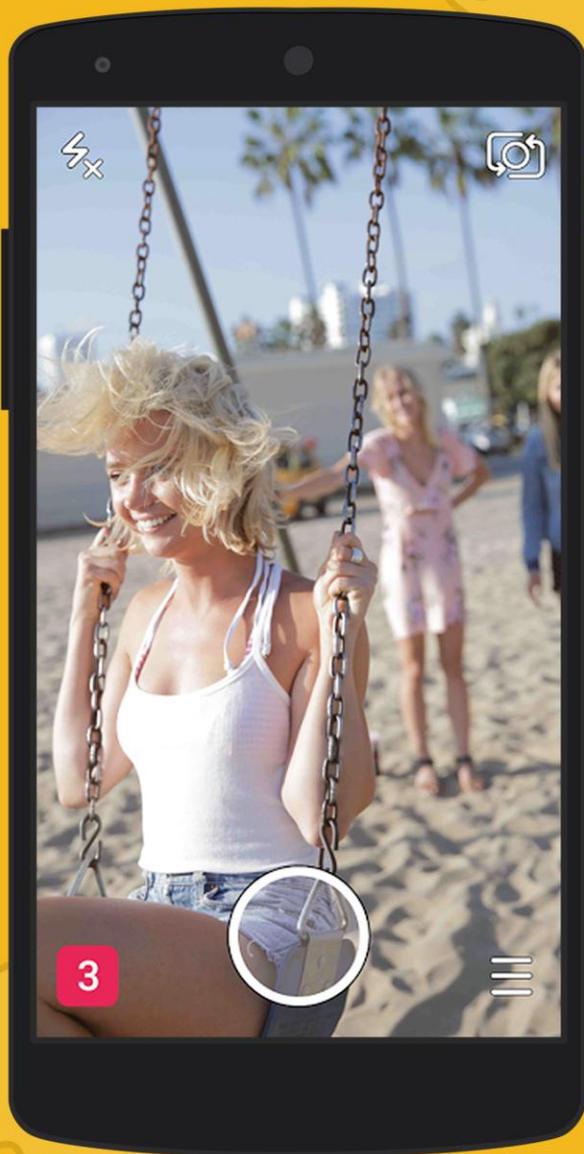


How much does an app like Snapchat cost?



Snapchat

Fun Mobile Conversation!

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 SnapChat mobile application:

SnapChat is a fun Smartphone application for sharing moments in the form of photos and videos. One can take a photo or video and add a caption to it and can send it to a friend. One can also add a story to it and share it with friends. The video captured will be of 10 seconds only and will disappear from friend's screen as soon as it's over. The main feature of this application is that it does not store the photo or video anywhere on the servers so that once they are gone, they cannot be traced back.

Users have to create their account after downloading the application from the respective play stores. The main screen now has another button: a Snapchat logo button, found at the top of the screen. Tap it to see who has added you and your contacts. You can also use it to find friends.

Tap the Contact button from the bottom right-hand corner of the main screen. Your Contacts screen should then open, with a Camera symbol in the top left for going back to the main screen and an orange Add Contacts button in the top right for adding contacts.

Features

Adding Contacts:

Tap the Add Contacts button in the top right of your Contacts screen. You will then be able to see a list of Snapchatters (aka friends) who have added you as well as three symbols - from left to right - for viewing who has added you, finding Snapchatters in your contacts, and last but not the least, searching for Snapchatters.

Select the Find Snapchatters button, which appears similar to address book, and tap the + icon next to your friend's name if you'd like to add them. You can even tap the envelope icon next to a friend's name to send a request to join Snapchat.

In case if your friends aren't in your Snapchat contacts, which were pulled from your device and other social networks, select the Search Friends icon. It appears like a magnifying glass. Right there you can type in your friends' usernames to search and add them.

Taking Snaps:

While on the main screen, you can tap the large Camera button to take a Snap or hold down the Camera button to record a video with sound. Once you're done with it, a preview screen will appear with options for customizing Snaps, adjusting Snap length, sending the Snap, and many more options.

The preview screen displays an X symbol in the top left-hand corner. On tapping that symbol you will be taken back to the main screen. On tapping the Customization button, which looks like a pencil, in the top right-hand corner, you will then be able to see colour slider.

Simply use your finger to select a colour and then start tracing or drawing whatever you want on the Snap displayed in the preview screen. You can also tap anywhere on the preview screen to access your keyboard and add text, but only after you tap-to-close the colour slider.

When everything is ready to go, you will see a Snap length button in the bottom right of your screen. It should be a circle with a number in it. The number represents how many seconds the recipient can view your Snap. Tap it to adjust length time from 1 second to 10 seconds.

Just next to the Snap length button is a universal Download symbol. If you select it, your Snap will download to your device. The next symbol at the bottom of the preview screen is for Stories, but we'll address that in a bit as well as how to send snaps.

Viewing Snapbacks:

In order to view your unread Snaps, go to the main menu screen and select the Notification button in the bottom left. A Snapchat feed of all your sent Snaps and Snap replies (aka Snapbacks) will be listed, including any new Snaps from friends, and you can just tap any one to view it for a limited period of time.

Remember: Snaps disappear... so be ready to capture a screenshot if you want. You will also see a list of your sent Snaps. An arrow icon will appear next to a Snap if it's been read, along with a notification about whether the recipient took a screenshot of your Snap.

From the Snapchat feed screen you can also search for Snaps, adjust Snapchat settings via the Settings icon in the top right, or simply go back to the main screen by tapping the Camera button in the top left.

Sending Stories:

In order to send a Story, which is basically a Snap that exists for 24 hours and can be mass-sent to all your friends, tap the Story button the Preview screen. It's right next to the Download button. If you have sent a Story, your friends will be able to view it unlimited number of times in a day.

Another way to send a Story is by simply taking a Snap and then tapping the Send button. But instead of selecting every friend individually on the Send to screen, you can streamline the process by simply selecting the My Story option. You can also change who can view your Stories under Settings.

In addition, the interesting thing about the Story feature is that you can add multiple Stories to your Story throughout the day. It's like a visual, temporary journal of sorts that all or some of your friends can view - an unlimited amount of times in 24 hours - at their leisure.

Viewing Stories:

You can view Stories by tapping the Contacts button on the main screen. You will then see a Stories page, with a list of your contacts and maybe even Recent if you have unread Stories. Once you view all the Stories under Recent, the recent category will disappear.

You can still find read Stories, however by scrolling through your contact list and finding the contact who posted a Story. A Story symbol will appear next to their name, and you can just click it to view that Story again.

Sending Snaps:

The only button on the preview screen that we haven't discussed yet is the arrow-shaped symbol on the bottom right. Tap it to send your Snap. More specifically, a Send to screen will open. You will then need to select recipients. Once done, send your Snap by tapping a second arrow button.

You might have noticed that one of the recipient options listed on the Send to screen said "My Story". This option will add your Snap to your Story, but we shall again discuss that below.

Chatting with friends:

Apart from sending Snaps and Stories, you can also privately communicate with a friend through Chat feature. To access the Chat feature, swipe right on a friend's name in the Snapchat feed screen, then enter text, and tap send on your device's keyboard.

While chatting with a friend, you can also send him or her Snap. Just tap the yellow camera on the right of the text box to take a Snap and send it to the friend (you can also select an image to send from your device's photo gallery by selecting the small photo symbol on the bottom right).

Discover:

Snapchat Discover is a new way to find stories from specific editorial teams. To get to Discover, swipe from left on the main screen to see the Stories screen, and then tap the new Discover icon (circle symbol) in the top-right corner.

You will be able to see a grid of all the available "editorial teams", including Snapchat's own Snap channel, CNN, Cosmo, Daily Mail, People, etc. Tap on one to open an edition, then swipe left to browse Snaps, and swipe up on a Snap for more.

Every edition is refreshed after 24 hours, thus maintaining Snapchat's whole ephemeral vibe.

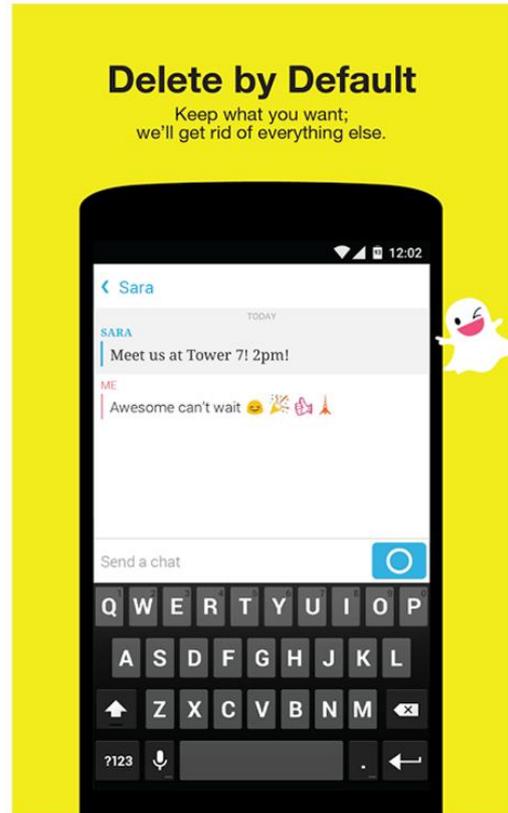
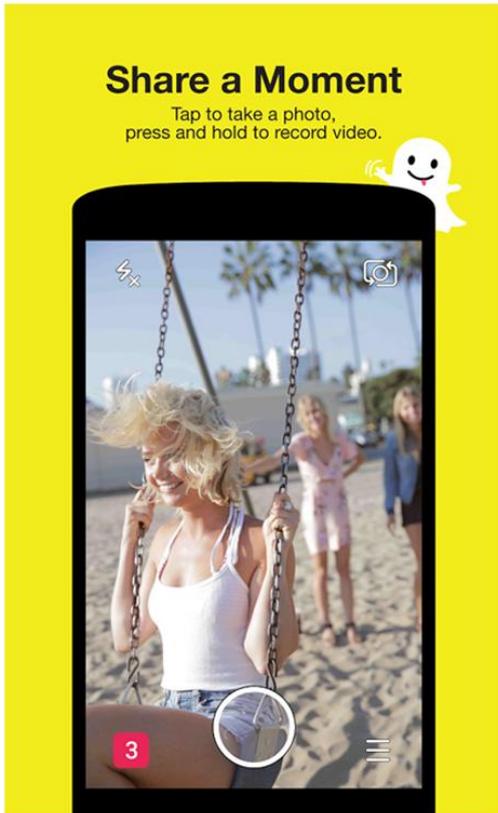
Assumptions:

- **No Snap Cash feature from application**
- **No image/video filters from the application**
- **No live Video chat feature from application**

Critical functionalities

- Taking snaps and videos for limited number of seconds till the time user presses the finger on the application screen.
- Viewing the video and photo for limited number of seconds till the time user presses the finger on the application screen.
- The UI and animation with integration and showing user's photos/videos appropriately.
- Creating stories and sending them so that friends can view it as many times they want in a day.
- Discover screen to integrate stories from specific editorial teams.

App Screenshots



Approx. Timeline for User application Development

Feature	iOS (Days)	Android (Days)	Web services (Days)
UI Design	27	27	-
UI Integration			-
Login/Register - Email - Phone Number	3	3	3
Fetching phonebook contacts and automatically making them friends	10	10	4
Search users by username, phonebook	5	5	3
Chat by sending Image + Aviary integration	10	10	6
Chat by sending videos + Aviary Integration	15	15	8
Settings: - Allow discovery via phone number and username - Receive snaps from: My friends or every one - Share Stories to: Everyone, My Friends , Custom - Notification: -- Receive Notification -- Wake Screen -- Blink LED -- Vibrate -- Sound - Blocked Contacts	7	7	4

Stories Screen: -Public posting to everyone or only friends or custom -View other people stories -View stories of people at an event-all stories for an event will be streamed in continuous flow	10	10	8
Group Snap chat: - To all my friends	7	7	4
Discover Screen - Adding Channels and their content from backend visible on front end	10	10	8
Smooth streaming of videos, Video compression Option to save my content to my gallery	6	6	4
User profile with image and other details, Support.	5	5	3
Notifications	5	5	5
Total	120	120	60
	24 Weeks	24 Weeks	12 Weeks

Approx. Timeline for CMS

Feature	CMS (Days)
User Management	5
Events Management	5
Discover Management	5
Basic statistics using Google analytics or flurry	5
Total	20

Approx. Price for Development

Price to develop a similar app like Snapchat on iOS platform is approximate **\$19,200 (Nineteen Thousand Two Thousand)**.

Price to develop a similar app like Snapchat on Android platform is approximate **\$19,200 (Nineteen Thousand Two Thousand)**.

Price of web services to develop a similar app like Snapchat is approximate **\$9,600 (Nine Thousand Six Hundred)**.

Price of CMS to develop a similar app like Snapchat is approximate **\$3,200 (Three Thousand Two Hundred)**.

Total price to develop a similar app like Snapchat on both iOS & Android platforms including the web services and CMS is approximate \$51,200 (Fifty One Thousand Two Hundred) and the total delivery time would be around 4 to 5 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 Snapchat procured after launch. It is just an initial cost to develop a similar app like Snapchat 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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