

# 7 WAYS THAT COMPANIES OVERSPEND ON APP DEVELOPMENT

(Plus How to Avoid Them)

## 1. OVER-BUILDING

Companies often spend too much time and money on building complex features that users don't really need or want.

Overdoing it on the first version of your app can lead to increased development costs, longer development timelines, and decreased user satisfaction. Additionally, since the app is still in its early stages, it's difficult to predict which features will be successful, making it even riskier to over-engineer the first version. You don't want to pour time and money into features that don't get used.

**The Solution:** To avoid over-engineering, focus on building the Minimum Viable Product (MVP) first and then make improvements later based on user feedback.

By building an MVP, you can validate your idea and receive user feedback before investing more resources into additional features. This approach not only saves time and money but also allows you to better understand your target audience and what they actually want from the app. As a result, you can make more informed decisions about which features to prioritize in future updates.

## 2. SCOPE CREEP

This happens when the scope of the project expands beyond what was initially planned, often due to changing requirements or requests from stakeholders, and it can result in increased costs, longer development timelines, and decreased team morale.

As the scope of the project expands, it becomes increasingly difficult to manage and deliver on time and on budget. This can also lead to missed deadlines, frustrated team members, and ultimately a less than stellar app for the user.

**The Solution:** To avoid scope creep, it's important to clearly define the scope of the project from the outset and communicate it to all stakeholders involved. This means creating a detailed project plan that includes milestones, timelines, and budget projections.

It's also important to establish a solid process that outlines how changes to the project will be managed, communicated, and approved. If changes are necessary, they should be evaluated

against the project plan and their impact on the budget and timeline should be clearly communicated to all stakeholders.

By being proactive and transparent about changes, it's possible to avoid scope creep and ensure that your project stays on track.

### **3. INADEQUATE PLANNING**

Lack of planning can lead to unexpected roadblocks and delays, which can result in increased costs.

When planning is inadequate, it's difficult to predict and manage risks effectively and issues may arise that were not anticipated.

This can cause the development team to waste time and resources trying to address unexpected issues, which will increase the cost and timeline of the project. Inadequate planning can also make it challenging to meet the app's goals and objectives, leading to a low-quality end product.

**The Solution:** To avoid inadequate planning, you need to work with a developer that will create a detailed project plan that includes milestones, timelines, and budget projections. By being thorough and proactive in planning, it's possible to avoid many of the roadblocks and issues that can arise during app development.

A realistic plan should always build in extra time for unexpected issues that may arise, such as changes in technology or changes in the app's requirements.

Once you have a detailed project plan in place, it's important to regularly review and update it as the project progresses. This can help identify potential roadblocks and issues before they become major problems.

### **4. POOR COMMUNICATION**

Miscommunication between team members, stakeholders, and developers can cause delays and misunderstandings, which can ultimately increase costs.

When communication is poor, stakeholders may not have a clear understanding of project goals, timelines, and deliverables, leading to delays and frustration. Additionally, when communication channels are not well established, team members may work in silos, leading to duplication of effort and decreased efficiency. Poor communication can also make it difficult to respond to changes or issues that arise during the project, leading to further delays and cost overruns.

**The Solution:** To avoid poor communication, establish clear lines of communication and set expectations for how and when team members should communicate. A great development team is one that is highly skilled and communicates effectively.

This includes identifying who will be responsible for communication, how often updates will occur, and what the updates will cover. It's important to ensure that all stakeholders are on the same page regarding project goals, timelines, and deliverables, and that any changes or updates are communicated promptly. Regular status meetings and updates can help keep everyone informed and allow stakeholders to ask questions or provide feedback.

## 5. CHOOSING THE WRONG DEVELOPMENT TEAM

Hiring the wrong development team can lead to low-quality products, missed deadlines, and cost overruns.

When companies hire the wrong development team, they may not have the necessary expertise or experience to successfully deliver the app on time and on budget. This can lead to delays and cost overruns, as well as a suboptimal product that doesn't meet user expectations.

**The Solution:** To avoid this, do your due diligence when selecting a development team. Look for a team with a strong track record, solid references, and experience with the technologies you need.

Additionally, it's important to consider the team's communication and collaboration skills, as well as their ability to work effectively with other stakeholders, such as designers and product owners.

[Learn more about how to hire the right app developer](#)

## 6. IGNORING QUALITY ASSURANCE

Rigorous testing and quality assurance are critical to ensuring a high-quality app, but some companies skimp on this step to save time and money. But ignoring quality assurance can lead to bugs, errors, and a bad user experience.

Additionally, failing to address issues before the app is released can lead to negative user reviews, lost revenue, and damage to the company's reputation.

**The Solution:** To avoid this, make quality assurance a priority from the beginning. Build in time and budget for thorough testing and make sure your development team has a solid QA process in place.

Another key aspect of avoiding the problem of ignoring quality assurance is to work with a developer that has a culture of continuous improvement. This means making quality assurance a priority throughout the entire app development process, not just at the end. By focusing on quality throughout the development process, it's possible to catch issues early on and ensure that the app meets user expectations.

## **7. NOT CONSIDERING MAINTENANCE AND UPDATES**

App development doesn't end when the app is launched; ongoing maintenance and updates are necessary to keep it functioning properly and to meet user needs going forward.

When companies don't plan for ongoing maintenance and updates, they risk delivering a product that is not sustainable in the long term. Additionally, when maintenance and updates are not considered, it can be challenging to make changes and improvements to the app, leading to missed opportunities and a decreased user experience.

**The Solution:** To avoid overspending on maintenance and updates, plan for them from the beginning. Build in time and budget for ongoing maintenance and updates and work with your development team to establish a plan for keeping the app up to date.

Design the app in a way that is modular and scalable. This means creating an app architecture that is flexible and can be easily modified and updated as needed. By designing the app in this way, it's possible to make changes and updates without impacting the overall stability and functionality of the app.

## **CONCLUSION**

There are many common mistakes that companies make when developing mobile apps, and these can result in overspending, delays, low-quality products, and other negative outcomes. By being aware of these mistakes and taking proactive steps to avoid them, you can develop a successful and effective app that meets your expectations and delivers value to your users and your business.

### ***Ready to Build Your App? Let's Talk!***

At Onsharp, we have over two decades of experience in developing high-quality apps for companies in a wide range of industries. If you're interested in developing a mobile app for your business, we would be happy to discuss your project and provide you with a detailed proposal outlining how we can help.

**Contact us today to learn more about how we can make your app idea a reality!**