

The definitive guide to creating an app for your business

yeoply



Table of contents:

1. How to create an app for your business? FAQs	4
Where do I start?	4
How much does it cost?	5
Which technology is best for my project?	6
What experience does the team have in projects such as mine?	6
Whose intellectual property is it?	6
And what if there are problems?	7
2. A step-by-step guide to creating an application	8
Step 1: Define your idea	9
Step 2: Choose your target audience	9
Step 3: The purpose of your app	9
Step 4: Monetisation strategy	10
Step 5: Prepare an outline	10
Step 6: Development	11
Step 7: Launch	12
3. How to develop your app according to your operating system	13
Developing your app on Android	13
Developing your app on iOS	15
Other operating systems	17
4. How to find and recruit your development team	18
Freelancers	18
Personal references	18
Google	19
Agencie	19
A marketplace like Yeeply	20
5. Why choose Yeeply?	21
Validated professionals	21
Experience in different types of projects	21
Price with no surprises	22
Confidentiality	22
Warranty	23

The definitive guide to creating an app for your business

Until a few years ago, the use of smartphones was limited to users within a certain age bracket. Today, however, they are **essential for everyone**: young people, adults and older individuals.

Your clients use apps every day and you want yours to be one of them. Good decision!

You are about to set out on a path that, at first glance, may appear complex. However, **if you have a good team around you, success is assured**.

But from the time you have the idea until the time the app is available for download, there is a whole process with which you must be familiar.

It is natural that you should have some questions. To help you organise your thoughts, here is a **guide to create an app for your business**.

1. How to create an app for your business? FAQs

We want to answer your questions and provide you with guidance to develop your project. Are you ready? Let's go!

Where do I start?

As with anything else, **it all starts with an idea**. To be able to put your application project forward, you must meet one need of your clients: to facilitate proceedings with your business, provide assistance, sell your products, etc.

These needs can be many and varied. Your app could even be a new idea that has not reached the market yet.

But before putting the application forward, you must be **clear that is a good fit for your business** and that it meets the needs and demands of your clients.

This is fundamental: if your app does not **meet a real need** or there are already similar options available in the market, it is very unlikely that your clients will download and use the app.

Think about it: You most probably have dozens of apps on your mobile phone. But **how many do you actually use on a daily basis?** This is the crux of the matter.

Spend time studying your market and set out the idea of your app in very clear terms. This is the foundation of a good project. If you are not sure about how to develop your app, you will find the steps you need to follow to create your app below.

This article may be of interest to you:
[**The 6 most common mistakes to avoid when creating an app for your business**](#)

How much does it cost?

It depends. Yes, we are aware that at first glance this answer does not appear to be of much use. However, it is totally true: the cost of developing an app depends on a number of factors and questions you must ask yourself before starting your app.

Do you prefer a balance between quality and price? Maybe you have a large budget and want the quality to be the best it can be.

Or perhaps you need your app to perform a single function and that it be a simple app, even if its design or functions are not the most attractive.

Each project is a world of its own. In order to be able to cost your app, you must also consider:

- ▶ The operating system for which it is being made
- ▶ Whether you are looking for a custom-made outline or an outline that copies that of your website
- ▶ Whether users will have to log in or simply download it to use it, etc.

To give you an idea, at YeePLY we have developed a tool to provide guidance on the cost of the app.

If you use this tool you will be able to get an estimated cost calculated as a function of your answers



Which technology is best for my project?

This depends on a number of factors, depending on the type of project you desire. With YeePLY, you do not have to have **experience in or knowledge of the world of IT**.

You will have **personalised advice** at all times so that you understand and are aware of the options available and can make a decision with all information on the table.

What experience does the team have in projects like mine?

All professionals who work with us at YeePLY have a **proven track record**. Each member of the team specialises in a particular type of project with different budgets and of different sizes, technologies, etc.

As a result, there will always be a number of teams with varied experience in projects similar to that you wish to bring to fruition. We can provide you with **success stories and examples of other developments** to reassure you that it is the best team you could have chosen.

Whose intellectual property is it?

As the client, **intellectual property always belongs to you**. Therefore, we will deliver the source code to you at the end of the project.

In **some cases, and as an exception**, part of the code may be reused by the professional to optimise the costs of a project.


If this is the case, you will be notified of these special conditions for shared use of the code before signing off on the new project. **You will always have the last word**.

As the client, intellectual property always belongs to you. Therefore, we will deliver the source code to you at the end of the project.

And what if there are problems?

At Yeeply, we will **monitor the development of the project with you at all times**. Thus, we will endeavour to minimise any problems in the event of any mishap.

For your security, we will address any unforeseen event with the supplier so that the project is completed to **the quality and observing the requisites** established in the creation phase.



¿Preparado para comenzar tu app de la mejor manera y con el mejor equipo?

¡Cuéntanos tu proyecto y te encontramos la solución!

Comienza ahora



2. A step-by-step guide to creating an application

If you are reading this guide, it is because you have an idea in your mind that you wish to turn into an app.

It could be a **new line of business for your company**, a new sales channel, a video game or perhaps a service that has not yet been invented. Let your imagination run wild!

However, if there is one thing that all of these types of apps have in common it is the need for a **plan prior to the process to develop** the application. Before the app developers can start, you must set out a number of aspects so that the development phase can begin. These are:



Step 1: Define your idea

To implement the project, **it is very important that the idea be well-defined**. What do you want it to do? Is it an [e-commerce](#)? A customer service channel? The mobile version of a cloud service?

The answer to this question will determine the type of technology and the type of professionals you will need to implement it, the budget and the time required to bring it to fruition.

Do you want to know [how to define your mobile application project](#)? Find out in [this article](#).

Step 2: Choose your target audience

As with any business, you must know who your target audience is. To give you an idea, if your app is aimed at older users **you may need extra usability adjustments**, the ability to increase the font size or a simpler design.

While this is just an example, it is basic in order to ensure that your app not only functions well and offers a good **user experience**, but that it is downloaded and continues to be used.

Being clear as to who your target audience is **involves decisions in the approach to the app**, [its design](#), [its colours](#) and even how it is promoted.

Remember that recommendations are fundamental for a user to start using an app. As a result, **appraisals and reviews in the relevant store** will play an important role in the success of the application. You will only be able to achieve this by knowing your target audience.

Step 3: The objective of your app

Although the objective of the app may seem similar to its concept, it is not exactly the same. The concept is what your application will do. However, the objective of your app is **what you hope to achieve with it**.

For example, you may want **an app as part of your branding strategy** or to create a new customer service channel that your users can use anytime, anywhere.

If this is the case, in principle you will not be interested in **monetising the application** since what you want is to improve customer satisfaction and increase customer loyalty so that in the long-term, you continue to attract customers.

However, you may wish to [put in place a new business model](#) that resolves a problem and makes things easier for customers on a day-to-day basis. In this case, you do want to monetise the app. If this describes you, keep reading.

Step 4: Monetisation strategy

If you wish to **earn money with your app**, as is the case with any other type of business, you need a business plan. In this plan, you must determine what your strategies will be to make money with it.

The most common [monetisation strategies](#) are payment for downloading the app, offering content for purchase in the app (such as subscription plans) or including advertisements in a free application.

If you decide to **offer content for purchase within the app**, this will require changes in the conception and design of the application. Why? Because a method to process payments will have to be put in place. This will involve a greater cost in order to meet all security requirements.

Step 5: Prepare a design

Before starting the development phase per se, it would be best to prepare a design or [initial prototype of your app](#) so that developers and designers better understand your proposal.

Remember to **include as much detail as possible**. Will users have to log in to use it? Should information contained in the app be integrated with a website?

All of this should be illustrated in the outline **so that the development team has a perfect understanding of what you want the app to have**.

It does not have to be a professional outline. Remember, **it is an outline**. You can do it on paper or using an online tool.

With a few simple mock-ups, you will make it much easier for the development team to **capture your idea and the functions** you want in your app. This will result in a more agile development process, as there will be no misunderstandings.

Step 6: Development

The development phase is the most exciting phase for you, as you will **see how your idea is taking shape**. However, it can also be stressful, in particular, if you have no experience in IT.

To ensure that deadlines are met, communication is fluid and the whole team is coordinated, **the Project Manager is key**.

At Yeeply, we will provide you with a Project Manager so that you can receive advice and are **accompanied throughout the process**.

Thus, you will be able to oversee and participate in the whole app development process and **will receive interim deliveries** until your application is ready to upload to the App Store or Google Play Store.

[Discover what you must consider before uploading your application to the App Store](#)

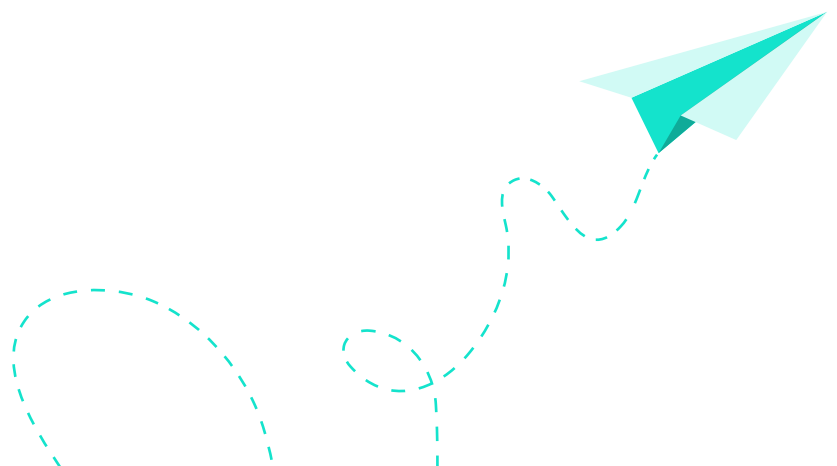


Step 7: Launch

The creation of an app for your business does not end with its development. What follows is most important: **The launch of the app and waiting for users to download it.**

During this phase, you will also need a [mobile marketing plan](#) to publicise the app and make it more attractive in the app store and ensure that it is well-positioned. If you do not know how to do this, we can advise you:

- ▶ **Clearly state the function of your app.** If you are still not known because you are providing a new service, it is very difficult for a user to search for the application by name. However, if you include the functions in the description and as keywords, users will find it easy to reach you by searching for a specific function.
- ▶ **Add sufficient screenshots so that it is clear how the app works.** It is also important that you add all information possible in the description so that people reach the app and download it because it is what they are looking for. There is no point to a large number of people downloading the app if the number of active users is very small: this means that your app creates expectations that are not met.
- ▶ **If you are considering offering a paid version, provide a free trial version first.** In doing so, you will have more users prepared to give your application a chance before determining whether or not it is worth paying for it.
- ▶ **Index your application in search engines.** Users do not merely search for an app they need from the store itself but use search engines to collect information. Search engines also contain applications uploaded to stores. If a user searches for an app using your keywords, does your app appear? If it does not, remedy this situation as soon as possible. [Google will be a new source of downloads for your application.](#)



3. How to develop your app according to your operating system

In the process of creating your app, another decision you will have to make is **for which operating systems it will be available**.

In Great Britain, **Android is the undisputed market leader with 64% of market share**, according to figures compiled by Kantar for the first quarter of 2019.

But does this mean that all of your clients use Android? Probably not. To determine whether or not it is worth launching your app on both iOS and Android, **you can use visits to your website from mobile handsets as a guide**.

From which platform do users visit the website? If Analytics tells you that there are many iOS users, it may not be a good idea to preclude them from your app.

But **what if you are not only aiming your app at the British market?** You should take the situation in the region where your intended market is into account.

For example, **in North America iOS has a majority market share** (52.28%), ahead of Android (42.27%). Therefore, it would not make sense to publish your app only for Android.

If you have a large budget and a novel business idea, **you can develop both versions** to ensure more opportunities for the dissemination of the app among users.

Developing your app on Android

Developing a native app on Android has a number of advantages over iOS. Apart from unstoppable growth in its market share, **there is a very wide variety of devices that is growing each day**. As a result, it has the potential for further growth.

On the other hand, developing a native application for Android implies technical differences as regards programming language. Therefore, **you should have different developers create your application for Android and for iOS**.

- ▶ By creating a [native app](#) you will ensure better integration with the operating system and better performance as a whole.
- ▶ However, you will only be able to use it for Android devices. Therefore, if you want it to **be available on other platforms with a single application**, you can opt for a cross-platform application. However, this may be detrimental to the performance of your application.
- ▶ In terms of development time, at first glance, there are no major [differences in developing the app for Android or for iOS](#). **Development time increases as a function of the programming languages used and the functions** to be incorporated into the app.

If you eventually opt for a **hybrid app (an app that can be used for various operating systems)**, development times will probably be reduced. Enquire about the forecasts for each option in order to be able to assess it in the decision-making process.

On the other hand, developing an app for Android **can be considerably cheaper** than for iOS. Usually, the cost per hour of the Android developer is lower than that of an iOS developer.

We have already mentioned the tremendous number of Android devices in the market. However, if there is something they all have in common it is a **series of buttons that are not available on an iPhone**.

How can this affect your app? This would suggest **differences in browsing** through applications, depending on whether the user uses an Android or iOS.

- ▶ If we transpose this to the **outline of your app**, this would mean there will be a slightly different design between the iOS and Android versions. This would also be reflected in the budget, given that **two different apps would have to be developed**.
- ▶ Once your app has been tested and is ready to be uploaded to the Google Play Store, another point in favour of Android is that **the publication process tends to be shorter and more straightforward** than that for iOS. Take this into account if you need your app to be available as soon as possible.

This could be of interest to you: [Where to find an Android development company](#)

Developing your app on iOS

Developing your app for **the Apple operating system** also has a series of characteristics to be assessed in the creation process. One of these is the small differences that exist when using your app on an iPhone or iPad.

Although the process to develop the app is similar for both types of device, one must consider some **differences in terms of legibility and resolution**.

- ▶ For example, it may be the case that images opened in the app for the iPhone are not correctly displayed on an iPad. However, an experienced development team this team will have considered such details.
- ▶ **Design is always important**, irrespective of whether you are aiming your app at users of Android or iOS. However, for Apple, it is even more important, in particular as regards the terms of usability.
- ▶ As said earlier, one characteristic of Apple devices is **the absence of buttons that complement browsing**. For this reason, given that any interaction must take place on the screen itself, one must avoid a situation where the back button is too small and cannot be pressed easily.
- ▶ **Apple is most concerned about the quality of apps** available in its store. For this reason, the publication of your app will be subject to a longer validation time than an Android app.

Having [a specialist team with vast experience in iOS](#) will give you greater guarantees of negotiating this phase with success.

It is common for Apple to reject an app if it does not meet all requirements. Do you know the **reasons most frequently given for rejecting an application**? Take note and pay attention!

1. Content with copyright.

It is natural for you to use images of your business, such as photographs and logos. However, **you are not permitted to use images or logos with third-party copyright**. If you are not sure whether or not you can use an item, you probably cannot and it would be better to search for an alternative.

2. Bugs: Errors in the app.

With the utmost **quality and user experience**, Apple does not publish apps that contain bugs or operating errors.

Do not confine yourself to testing your app with simulators. **Create small test groups** to install it on different devices to detect these errors before starting the process to upload it to the App Store.

3. Insufficient information.

A user needs **information on what an app does** to decide whether or not to download it. If you do not complete all of the fields and provide sufficient information in the uploaded document (including images), Apple may refuse to upload it.

An app may be rejected (and result in you being banned from the App Store) if **the description and screenshots** do not match the actual offering of your app.

4. Trial version.

Do not upload trial versions onto the App Store. The version you upload for review must be the final version. Do not upload beta or lite versions if you do not want your app to be rejected.

5. Payments through third parties.

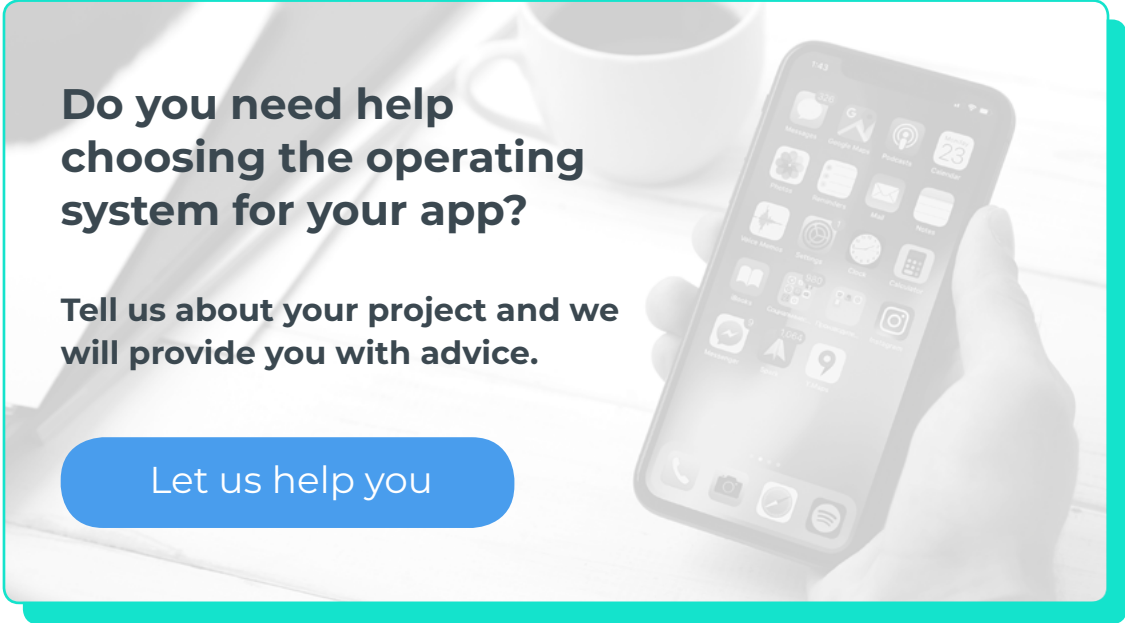
These serve perhaps to unlock a premium function, for example. However, **if you offer purchases within the application, payments must be processed by Apple**. You cannot use third-party services on apps for the App Store.

As you can see, there are various **reasons for which Apple may refuse to publish your app**. That said, one need only take into account the directives set out in the Apple developers guide. If you have a team with experience in development for iOS, this will surely not pose any problems.

Other operating systems

We have already discussed **the current market share of each mobile operating system**. In Great Britain, the market share of other operating systems such as Windows Phone is almost symbolic.

Furthermore, it should be remembered that they are operating systems with an expiry date. Windows has already announced that it will cease publishing updates for Windows Phone in December 2019. In view of this, it is not worth investing in development for these minor operating systems at present.



**Do you need help
choosing the operating
system for your app?**

**Tell us about your project and we
will provide you with advice.**

Let us help you

4. How to find and recruit your development team

Now that **you know the app you want**, you should get to work as soon as possible. The process of finding partners can be a tedious one: research, requesting references, meetings, budgets, etc.

Do not get frustrated. Here are some ideas that will help you find your own development team.

Freelancers

If your project is not a large one, one freelancer may be enough to bring your app to fruition. If this is the case, you can find references on **freelancer websites**.

There you will find a multitude of developers keen to get to work on your project. However, in choosing your freelancer you will encounter two problems.

On the one hand, **finding reliable references can be difficult**, given that often these portals are based on scoring systems that may or may not be real.

On the other hand, **the business of these portals is based on competition between professionals**. This means that there is downward pressure on economic proposals. As a result, the quality of the final application may be affected.

Personal references

In your environment, **you may meet other professionals** who have recently awarded a contract to develop an app and are pleased with the results.

Personal references and word-of-mouth are always the best references. But are they similar applications? If the application developed for your friend or acquaintance is totally different from what you have in mind, you should ask the company.

It could be that the developer does not have experience working on projects such as yours, either because of the functions you wish to incorporate in the app or because they are used to working on smaller projects.

Whatever the case may be, the ideal course of action is to hire a team with varied experience in the development of applications that are comparable to yours. **In doing so, you will avoid any unpleasant surprises** in the process and final delivery.

Google

Google is the search engine of search engines and we all use it. However, if time is a crucial consideration for you, perhaps this is not the best option.

While you will see options that appeal to you, **you must invest time and effort in the search for** and selection of companies that best meet your needs.

You may also find the company of your dreams. You meet, there is a good feeling and all seems to be going well. It is time to discuss timings: you need to start as soon as possible, but they are **not available for a number of months...**

What to do? The decision depends on you. However, **postponing development can result in additional costs for your business.** Assess all of these variables before making a decision.

Agencies

Agencies are another option to find the ideal partner to bring your app to fruition. Many marketing agencies **offer app development among their other services.** Other agencies specialise in app development.

The first decision you will have to make is whether to call on the services of a specialist or not. If you are looking for someone who can offer you another type of service as well as developing your app, a marketing agency could be an option for you.

However, it is best that you make sure that they have **experience in the development of apps such as yours.** An agency that specialises in app development could be the best option.

But unless you have **direct references,** the quotes they provide may be very high and finding the agency that is best suited to your idea requires time spent on research, requests for quotes, meetings, etc.

A marketplace like YeePLY

What if we were to tell you that there is someone who can **handle the whole search process for you**? Sounds good, doesn't it?

At YeePLY, all you will have to do is **complete a short questionnaire** from the comfort of your own office. Tell us about the type of project, the operating systems for which you want the app to be available and give us some details about the project.

With this information, our algorithm sets out to **find the development team that is the best fit for your project**, depending on your requirements.

Using this approach, **you will have one or more proposals on the table** before you know it so that you can study them and start your project as soon as possible.

Once you are clear on your preferred proposal, all you will have to do is sign the contract and we will get to work. With a **minimal investment of time and effort**, with a smile on your face and much sooner than you could imagine, you will be a little closer to your app becoming a reality.

Are you ready to create your app?

We will find you the right team to make that possible!

Tell us about your ideas and our algorithm will take care of making the best possible match.

[Explain us your project](#)

```
35 func application(_ application: UIApplication) {
36     return FBSDKApplicationDelegate()
37 }
38
39 func userNotificationCenter(_ center: UNUserNotificationCenter, didReceive: [UNNotificationPresentationOptions], withCompletionHandler completionHandler: @escaping () -> Void) {
40 }
41 }
42 }
43
44 extension AppDelegate {
45
46     @objc static func sharedInstance() -> AppDelegate {
47         return UIApplication.shared.delegate as! AppDelegate
48     }
49 }
```

5. Why choose Yeeply?

Many businesses come to us after a negative experience: unjustified delays, poor quality, problems communicating with the team, etc. What sets us apart? **There are many reasons to remain with Yeeply.** Discover them!

Validated professionals

All professionals and teams in the Yeeply network have passed a [certification process that consists of various stages](#). This process validates information that includes tax details, client references, technical abilities, etc.

Furthermore, this validation is a gradual process in which we move forward bit by bit until we are sure of its quality. As a result, **their responsibilities gradually increase** until we are sure that you will have the best team to develop your application.

Experience in different types of projects

It does not matter whether you want to develop a large project or have a modest concept and need a developer to bring it to fruition. At Yeeply [we have experience in managing projects of all sizes](#).

We have a wide variety of validated cross-disciplinary profiles. As a result, there are always various options for teams that have completed **projects similar to yours**.

Our algorithm helps us **optimise processes** so that professionals only receive projects that best match their characteristics and experience.

As a result, **we always choose the candidates best for you** and you will always have the last word when choosing your preferred team.

Price with no surprises

We are aware that developing an **app made to measure for your business** requires heavy investment. Although the final cost of such an app will depend on its functions, the type of development and the operating systems for which it will be available, **at Yeeply you will pay a fair price.**

We keep our prices to a minimum, courtesy of the competitive rates of our teams and the offshoring of resources. This, combined with the fact that we can offer you a fixed price, means that you can **carry out your project with the utmost confidence and smoothly.**

Confidentiality

At Yeeply, you can **sign confidentiality agreements** with the company that will develop your project. This is commonplace if you have had a novel business idea and want to protect it.

For this reason, you can be 100% safe when communicating with the development team. **It is very important that the team be aware of all of the details** of your idea so that it can bring it to fruition in an optimal manner.

If you leave information out, the team may not capture its innovative element and the project could be terminated due to the fact that it is not viable.



Warranty

Apart from the knowledge that at Yeeply you have access to teams with experience, you also have **added security in the form of a warranty**. You will have a 6-month warranty, under which Yeeply will resolve any issue that arises in the functions developed. Thus, you will have peace of mind that your application will function smoothly.

If you require **maintenance for the application**, upon delivery of the project you will be able to purchase a number of hours of maintenance each month. This will allow you to keep your application up to date in line with new versions of the operating system, make security improvements or make small colour changes, for example.

In time, you may clearly notice that your app needs **major changes or the implementation of new functions**. If this is the case, we will always be ready to help you. Tell us how you want your app to change, and we will start a new process under budget so that you always have the app that your company deserves.

Are you clear about what you want the app for your business to be? Contact us to make your vision a reality.

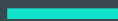
Wait no more!

Complete the project form and you will receive your proposal sooner than you expect.

Get started

yeeply

Follow us on:



en.yeeply.com