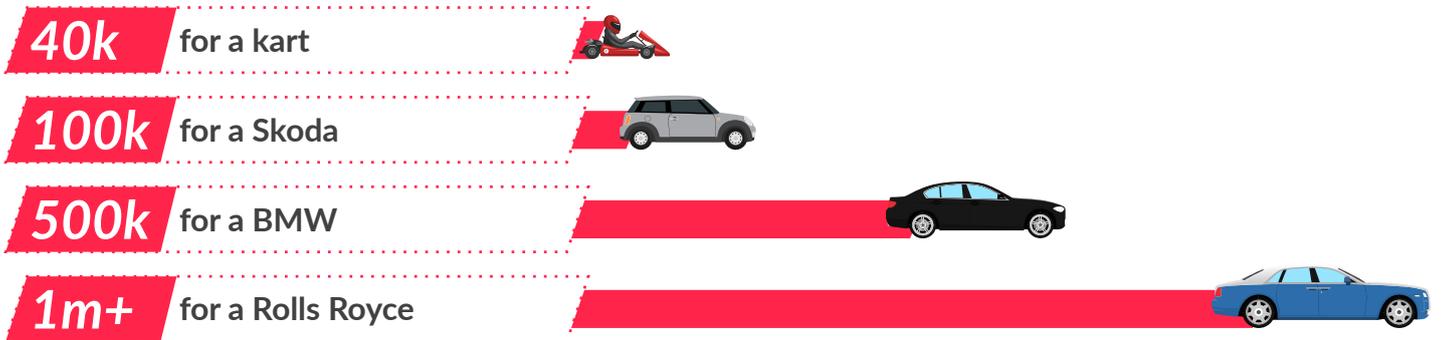


Mobile Apps in Switzerland

How much does a mobile app cost to develop?

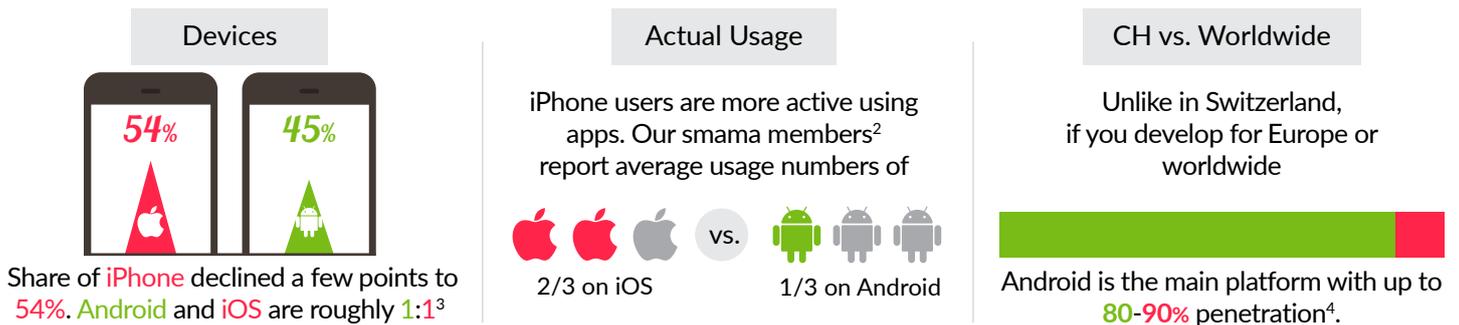
The following gives you an idea of app costs in CHF²:



The '20 Minuten' app was 1m+¹.

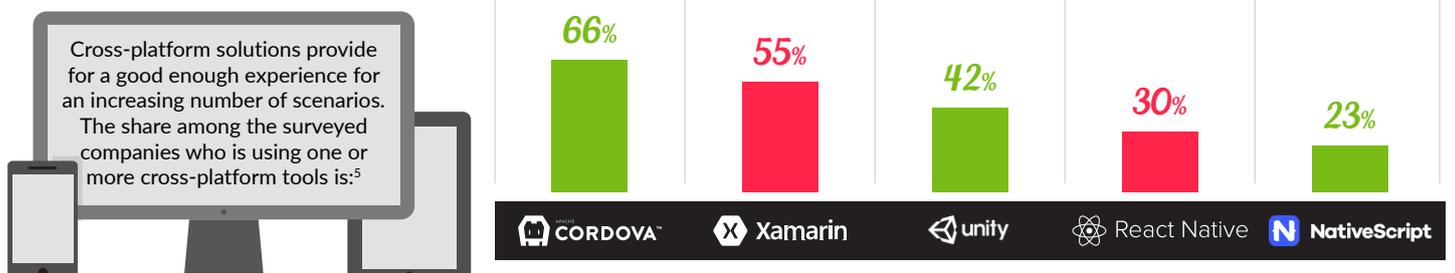
Mobile Platforms

Switzerland is still an iPhone country.



Development Platform

Native apps are still the main development platform in Switzerland. 60% of our smama members are mainly developing natively⁵.



The satisfaction was average for cross-platform frameworks, except for Xamarin where the majority was very satisfied in using it.

If enterprise frameworks are used, SAP mobile enterprise is most used followed by Titanium and Kony.

When to go Native?

There is no clear boundary. While in fact, with all frameworks and native development, almost the same thing could be done technically, one should consider the constraints of each³.

Typical cases for native:



If security is very important, e.g. integration of SDKs or NDK



Performance or resource optimization (battery, memory) is of utmost important



Use of newest technologies / APIs (e.g. wearables, IoT etc.)



When only one platform must be supported (e.g. for enterprise solutions)



Pixel perfect UIs or advanced UI features are important

Typical cases for cross-platform app:



Low budget



Only basic requirements for UI



Web programming skills available but no native skills



Prototyping or proof of concepts



Game engines, 3D visualizations (e.g. Unity)

Expectations vs. Reality for Cross-Platform

The expectations and the reality of choosing cross platform are not in line⁵.



Faster implementation



Reduced costs



Only one team required

Cross-platform frameworks must be chosen wisely



70% expected to implement the solution faster and 35% could confirm this after the project was finished.



65% of the companies expected to save money, however, less than 10% confirmed that after the project was finished.



45% expected advantages of having one team only, but only 20% confirmed that after the project.

Example: If you stay within the framework capabilities, one can be fast but custom extensions can quickly become more expensive than native development and require sophisticated skills.

Swift

Swift is not yet main stream but steadily increasing⁵.

Only **40%** of the respondents have apps in production using Swift and only **15%** are mainly coding using Swift.



Not using Swift.



Using Swift.



Mainly using it.

Future App Platforms

From our survey on the smama members most potential is seen in



VR / AR apps



Wearable apps

VR and AR apps are on a hype while the wearable sector goes through the valley of disillusionment. Initially, many companies just wanted to be on the watch. Now, there are 100'000 smart watches in Switzerland and the focus is on providing real value. In the long run however, smart watches could be replaced by AR devices in the shape of sunglasses that could dramatically change the way how we interact with the world.



Health Apps



Chat bot

Ranked 3rd and 4th are health apps and chat bots. Chat bots are already main stream in China but just started appearing in Europe and may pave the way for voice interaction paradigms. Health apps will be a long-term topic that will grow slowly but steadily.

The future brings an expansion of connected devices and unforeseen user interaction paradigms.

This is the space in which native development will move. Wearables are just the most immediate kind of such devices.

Working Group

The following companies are members of the working group 'Mobile Apps' of smama and made this report possible.

ADNOVUM



bitforge



mp technology

netcetera



SBB CFF FFS

SMOCA

TERRIA MOBILE

Source

[1] <http://www.persoelich.com/medien/die-neue-20-minuten-app-im-persoelich-com-test-326497>

[2] Based on many app development experiences of the 10 companies in the mobile apps working group

[3] <https://www.comparis.ch/comparis/press/medienmitteilungen/artikel/2016/telecom/smartphone-studie-2016/smartphone-verbreitungsstudie-2016.aspx>

[4] <https://www.statista.com/statistics/266136/global-market-share-held-by-smartphone-operating-systems/>

[5] Based on a survey to all smama members. 30 companies have participated in the survey