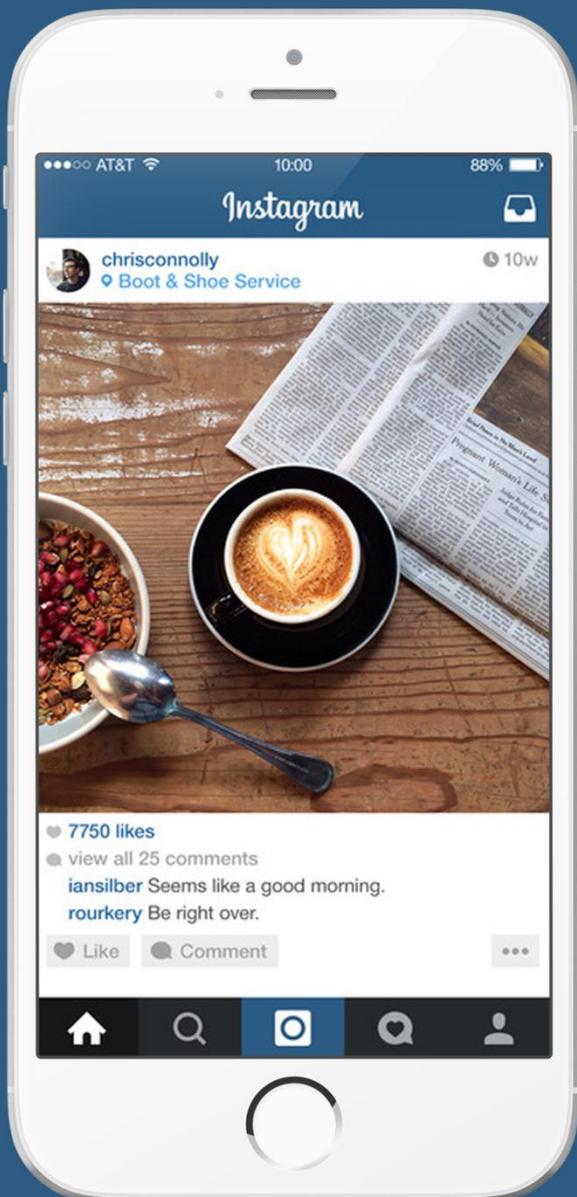


How much does an app like Instagram cost?



Instagram

A Social Networking 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 of Instagram mobile application:

Instagram is a Smartphone application for photo and video sharing. It also combines the social networking experience with various new and innovative photos and video filters for personalizing the photos and videos users capture. It offers a very unique and fun way to share real life experiences with friends on different social media platforms through pictures and videos.

All that the user needs to do is click a picture or record a video with the mobile phone, and then choose filters which will transform the photo or a video completely. One can apply all the filters to already taken pictures and videos using the filters. Other features of Instagram application includes Follow people, hash tagging (#), @ tagging to tag other users in the post, geo tagging the places where photos or videos were taken, Direct to share the photos or video directly to a user or a group of users rather than making it visible for all.

Instagram is also a social media platform where one can follow other users and make friends. Famous celebrities have been also using Instagram heavily which is making the application even more famous. The home screen gives us a feed of the users we are following and the pictures or videos they have posted. Users can like or comment on them and other users can easily tag their followers/friends using the @username feature. Hash tagging is also widely used in the application to mention something which is relevant to the picture or video taken.

Users can even search other photos or people using the extensive search feature in the application. On search page, the photos and people will be shown according to the user's activity. And, one can also search for people using their name and can even search for any popular hashtags which are getting popular. Instagram lets you see which of your twitter and Facebook friends are using Instagram and easily start following them. There is also an 'Invite Friends' feature, but that simply links to the address book. Users can make their post or hashtags private. This way the pictures or videos posted won't be searchable to all the users.

The main and most important feature of the Instagram application is to take picture/video and edit it. Using this feature user can access the camera of mobile application directly and can click a picture or take a video as well. After taking picture or video users have a choice to edit it or post it without editing. There are more than 20 tools to edit the picture which are listed in later part of the document. If needed, users can choose the picture or video from their gallery and apply filters. With Instagram video, one can record short video clips ranging anywhere from three to fifteen seconds long. To record video, press the camera button and choose the video recorder option on the right. Users have the option to film either one continuous segment or several

clips spliced together, which allows for some creative stop-motion or animated videos. Video offers different filter options than photo.

Filters offered by Instagram:

- **Normal:** No filter applied.
- **1977:** The increased exposure with a red tint gives the photograph a rosy, brighter, faded look.
- **Amaro:** Adds light to an image, with the focus on the centre.
- **Brannan:** Increases contrast and exposure and adds a metallic tint.
- **Earlybird:** Gives photographs an older look with a sepia tint and warm temperature.
- **Hefe:** High contrast and saturation, with a similar effect to Lo-Fi but not quite as dramatic.
- **Hudson:** Creates an "icy" illusion with heightened shadows, cool tint and dodged center.
- **Inkwell:** Direct shift to black and white - no extra editing.
- **Kelvin:** Increases saturation and temperature to give it a radiant "glow".
- **Lo-fi:** Enriches color and adds strong shadows through the use of saturation and "warming" the temperature.
- **Mayfair:** Applies a warm pink tone, subtle vignetting to brighten the photograph center and a thin black border.
- **Nashville:** Warms the temperature, lowers contrast and increases exposure to give a light "pink" tint - making it feel "nostalgic".
- **Rise:** Adds a "glow" to the image, with softer lighting of the subject.
- **Sierra:** Gives a faded, softer look.
- **Sutro:** Burns photo edges, increases highlights and shadows dramatically with a focus on purple and brown colors.
- **Toaster:** Ages the image by "burning" the centre and adds a dramatic vignette.
- **Valencia:** Fades the image by increasing exposure and warming the colors, to give it an antique feel.
- **Walden:** Increases exposure and adds a yellow tint.

- **Willow:** A monochromatic filter with subtle purple tones and a translucent white border.
- **X-Pro II:** Increases color vibrance with a golden tint, high contrast and slight vignette added to the edges.
- **Slumber:** Desaturates the image as well as adds haze for a retro, dreamy look - with an emphasis on blacks and blues.
- **Cream:** Adds a creamy look that both warms and cools the image.
- **Ludwig:** A slight hint of desaturation that also enhances light.
- **Aden:** This filter gives a blue/green natural look.
- **Perpetua:** Adding a pastel look, this filter is ideal for portraits.

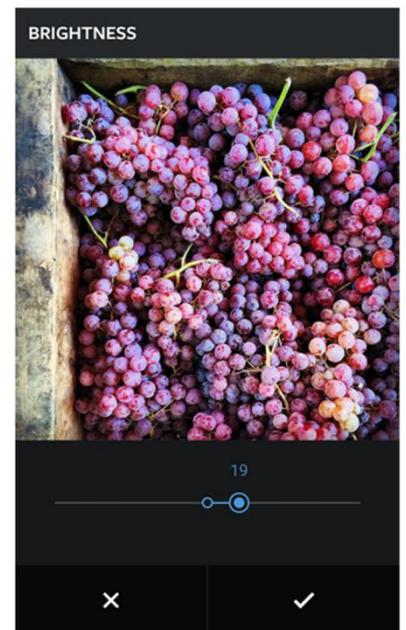
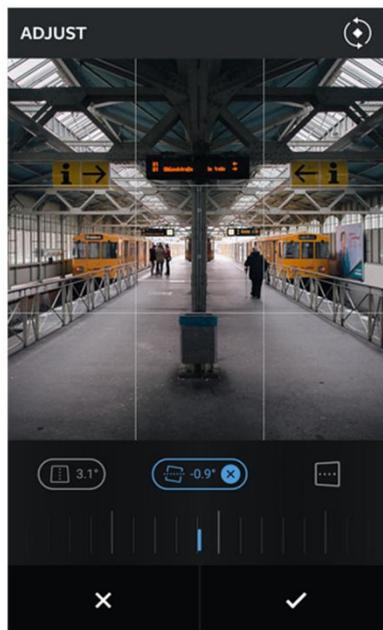
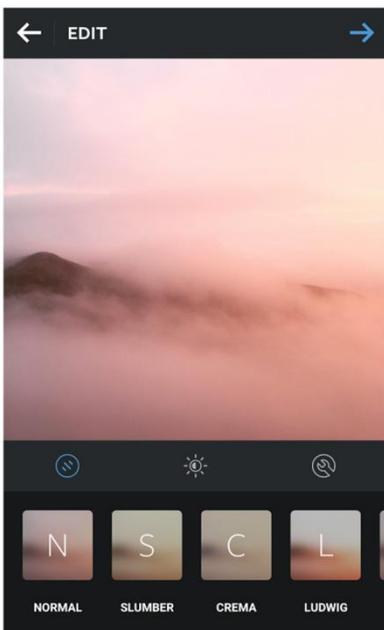
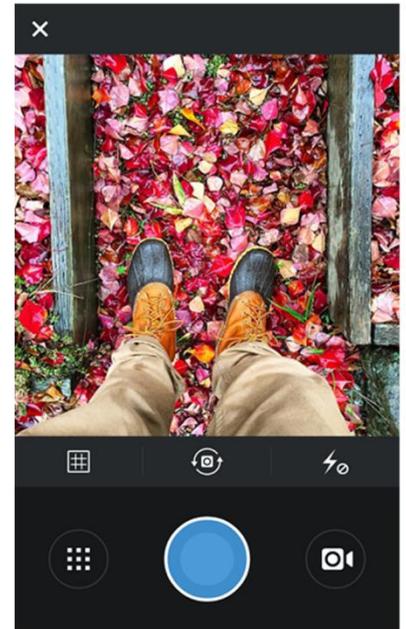
Recently Instagram has added a new feature that can be applied while editing photographs. The button with a picture of a sun is known as the Lux effect. This tool allows you to quickly adjust the exposure and contrast through a simple 100-point slider. This new version of editing allows you to control the brightness to the saturation levels of each photograph.

There is an activity tab where one finds the activities done by users whom we are following. All activities of users we are following will be shown here, such as the people they recently followed, pictures that they recently liked, posts that they commented on, etc. Similarly, we can see our activities using this option.

Profile page of the users shows the number of posts uploaded by the user, number of followers, number of people being followed. Users can easily edit their profile from here which includes changing the profile picture, changing other user information, can add user's biography of maximum 150 words, change password, email or phone number as well. On this page all post can be viewed as a list or simple pictures. Location option shows the places where users have been to and posted pictures accordingly. All of this information is shown on a map.

There is one option of verified users as well, which is majorly for the famous celebrities. Instagram verifies the account of celebrities in order to control the fake accounts people operate in name of celebrities. There is a symbol which shows up on the verified accounts which indicates that Instagram has verified this account.

App Screenshots



Domain

Features for Users Application:

- **Sign up/Login:** User needs to sign up using their email id and give their brief information like name, email address and phone number. Users can use their other social media account information like Facebook or twitter to login and register with Instagram. Instagram accounts are public by default, but users may choose to create a private account. In that case, only users whom you approve may follow you and view your photos.
- **Home page with live feed:** After successfully logging into the account, users will see the news feed where they can view the photos and videos of other users whom they are following. Also, there is an option which shows the suggested users whom to follow; this is based on various factors such as location, recommended liking, etc.
- **Posts on feed:** The posts of other users are shown and users can like or comment on it. Users can even report abuse to Instagram if they find the pictures or videos abusive. Users can share other user's photos and videos to their social media accounts like Facebook, twitter, etc from here.
- **Search photos and people:** Search option helps users to run a search based on various options like photos and people to start with. Random famous photos and people are shown to users at first based on various factors like location and what users like, etc. Users can even search for other users from here, they have to type the name of person they want to search and they can follow them from this page itself. Hashtags can also be searched easily from here. Searching hashtags will give results of the posts in which that hashtag is used.
- **Follow friends:** Users can optionally choose to import contacts and find friends from your contact list, Facebook account, Twitter account, or simply search for names and usernames. Following people allows users to see their posts in your newsfeed, and similar to Twitter, one can follow anyone including people you don't know personally if users choose to do so.
- **Add photos:** Clicking the "Share" tab will allow users to snap photos or select photos from your device's photo albums. This is the large camera-shaped tab in the center at the bottom of the screen. After choosing or taking a photo or video, users can either post it on their timeline or can edit it using various editing options available within the application. Users can choose to rotate photo, add a frame, create a blurring effect, or brighten the photo by selecting each of the corresponding icons (in that order) on the screen. Instagram

provides multiple filters that one can use to edit your photos. One can only select a single filter, and to test them you simply tap each filter icon and the image will be altered.

- **Add information to image or video:** Enter a brief description of the photo/video in the “What?” text input field. Add hashtags here to provide a searchable query for others to find your photo with. Users can also optionally select the “Where?” tab to add location info to your photo. Users can even tag other users/followers/friends in the photo using @username of those users.
- **Share the photo or video:** Click any of the social networks underneath “Sharing” that you want to post photo/video on. Enter the username and password associated with the account to link it with your Instagram account. If one does not want to share their photo/video anywhere except on Instagram, simply skip this step.
- **Instagram Direct:** Instagram Direct is a new way to send photos or videos to the users. At the top of the share screen, one can see the option to share with followers or to send to specific people (“Direct”). To send using Direct, tap the names of the people one wants to send photo or video to, write the caption, tap “send” and it’s done. After sending, one will be able to find out who has seen photo or video, see who has liked it and watch recipients commenting in real time as the conversation unfold.

Photos and videos that one receives from people you follow will appear immediately. If someone you’re not following sends you a photo or video on Instagram, it will go to your requests so you can decide if you want to view it.

- **Activity:** There is an activity tab where one finds the activity done by users whom we are following. All activities of users we are following will be shown here like they started following someone else, they liked any other user’s picture, they commented on other user’s post, etc. Similarly we can see our activity using this option for events like what we liked, which post we commented on, so on and so forth.
- **Profile:** Profile page of the users shows the number of posts by user, number of followers, number of people whom we are following. Users can easily edit their profile from here which includes changing the profile picture, changing other user information, can add user’s biography of maximum 150 words, change password, email or phone number as well. On this page all post can be viewed as a list or simple pictures. Location option shows the places where users have been to and posted pictures accordingly, all this information is shown on a map.
- **Verified Account:** There is one option of verified users as well, which is majorly for the famous celebrities. Instagram verifies the account of celebrities in order

to control the fake accounts people operate in name of celebrities. There is a symbol which shows up on the verified accounts which indicates that Instagram has verified this account.

- **Setting and Preferences:** Various settings of the application can be accessed from here. One can find people, can view posts that one liked, report a problem, Instagram help centre, blog, privacy settings, etc is available within this option.

Preferences of sharing, push notifications, sound etc can also be done from here itself.

Assumptions:

- **No Real Time Chat**
- **No messages through application**

Critical functionalities

- Constantly giving proper suggestions whom to like and follow based on user's preferences and choices.
- The UI and animation with integration with maps and showing user's photos/videos on the map.
- Search using hashtags and giving proper results based on those hashtags comes in as a challenge.
- Applying various filters to the photos and videos.
- Taking videos of up to 15 seconds and integrating more than one video to one is also a challenge.

Challenges for Development

Suggestions for whom to follow: Giving proper suggestions at the starting phase to the users is certainly a challenge.

Solution: This feature can be attained by closely studying the behavior of users and their choices. Suggesting other users to follow is very critical, and very first thing to keep in mind is the location of users and based on location giving them suggestions of other users to follow. Suggestions will only be given to users who are celebrities and have lots of followers. Then the preference will be given to friends who are on other social media platforms like twitter and Facebook.

Map integration: Making the UI and animation effects smoother without affecting the flow and interaction of the user with application.

Solution: We have the most experienced team which can integrate this feature with maps and showing the smooth and swift photos/videos posted by users at different locations. This is achieved when users tag the location where photo/video was taken. The criticality comes in picture when user is constantly moving around like famous celebrities do. Capturing all their locations and showing their photos/videos collaboratively is a challenge. On map, first the zoomed out image is shown and number of images are given. When users zoom in then proper location and images clicked at those locations are shown on the map.

Search names and photos: Search page at first shows the photos and names of people whom we can search for or we can follow.

Solution: This feature can be achieved by tracking the user's location and choice of people they follow. Photos shown on this page are mostly having lots of like and of celebrities in and around their country. Then as time passes the suggestions change according to the relevancy based on user's behavior and choice of people they follow. Same thing is applied to the names. Some people have different name for their profile than their real name due to the fact someone else has already created account using their name. So giving suggestions based on that is done by closely looking at the user's friend list on other social media platforms and celebrity names they might be trying to search for.

Hashtagging: Instagram provides hastags to posts that are searchable and it is a very critical function.

Solution: When users apply a hash tag to a post of photo or video, Instagram makes entry of that hash tag into the database. Hash tags are mostly used to identify a popular event which has occurred recently or is going to occur soon. For instance, if some famous match which is going on, people tend to create hash tag of those events and eventually that hashtag starts trending. So it is very important to capture each hash tag and provide results accordingly. To do this each tag is stored in database and people who use that tag in their post are also stored, and when someone searches for that hash tag one can provide the results easily.

Instagram Direct: New feature included by Instagram recently to send the photos or videos directly to our choice of users instead of all.

Solution: Instagram direct is a feature for users who don't want to share their personal photos or videos to everyone they follow or their followers. This is achieved by searching for people who are friends on social media and on Instagram. Giving a list of those people whom we are following, a search can be made from that list and after that users can share that post to selective friends. That post will not be made public as we take care by binding that post to just the people with whom it is shared with.

Approx. Timeline for User application Development

Feature	iOS (Days)	Android (Days)	Web services (Days)
UI Design	22	22	-
UI Integration			-
Sign up/Login	4	4	3
Home page with suggestions of whom to follow	12	12	5
Listing of images and videos with likes, comments, Hashtagging, location, Report inappropriate.			10
Search listing with People and Photo	7	7	5
Take photo or Video	5	5	-
More than 20 Photo/Video filters, Lux tool, 12 Settings like contrast, brightness, etc	18	18	-
Add Photo/Video with caption, tagging, location, sharing.	15	15	3
Direct Photo/Video video sharing with followers	12	12	2
Activity -- Following (FB, Contacts and Instagram followers activity) and Our own activity	12	12	5
Profile -- List/grid view, posts, followers, following, location with map and pictures tagged	15	15	7
Settings, Support, Preferences	13	13	5
Notifications	5	5	5
Total	140	140	50

Approx. Timeline for CMS

Feature	CMS (Days)
User Management, Make a flow for verified users	7
Photo/Video Management, comments, likes	8
Reported Photo and Videos	3
Basic statistics like, Total videos, total Photos, total users.	2
Total	20

Approx. Price for Development

Price to develop a similar app like Instagram on iOS platform is approximate **\$22,400 (Twenty Two Thousand Four Hundred)**.

Price to develop a similar app like Instagram on Android platform is approximate **\$22,400 (Twenty Two Thousand Four Hundred)**.

Price of web services and CMS to develop a similar app like Instagram is approximate **\$11,200 (Eleven Thousand Two Hundred)**.

Total price to develop a similar app like Instagram on both iOS & Android platforms including the web services and CMS is approximate \$56,000 (Fifty Six Thousand) and the total delivery time would be around 3 to 4 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 Instagram procured after launch. It is just an initial cost to develop a similar app like Instagram 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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