Maintenance plan (500-700 words - 5%)

How much it will cost to maintain your product for the next year?

Once our app is published, we still have to create new content, track how our app is performing, and let our users know what's new. Every app requires ongoing maintenance and content updates to keep users happy, engaged, and coming back for more. Depending on the complexity of our app, we can also incur additional costs for servers, emergency maintenance, push notifications, and more. The app maintenance typically needs additional expenses, and the app maintenance costs can be significantly higher during the first year, which is up to 50% of the total development cost, and decrease to 15-25% for each year after that. For example, we can budget 20% of the cost of initial development when calculating the cost of maintaining software. If our initial development costs are $200,000, we can reasonably expect to spend about $40,000 per year to manage our app.

The server cost for mobile apps and app hosting prices is a critical expense head in the app maintenance costs. We would need to consider what kind of server we need for our app and then calculate the associated app hosting costs. We will need more server CPU, memory, and disk space for more extensive data, which will lead to increased costs. An app hosting server can range in price anywhere from $70 per month up to $320 per month, which largely depends on factors, such as the content, the number of active users, and projected growth. We will need to find multiple hosting options, such as a cloud-based environment. Cloud services like Amazon Web Services (AWS) are typically less expensive as we only pay for what we use, and there the maintenance cost of the server itself is lesser.

Regular updates can help resolve and quickly fix bugs and enhance the UX. If we look at any app, then we’d find that there are updates for the app. The cost of the updates varies—and depends on a lot of factors. Consider we have one bug that requires a quick fix in the line of code—it would cost we around $50. What if we need to update a functional aspect? It could take we a couple of weeks to fix, and the costs could be around $1,000-$2,000. The prices are typically dependent on the size of the app, and the nature of changes in the functionality. As an app owner, we’d need to consider the maintenance of such facets.

The following calculation is estimated for 1 platform, basic team set-up (2 developers per platform, 1 SM), and Extended QA Plan (medium-complexity app). We assume that the month consists of 4 one-week sprints.

DEVELOPERS = 2 developers x 1 platform x 35h x 4 weeks = 280h per month

SCRUM MASTER = 1 SM x 1 platform x (15% x 280h) = 42h per month

QUALITY ASSURANCE Extended Plan = 80 hours per month

Developers = 280hr x $60 = $16,800

Scrum Master = 42hr x $55 = $2,310

Quality Assurance= 80hr x $55 =$4,400

Total = $23,510 per month x 12months = $282,120 per year