

MOBILE DEVELOPMENT

# The Ultimate Guide to Create a Video Conferencing App like Zoom

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Written by Vivek Zala

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2020 has brought massive uncertainties where people worldwide are being recommended to maintain social distancing from one another. And such uncertain circumstances have forced the global population and businesses to work from home.

To make sure to work seamlessly, maximum people have been dependant on video conference calls. And this opens the way for video conferencing apps like Zoom that has an amazing platform for businesses to conduct meetings online.

According to a report by Techcrunch, video conferencing apps were downloaded over [62 million times in just one week](#) of March 2020 for both business and personal uses. And it displays the demand and sparks the video chat application industry holds.

Hence, if you are a budding business person who is planning to enter the market using his/her own video conferencing app, you are just on the perfect track. Currently, it's a great idea. So, let's see how to develop a video chat application like Zoom, why you must develop such an app, and its development cost.

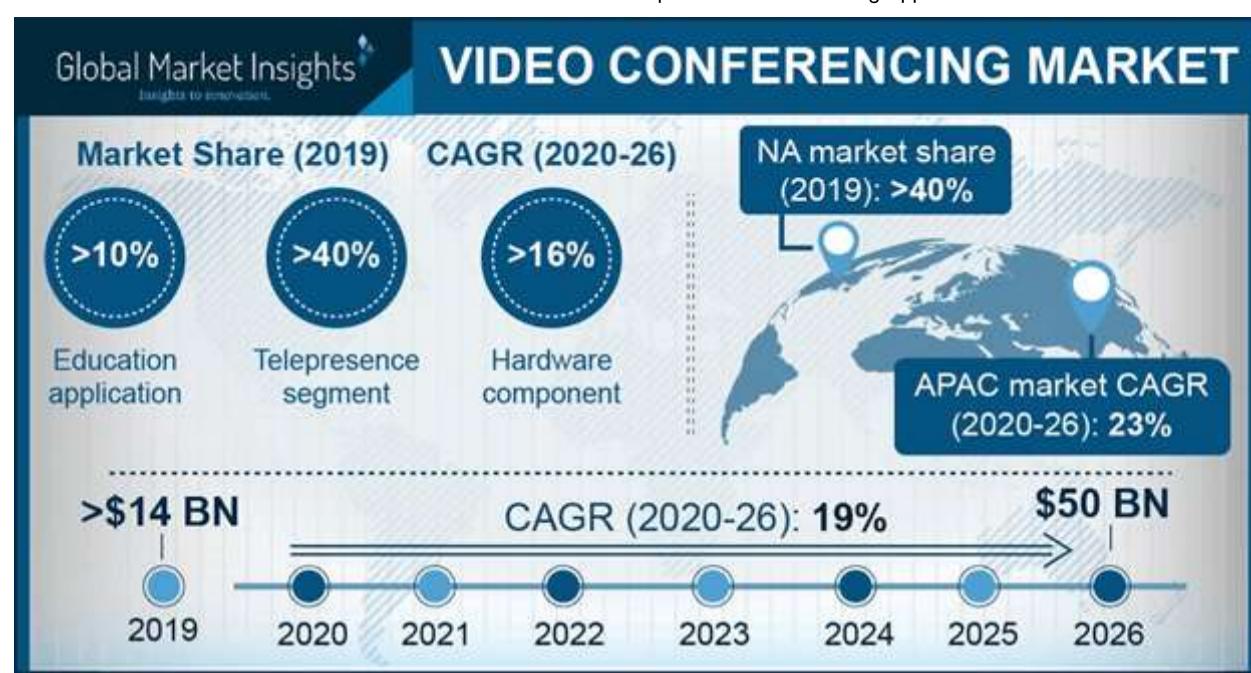
## Why You Should Develop a Video Chat App like Zoom

Here are 3 major reasons why creating a video conferencing app like Zoom is a billion-dollar idea:

### 1. The Value of Video Conferencing Market Will Be Over \$50 Billion by 2026

Your object of creating a video chat application like Zoom must be earning money from it. And this is possible only if you invest in a flourishing and healthy market. And the good news is that the video conferencing market is competent in helping your application development.

As per Global Market Insights, video chat apps' market value will [exceed \\$50 billion by 2026](#). With the rise of the COVID-19 pandemic crisis and cancellation of many social events, the popularity of video chat apps is increasing in all industries. This will drive the video conferencing market popularity in the long run.



## 2. There Is Sufficient Scope to Develop and Flourish in This Market

Not only businesses use video chat apps. A study shows that only the education industry holds over [10% of video conferencing market shares](#). Since education institutions are closing day by day or providing limited entries, there are more scopes for these players to enter the industry and develop.

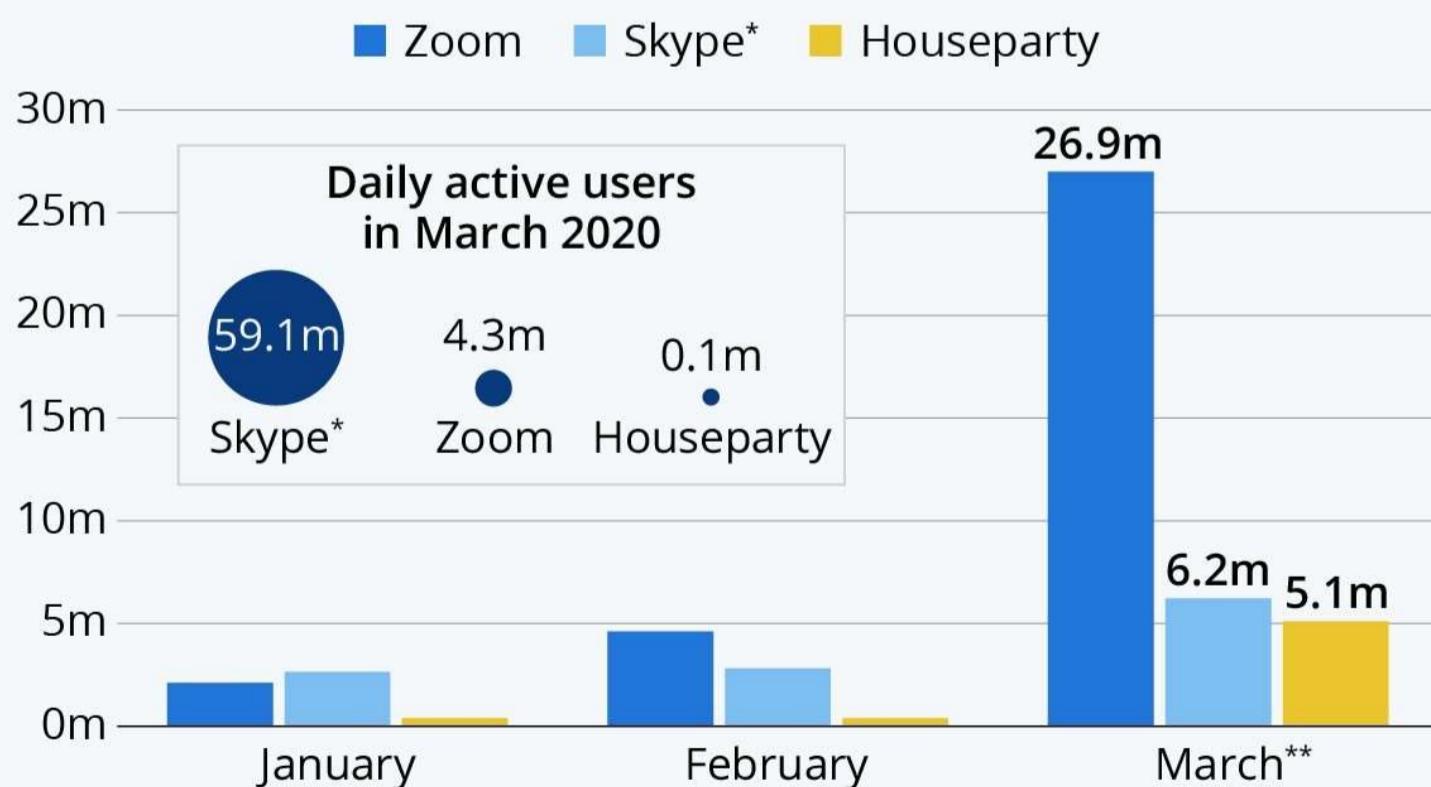
## 3. Video Chat Applications Are Becoming Highly Popular after the Pandemic

During the lockdown period, people are taking assistance from technology for handling procedures, working, and staying connected with their loved ones.

This is why, according to a report by [Statista](#), global downloads of video conferencing apps like Zoom increased by over 100% in March 2020. It showcases the increased popularity of video chat applications and why you should invest in this industry.

## Video Chat Apps Rise to Prominence Amid Pandemic

Global downloads of video chat apps for Android and iOS



So, this is why investing in a video chat application like Zoom is just a killer idea. To succeed in this market, you should know how to create such an app. Let's look into this!

## How to Develop a Video Conferencing App like Zoom

Building a video chat app like Zoom successfully needs time, powerful study, persistence, and smart planning. Let's explore the steps you should follow for developing a video chat application like Zoom!

## 1. A Rock-Solid Idea & Market Study

While remodeling an idea of a video chat app, you must conduct a complete market analysis. Explore the plans of your possible competitors and your idea's possibility in the market.

Ensure to include some special components in your app to make it different. Depending on your unique concept, you can find your target audience as per which you can make the app design.

## 2. Alluring Video Chat App Designs

After having a clear idea, you must set an amazing [UI/UX design](#) for your users. To develop your app for millennials, ensure to make attractive designs, and utilize a bright color scheme.

Also, if you want to allure businesses through this app, use soothing colors and make it subtle. Nevertheless, if you want to make it for a group of people, your designs must be simple and intuitive like Zoom.

Read also: [The Mobile App Design Process to Follow](#)

## 3. Back-end Development

This is the backbone of the app development process. The database, web server, and app server come under an app's backend development, which set the basics of the backend depending on which you can include different functionalities in your application. Scalability is necessitous as you would need numerous users to stay in your app simultaneously.

## 4. Technology Stack

To introduce a single platform app, you can get many choices to select from like Kotlin and Java for Android app development whereas Objective-C and Swift for iOS app development.

However, if you want to introduce a cross-platform application, you may select between Flutter and React Native. You may get help from an efficient app development company if you can't choose this.

Read also: [Selecting the Best Technology Stack for App Development Project](#)

## 5. Testing your App

Testing is a crucial procedure in the video chat app development. Before releasing your video conferencing app, you should concentrate on testing it for eliminating the scopes of any error and bug in it.

# Must-Have Features to Build a Video Chat App like Zoom

Now, let's check out the must-have features to add when developing a video conferencing app!

## 1. User Profile Management

Users become an exceptional entity in your app's ecosystem after registering in the app. You can recognize them with their profile using all appropriate data incorporating user names and display pictures.

Follow the key principles while creating a user profile: streamline it structurally, allowing keeping some data private, and do not overload the screen with extra information. Allow users to edit their profiles easily and hassle-free.

## 2. App Onboarding

Ensure to make a simple [app onboarding process](#) to attract your users. For this, you should give them both choices of registering in your app manually or using social media.

Moreover, the user authorization procedure must be secure and easy so users can utilize it with no worry regarding their accounts' safety.

## 3. Video and Voice Calls

To set up voice and video calling features in your app, you will need a Publisher-Subscriber pattern that you can derive via a technology known as [WebRTC](#).

Ensure that all users can see HD videos while using your app and the sound must come clear and loud on both sides.

## 4. End-to-End Encryption

With the end-to-end encryption technology, you can encrypt the message, the user's device, and decrypt on the receiver's device. Thereby, include this feature to assure privacy for your users and provide your application a tag of the secure app.

## 5. Text Chat

You must keep your users connected with your application for lowering your application churn rate. And text chat will do it here. You can utilize third-party tools like Firebase or Twilio for integrating this feature into your video chat app.

## 6. Group Calls

Ensure your app enables users to make group calls. They may need to streamline conferences or team meetings using the app. Based on your target audience you can restrict the number of participants you want to permit in a group call.

## 7. Screen Sharing

You can use this feature to display the content of a user's screen to another user. It is required for offering online tutorials, streaming games, or enjoying movies together.

## 8. Push Notifications

Push notifications automatically inform all users regarding new messages, more features of your app, and calls for informing them about new updates. Again, you can use third-party tools like Twilio or Firebase to boost your app's engagement rate with lesser efforts.

## 9. NoiseBlock

It wards off diverting noises like keyboard typing, papers shuffling, etc. using this feature, you can recognize when somebody is talking and when no person is speaking, it can mute the mic.

## 10. Virtual Background

This feature enhances the video conferencing experience. It allows users to display an image or the video as the background amid a meeting.

The green screen alongside the little lighting appearances seems to be the best combination that efficiently recognizes the difference between a person and background.

## 11. In-app Purchases

This feature performs the same [app monetization strategies](#) as Zoom. With it, you can add some features in the app that users will need to pay for before using it.

## 12. Stickers and Emojis

You should personalize your app by creating custom emojis and stickers to attract your app users repeatedly. These express what they feel in a better manner.

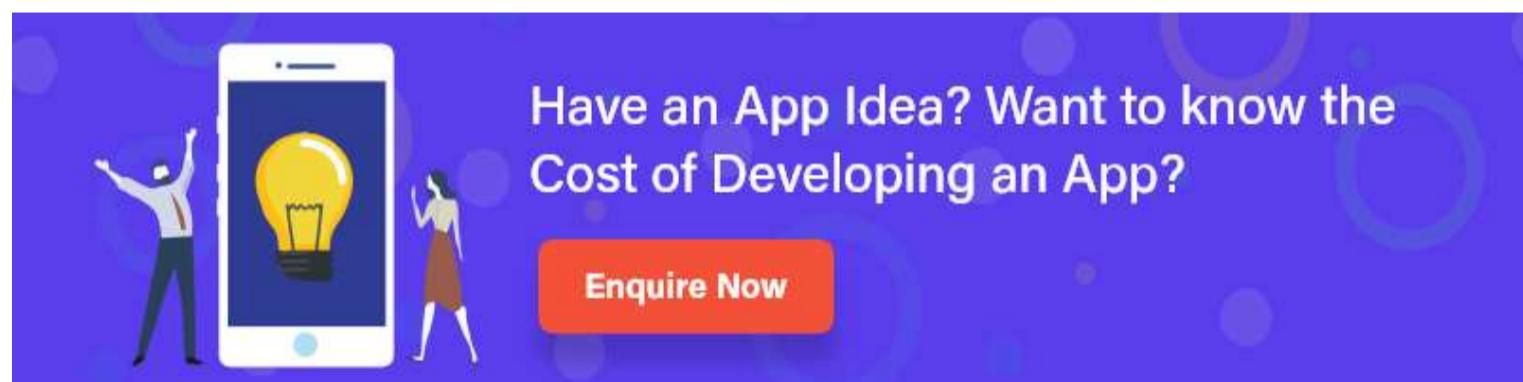
With the description of the must-have features, we have come to the end of this blog. Now, let's sum things up by checking how much does it cost to develop a video conferencing app like Zoom!

## Cost Estimation to Develop a Video Conferencing App like Zoom

Factors like app features, complexity, location of app development, the size of the app development team, the number of hours needed for making an app, and development platform are a few that impacts the [cost of app development](#) for a video chat app.

The cost estimation of building a video chat app depends on what type of personalized solution you wish to have. A video conferencing app like Zoom, where the team of development works on everything from the beginning may cost you nearly \$50000 or more, based on the services and features you select.

Look for an [app development agency](#) that has a development team having skills in building some highly scalable and amazing applications for clients.



## Final Words

Video chatting with many people is not only a corporate need but also common individuals need it, at least at the time of worldwide emergencies. In the video conferencing app space, Zoom has placed itself as a benchmark.

However, there are still some spaces available for more apps to create their presence. The subsequent returns and advantages for developing a video conferencing app like Zoom are clear enough. Moreover, its trends assure it a long life also.

So, why are you waiting? Start working on your concept now. Stay connected with some experienced consultants in case you need to develop a video chat application like Zoom.

## FAQs About a Video Conferencing App Development

**What is the required team structure to develop a video conferencing app?**

You should have a project manager, Android and iOS app developers, Back-end developer UI/UX designer, and Q&A expert in your team to develop an app like zoom.

### **How to monetize a video conferencing app?**

There are few ways you can monetize a video chat app like advertising, premium features, paid video calls, etc.

### **How to hire a developer for a video chat app?**

There are some ways you can hire developers for a video conferencing app like searching on Google, LinkedIn, Clutch, etc. However, the best way to hire developers is by contacting a development company like MindInventory.

[app development](#)

[Video Chat App](#)

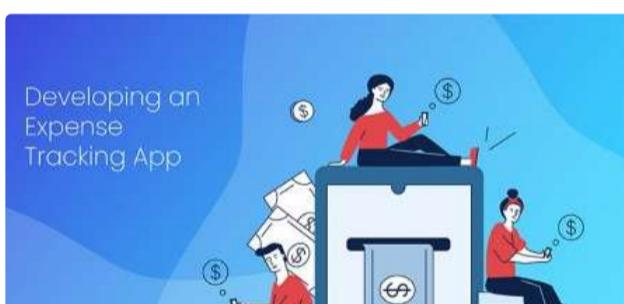
[Video Conferencing App](#)

### **Written by Vivek Zala**



AVP Sales associated at Mindinventory, overall experience of 10+, Vivek Zala develops new prospects and daily interacts with global clients and business partners to increase sales. Always focusing on positive output to the company by adding consistent value to the Business Planning, Management and Execution while achieving business. In continuation, usually priority on recurring business which own and shape the key use-cases, product road maps, pricing programs and customer value based on pragmatic, outcome-oriented results.

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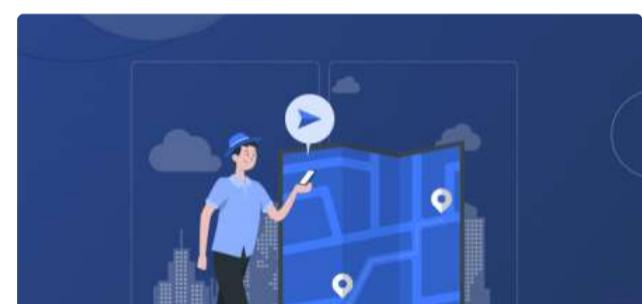
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