Blue Sparrow Apps

Looking for a simple answer?
For an accurate quote...

GET IN TOUCH

HOW MUCH DOES IT COST TO DEVELOP A MOBILE APP?

FIRST THING'S FIRST: GOOD IDEA!

95 You're doing the right thing: The average Brit has 95 apps on their phone

3 The average customer spends 3 hours a day using mobile apps

360% Companies utilising mobile apps are 360% more valuable on average*

*sources from appannie.com 2019

SO, WHAT KIND OF APP ARE YOU AFTER?

Below are 3 examples of different apps and what they would roughly cost. To find out the cost of your idea, get in touch.

THE BLUEBIRD

A lightweight app which shows information, for example:
A WEATHER APP

API integration

Perform search

Display item details

Your branding at your customers finger tips.

FROM £5,000

THE EAGLE

A mid-range app which is more interactive, for example:
A RUNNING APP

In app purchases

Connect phone hardware e.g. GPS

Push notifications

Compatible with tablets.

FROM £10,000

THE ALBATROSS

A heavyweight app which handles large amounts of media, for example:
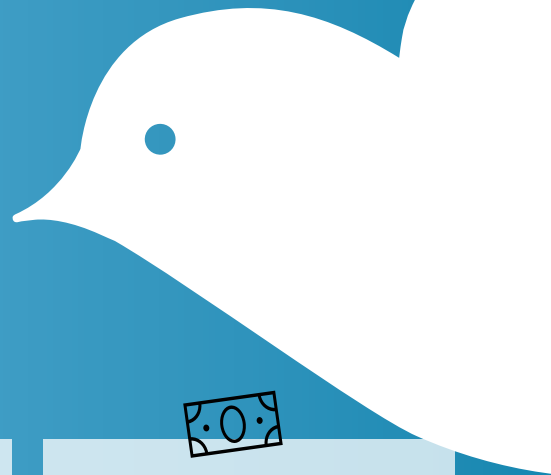**A VIDEO STREAMING APP**

Custom UI and animation
Heavy load

Encrypted

Bespoke front and back end.

FROM £30,000

THINGS TO CONSIDER WHEN ESTIMATING THE COST

As you have seen in the examples above, the cost of your app depends on the features. Here are some examples of features you may require.

APPLICATION FEATURES

PUSH NOTIFCATIONS
Grab customers' attention, send offers, or re-engage with existing customers.

LOCATION SERVICES
Show relevant information, save time, or promote local events.

IN-APP PURCHASES
Make buying immediate resulting in higher volume of sales.

QR CODE READING
Scan a code for a shortcut to content.

CUSTOM ANIMATIONS
Making the app easier and more engaging to use.

ANDROID, APPLE OR BOTH?
Which phones does your app need to work on?

BACK-END

API INTEGRATIONS
Meaning: App talks to systems you currently use.

ADMIN PORTAL
Meaning: A portal to edit content, or update the app.

DATA PROCESSING
Meaning: Capturing of app usage and reporting.

ONGOING

CLOUD HOSTING
Meaning: Storing app information safety.

MAINTENANCE
Meaning: Keep up to date with modern technology.

PUBLISHER COSTS
Meaning: Payments for being on the app store.

READY?

Ready to start the conversation? Get in touch for your free consultation, we'd love to meet you.

GET IN TOUCH