

## **4 Things to Seriously Consider Before Trying to DIY your App**

The in-house vs. outsource dilemma plagues businesses, particularly when it comes to mobile app development. Many companies scramble to generate mobile apps in-house, believing that it's cheaper, easier, faster, more controllable and more efficient.

If you've ever tried to do your own plumbing, app development is like that—it can be way more complicated than you'd expect, and tiny details can be the difference between a flushing toilet and a rising tide of horror.

If you are tempted to do it yourself with the in-house team, you currently have, seriously consider these issues before doing it the DIY way!

### **1. The Skillset Struggle Is Real**

Even with up to 15 developers working on their mobile app initiatives, 94% of organizations don't have the necessary mobile development staff to tackle all of their needs. Almost half of software solution architects and senior software developers say there's a gap in the skills required for mobile development.

Android and iOS development require different and fairly complicated coding languages—Java for Android and Objective C or Swift for iOS. The average Android developer can't just switch over to coding for iOS without additional training. Creating apps for both platforms effectively means two development efforts and skillsets.

### **2. It's Expensive And Time-Consuming**

A bare-bones internal mobile development team might consist of a mobile designer, one or two developers, a project manager, and a quality assurance (QA) engineer. Even if you already have some of these folks on staff, you'll likely need to hire at least one more person. It can take weeks to get the HR process rolling and find the right person, and even more time to get them fully on board.

Recruitment and hiring don't just take time. They take money. Consider the cost of advertising job listings, hiring recruiters, performing background checks and covering relocation expenses—not to mention the developer's six-figure salary and the cost of technology, licensing fees, software certificates and more.

### **3. Developing Mobile Apps In-House Can Be Risky**

If you decide to keep all of your mobile app development in-house, how can you be sure your team's skills are top-notch? Are you savvy enough to differentiate between a decent coder and a mobile expert? Most people aren't.

#### **4. Scalability can also become an issue with an in-house team**

What if your project scope expands? As we've already established, it's not so easy to just plug in an additional coder. Accountability can also present challenges. Without specific mobility expertise, decision makers may struggle to identify the nature and root causes of any problems that arise, leaving the project stalled out without a plan for moving forward.