



The Logical Approach to Practical Solutions

Major Challenges You Might Face, When You Plan to Develop a Mobile App for Your Business.

An Overcrowded Market : More than a million mobile apps are already there in the market.

Limited Budget : Keep in mind that it may cost you an average of **\$500 to \$200000** to develop a usable app.

Device Compatibility : Ensuring that your app work on smartphone as well as on tablet or phablet etc.

Time : Planning everything in advance and ensuring everything is done on time is very important for the business.



Setting **unrealistic expectations**; high and almost unreachable goals, and then get bummed out when don't reach them.

A marketing is the next step when you are all set with your product. Spending money on **marketing** is not a bad idea at all.

When you are going to your business from app, expert **knowledge/skills** are required.

Create a detailed **Business Plan** which is mainly investment to your business.

Security : Keeping your app secure should be your priority.



What Business Should You Start?

You have made a decision to start a business now it's time to find out what business is right for you?

There is a world of possibilities for anyone who wants to start the business.

Tip : Make lists every day of things that you might enjoy, and try to figure out how you could make money doing them.

You can start the clothing business, Ecommerce platform, Taxi Booking Service or more with a low investment and easy process.

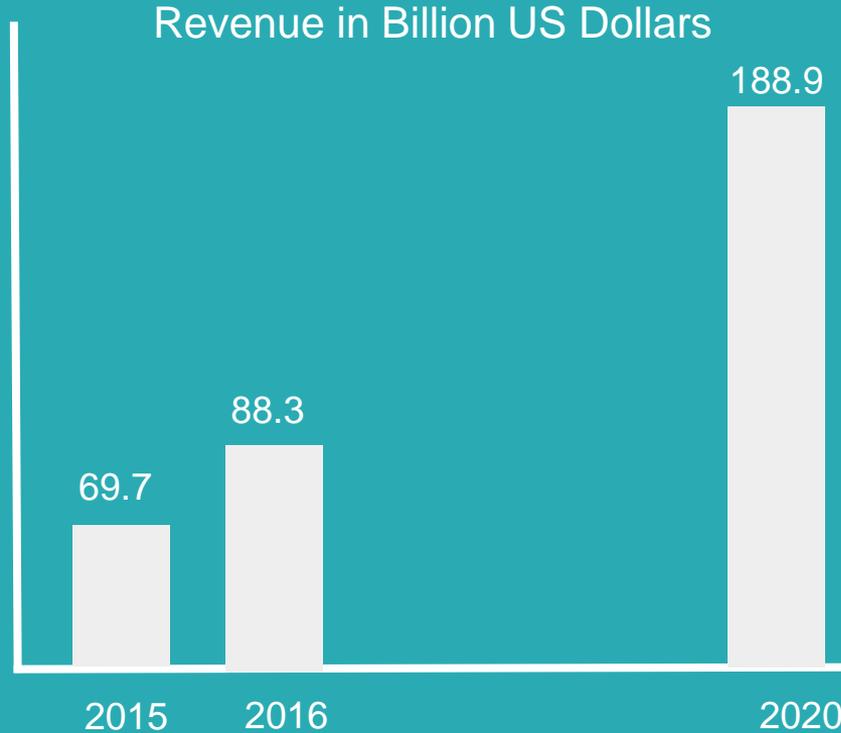
Find Out More Business Ideas - [Click Here](#)



Mobile Apps Industry Growth

102 billion apps
downloaded worldwide.

It is expected to reach
268 billion by 2017.



Worldwide mobile apps
revenue for 2015 - \$41.1
billion.

Global Mobile apps revenue -
\$101.1 billion by 2020.





“Your mobile device has quickly become the easiest portal into your digital self.”

How To Choose The Right Development Team?





Review Portfolios : Make sure that developers for your app have past experience of working with your area of interest.

Check the App Review on the store : One hundred bad reviews isn't so bad if the app has tens of thousands of active users.

Get in touch with their clients : Their **client can tell you their journey** with the developer that what is the pros & cons with them.

Don't Let Price Drive You



Every business has its budget but **you need a greatest product**, not a cheapest product.

Analyze the Developer Interest



Look for a developer who is **interested in your business** not only in development.

Versatility : Consider a developer who is expert in working on latest technology in android, iPhone as well as

- Server Side : PHP, Nodejs
- Framework : CakePHP, Codeigniter, Laravel, Express
- Client Side : Javascript, JQuery, Angularjs
- Database : Mysql, MongoDB
- Hybrid App : Cordova, Ionic

Post Deployment support : They must be able to fix all bugs that come up when the application reaches the end user.

Look to build a relationship : You want someone who is ready to build a business relationship with you for a long term.

Assess The Replies : Check the speed of their communication; how fast they reply. **Question Them About Their Workflow.**



Ask them about which third party API's they have already worked upon related to proposed app solution. E.g.

For real time chat - Quick Blox API
Open Talk API

Animation API to make attractive looks for the application

Network call API such as "Volley" to reduce the time for response

Twilio, Arrowchat

Paypal Standard, Paypal Adaptive



**Let us steal your few
minutes to view our work
“Logicspice Portfolio”**



Don't Forget To Ask These Questions To Developer

- What platforms do you use to develop native apps?
- Do you cover every stage in the development cycle?
- How can my app make money?
- How do you communicate during the development process?
- What kind of testing will you do?
- Is submission to app stores included?
- What's the latest tech you're using?



**“Most Things Are
Difficult Before They Are
Easy”**



How Much It Will Cost To Make An App ?



What Probably Do You have in your Mind?

You probably have some idea of what genre or category your app will fall into.

You are looking for App

- Business apps
- Educational apps
- Lifestyle apps
- Gaming apps
- Entertainment apps
- Travel apps

You should try this tool to calculate an approximate price for your app:

Click here - <https://app-cost-calculator.logicspice.com/>



The Longer the Development Process, the Higher it will Cost.

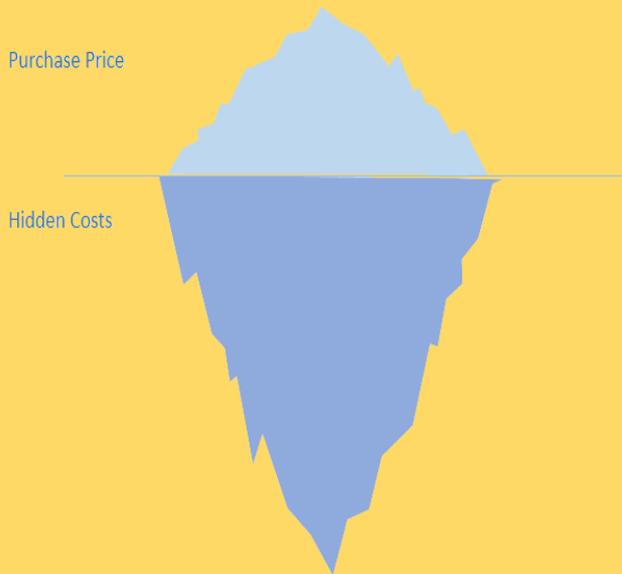
You will get only two of three - **Quality, Cost & Speed.**

Offshore development is cheaper than In house development, but in-house development come up with great security features and performance.

Fixed cost or time & material cost- At fixed cost, you have to pay extra, if you are going to change something or adding new things.

You should have proper documentation before they start building an app or not rely on a code. Your app developer might help you in that documentation & planning part & do it without any cost initially.

Beware of the hidden cost.



Being A Client

You should fully cooperate with the development team.

Have a clear communication with them.

If you want them to deliver your work fast, then you should also be very fast with them by fulfilling their requirement with you.

As mentioned before, the longer the development process, the higher it will cost. Your contribution can make the development process short.



iOS App or Android App - What to Choose?



Geographical Representation

Android has a more market share in developing nations like Asia and Africa while iOS leads the market in developed countries like US, Australia, Europe etc.

Revenue of the App

For iOS, paying for the application is very common, whereas Android has various ads support applications.

Update the App

Getting feedback from users, you can update an application every two hours in google play store, whilst iOS users have to wait for two weeks for developers to fix problems.



Device Fragmentation

Android exhibits a high level of device fragmentation due to the huge variety of models and varieties available. This becomes a problem sometime when lot of android users are running their device on old OS.

Development Tools

Android development kit and iOS development kit, both are free. There is charge for maintain apple iTunes store account to pay \$99 per year and android play store account to pay \$25 for 25 years.

**“A Brand For a
Company is Like
Reputation for a Person”**

When To Choose Android App development Platform ?

When your budget is limited only for one platform.

Google Play has simple guidelines and review systems, it takes less time to feature app to the app store.

If your target is consumers not the business, then choose android platform.

If revenue from advertisement is your major goal.

Target Audience

Budget

Goal



When To Choose iOS App Development Platform ?

The App Quality is Desirable.

iOS development have compatibility for all iOS devices.

To Develop Highly Intuitive Applications.

When your app rely on device's hardware. It never compromises with the quality of hardware.



When To Choose Both Platforms?

When the company has much enough resources and well established, then one should choose the both platforms to build an app.

It's not easy to develop an app at both platforms when you have less time and money.

Hybrid apps support offline capabilities with local storage, as well as offer support for SQLite database for local storage



Web Development



VS

App Development



As you design an online website, your primary focus is on getting the search ranking up. On the mobile app, the focus primarily is on Ratings.

App development needs to deal with **longer development process** than web.

Mobile app improves the customer relation in real-time which helps to maintain long term relation.

Smart business owners **create a blog page** for their company and web development can give you benefit in this.

What is your goal ? - If you are developing an interactive game an app is probably going to be your best option. But if your goal is to offer content to the widest possible audience then a website is probably the way to go.



“If The Plan Doesn’t
Work. Change The Plan,
Not The Goal”



How to Market Your App?

- ✓ Get More Downloads At The First Day of Launch
- ✓ Get Featured On Review Sites
- ✓ Build A Website
- ✓ Social Media
- ✓ List Your App On App Marketplace
- ✓ Create a Demo Video
- ✓ Email Marketing
- ✓ Engage With Online Communities
- ✓ Ask Customers to Give Feedback
- ✓ Run a Contest

Social Media Tips to Promote Your Business

- Don't just create account for the sake of creating
- Don't Ignore Social Norms
- It's not necessary that you should be present on every social network
- Don't favour quantity over quality
- Don't ignore comments
- Don't remove negative or bad comments.
- Don't be complacent about Security.

Avoid These Mistakes in Mobile App Marketing

Developing App First, Then Making A Monetization Strategy

There are more than 1.5 million applications on the App Store. You have to plan your monetization early in order to do this.

Ignoring Your App's Users

It is imperative to listen to your customers, and if they want any feature, it's a good idea to add it to the app.

Lack of Research

With more than 1.5 million apps in the App Store to compete against, you need to do in-depth research to ensure your app stands out from the crowd.



How To Reduce App Development Costs?

- ✓ Choose Your Platform Wisely
- ✓ Use Ready Made Scripts
- ✓ Outsourcing the proper way
- ✓ Maintain an App Development Schedule
- ✓ Plan Feature list Carefully
- ✓ Iterate: Be Relevant And Save Money
- ✓ Prepare for Continued Maintenance Costs

How To Overcome Common App Development Problems?

UX or UI : Which comes first?

User experience (UX) gets prior consideration before any other thing.

Low Conversions Rates

Experimentation and trials are the best ways of overcoming this challenge.

Meager Adoption

It is essential for every developer who is looking to survive to have and abide by a solid business plan and marketing strategy.



App Store Optimization

A corresponding description with the user's search terms and finding a descriptive name for the app. Increase the searchability of your app for more downloads and purchase.

Visuals are essential

It is essential for developer to provide illustrations of the user interface.



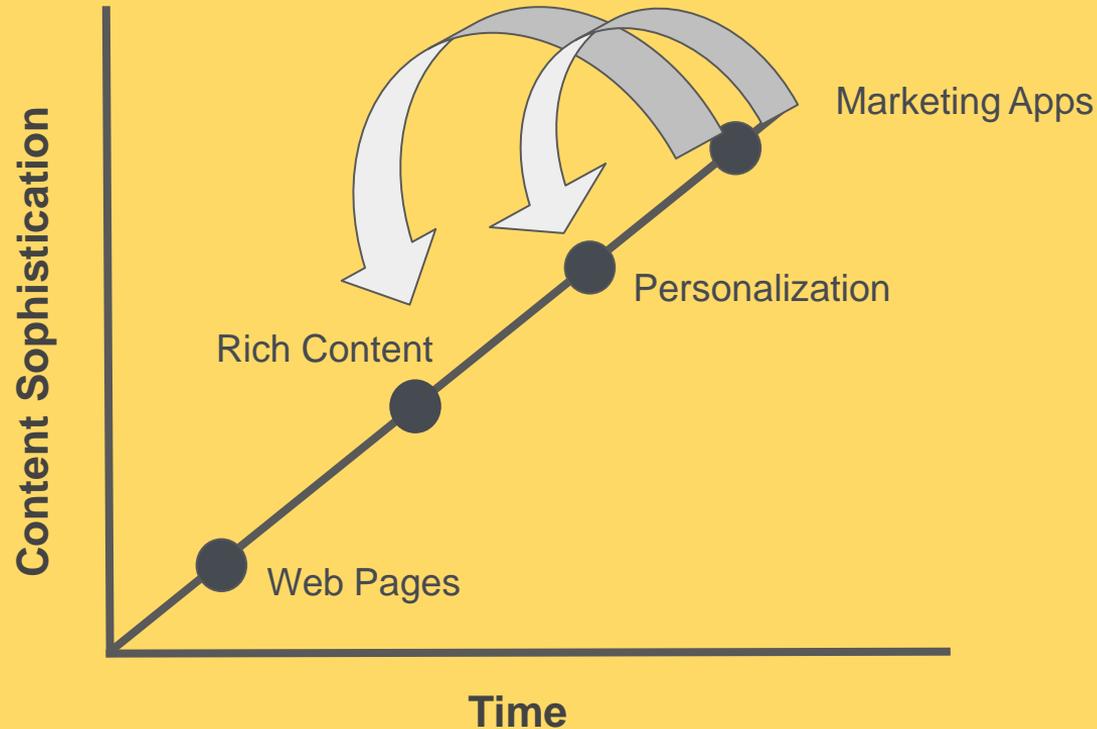
**“Motivation is Found
When Purpose Is
Discovered”**

Digital Marketing Trends



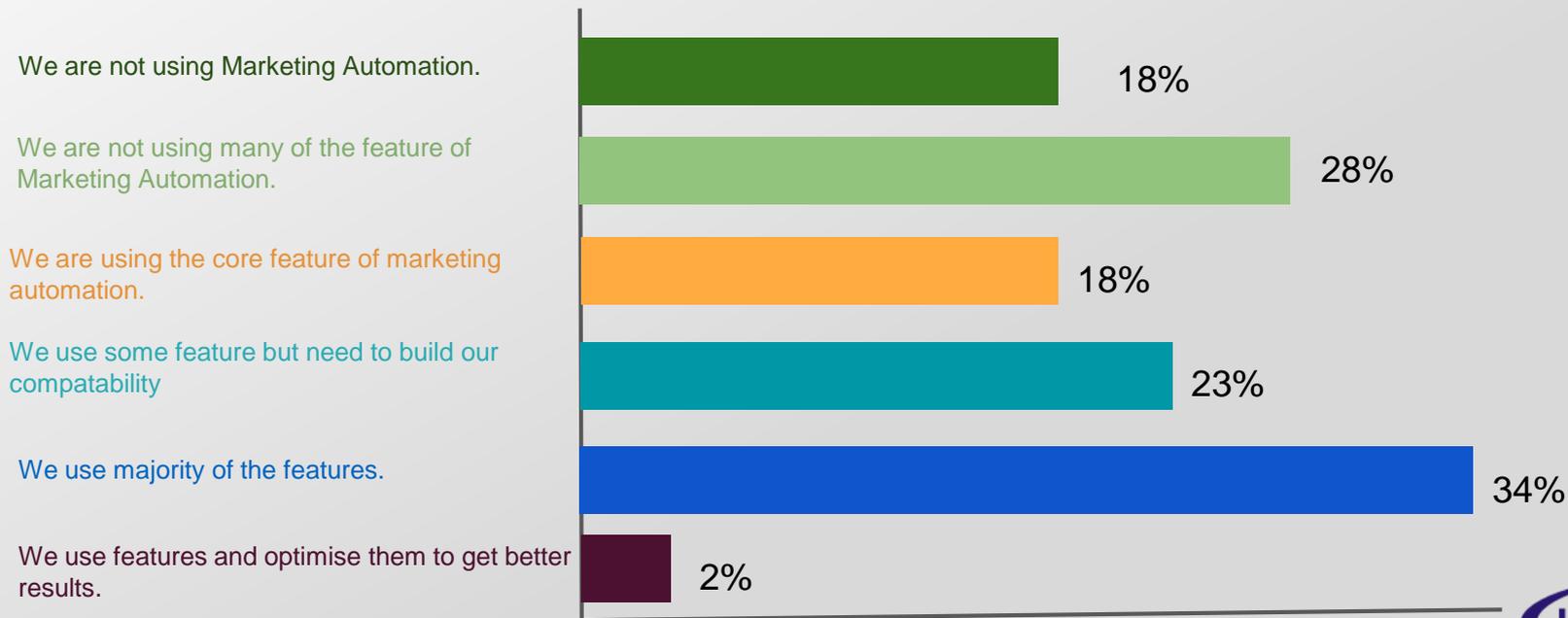
Content Marketing

It has been on top 3 Marketing Strategy from last 3 years and expected to continue grow in future.



Marketing Automation

(including CRM, behavioural email marketing and web personalisation)



- Mobile marketing (Mobile advertising, site development and apps)
- Social media marketing including Social CRM and Social Customer Care
- Search Engine Optimisation
- Paid search marketing
- Partnerships including affiliate and co-marketing
- Video Marketing
- Mobile First Strategy
- Chatbots

When to Spend Money on Marketing?

Spend 1000\$ one time or spend 1000\$ every month but **set a budget** so you can track marketing efforts.

Depending on how much you can spend, you may be able to hire a firm consultancy.

Pay for Google Ads : That will put your business at the top of the search.

Spend on social media : Spending few dollars on facebook & Twitter can return by extending the reach of your post.

Pay for Content Marketing : **A quality content** can make brand to your company so it is never a bad idea.



If You Are Interested In Working With Us

Let's Talk!

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