

## **Common Pitfalls of Outsourcing App Development Offshore**

Developing an app can be a stressful time in one's life. Whether it is due to missed deadlines, poorly functioning servers, or lack of communication with your team, a lot can go wrong when working on your project. This is the reason why a lot of companies and individuals choose to outsource app development. Having an offshore team that is experienced in developing apps can take a huge weight off of your shoulders.

However, when you outsource your development without taking the proper steps, the anxiety can grow instead of decrease. In order to help you avoid some common pitfalls, we have put together a list of common mistakes made by people who outsource app development offshore without knowing everything they need to know.

### **1. Not Accounting For The Difference In Time Zones**

Even though we live in a global marketplace, there are still hurdles to overcome. If your mobile development team is not online when you are doing business, you may have to find yourself waiting an entire day before your issues are resolved. To make this work, you can either hire a team who works the same hours that you do or try adjusting your schedule to reduce the delays.

### **2. Outsourcing To Service Providers That Are Behind On The Latest Trends**

If you plan is to outsource the development of your user interface or user experience, ensure that the service provider understands the latest tech trends, the best practices and the mobile app culture *of your region*. Ask the team to avoid using workflows, interfaces or customs unique to their local area, as this can create a major problem. There should not be any disconnect with how users experience your app. To make the best of outsourcing, only work with developers who have worked on projects that are similar to yours.

### **3. Engaging A Project Manager With Poor Communication Skills**

Proper communication is one of the key factors in app development. A language barrier can make the communication all the more difficult. It is of the utmost importance that the people you work with understand even the fine details of your project. Otherwise you will not get the desired results. Start off with a small trial project to find out how the provider's deliverables will match your requirements.

### **4. Not Protecting Your Source Code**

Do not make the mistake of assuming that all outsourcing locations abide by patent and trademark laws. India, for instance, has no such laws. There are other countries too, where even outsourcing contract clauses cannot be enforced. Even if you have signed a NDA agreement, it would be wise to split up your source code into independent sections, limit the access to your database, and forbid the sharing of confidential material. Such steps can reduce the risk of facing such problems.

If you understand the risks associated with outsourcing app development offshore and take the necessary precautions to mitigate them, outsourcing mobile app services will not only be beneficial, but also help your enterprise lower costs.