specter

Tech consulting pricing **made easy.**

Introduction

When you're looking for a complex, custom-built product or to modernize an existing product, it can be difficult to get a rough estimate on cost without a full evaluation of your requirements.

Wouldn't it be easier for everyone if you could get an idea of the cost before investing more resources into meetings and proposals? We've been on your side of the table and we know firsthand how frustrating it can be to get a quote from most consultants.

We're not most consultants. We aim to be your technical partner from conception to conclusion of your project. Which is why we created this pricing guide based on hundreds of projects completed over the span of the last decade. Our simple, no-nonsense pricing model allows businesses like yours to easily get an idea of how much it might cost to build what you need without all the back and forth.

Once you're comfortable with the price range, request a proposal and we'll provide an exact quote. If you have any questions or need additional clarification, please feel free to reach out to us.

Request a proposal ▶

Contents

Pricing by Product

1.1 Web Applications

Description	Web Applications		
Project Size	Small	Medium	Large
Cost	$60-100k 14-16 weeks	$110-200k 16-26 weeks	$200k+ 20+ weeks
Design Deliverables			
UI Style Guide	✓	✓	✓
Cutting Edge Design	✓	✓	✓
User Experience Analysis	✓	✓	✓
User Story Building	1 to 3	3 to 5	5 to 10
Project Features			
Authentication	✓	✓	✓
Standalone Features	3 to 5	5 to 7	7+
UIs & API	✓	UI and API	UI and API
Infrastructure & Servers	✓	✓	✓
Automatic Testing		✓	✓
3rd Party Integration		✓	✓
Industry Examples			
Insurance	Insured Portal	Broker/Producer Portal	Full Scale Agency Management System
eLearning	eCommerce Enrollment Portal	Custom eLearning Platform	Full Scale Purchase + Enrollment
Finance	Basic Billing Software	Built on API for other apps to consume	Full scale CRM & Portal
Specialty Consulting	Full-scale CRM & Portal	Custom CRM	Scientific Analysis Portal

Product Examples

Web applications are often thought of as complex portals. They can be completely new applications or a rebuild of an outdated product. Think something like an insured portal in the insurance industry. Or a custom learning management system.

Small

Small web applications cover an account portal such as an insured portal. The insured logs into the portal and can download policy documents, chat with a representative, or submit a change to the policy. Generally, they will have three major features or workflows.

Medium

Medium web applications have more complexities. In addition to an insured portal, a medium project would include a rate, pay, and bind ability. The insured user could log online, enter their information, receive a quote, and purchase the policy online. Medium projects generally have between four and seven major workflows (or require higher level programming efforts).

Large

Large web applications tend to be very complex with multiple user roles and more than seven or eight workflows. It would be a full online agency management system on top of the insured portal and rate, pay, bind capabilities. These projects are generally for companies that run most of their business out of the application.

*Words cannot explain how amazing Specter is (I could write pages and pages of great things to say). **The concise version: Without them, my company would not be where it is today.** Specter has helped clean up past messes that other programmers have made, build dream functions on my business site, saved the day with unexpected issues, and their response time always goes above my expectations. When working with Specter, they also become part of your vision and think of problems that you may not think of. I appreciate all their work and value their professionalism. Specter is an integral part of my company and its future growth, and I highly recommend their services.*
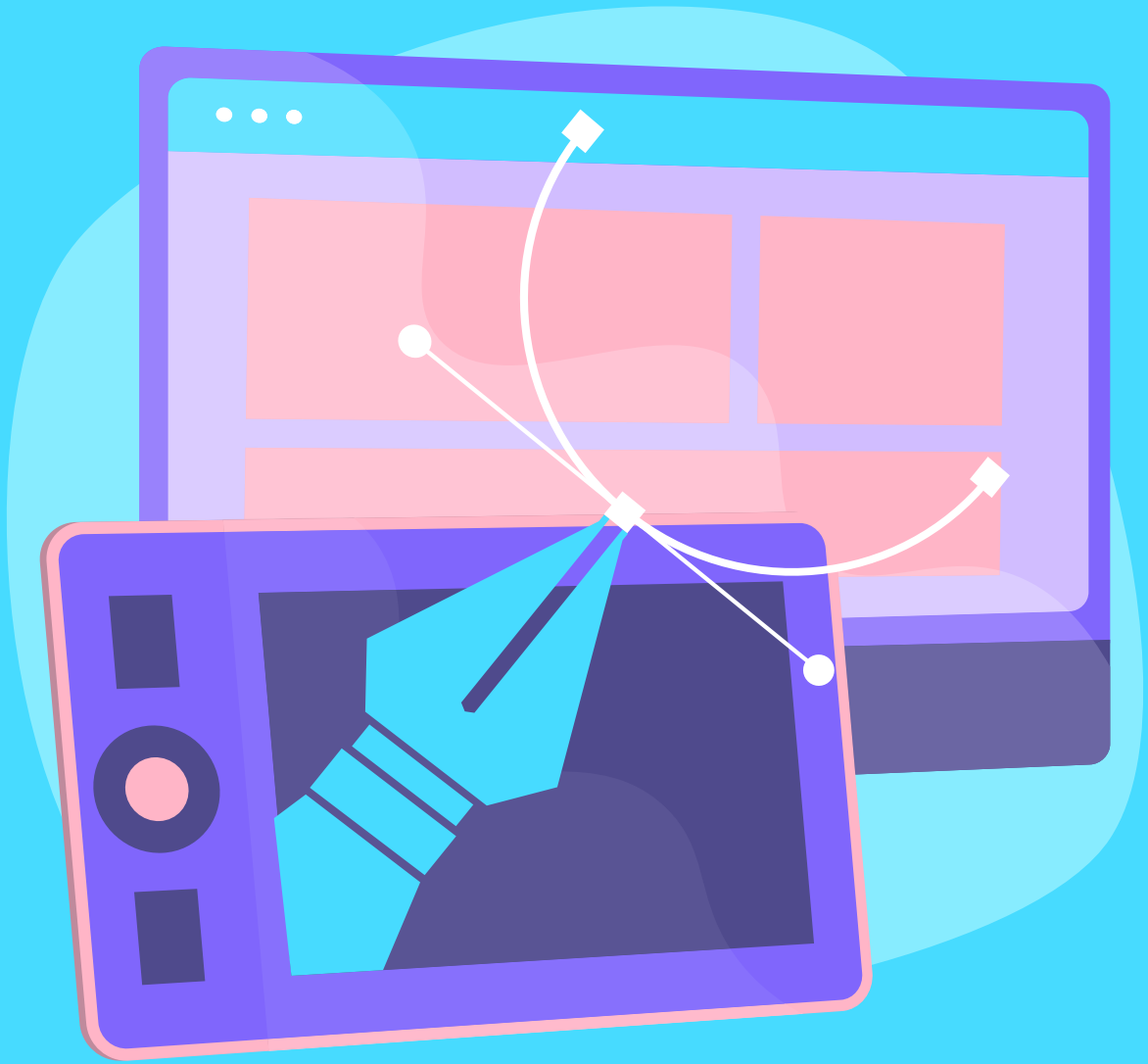
Katherine Wong

CEO, Athos Insurance

★ ★ ★ ★ ★

Request a proposal ▶

Web Design & Development

Platform	Web Design		
Project Size	Small	Medium	Large
Cost	$5-$10k 2-4 weeks	$15k-$25k 6-12 weeks	$25k+ 12+ weeks
Design Deliverables			
UI Style Guide	✓	✓	✓
Cutting Edge Design	✓	✓	✓
User Story Building	✓	✓	✓
Mobile Responsive	✓	✓	✓
Graphic Design	✓	✓	✓
Project Features			
SEO Plan		✓	✓
Competitor UX Analysis		✓	✓
Hosting Set Up	✓	✓	✓
WordPress CRM	✓	✓	✓
Client Can Make Edits	✓	✓	✓
Analytics Integration		✓	✓
	Industry Examples		
Basic Portfolio Site	Loan Prequalification and CRM Integration	Online Loan Origination	Underwriting Administration + Integrations
Business website with API integration	401(k) Enrollment	Investor/Advisor Portal	Financial Planning Tools for Advisors
eCommerce Website/ Custom Plugins	Policyholder Portal	Broker/Producer Portal	Automated Quote-Bind-Issue

Product Examples

Website design is building a website or mobile ready website for your business. This can be anywhere from a business website to a portfolio website. The key difference between a website and a web application is the technical expertise required to build it. A website is more of a "modern brochure" whereas a web application will have users logging in and interacting with the app.

Small
A small website is a very basic business portfolio website. This is for the smaller brick-and-mortar style business that needs a modern website to showcase their services.

Medium
A medium sized website will be one that is a basic business portfolio website, but might have an API call to an external service for quoting.

Large
A large website is an eCommerce website with many products to integrate or higher end custom programming to sync up with an API or similar affiliate programs.

We were referred to Specter by a large web advertising agency in Sacramento, and we could not be more pleased. For a very reasonable fee, Specter created a whole new, current technology eCommerce website using Wordpress, supported by a WooCommerce back end. The site currently has more than 500 skus. Specter was a dream to work with - responsive, and professional. Their communication was proactive and helpful. Our new website is much easier to navigate, and delivers functionality that we only dreamed of before.

*Since Specter worked their magic, our SEO scores have increased, our sales have more than doubled, and we get positive comments from our customers all of the time. Their ongoing support is also both extremely good and reasonably priced. We intend to look for more ways to incorporate Specter's abilities into our business as our little business continue to grow. **Hiring Specter was one of the best moves we have made.***
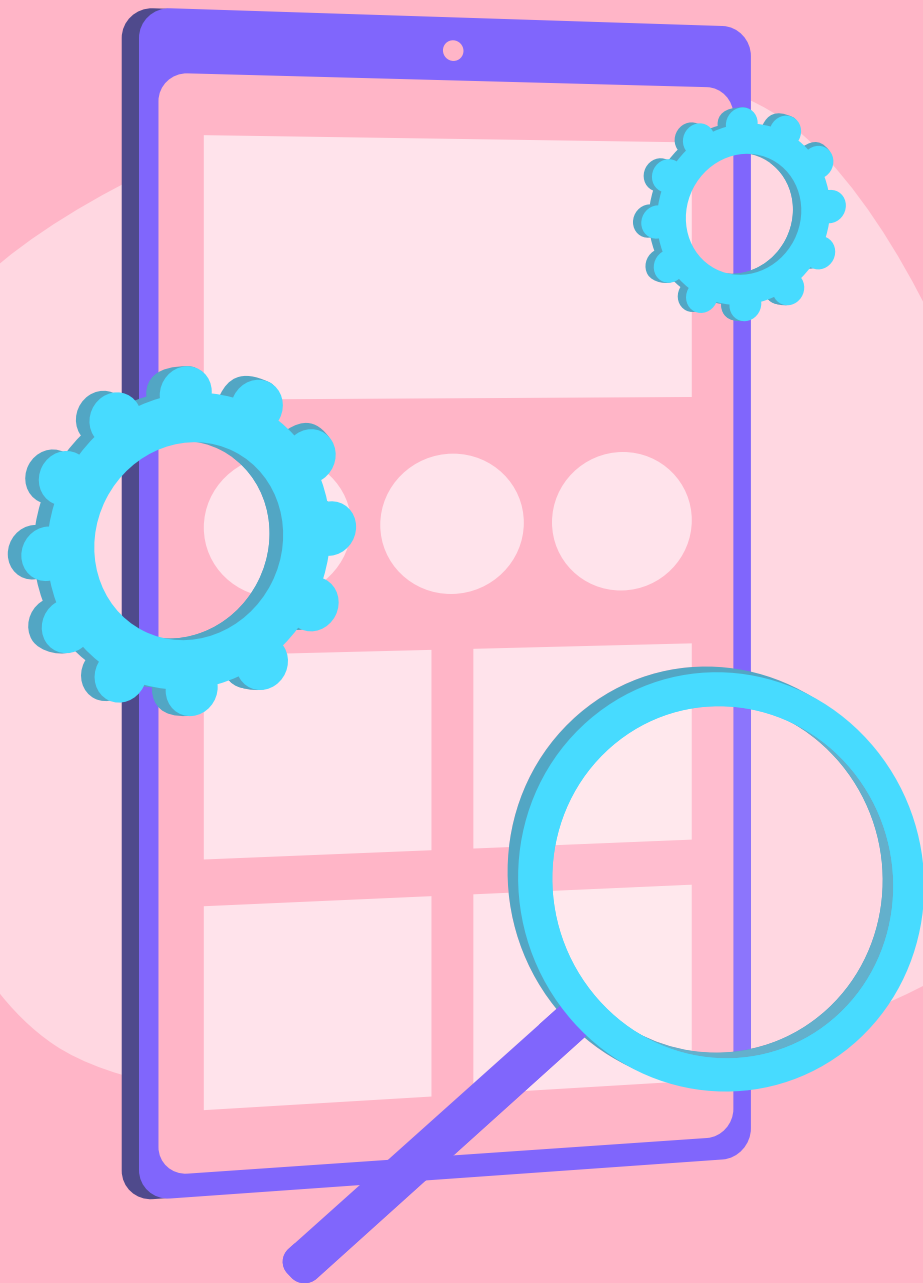
Evelyn Wood

Owner, Local Spicery

★ ★ ★ ★ ★

Request a proposal ▶

Description	Mobile Applications		
Project Size	Small	Medium	Large
Cost	$100-200k 12-16 weeks	$200-400k 12-26 weeks	$400k+ 20+ weeks
Design Deliverables			
UI Style Guide	✓	✓	✓
Clickable Prototype	✓	✓	✓
Graphic Design		✓	✓
User Story Building	1	2 to 3	3+
Project Features			
Authentication	✓	✓	✓
Standalone Features	Readonly	5 to 7	7+
UIs & API	✓	✓	✓
Infrastructure & Servers	✓	✓	✓
Automatic Testing		✓	✓
3rd Party Integration		✓	✓
Industry Examples			
Insurance	Insured Portal	Claims Submission App	Rate, Pay, Bind App
eLearning	Video Portal	Video Portal with Real Time Interaction	Large Scale/ Heavy Use Video Portal
Finance	Billing App	Quoting App for Financial Services	Robinhood Clone
Specialty Consulting	Simple CRM for Field Reps	Custom CRM	Scientific Analysis Portal for Field Reps

Specter has been a vendor of ours for several years now. They have built multiple websites for us and are currently working on a custom enterprise software for us. Their development process is very concise and breaks big projects down into manageable pieces. I highly recommend Specter's top notch team.

Peter Konrad

President, Integrated Financial Concepts

★ ★ ★ ★ ★

Request a proposal ▶

1.4 Term Glossary

Glossary

Authentication vs SSO Authentication

Authentication allows users to create accounts and login securely to a website. SSO stands for Single Sign On, where users login using another account like Facebook or Google. If you've ever "Signed in with Facebook," you've used SSO Authentication!

Background Location

The ability to detect a user's location and use that data as needed (in a compliant way).

Competitor UX Analysis

Our team reviews your competitors and finds holes in their user experience to make the experience your customers receive from the brand more intelligent.

User Story Building/User Stories

User stories are the journey from end-to-end for your customers and end users. This crucial part of the process ensures the app is build with the customer in mind. The start is mapping out every last-minute detail of that process.

Design Concept

To present a design we complete 2 – 3 designs intended to give you an idea of what your end product will look like.

Infrastructure Migration

Said another way, welcome to the cloud baby! Moving your existing infrastructure or elements into a feasible cloud-based solution. This could be new infrastructure, a new phone system, cloud servers, and a host of other items.

Push Notifications

Ability to send notifications to the user in their phone's notification center.

Technical Audit

A technical audit is similar to a financial audit. We sign NDAs and then dig deeply into your technical systems. The result is a report of recommendations with varying severities on being able to modernize, cut cost, or overhaul your company's technology infrastructure.

UI Style Guide

We'll provide you a designer's guide to your UI with reusable, developer-ready components such as buttons, typography, shadowing, colors etc. so that you can maintain a consistent visual. A real-world example is one that Apple releases.

UI vs API

UI stands for User Interface and refers to everything that is visually displayed in the presentation layer, and API stands for Application Programming Interface, which is responsible for retrieving and persisting all things data relating to your app.

UX Clickable Prototype

We design a clickable prototype of your product so you can interact with the final product before we develop it. This enables you to have a complete picture of the customer journey, review it with your stakeholders, and play with it before you do a full investment into the build.

Starter Engagements

Starter Engagements

Your business depends on user-centric, future-ready technology to maintain growth and profitability. Specter is here to help.

The technical partner you choose can have huge implications on the success of your project. To help you make the right decision, we offer set-priced, kick-off engagements that give you an opportunity to try us out before engaging in a long-term relationship.

Request a proposal ▶

User Experience Audit

$2,500 - 1-2 weeks

How does your platform's user experience stack up?

Audit the usability of your platform to better understand its strengths and areas for improvement

What it is:

Get a full design and user experience audit of your website, application, or mobile app. How does your usability stack up to the industry best practices?

✓ If your UX game is strong, this audit will validate your user flows and provide recommendations to ensure your UX is future-proof.

✓ If your UX game needs a little (or a lot) of help, this audit will offer a project plan that crafts the best possible UX while optimizing your budget.

How it works:

1. Demo

Demonstrate a workflow of how your platform works.

2. Assessment

We do the heavy lifting, evaluating the platform against the industry best practices.

3. Presentation

We'll present our findings, noting the strengths, weaknesses, and suggested improvements in your software.

20

SEO Audit & Plan

$3,000 - 2 weeks

Stay on top of your competition.

Measure how your business stacks up to the competition with a peer comparison of your industry.

What it is:

Our simple SEO plan makes improving your search ranking a breeze. Just tell us who your competitors and the keywords you want to rank for, and we'll come back with a plan to make that happen. We'll make sure you're targeting the right keywords & discover any other opportunities for improving your SEO.

✓ If your SEO is strong, we'll validate your strategy & future proof it.

✓ If your SEO strategy needs a little (or a lot) of help, this audit will provide a roadmap to start you on the right path.

How it works:

1. Brief Questionnaire

You tell us the basics of your business and competitors.

2. Assessment

We do the heavy lifting, evaluating the keywords you sent us and make sure they are the ones that fit your brand. Then we'll tell you exactly how to get to #1.

3. Presentation

We'll present our findings, which comes with a proposal on what it would cost to do the execution of the SEO plan.

User Journey Mapping ("I Have an Idea for an App")

$1,500 - 2 weeks

If you want to win over your customers, you need to offer a seamless customer experience.
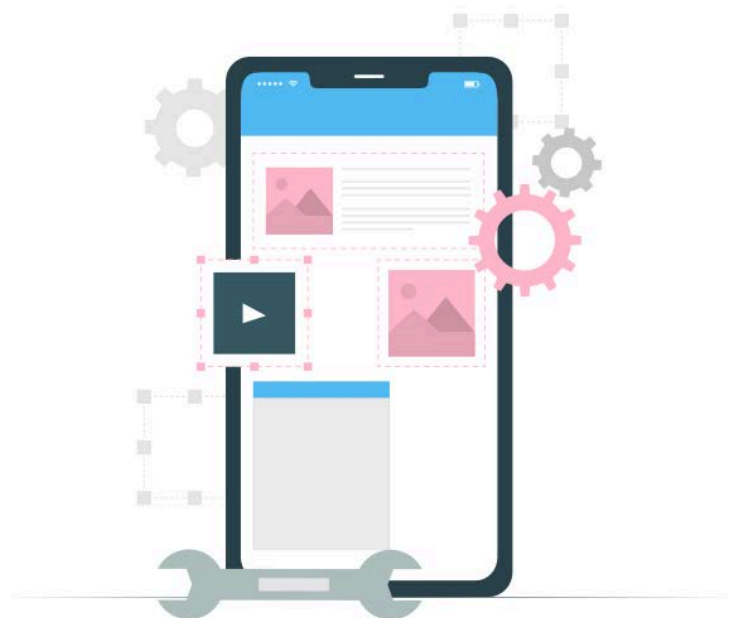
In this package, Specter will map out your key customer touch points, or "Moments of Truth", to identify gaps and opportunities.

What it is:

Before you can build an app, you have to know how the users will use the app. In this step Specter helps you write out the basics of a user story:
As a <user> I want to <action> so I can <achieve the goal>

This report will help you develop a better product by revealing ways customers might be having trouble using your product. By better understanding your customers and their needs, you will be able to make better decisions regarding your product.

How it works:

1. Brief Questionnaire

You tell us the basics of your app idea and any use cases you've already thought of.

2. Assessment

We do the heavy lifting, evaluating the journey and putting together a full flow of what those users stories look like.

3. Presentation

We'll present our findings, which comes with a proposal on what it would cost to develop the application or mobile app.

Technical Audit

$9,500 - 2 weeks

Do you really know the current state of your technology?

Audit the code of your platform, to get a comprehensive understanding of all the functionality, where you need to spend your budget and where you don't.

What it is:

This is the big mammoth one as part of our OCTO process. This 2 – 3 week engagement where technical leaders, programmers, and hardware guys go through the technology infrastructure for your business. Are you using the best phone system possible? Is your software outdated? Do you have any security risks? This will bring you a comprehensive look at your company's infrastructure.

How it works:

1. Demo

We'll ask your tech lead or primary leader to walk us through the brief overview of your systems. We'll need all the passwords/ diagrams/everything you have.

2. Assessment

We do the heavy lifting, evaluating your technology infrastructure and providing a list of suggested improvements or validations for your system.

3. Presentation

We'll present our findings and a recommended project roadmap.

Book my free consultation ▶

Schedule your call with Specter **today.**

specter