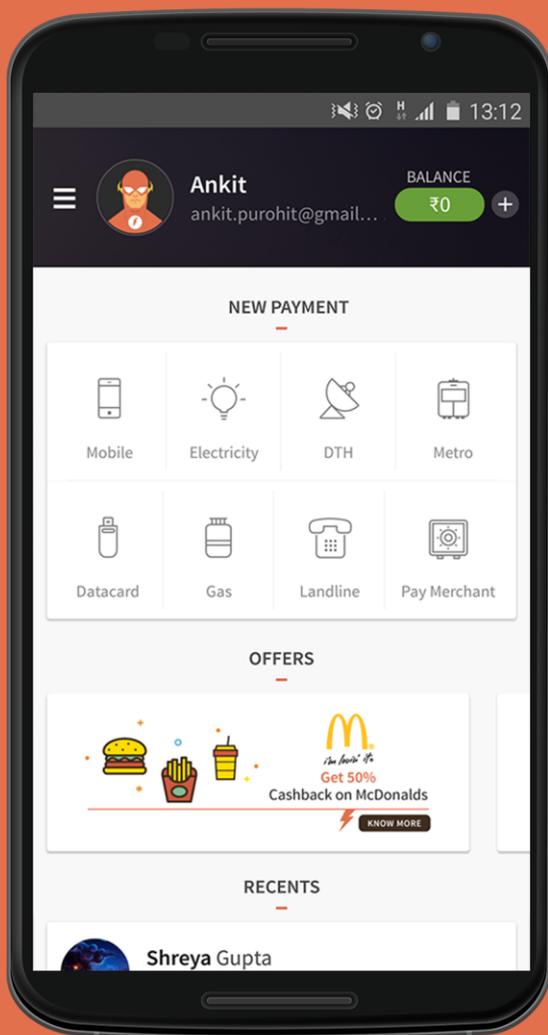


How much does an app like Freecharge cost?



freecharge

Mobile Recharge & Wallet App

The document contains requirement analysis, detailed feature list, design & development time analysis and approximate cost by expert business analysts at OpenXcell, a leading mobile app design & development company.

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Overview

Freecharge application helps its customers/users with recharges and with paying their bills with ease. It is one stop solution for online recharge. The amount remitted by the user in Freecharge account is used for recharges and paying bills and the same amount is returned back to the customer/user in the form of shopping coupons or cashbacks from some of the top retailers in India. The process and the transactions make the recharge virtually free for the users.

To use the applications users can register themselves and can view the options of recharges available. Available options include mobile recharge (Prepaid), DTH (Direct to Home) TV Services, Electricity, Gas bill, Data Card, and Landline phone bills. Users need to enter their details once to pay for the services they use, put money into Freecharge account through their debit or credit card and the opted services will be paid for and recharged immediately. Users can simultaneously choose a coupon for the same amount of money they use for recharge or for paying their bill, from the offer coupons available for them from different vendors. For example, if they spend Rs. 500/- towards their mobile bill through the application, they can choose the offer coupon of Rs. 500/- or cashback from the available options provided by different retailers. Coupons are sent to users on their registered email address. These coupons are neatly categorized in different categories like food, travel, shopping and entertainment etc.

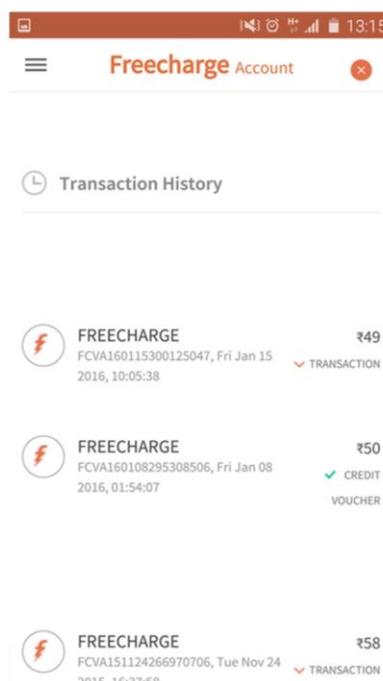
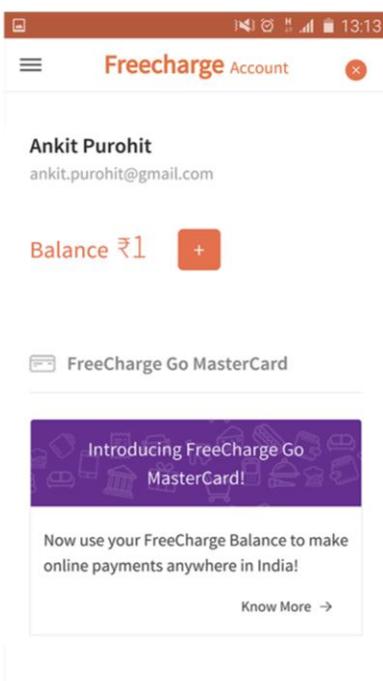
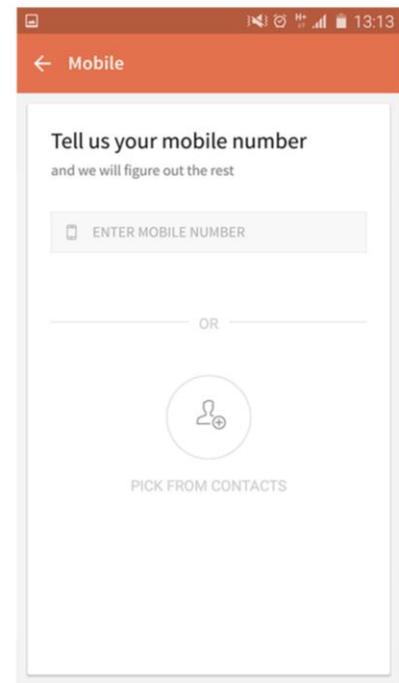
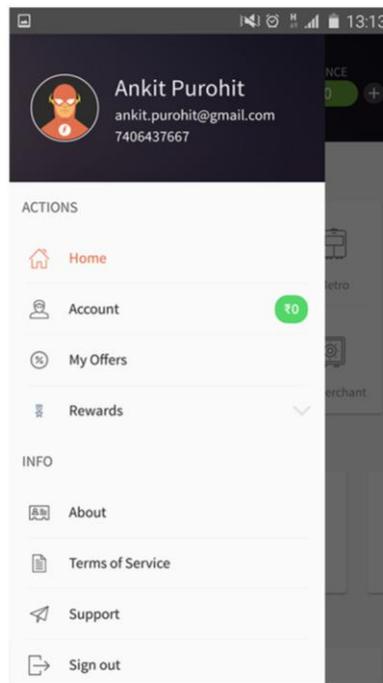
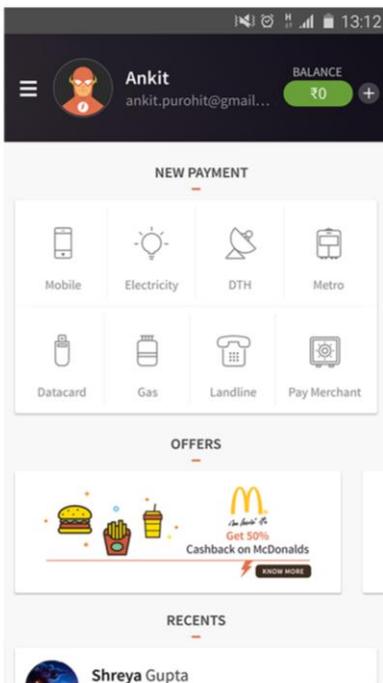
Users can register themselves using their email address, Facebook account or Google account. They can create their personal profiles from where they can manage their personal and payment options. They can add debit/credit card details. All of their details and preferred service options like preferred data plan for mobile services etc. are saved in their profiles. There is an option to retrieve the Freecharge password in case users forget it. Users can earn coupons when they refer the application to their friends and the friends use Freecharge to pay their bills or to recharge their services or pay for their utilities. When the users earn money through availing coupons or by referring the application to other people, the account balance will show the amount on their profiles.

Major networks like Aircel, Airtel, Vodaphone, BSNL, Idea, Tata Docomo (GSM), Uninor etc. are associated with freecharge. Retailers like McDonald's, Dominos Pizza, Barista, Café Coffee Day, Croma, Puma, Shopper's Stop, and Jet Airways provide their coupons for users.

Domain

The app belongs to mobile recharge and wallet app category. It brings the users, service providers and retailers together. Users can pay for their mobile phones and other utilities and get coupons worth the same amount with a few taps of their fingers on the Freecharge application.

App Screenshots



Features

- a) **Register & Login:** Users can register themselves using their email address or can login using their Facebook or Google accounts. When users register using email they will have to verify their email id. There will be an option to retrieve their password in case they forget it.
- b) **Mobile recharge (Prepaid and post paid):** User can enter the mobile number they want to recharge, it can either be prepaid or post paid. User can also select from the contacts which are available on their mobile phone. After that user can add the amount to be recharged, along with that if the mobile is prepaid user can select from the different plans of prepaid mobile phone from service provider so that it will give a better idea to users of recharge options.
- c) **DTH Recharges:** User can also recharge their DTH from the mobile application. They just need to enter the amount they want to recharge, select the DTH operator from the available list and enter the DTH number of their service provider; they can easily do their Dish recharges.
- d) **Electricity Bill Payment:** User can also pay their Electricity bills from the mobile application. They just need to enter the amount they want to pay, select the Electricity operator from the available list and enter the meter number of their service provider; they can easily pay their electricity bills.
- e) **Gas Bill Payment:** User can also pay their Gas bills from the mobile application. They just need to enter the amount they want to pay, select the Gas operator from the available list and enter the Bill group number of the service provider; they can easily pay their Gas bills.
- f) **Landline Bill Payment:** User can also pay their Landline bills from the mobile application. They just need to enter the amount they want to pay, select the Phone operator from the available list and enter the Bill number of the service provider; they can easily pay their Landline bills.
- g) **Data Card Recharges:** User can also recharge their Data cards from the mobile application. They just need to enter the amount they want to recharge, select the Data Card operator from the available list and enter the Data card number of their service provider; they can easily do their Data card recharges.
- h) **Metro Smart Card:** User can also recharge their Metro smart cards from the mobile application. They just need to enter the amount they want to recharge, select the Metro operator from the available list and enter the Metro card number of their service provider; they can easily do their Metro card recharges.

- i) **Account:** Here there will be several sub-sections available from where users can view their transactions, change bank account, add payment methods, view previous transactions, check the balance, etc.

All the options are explained below:

- i. **Transactions and account balance:** Here previous transactions along with the account balance will be viewed.
 - ii. **Cash:** From here users can add or withdraw the money they have in their account. They can add money using their credit/debit card and withdraw money to their bank account by adding bank details easily.
 - iii. **Saved Cards:** Here the saved credit or debit cards will be available with which users have done the payment. They can remove or add new cards details if they want to.
 - iv. **Address:** Users can edit their address details from here easily.
 - v. **Banks:** From here users can add/edit/delete the bank account details easily.
 - vi. **Profile:** User can edit their personal information like name, contact number etc easily.
- j) **My offers:** Here all the available existing and expired offers which users availed during the recharges will be available.
- k) **Refer and earn:** Users can earn money themselves by referring the application to other friends. And when the other friends whom user have referred uses the application for their first recharge; users will get some money which they can use to recharge their account. This referred money cannot be transferred to bank account this can only be used to do recharges.
- l) **Other static pages:** There will be other static pages available on application like About Us, Privacy Policy, Terms and conditions, etc.
- m) **Contact us:** From here users can raise any request of contact to them and can state their query to the admin of the application.
- n) **FAQ:** All the frequently asked questions along with their answers will be listed here for the user's convenience.
- o) **Notification:** All notifications like recharged done, failed, cash back received, coupon received, etc will be available here to the users.

CMS/Admin Panel

From CMS (Content management system) admin will be able to manage the application.

- a) **User Management:** From here super admin will be able to manage all users who have registered as the customers from here. Users can be edited/blocked and unblocked from here.
- b) **Recharge Management:** All recharges and transactions done by the customers will be reflected here. Admin will be able to view its statuses in case there is query from customer side in future.
- c) **Payment management:** Payment integration with third party payment gateway and invoices generated for each recharge done will be available here for admin to view.
- d) **Offer Management:** Offers which are available for the users to avail when they do recharges will be managed here by admin. They will be able to add/update/delete the offers in different categories from here.
- e) **Referral management:** All referral and their codes will be managed by admin from here.
- f) **Basic statistics:** Basic statistics like number of customers, number of recharges, etc will be available here.

Critical Functionalities

Loss of internet connection and managing the transaction amount by smartly not deducting the amount from user's account and if deducted then detecting the successful transaction and recharging it successfully to the user.

Challenges For Development

1. As an app it requires too many API integrations across various service providers. We need to integrate these API's in a way which doesn't impact the performance of the application.
2. In a situation user has tapped the pay now button and the internet connection gets cut, application smartly captures the loss in internet connection and shows the relevant screen i.e. payment unsuccessful even if internet is not available.

Approx. Timeline for Development

Freecharge application iOS, Android and Backend				
Sr. No.	Features	Number of days		
		iOS	Android	Web services
1	UI Design	12	12	-
2	UI Integration	13	13	-
3	Sign up/Login with Google, FB, email & Forgot password	5	5	4
4	SMS gateway integration for sending verification SMS to users	-	-	2.5
5	Home page with recent recharges and other recharge options like mobile, gas, electricity, DTH, etc	3	3	2
6	Mobile recharges, prepaid, post paid, automatically getting operator and circle, plans	4	4	3
7	DTH recharges	3	3	2
8	Electricity bill payment	3	3	2
9	Gas bill payment	3	3	2
10	Landline bill payment	3	3	2
11	Data card recharges	3	3	2
12	Transaction and account balance, transfer money to and fro application	5	5	4
13	Integration with payment Gateway	5	5	4
14	Integration with Third Party API to get all the different type of recharges options listed above	5	5	5
15	My offers	4	4	2
16	Refer and Earn	4	4	2
17	Edit profile with personal and payment information	5	5	3
18	Settings, Support, Preferences	5	5	3.5
19	Notifications	5	5	5
	Total	90	90	50

CMS for Super Admin		
Sr. No.	Features	Number of Days
		Module
1	User Management, block/unblock users	5
2	Recharge managements for all options	15
3	Payment management	5
4	Offer management	5
5	Referral management	5
6	Basic statistics like, Total users, total recharges, etc	5
	Total	40

Approximate Price For Development

Price to develop a similar app like Freecharge on iOS platform is approximate **\$14,400 (Twelve Thousand Eight Hundred)**.

Price to develop a similar app like Freecharge on Android platform is approximate **\$14,400 (Twelve Thousand Eight Hundred)**.

Price of Web Services to develop a similar app like Freecharge is approximate **\$8,000 (Sixteen Thousand)**.

Price of CMS to develop a similar app like Freecharge is approximate **\$6,400 (Six Thousand Four Hundred)**.

Total price to develop a similar app like Freecharge on both iOS & Android platforms including the web services and CMS is approximate \$43,200 (Forty Three Thousand Two Hundred) and the total delivery time would be around 4 to 6 Months.

Note: The price is calculated on the basis of 5 days a week, 8 hours a day and \$20 per hour.

Limitation of Research

This information is the result of a thorough research conducted by the skilled developers of OpenXcell Technolabs. OpenXcell Technolabs has developed more than 500 apps till date. At OpenXcell we always follow the best practices of iOS & Android suggested by Apple & Google respectively. Hence, our years of experience have helped us to come up with this information that is solely based on our views, knowledge and research process. The price shared in the document does not include any optimization & maintenance cost which Freecharge procured after launch. It is just an initial cost to develop a similar app like Freecharge having the same functionalities.

About Us:

OpenXcell is focused on providing its clients with best value for investments in internet technologies and mobile marketing, mobile application development and high-end multimedia applications. OpenXcell remains on top of every technological advances and best practices in its focused area to help clients reach their business objectives in most cost-effective and comprehensive manner.

Our core values represent the beliefs and the principles that we follow for the up-gradation of our services in terms of managing and exceeding our client's expectations. Our core values help us focus on shaping the company's character and thereby regulate the firm's day to day behavior. Our enforced moral values and principles assist us in taking decisions, prioritize the business processes and thereby help in creating maximum value for our clients.

Contact Us:

OpenXcell Technolabs Pvt. Ltd. – India

202-203, Baleshwar Avenue, S.G Highway, Ahmedabad, Gujarat, India.

+91-999-822-2929

sales@openxcell.com

OpenXcell Inc. – California, United States

745 San Bernardo Avenue, Sunnyvale, CA 94087.

+1-888-777-4629

sales@openxcell.com

OpenXcell Inc. – New York, United States

Woodbine Drive, Hicksville, NY 11801.

+1-888-777-4629

sales@openxcell.com