

How Much Does Creating a Mobile App Really Cost

Mobile apps have taken the world by storm since its inception. A few consider apps to be easy to build and a booster for any business. With agencies onboarding employees or contractors to create varied applications, how much does creating a mobile app cost? Let's delve into details.

Business Analysis

An approximate estimate of the costs of building an app in London could be anywhere between 15k to 40k. It's a known fact that the UK has some of the best app developers. However, the app costs could vary based on complexity. The first step in the process would be a business analysis that consists of:

- Define, understand and verify the scope
- Competitor analysis
- Conducting a workshop
- Support and management

The app strategy could cost between £ 2,500 - 12,000 + depending on the requirements.

Design Costs

Based on the complexity of the app design, it's divided into three categories - Simple, medium and large. The design phase includes :

- Qualitative Discovery Study

- Impact Mapping
- Product Vision Workshop
- Clickable Prototype
- Product Vision Strategy Documentation
- Investor / Presentation Deck

The ballpark range for the design phase is £ 15k- 25k.

Engineering Costs

The app development is the crucial stage in the process and a basic set of features like :

- Registration/login
- Payments
- In-app purchases
- Search
- User profile

And the lot could cost around £ 10,000.

Quality Assurance Costs

If there's an app, there's a given chance for bugs. No matter how talented the team is, apps are prone to it. The major goals of testing are to:

- Make sure the app works well in all conditions
- Increase the chances for the app to meet the requirements
- Keep the information updated on the status of the app

This phase minimizes issues with app quality and aims to optimize the performance. Costing could be £ 3,500 - 20,000.

Project Manager Costs

The project management phase is time consuming and deals with the following:

- Preventing budget overrun
- Ensuring the team is on the right task
- Taking care of the schedule
- Set priority for bug releases
- Ensure proper communication between the team
- Solving any issues that might come up in the process

Roughly, the average cost for this phase could be £ 5,300 and could go beyond £ 25,000.

Maintenance Costs

Any application needs maintenance even if there are no new features added. App maintenance includes:

- Upgrading to the latest versions
- Upgrading with new technologies
- Fixing Bugs
- Controlling the performance of servers
- Scaling applications and more

Development Companies offer full time work charged monthly or on-demand service based on hourly rates. Additionally, there are registration and domain fees (£ 7-15) per year and hosting fees (£ 30-150) per year.

Choosing the best option for App development

There are two ways to approach this. The company can either work with contractors who are relatively expensive or salaried employees who could deliver the best results for monthly fixed revenue. On an average 6-10 people work on an application like the project manager, UX/UI designer, art director, programmers, testing engineer and technical director. It makes more sense to use the abilities of salaried professionals than to opt for an expensive method.

The cost to create a similar app like Instagram could cost £ 38,000 - 60,000. The entire cost for an agency to develop a basic app could be £ 40,000 + exclusive of the profit margin.

Typical projects can range from 6-24 months with complete configuration. These apps solve most of the business problems and are a one-off tool to manage everything under a roof. The mobile app might seem insignificant in the initial stages but is a secret weapon to turn potential customers into recurring ones.