team

**Pros:**

Get everything developed in-house. Giving you complete control on the timeline, quality, making changes, communication, and work with a team in either the same timezone or office (depending on when/whether that is possible).

Source the best team members possible to build this app; with the caveat that in some countries and regions development talent is hard to find cost-effectively (plus you're competing against everyone from big tech companies to agencies for talent).

**Cons:**

Potentially very expensive. At minimum, you've got recruitment, office and salary costs for a whole team, for at least an entire year. Plus all of the technology stack to make it possible. If you've already got an in-house development team, do they already have the time, capacity or skills to develop an app? If not, then you are going to need to recruit a whole team for this app. This could mean recruiting a front and back-end developer, a designer (UX/UI), a product manager, and potentially doubling up on the development side of things if you are creating apps for more than one platform.

When it comes to cost, you could be looking at several hundred thousand per year, and the chances are, they're going to become permanent additions to your overall headcount. Apps always need updating. Maintaining. Features added. If you aren't prepared to take on this sort of cost, what are your other options?

## #2: Freelancer(s)

**Pros:**

Potentially cheaper than either the option above, or below. Freelancers are usually developers (and designers and copywriters, since you are

going to need to work with both) who can create an app for you.

Freelancers can either be found via word-of-mouth - as in, your extended professional network - or on platforms full of freelance talent. It's usually the case whereby they can demonstrate a portfolio of work, quote a price for the project, and then you can move forward with it. Either they work with those they already have experience with, since it's rarely possible for one freelancer to create an entire app (front, back-end, design, etc.), or you pull together a team and hope they cooperate and coordinate successfully.

**Cons:**

One of the main challenges is ensuring the freelancers you are working with have the time to dedicate to getting your app developed. Chances are, they are working on multiple apps or other development projects, therefore it might be difficult to ensure time is invested in your app at the pace you need.

Plus, the other challenge of ensuring a team of freelancers, who may not have worked together before, are on the same page and actually able to coordinate. That could prove the biggest hurdle, and a problem that an agency solves straight away.

## #3: Agency

**Pros:**

Get the talent you need, at a price that is within your budget, and have a whole team working together (who will have worked together on other projects before), all overseen with an effective management structure. Plus, all of the headaches and costs associated with app development are taken care of internally.

As a client, you should expect the agency to have the relevant tech stack, tools and infrastructure to manage developing this app. This also means you should have the confidence to expect them to deliver what they say, when they say. Ask to see a portfolio and testimonials, so that you've got more than enough reason for confidence, and map out the deliverables, expectations and roadmap before this journey starts.

**Cons:**

One of the main risks is putting your eggs in one basket. Although that is the same sort of risk you take with an in-house team. The difference being, it's easier to replace an external than in-house team, if they're struggling to perform as well as you need. Therefore, that particular risk is mitigated as much as possible.

As with every piece of work, whether it's done in-house or outsourced,

there's always the risk it won't be done to the highest standard possible. However, with coordinated communication and a competent manager in-place, and exceptions laid out from the start, all of those risks can be mitigated and reduced.

Overall, working with an agency is more than likely the most cost and time effective approach you can take. You've got all of the upsides of an internal team, when you work with an agency who acts as a trusted and reliable partner in the development of your app, without the extra costs of actually recruiting your own internal team of developers.

It's far more cost-effective to outsource this function, without worrying about freelancers potentially failing to deliver or work together. Given that app development requires a number of skills and people delivering the work, freelancers are the least reliable option, compared to an agency.

# How To Choose The Right Development Team?


Choosing the right team makes a massive difference to the quality of the app, and how much it costs. You have a range of choices.

Companies can go ahead with one of the following options:

- In-house team;
- Outsource locally (freelancers or an agency);
- International outsourcing (freelance or agency)

From those choices, in-house teams are almost always more expensive. This means putting a team of developers, and at least one designer, and

sometimes a product manager, on payroll for at least a year, if not longer. If you already have an in-house team, then do they have the time to develop this app?

**It could easily cost $250,000 to have the team you need on payroll to develop an app in-house.**

Outsourcing locally is usually cheaper. But not that much cheaper, especially if you work with an agency, and it's often not any cheaper when you are in America or Western Europe. If you went this route, it could still cost in excess of $200,000 for a complex app with numerous features.

Whereas, working with the right development team/agency overseas, is usually far more cost effective. With the right outsourced team, you can get the sort of quality, focus, cost-effectiveness, and professionalism.

In Ukraine, for example, you can benefit from an expert team of developers from $30 per hour, making it far more cost-effective to have apps developed that way than in-house or a local agency.

In order to see who's going to be the best fit, you need to take a look at reviews, case studies, third-party platform ratings, awards, and speak with them. Plus ask for proposals and more information, to see who's got the best processes, experience, tools, and team to support your app development goals.

# App Developers' Location

*Location makes a huge difference, when it comes to cost.*

Developers across the world get paid different rates, which is not a reflection of the quality of work you can expect. Apps developed across Europe, especially in Central and Eastern Europe (CEE) are no poorer quality because developers aren't paid as much as those in California.

Regardless of specific coding skills (e.g. the languages and/or tools developers use), there are a widely accepted set of average rates paid across various regions in the world. Of course, experience always counts, which is why those with more experience are always going to be paid more, and companies benefit from those with more expertise.

More experienced developers are also often in management roles, such as a product manager (PM), and to ensure clients benefit from the extra expertise and management oversight during product development, it's always useful, if not crucial to have a PM overseeing the project and managing the team. Looking at this from a budget perspective, you can afford a broader, deeper, more experienced team, and therefore are likely to get a much higher-quality product from Eastern Europe, for example, compared to smaller less experienced teams from the U.S.

Below is a table outlining the various costs you can expect when hiring

developers across the world.

| Region | Average Free-lance Hourly Rate | Average Agency Hourly Rate | Average High-end Agency Hourly |
|---|---|---|---|
| **US / Canada** | Up to $150 | Up to $150 | Up to $250 |
| **Eastern Europe** | $30 | $35 - $45 | Up to $150 (senior develop-ers on the team) |
| **Western Europe** | $45 | $75 | $200 |
| **Asia (e.g. India, South East Asia)** | $20 | $35 | $100 |

Location also makes a difference when it comes to working with a team of developers. If you are in Europe, then a European team makes sense, to ensure you can have some real-time communication during the day.

With a team in Asia, that becomes more difficult, and there might be language barrier challenges to overcome. So much of getting an app developed comes down to communication. You need to ensure your ideas are being transmitted and understood, and that the team doing the work is interpreting them correctly, or can explain why something has to be a certain way.

Communication is key, which is why you need a team with the right level of technical expertise and commercial experience for your project. Ideally, a team who've worked on something similar, whether that means

in the same sector, or an app with comparable technical challenges to overcome, would help you achieve your project goals.

# App Development Stages

**App development goes through a number of stages. Although there might be some intermediate, smaller stages along the way, the following are fairly well recognised as part of the app development process.**

## #1: Consultation

This is the first phase of getting an app developed. A client approaches, or is approached by, one or more agencies or freelancers to see about getting an app developed. Providing a company needs an app, and has a vague idea what it wants, those they're consulting with should suggest the best approach to develop what they need.

During this phase, which is usually conducted over a series of emails and video/phone conversations, it’s free. Agencies or freelancers usually don't charge for this, as it’s a chance for them to pitch for new work.

Only if considerable time or effort is involved might a consultation come with a cost. Once the consultation phase is over, the company wanting the work should have one or more detailed, fully-costed proposals to review, before deciding who to work with.

## #2: Gather requirements

After the consultation, a company knows who they're going to work with and will have signed a contract, and paid some sort of deposit to start the process. Now the agency working with the client needs to support them to work out what, exactly, they require.

This means diving deeper than in the consultation side of the process. Working closely together, developers can ascertain exactly what the client needs, and the client can outline this effectively. Ensurin everyone is on the same page before any kind of design or development work starts.

## #3: Discovery Process

Following on from that, a cross-functional team often needs to work together to map out the development journey. This team usually needs to include the following skillsets, and usually involves the client and agency working together on: business analytics, software architects, technical leads (such as product managers) and designers.

The outcome from this should be the following:

- Final concept;
- HMarket and/or competitor analysis (having a 360 understanding of the customers/users needs is pretty important);
- UI & UX design concepts;
- Product development roadmap;

- Architecture plan.

With all of the above worked out, a final project costing should be outlined. This should be as close as possible, allowing for project/scope creep, which should be discussed beforehand, to the final cost you end up paying. Plus, as a client, you should also gain from this a clearer template for the overall project timescale.

## #4: UI & UX Design

Designing the app needs to start fairly early-on, because how an app looks and functions has a direct impact on it's success. Also, the cost is influenced by the number of screens within an app, and whether there are templates involved or each needs designing from scratch.

Also, an app can't be developed until the design work is complete. It helps that clients get to see what an app will look like early on, as it gives designers a chance to make changes, which will then make it easier to get the development work underway.

## #5: App Development

Now we are onto the most critical phase, developing the app. It can take weeks or months, depending on the number of features, complexity, architecture, and integrations required. Also, during this process, there might be changes needed, bugs that need fixing, and other complexities.

### #6: Quality Testing

*Quality testing is crucial to launching an app successfully.*

Before an app can be launched, you need to ensure it works on the relevant devices and operating systems. Plus, the client needs to beta test it, and ideally, if you can get it out to a handful of end-users, for feedback, that's even better.

### #7: App Deployment

Once an app is ready, it needs to go through the deployment phase, and can be launched on the relevant platforms and app stores (which always involves further quality checks, and sometimes changes to ensure compliance).

## (After it's live): Support, maintenance and upgrades.

And finally, once an app is launched, there are always support, maintenance and upgrades required.

# What about hidden costs?

**Before going ahead with a project, always ensure that any other costs are factored in.**

Make sure you are working with an agency that is transparent about everything they are going to charge, instead of inflating invoices with hidden costs you haven't budgeted for.

Hidden costs could include:

- Management and admin costs;
- Hosting during the development process, and ongoing;

- Infrastructure costs, or the cost of using certain tools and technologies;
- Support charges;
- Re-developing or re-designing features you aren't happy with.

Always ask, and find out any charges you might be subject to. Ensure within a proposal everything is covered, and if there are unknown or variable costs, that there are checks and balances for finding out them before additional work is needed, to avoid any shocks when invoices come through.

At the same time, ensure a payment schedule is agreed beforehand. Make sure both parties know how things will work before app development goes ahead.

# Types Of Mobile Apps, With Examples

What type of app you want developing, and the features that it needs to include, has a huge impact on the cost. In the table below, are some examples, with another table at the end of this article providing more of a generic overview.

| Type of app | Type of client | Features overview | Potential (estimated) cost |
|---|---|---|---|
| **Simple app, for one or more platforms** | Retailer; an app that provides geo-locational offers | Push notifications to customers when they're near a store, to drive foot traffic and/or e-commerce revenue | Features and UI/UX costs would come to $25,000. And if it were a cross-platform app, it could be $37,500; rising to $50,000 if you wanted a native iOS and Android app |
| **More complicated app, multi-platform** | Retailer; wanting an app that allows customers to browse and shop via a catalog | Customers can browse and shop via a catalog, and leave reviews, and share via social media | A template makes this somewhat easier, so not as much work if every page was different. However, overall the costs could be $70,000 as a baseline, with it reaching $105,000 if it was cross-platform, and $140,000 if it's for iOS and Android |

| | | | |
|---|---|---|---|
| **An app comparable to Uber** | A two-sided marketplace, which effectively makes it two apps that interact | Feature rich, both for B2C (consumers) and the B2B users (drivers); although it could be anything that provided a marketplace function | The price for developing this could start at $115,000 for one platform, going up to $175,000 for cross-platform, and $230,000 for two separate apps, for iOS and Android |
| **A CRM for a HR team** | An internal app, for HR managers to give them a 360 overview of employee issues and paperwork, including wellbeing, time management, training, recruitment and employees transitioning out. | Feature rich, with extensive database integrations, and two-sided so that the HR team and other stakeholders can manage staff more easily. Whereas staff, especially with more working from home, should be able to access an app-based HR portal | Due to the complexity and number of screens, alongside the integrations and likelihood it needs to be across two platforms, this could cost in the region of $75,000 - $125,000 |
| **Task tracking system/app** | Task tracking is incredibly useful for teams man- | A temple format would save some | Depending on the number of features and |

| | | | |
|---|---|---|---|
| | aging multiple workloads or projects. Although you can get some examples of these off-the-shelf, they often need extensive custo-misation, or you need to use several across an organisation. Whereas, if you have a custom one made it should be aligned exactly with internal processes and systems | time/money during the development, but there would be a number of customised features that would be required, alongside integration with databases and potentially APIs to connect it with other systems too | integrations, the price could start at $50,000, going up to $75,000 if it needed to be cross-platform |
| **Time logging system/app** | Time logging apps should be fairly simple, and there are several off-the-shelf ones. However, if you need some-thing custom-ised around and within internal processes and connecting with other systems, then something | A temple format would save some time/mon-ey during the development, but there would be a number of customised features that would be required | Relatively speak-ing, compared to other apps, this should be simpler to develop, with a baseline of $25,000. And if it were a cross-plat-form app, it could be $37,500; rising to $50,000 if you wanted a native iOS and Android app |

| | | | |
|---|---|---|---|
| | more robust is needed | | |
| **Logistics app** | Logistics apps are usually somewhat more complex, and comparable to two-sided marketplaces, with apps needed for those who want to place orders/book goods being transported, and those responsible for the logistical operations, such as shipping or trucks. These apps need to be fairly robust, and across multiple platforms | A temple format would save some time/money during the development, but there would be a number of customised features that would be required, plus database integrations and the requirement of it being cross-platform | The price for developing this could start at $75,000 for one platform, going up to $100,000 for cross-platform, and $125,000 for two separate apps, for iOS and Android |
| **An app comparable to Uber** | A two-sided marketplace, which effectively makes it two apps that interact | Feature rich, both for B2C (consumers) and the B2B users (drivers); although it could be anything that provided a marketplace function | The price for developing this could start at $115,000 for one platform, going up to $175,000 for cross-platform, and $230,000 for two separate apps, for iOS and Android |

# What About Ongoing Costs?

*Ongoing costs are usually agreed before-hand too.*

These usually include maintenance, new features, upgrades, support and hosting. If, for example, an agency is going to charge $2,000 a month after developing an app, then you need to know before work starts.

# Key Takeaways: App Development Costs

When getting an app developed, you need to think about and be aware of the following:

- How complicated it is, and the number of features;
- Which platform it's going to be developed on, and whether you need or want native or hybrid or cross-platform development;
- Developing an app includes design, copy, and a wide range of skills required to create it;
- You need a clear understanding of your users, what they need, the

pain points this is solving;

- Have a clear marketing and go-to-market plan before getting an app developed;
- Be aware of potential hidden and ongoing costs;
- Pick the right development team, one that is going to provide a cost-effective and efficient, quality-focused service.
- Work with an agency that has the experience you need, happy customers, and positive reviews.

**And finally, below is a table of costs, with examples of the sorts of apps you can have developed for the relevant costs outlined within.**

| Type of app | Example app | Cost estimate | Typical development timescale |
|---|---|---|---|
| **Simple app; one or two platforms at most (if non-native)** | Calendar app | $10,000+ (usually lower than $25,000) | 3 to 5 months |
| **More complex app, with basic database and/or API features, and usually across one or more platforms** | On-demand service, or a simple eCom-merce app | $10,000 - $50,000 | 6 to 9 months |

| | | | |
|---|---|---|---|
| **More advanced app, native on every relevant platform, with more complex database and features** | Telehealth app, or social net-working | $50,000 - $150,000 | 9 to 12 months, or more, depending on the complexity and number of features |

# How Does COAX Software Calculate the Cost of App Development?

When it comes to calculating the cost of app development, COAX Software factors in the following:

- **Complexity of the app**

  Including and especially the number of features. Every agency knows that every individual feature has a cost, because each one involves a certain amount of work. Some features, of course, are easier to develop than others. Some, thanks to the platform it's being developed on, start off with a template of some sort, thereby making it easier. Whereas others need to be designed and developed from scratch.

- **Platform(s)**

  Is one platform enough to start off with, or could it be cross-platform, or developed separately for two or more native platforms? How you go about this will increase the cost, and in cases where clients want apps developed for iOS and Android (and potentially others, such as Microsoft) the cost does increase.

- ## Design

Everyone knows how crucial design is when it comes to getting people to download and keep using apps. You need to invest in this. Especially if you pletely new, or you are competing against an incumbent that already has a large market share. You have to offer something better, different and that provides an enhanced user-experience. Design plays a key role in that.

A number of other factors can also influence the overall cost, including the following:

- App architecture. How complex is it? What's involved, and how will this influence the time it will take to develop it? This includes factoring in the back-end infrastructure, and libraries and/or tools used during the development process, to achieve the best results possible for the client.
- Data encryption: What data needs to be encrypted, how secure does it need to be, and where is it being stored and transmitted to?
- Video or audio streaming: Will the app include any video or audio-based features?
- How will the owners of the app update it? Do you need a CMS or web-based portal for this?
- Will the app need to be integrated with a database, and if so, how will that be achieved?

- For users/customers, would they benefit from logging into, or using as part of the login process (e.g. via Facebook or Google) third-party apps or an API? That will also increase the cost somewhat, but could be integral to providing the sort of service users will expect.

# Are You Ready to Get Your App Developed?

Contact COAX Software, to get a quick no commitment custom quote for app development. Let us know what you want to achieve, the sorts of features you want, your target audience/customer base, the platform(s) you think the app should be on, and we will get the app costs worked out.

**Get in touch today to discuss your app ideas, and we can get back to you with a customised quote. Just leave your request here.**