



WHITEPAPER

# HOW TO CHOOSE THE RIGHT APP DEVELOPMENT FIRM

# Introduction

The first step you take towards making your app development endeavor successful is choosing the right app development partner for your project.

This is because a project is only as good as the people working on it. While you plan anything about your project or put up with the initial ideas, practices or resources, consider associating and aligning them with the factors of quality and validity, bringing the right people on board. This is possible when you have a fool-proof and well-thought-out plan to choose an app development firm to help you with your app.

Here in this whitepaper, we attempt to discover and define the major factors and properties that are crucially associated with choosing the right development firm, that is responsibly driven and all-qualified to deliver the right results for you.





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# Knowing what's right

Before we dig out ways to choose the right app development firm, let's first diagnose and find out what does it consist of and what generally we mean when we talk about engaging the right team for app development.

What's right for you or fits you well could differ from person to person. But talking in absolute terms, there are a few traits and value propositions that should make it work ideally for all in all situations in a ranging perspective.

Any app development project is best attended within controlled resource facility and process-driven environment with functional attributes complementing each other optimally. With validated methods and in-sync tools in place and skilled operations best collaborating with finest of communication protocols, you can achieve the best results from your app development endeavor. But, in order to make sure you are served with all of it, you need to select your app development partner astutely and specifically – shortlisting and filtering them through different credibility and proficiency parameters to optimally serve your project needs.





When you hire an app development partner or firm it essentially includes experts from different technical and knowledge areas that work in a close association and in a process-driven and communication-woven environment to deliver results in the desired manner working towards a common app development goal. In a general development scenario, you would usually have a Project Manager, Solution Architect, UI/UX designer, Business Analyst, Crew of Developers, and Mobile Testers in an app development firm.



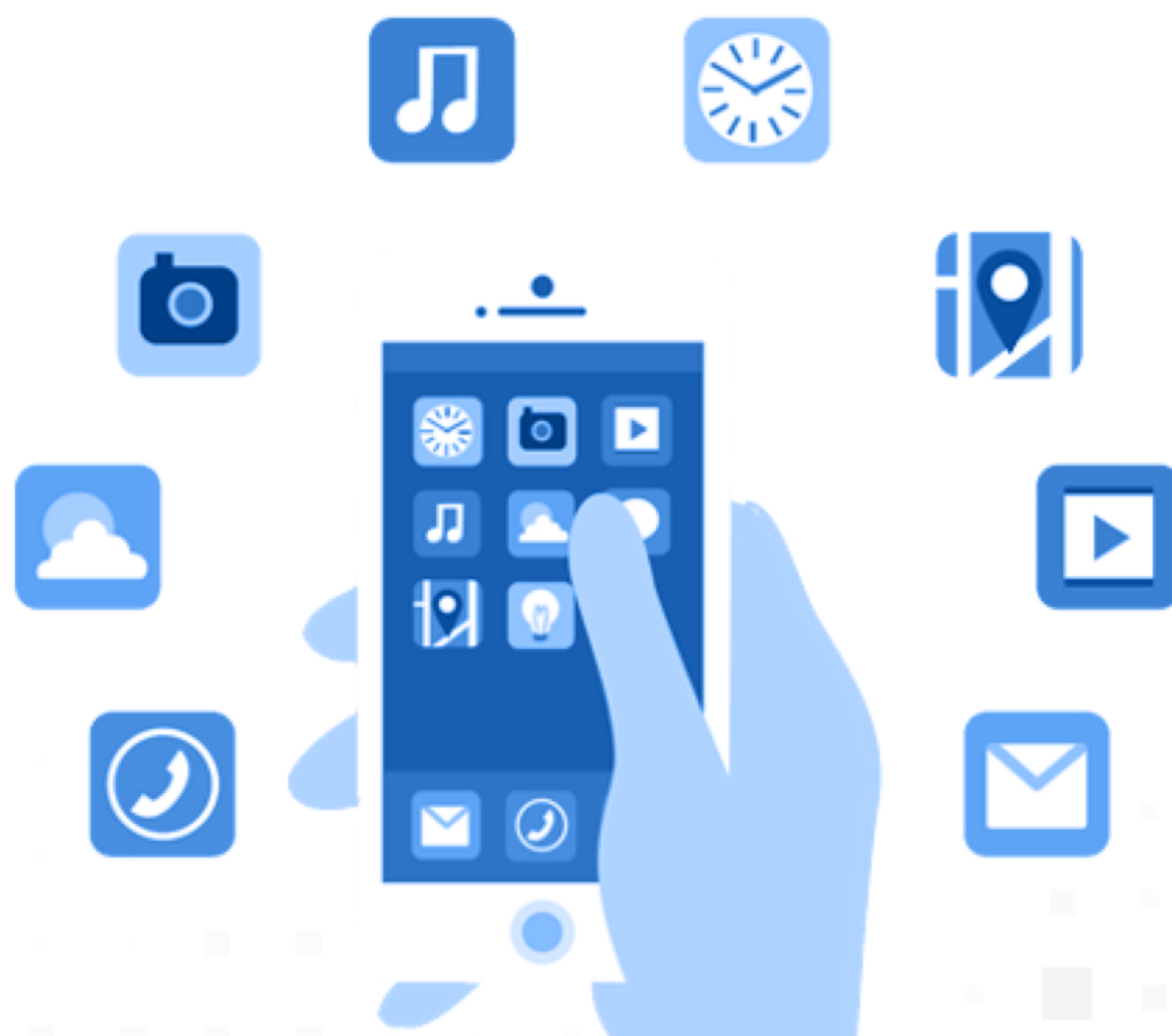
# Starting on with selection

Here, while planning to hire a development company you need to design a comprehensive selection process conferred with a proven approach in screening, sifting, validating, and venturing in with the right development firm.

Of the most crucial factors and facets of selecting an app development firm are past experience, company credentials, third-party recommendations, practicing relevance, service extent, cost and reliability that they offer as a solution provider.

In order to get the right development partner, you need to plan your selection process and frame your funneling and filtering criteria around questions fetching answers to these points. While going about the whole plan you just need to interrelate and cross-check all the factors to complement with each other addressing the core aspects of app development and the overall idea and purpose of the solution at large.

Here, we can divide different questions into two broad categories before we further answer them to fetch detailed understanding and collaborative references to find the right development option.



# Evaluating Vendor Capabilities



What development services and technologies the company deals in? iOS, Android, Hybrid? How many apps they have delivered over time and of what functional capacity and scope of service the apps relevant to your value proposition belong to.

What's the development process the company follows and how they assure quality, consistency, and accuracy in the process of development?

How many years of experience they have in the domain and how many clients the firm has served. Which extends to what is the quality score of the projects and how clients rate their services?

Will they be able to provide support and maintenance services to help your product function, sustain, grow and augment, as required from time to time?

How flexible is the company with their policies related to the development and how do they compare with other companies in offering backups and providing for contingencies and uncertainties?

How diversified or focused is their customer portfolio?



# Assessing Development Cost

- ✓ What's the pricing model(s) they follow and how well it fits in with your needs?
- ✓ Are there any additional or hidden costs that might apply in varied business situations and market scenarios or otherwise?
- ✓ What are the payment terms and conditions and are they transparent and understandable enough to you?
- ✓ What cost-benefit ratio they have to deliver?
- ✓ What's the payment milestone and does it protect business and customer interests equally?





# Approaching the development firm

The steps you need to follow to ensure you find the right app development partner for your project:

01

Perform your comprehensive research based on online references and personal recommendations to find a company that falls in your choice and preferences of traits and offerings.

List out all the companies that meet your cost, relevance and credibility preferences right in the first go.

02

03

Further, assort and skim the companies based on quality references like the level of experience, expertise, and resources involved.

Among the shortlisted companies look for the process-oriented ones and pick those who can communicate and interface well to ensure optimum performance.

04

05

Make sure the companies you conclude upon are able to provide you an all-round solution and assure you of post-deployment support and maintenance services.

Score the finalized ones objectively. Perform litmus tests. Take interviews. Go with the company that reveals great potential and puts forward enough facts and qualifying status to offer you the solution.

06



# Vendor selection recommendations



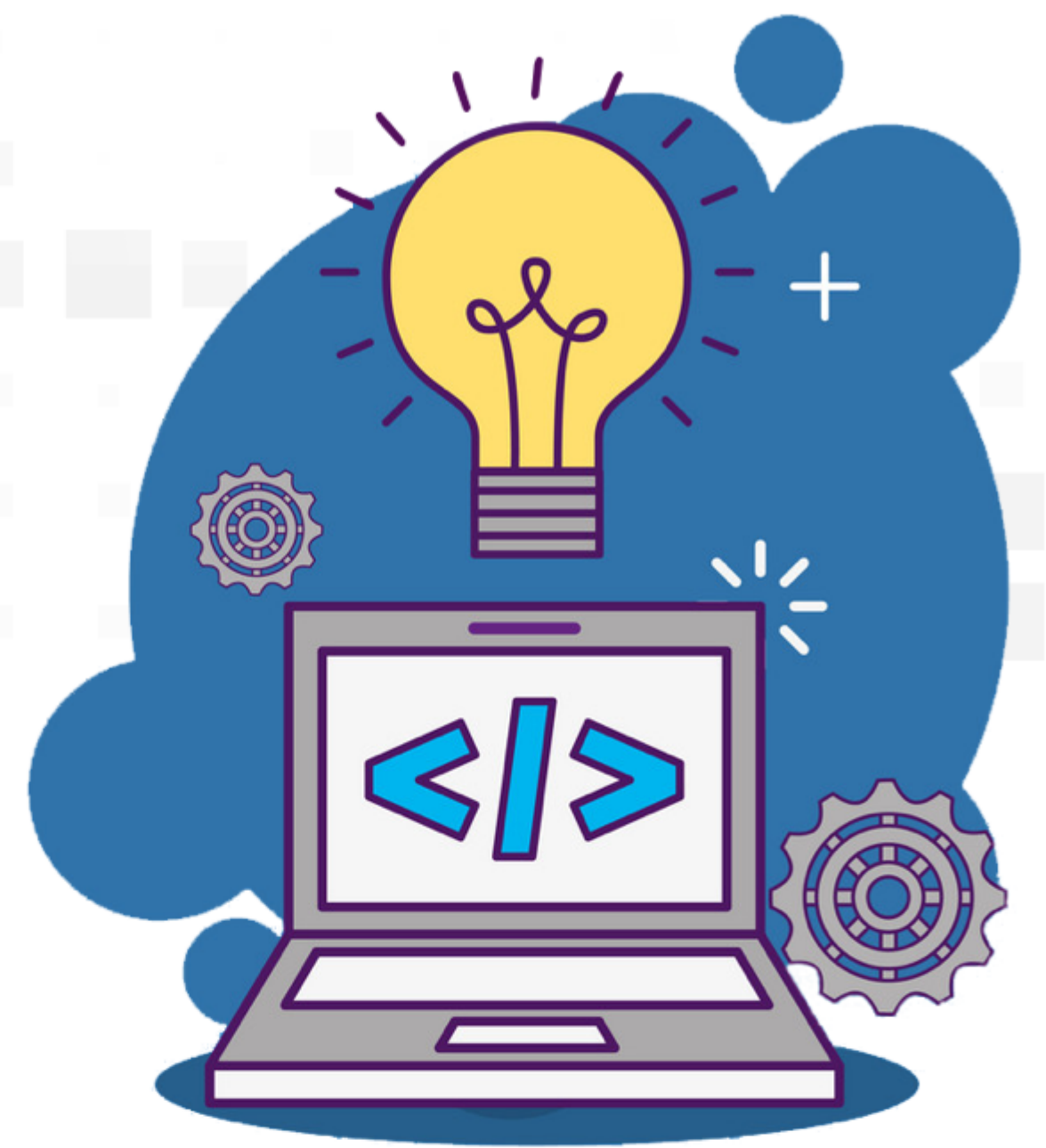
Mobile application development is growing across all lengths and breadths of possibilities and allowing businesses to commit to new-age customer service traits and optimally operate to achieve best of the business value proposition. With a well-defined and purposefully built mobile app, you can make your idea take prominent shape and effectively reach out and serve your users.

And with the ever-advanced technology coming into the space of mobile app development you get to do this with more authority and assurance. But where there is an opportunity there is an equal degree of risk and competition. Here, in order to ensure that you get things moving in your favor, you need to put the best of resources to work for you and this is only possible when you select the right development partner.



# Evaluate the vendor portfolio

Looking at the vendor portfolio you can get an idea about their past work. You can see what type, size and category of projects they have done successfully, which eventually translates into their work experience. This also tells a lot about the quality of their work as you get to see projects live. This helps you establish relevance with your project requirements. And most importantly, you can see if they have prior proven experience of working on technology stack and product features you have in mind.



# See what clients say about them



Dig out the rating and review channels and find out what people have to say about their work. This will allow you to get the client perspective of the work and you would be able to assess the app developer better and visualize them from a broader viewpoint.

Knowing what previous client feedback is on work and other aspects and cumulatively putting them together to assess their services can help you spot their pros and cons and accordingly find out the best suitable service provider for your project.

# Check how reliable they are

Every business operating in the technology domain is not authentic and eligible to provide you dependable services. To check out how reliable and trustworthy the company is, check out their accreditations, accolades and associations with different prominent trade partners and technology forums. If not mentioned online, you can ask them for certificates and proof material to attest their reliability as an app development company.



# Look into how they approach the solution



The execution process, assessment model and development methodology followed by the company suggest a lot about their ability to produce and deliver. Look into the details provided by the vendor on how they approach a solution and how stringent and process-oriented their development practices are.

Your selection based on these parameters would determine if your app would be loomed and executed in the right manner and what results you would get in the end.



# Identifying the firm's legitimacy

While you diagnose and detect if a firm has enough potential and substance as a developer, you also need to identify if the firm's claims and mentions are genuine or not. Otherwise, everything you are checking on to ensure the eligibility and validity as per your requirements would go futile.

To be able to assess and verify whether the firm is able to produce and deliver it right you need to check on different factors that tell about their viability and authenticity as a service provider.



## Find out who they are associated with

Dig out the rating and review channels and find out what people have to say about their work. This will allow you to get the client perspective of the work and you would be able to assess the app developer better and visualize them from a broader viewpoint. Knowing what previous client feedback is on work and other aspects and cumulatively putting them together to assess their services can help you spot their pros and cons and accordingly find out the best suitable service provider for your project.



## Check if the testimonials are genuine

To check if the testimonials placed on the company websites and business profiles are fake or genuine you should ask for references. Most of the times these references are all cited with information and you get to see the website and social links with contact details. Doing some research on their existence and legitimacy you can get to know if they are genuine or not.



## Take a look at the case studies

If you don't really believe if the development process and methodologies of a company are adequately practical and true to go with, dig into their business case studies and find out if the approach they claim to follow is proven and implemented by them or not. If case studies are not available ask them for project management tools and software they use, and this will be a lot to tell you about their work approach.



# Pricing model

No matter how able and flexible you are from the price front, there has to be some budget in your mind. Also, your development preferences are unique to your project's needs and you have some payment policies and disbursement criteria you prefer to go with – which makes it important for you to select a pricing model that best serves your needs.



## Time and materials

If you have a long-term project that also requires to be technically maintained, the best pricing model option for you is Time and Materials. Going with this model, you need to pay for the efforts (calculated in terms of time and material) that go in. This is also a preferred model when your project scope and specifications are not clear and are time-dependent. Also, this goes well when your project is being built to operate in a dynamic environment and has to deal with volatile competition.



## Fixed price

Fixed Price is basically the model where you enter into a payment agreement to pay a fixed amount for services. This is best suited when you have clarity of scope and complete understanding about the project and its requirements. Here both the parties are aware of different roles and responsibilities involved. Due to the stringent approach of this model in framing quotations it needs to have preparations done up early and need to be furnished with strict timelines and deliverables. This is essentially the reason, over last few years the model has emerged into Fixed Price with Price Adjustment Scope. This allows parties to fine-tune and change the fixed prices as per the changing needs in the due course of time.



## Open book model

Also known as Cost Plus Model, Open Book Model is where the actual expenses for the cost of development are paid by the client and the efforts of the developer are included to this later (on an agreed upon price) to make it the total price of development. This is comparatively rare pricing model and only used when the client has access to a personal development facility and other resources to support in the development and they need just the skills to help them with development.





## Shared risk/reward

This pricing model is gradually gaining ground in development ecosystem. As startups and small businesses are budding up with great new ideas with least capital to invest on, Shared risk/revenue model is becoming a recognizable choice. Many development firms have already started declaring it as a model where they will charge no or negligible price for development and settle with certain percentage of revenue. So, if you are a firm with limited resources and are looking for a developer to help you raise your product as a profit partner, this model fits you well.

**In the current market scenario, the Time & Material model is the most suitable pricing model for most of the business types and development needs. As this model allows you to have all the flexibility to commit to mercurial trends and ever-changing business scenarios. However, you should always look to go with the one model that fits in with your business situation and needs considering your own requirements.**

**While you take the decision on pricing models it's always suggested to do the cost-benefit analysis and prepare plans in advance, to help you take the right decision for your development option.**

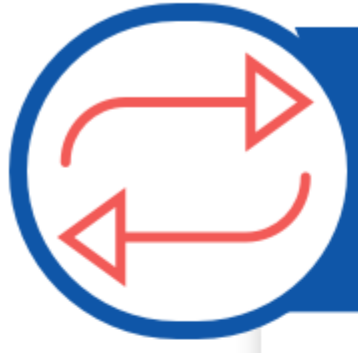
# Development Considerations



## Vendor Types

Another important aspect of it is what type of provider you are choosing to work with. If you are looking to go with someone with extensive knowledge in your vertical, it has its own advantages. As they would focus on earlier solutions they have delivered in the domain and should be able to deliver more complex applications quickly. Also, as they have all the expertise and experience in delivering solutions in your area, they can be more dependable and assuring in terms of building and delivering the solution. Alternatively, if you go with the mobile vendor with cross-industry experience, it can prove beneficial in terms of bringing innovation to your product by inducing innovative ideas and unique insights inspired by other industries that are new to your trait and type of solution. This helps you to conceive and create a solution that stands out in offering an exclusive solution with inventive properties and distinctive features to your users.





## Orientation and Exposure

Among various decisions that are important making while selecting the development partner, is making a choice based on their orientation and exposure. Here, you are actually selecting the solution-type which is split across different mobile platforms and user groups. The approach you select for development has a great bearing on the overall identity of your mobile app product and eventually on your format of offering and accessibility. How far and wide it penetrates and how well it settles with its intended scheme of offering highly depends on development consideration. Looking at this perspective, the development considerations can be divided into two main categories - Cross-platform mobile development and Native application development.

So, if you go with native app development you get to raise your product on different platforms separately. Which means you get your iOS and Android apps developed using their respective SDKs and dedicated code structure. This allows you to commit to better quality and security choices and therefore you have higher functional possibilities attached to it. Also, here you get to see robust user experience with it.

Cross-platform mobile app development, on the other hand, uses one unified code to work on different platforms.

Cross-platform development is cost-effective and quick to implement. As you get to work with MEAPs that have wider areas of for GUI, version control and workflow to offer. So, if you have budget constraints and want to capture as much ground possible, it's a better to go with cross-platform app development.



## Development platform

If you classify developers on the basis of platforms, there are two major categories – Traditional native app developers and web-based mobile developers. Their varying approach towards developing a solution is primarily based on the distinct set of technology stack and development kits they put up with.

Native mobile developer's practice revolves around the SDK's of native languages. Like Android (Java or Kotlin) and iOS (Objective-C or Swift). If you are looking to get a solution that orients and gets build through native resources and is all dedicated and exclusive to that particular technology to offer better compatibility choices and innate value references.

On the other hand, we are increasingly seeing web-based mobile developers coming in and creating highly accessible and scalable programs that run on multiple platforms. This requires basic mark-up and web-based programming skills over languages like HTML, HTML5, and Javascript and can be built using frameworks like PhoneGap. Therefore, if you want to keep it on all platforms without investing much web-based mobile app development should be your bet.





# Closure

All the factors mentioned here come together to guide you through the decision on developing an app. If you want to make it work well in your favor, you should bring each factor of development mentioned into consideration. Collect comprehensive information from all possible sources, do your research, reduce the data into fine detail, filter them for validity and eligibility, establish strict comparisons, relate them to your needs, and process them to help you in reaching the best option.

In the process, ensure that you have considered the vendor portfolio, experience, development process, approach, portfolio, communication practices, culture and everything that seems vital for your project development needs. While you do this, keep cost and quality at the center of all aspects and factors that come within these considerations and align them with your core purpose and goal of development. This will help you greatly in finding the right app development firm to help you with your project.



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