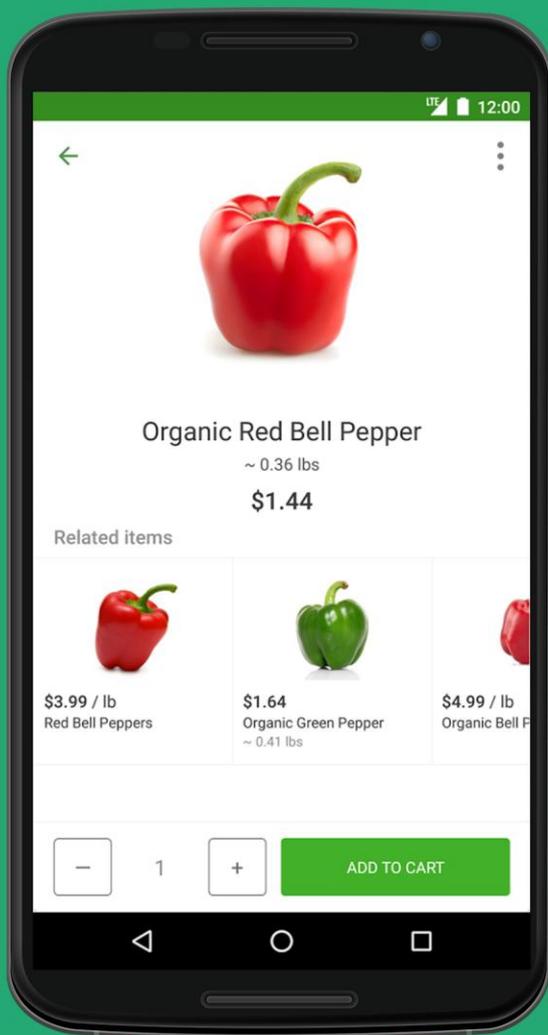


# How much does an app like Instacart cost?



## Online Grocery Shopping 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

Instacart is the Uber of groceries. It is a grocery ordering & delivery app which allows users – buyers, to view list of products available in registered grocery stores & place an order to get it delivered to their doorsteps. It pitches itself as a one hour grocery delivery app – Instacart’s aggregated personal shoppers take your orders, get your groceries to you, in an hour. Buyers can get everything from fresh fruits and vegetables, meats and seafood, and home essentials delivered at home with a few taps. They save on time and escape from routine stress of driving, finding parking slots, queuing up in lines and visiting multiple stores.

With the help of app, buyers can order fresh produce from the stores of their choice. They can set the delivery time, they want. They can use coupons, add detailed notes to the items, in the app to get exactly what they want. Buyers can make lists of their favourite items and save them for future reference. Lists can be edited while the order is in process before being assigned to a shopper. There are tie-ups with third parties who provide useful recipes on the app for buyers. One can click on the recipes and order the ingredients for the same. Buyers can share the recipes and grocery lists with friends and family.

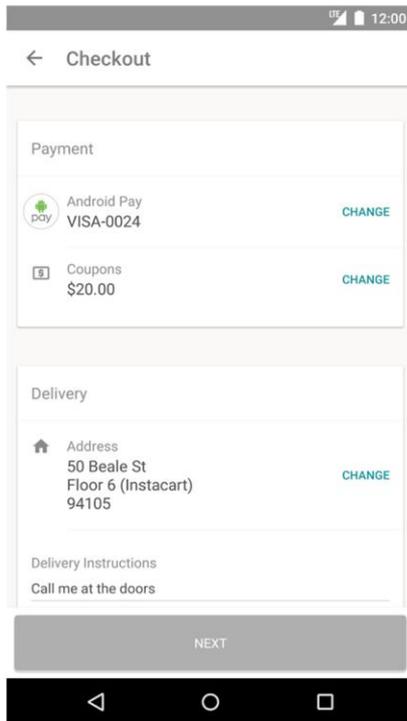
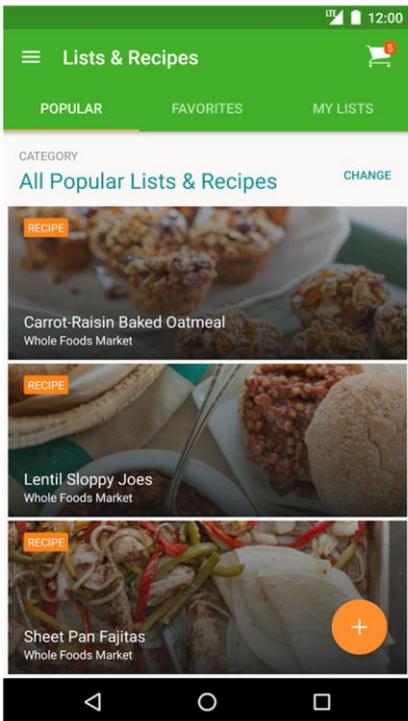
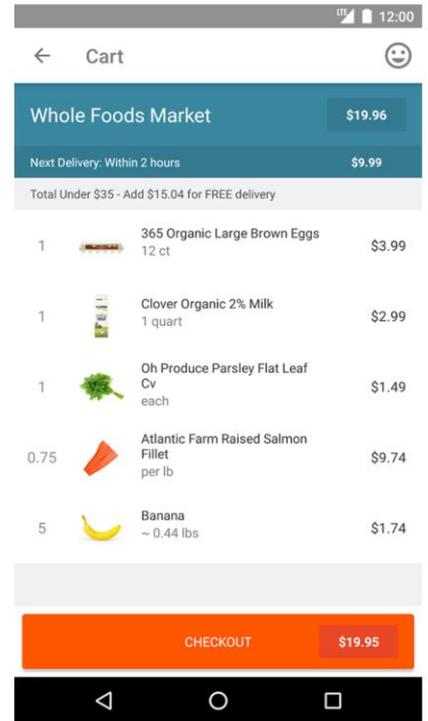
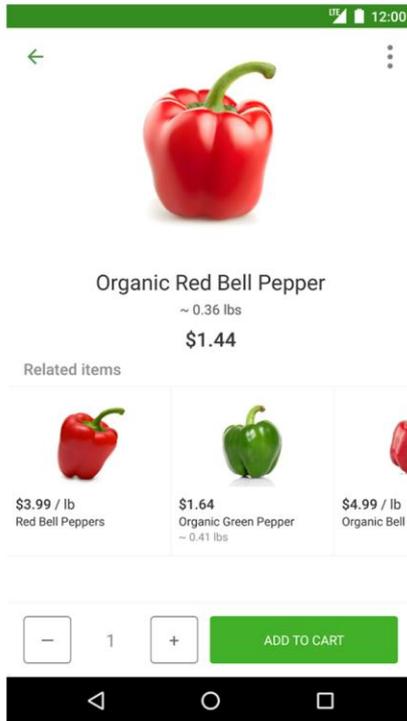
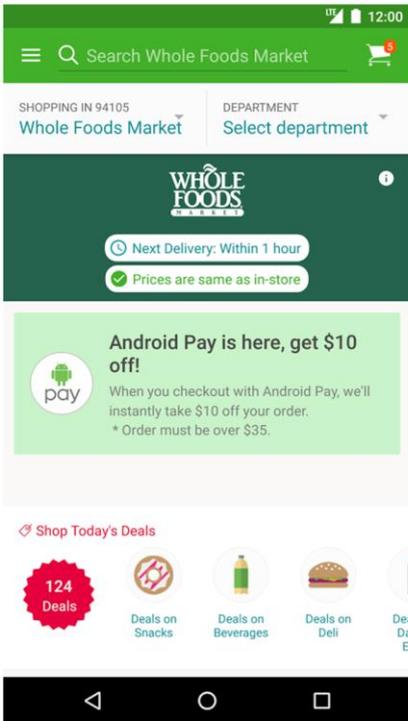
The app provides for registering as an Instacart shopper. If an app user wants to register as a personal shopper, he can fill in his details, get approved by admin, opt for the stores, buy as per the orders and listing on the cart screen, add credit card information, manage coupons, his timing, and SMS his delivery details to the stakeholders.

Stores like Shaw’s, Kroger, Whole Foods Market, The Food Emporium, Super Fresh, Costco, Petco, Safeway and many more are registered with Instacart. Instacart currently serves in major states and cities of U.S. like California, Colorado, District of Columbia, Florida, Georgia, Illinois, Indiana, Massachusetts, Maryland, Minnesota, New York, Oregon, Pennsylvania, Texas, Virginia, and Washington.

## Domain

The app belongs to on-demand grocery delivery service category. It brings the stores, personal shoppers and the grocery buyers together. Aggregated shoppers register with the app and do the shopping. The buyer gets the specific grocery items he orders from registered stores with a few taps on the app.

# App Screenshots



## Features

### Customer app Feature list

- Sign up, Login (with email, Facebook or Google)
- Home screen (It will display product listing with option to filter, based on zip code, store & category (department) selection. Option to search product.)
- Search result screen (It will display all the products with keyword searched with option to filter based on store, relevance & price)
- Product Details screen (It will display the product details with option to add to favorite or new list & also add that product to cart after selecting the quantity for it). It will also display "Related items" product listing which is similar to the one selected by the user
- Cart screen (It will display listing of products (store name, product name, quantity & price) added to cart from different stores), Check-out screen (Add delivery address, tip (if any), delivery time (for each store), add credit card info (payment gateway integration) & coupons (if any)).
- Lists & Recipes (It will have following sections.)
  - (a) Popular (It will display popular recipes listing added by different stores from back end admin portal CMS)
  - (b) Favorites (It will display favorite recipes listing which user has added to his / her favorite list)
  - (c) My Lists (It will display all the custom lists which user has created)

On selecting a recipe from any of the list given above, it will display "Recipe Details" screen which includes Recipe name, image, author name, description, directions, list of products required to make that recipe with option to add any product to cart. User also has option to add recipe to favorite & share recipe on social networks

- Shop with friends (It shows the listing of different carts created by user with option to share cart list link with friends on social networks. User can also create new cart & share)
- Order History (It will display user order history along with different status messages such as your order is in progress/ order placed, shopping, delivering, completed)
- Adding products to "Order in progress". If shopper is NOT assigned to order then user can select option "Add to existing order" in shopping cart & if shopper is already assigned to order, then it cannot be edited from app
- Account (My Account, Addresses, Credit cards, Coupons (add code to redeem), Log out)

- Instacart Express service (User can start 14 day free trial by adding credit card information which will provide free pick up or delivery)
- Refer friends, Help

### Shopper (Driver) app Feature list

- Login (with credentials provided by admin), Set weekly availability on calendar, View orders listing assigned by the admin
- Order details screen (It will display list of product to pick up from grocery store & deliver to customer. It will also have customer & grocery store contact details)
- Bar code scanning (Shopper will select the required items & scan labels using the app). In case the product goes out of stock at the store, shopper will call customer from the store to confirm replacement items. Customer will be refunded in case of no replacement or charged for the difference of replacement items)
- Once the shopper has picked up all items from store, he will select "Start Delivery" option & it will send SMS to customer that shopper is on its way. It will open customer details with navigation on Google map
- Order History (Shopper can view history of orders delivered which includes order details along with tip received)  
**Note:** Payment to shoppers is manually managed by admin from back end admin portal CMS
- Settings (Edit availability, log out)

### Assumptions

- For sending order status updates by SMS, we will use Twilio API.
- For customer order payment, we have considered PayPal payment gateway integration.

### Challenges For Development

1. Managing order from multiple stores
2. Managing product replacement in case of out of stock orders

## Approx. Timeline for Development

Instacart like app development				
Sr. No.	Customer app features	Number of Days		
		iOS	Android	Back end (Web services)
1	UI Design	10	10	-
2	UI Integration	10	10	-
3	Sign up, Login (with email, Facebook or Google)	2	2	2
4	Home screen (It will display product listing with option to filter based on zip code, store & category (department) selection. Option to search product.)	5	5	3
5	Search result screen (It will display all the products with keyword searched with option to filter based on store, relevance & price)	3	3	2
6	Product Details screen (It will display the product details with option to add to favorite or new list & also add that product to cart after selecting the quantity for it). It will also display "Related items" product listing which is similar to the one selected by the user	5	5	4
7	Cart screen (It will display listing of products (store name, product name, quantity & price) added to cart from different stores),  Check out screen (Add delivery address, tip (if any), delivery time (for each store), add credit card info (payment gateway integration) & coupons (if any)).	10	10	8
8	Lists & Recipes (It will have following sections: (a) Popular (It will display popular recipes listing added by different stores from back end admin portal CMS) (b) Favorites (It will display favorite recipes listing which user has added to his / her favorite list) (c) My Lists (It will display all the custom lists which user has created)  On selecting a recipe from any of the list given above, it will display "Recipe Details" screen which includes Recipe name, image, author name, description, directions, list of products required to make that recipe with option to add any product to cart. User also has option to add recipe to favorite & share recipe on social networks	8	8	7

9	Shop with friends (It shows the listing of different carts created by user with option to share cart list link with friends on social networks. User can also create new cart & share)	1	1	1
10	Order History (It will display user order history along with different status messages such as your order is in progress/ order placed, shopping, delivering, completed)	2	2	2
11	Adding products to "Order in progress". If shopper is NOT assigned to order then user can select option "Add to existing order" in shopping cart & if shopper is already assigned to order, then it cannot be edited from app	2	2	2
12	Account (My Account, Addresses, Credit cards, Coupons (add code to redeem), Log out)	3	3	1
13	Instacart Express service (User can start 14 day free trial by adding credit card information which will provide free pick up or delivery)	3	3	2
14	Refer friends, Help	1	1	1
	<b>Total</b>	<b>65</b>	<b>65</b>	<b>35</b>

Sr. No.	Driver (Shopper) app features	iOS	Android	Back end (Web services)
1	UI Design	10	10	-
2	UI Integration	10	10	-
3	Login (with credentials provided by admin), Set weekly availability on calendar, View orders listing assigned by the admin	6	6	6
4	Order details screen (It will display list of product to pick up from grocery store & deliver to customer. It will also have customer & grocery store contact details)	4	4	4
5	Bar code scanning (Shopper will select the required items & scan labels using the app). In case the product goes out of stock at the store, shopper will call customer from the store to confirm replacement items. Customer will be refunded in case of no replacement or charged for the difference of replacement items)	5	5	4
6	Once the shopper has picked up all items from store, he will select "Start Delivery" option & it will send SMS to customer that shopper is on its way. It will open customer details with navigation on Google map	2	2	2

	Order History (Shopper can view history of orders delivered which includes order details along with tip received)			
7	<b>Note:</b> Payment to shoppers is manually managed by admin from back end admin portal CMS	2	2	2
8	Settings (Edit availability, log out)	1	1	2
	<b>Total</b>	<b>40</b>	<b>40</b>	<b>20</b>

Sr. No.	Back end admin panel (CMS modules)	Number of Days
1	User Management	4
2	Shopper (Driver) Management	4
3	Store Management	2
4	Category Management	2
5	Product Management	4
6	Order Management	7
7	Popular Recipes	2
8	Coupon Code Management	2
9	Instacart Express Service Management	3
	<b>Total</b>	<b>30</b>

## Approximate Price For Development

Price to develop a similar app like Instacart (both Customer & Driver app) on iOS platform is approximate **\$16,800 (Sixteen Thousand Eight Hundred)**.

Price to develop a similar app like Instacart (both Customer & Driver app) on Android platform is approximate **\$16,800 (Sixteen Thousand Eight Hundred)**.

Price of web services to develop a similar app like Instacart (both Customer & Driver app) is approximate **\$8,800 (Eight Thousand Eight Hundred)**.

Price of CMS to develop a similar app like Instacart is approximate **\$4,800 (Four Thousand Eight Hundred)**.

**Total price to develop a similar app like Instacart on both iOS & Android platforms including the web services and CMS is approximate \$47,200 (Forty Seven 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 Instacart procured after launch. It is just an initial cost to develop a similar app like Instacart 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 multi-media 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.

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