

# OUTSOURCING APPS

## Pros and Cons of Outsourcing Your Apps

- ✓ Pros of Outsourcing Mobile App Development
  - o Reduced Cost
  - o Increased Speed and Quality
  - o Reduced Risks
  - o Enhanced Data Mining and Capturing
  - o Thorough Testing
- ✓ There are two main possible disadvantages of outsourcing your app. They boil down to:
  - o A possible weakness in the security system
  - o A lack of the quality control

## What to Expect When You Outsource Your App

- ✓ you should have a set of criteria that your development team must meet as a minimum
- ✓ Look for a strong portfolio and for recommendations from past clients
- ✓ Here are some of the points we recommend to use for criteria:
  - o Strong portfolio
  - o Good communication
  - o Quality assurance testing

- o Right sized team

## Steps of Outsourcing Your App

- ✓ Once you've decided that outsourcing your app to a development company is the best solution for your company let's look at the various steps you'll go through to get the app of your dreams.

- ✓ **Step 1: Find the Right Development Team**

- ✓ Here is a checklist of things to take into account so you can choose wisely:

- o Reconsider hiring a freelancer
- o The company you choose should have their own brand
- o Check their reviews on professional review websites like Clutch
- o Ensure relevant experience in the market or field
- o Confirm technical expertise
- o Ask about security issues
- o Verify they are good communicators

- ✓ **Step 2: Create the App Specifications**

- ✓ Here's a list of details that should be included in those specifications:

- o Project description
- o List of screens and features
- o User path or user flow
- o Design materials and wireframes

✓ Step 3: Oversee, Don't Micro-Manage

✓ Step 4: Mobile App Release

## **Tips for Successfully Outsourcing Your App**

✓ Clearly Define The Scope And Schedule For Your Project

✓ Make Your Specifications Very Clear

✓ Evaluate the App Team Like You'd Hire A Full-Time Employee

✓ Look For Specific Experience Fit

✓ Don't Choose a Team Based Solely On Price

✓ Review Portfolios and Samples

✓ Start small

✓ Tie Payment to Clearly Defined Project Milestones

✓ Negotiate Ownership Of Work Up Front

✓ Collaborative Effort On All Sides

✓ Don't Forget About Support After The Project Is Complete

✓ Get It In Writing

✓ Sign an NDA With The Development Team