App and Running in Two Days

DIY tools and robust platforms are considerably reducing the time and cost for app development

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Chennai: It was just a couple of days before a meeting with a customer that a builder in Chennai felt the need for an app. He approached Instellar Tech, a Chennai-based mobile application development company for builders, with limited time in his hands. But the client wasn't disappointed. The app was developed and delivered in two days.

Developers are gearing up for quicker app delivery. DIY tools and robust platforms capable of creating multiple apps are considerably reducing the time and cost for app development. Clients, who earlier had to wait for months to get their apps developed, now have the option of getting it launched in a few days.

"Our Million Storeys Builder's App Platform can operate across builders and from there we will be able to produce apps for any number of builders in a day's time," said Bharath T Ramesh, MD, Instellar Tech, recalling an instance of developing and delivering an app overnight for a builder before a fair. With the app market in India expected to reach around ₹3,800 crore by 2016, the fast development model is catching up.

"We have to keep on creating apps fast to address the market effectively. According to our studies validating user experience at the design phase helps you save time and reduces 38% of overall development efforts," said Vipul Mishra, the co-founder and CEO of Hyderabad-based prototyping and testing platform CanvasFlip. The startup works with nearly 140 tier-1 enterprises.

"Faster go-to-market means you would have more time within your financial year to be able to put an effort and bring better returns on investment," noted Ambika Sharma, founder and CEO of Delhi-based Pulp Strategy which has developed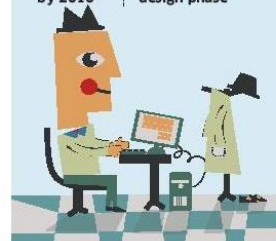 a similar platform Instappy. "You can get your feedback faster and plan your improvements faster," added Sharma, who says the time required to create an app on Instappy could be as less as 30 minutes. Reduced cost is an added advantage. Experts who observe a four-times reduction in the cost with the reduction in time, note that the increased availability of codes and open source libraries have been essentially driving the latter. "The reason for the dip in the time is the availability of codes, lot of codes that can be re-used. We are also seeing a lot of code studios coming up, drastically reducing the coding effort of developers," said Alan D'Souza, founder and CEO of mobile app marketing platform Vavia Technologies.

"Not to forget the processes of efficiency designers have employed, which have resulted in getting the deliverables quickly to the developer," added Nishant Jain, Partner (UX) of Gurgaon-based Design For Use, which provides design solutions on digital platforms.

At a Touch

₹**3,800** cr
Estimated India app market by by 2016

38% Development efforts saved if user experience if validated at design phase

Some Platforms for Quick Apps
- Million Storeys
- CanvasFlip
- Instappy

Advantages
- Faster time to market
- Reduced cost

SIDDHARTH