

# < Key Findings: The 2023 Application Development Survey

The online survey (deployed through Survey Monkey) polled more than **100** U.S. application development leaders to better understand their processes and their satisfaction with their current app development processes.

The survey revealed dissatisfaction with current approaches to application development due to inefficiencies and growing workloads. The majority of respondents cited issues with: development timelines; time spent on innovation; and time spent on routine activities that are common across the space.

## TOP 3 FINDINGS

1

Nearly

**30%**

**(29.5%)** reported that it takes their engineering team 4-6 months to develop a new web or mobile app, while another 28% stated that it takes more than 6 months

2

The majority

**56%**

reported that the workload for updating apps is increasing year to year

3

Almost

**70%**

**(68.6%)** feel dissatisfied with the amount of time their engineering team has for innovation

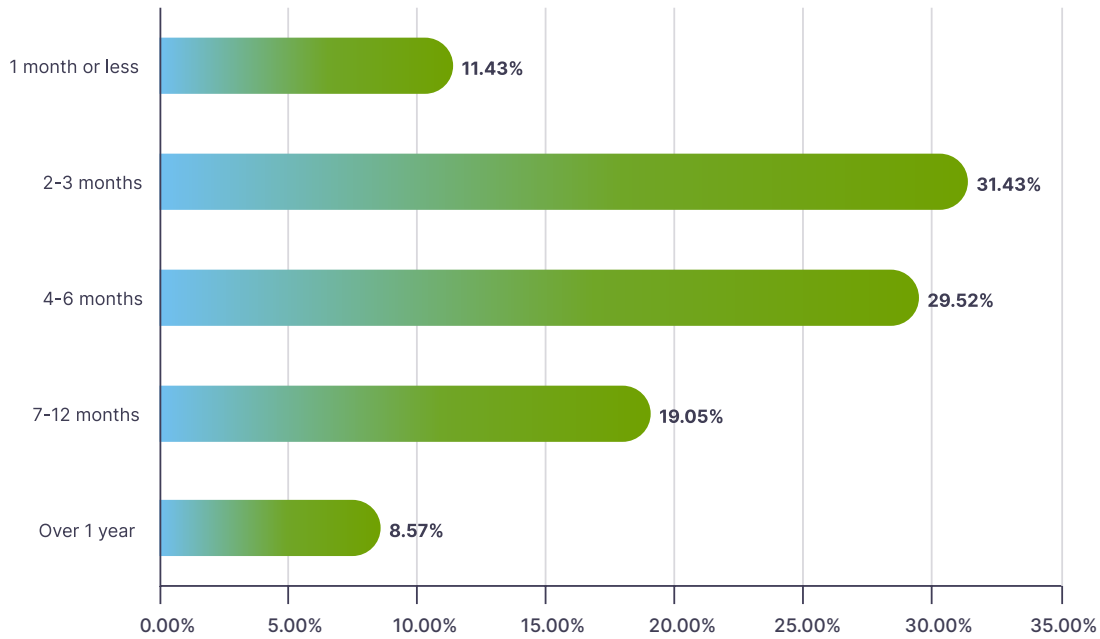
# < Application Development Timelines Are Long

Every day, new applications are released, with research showing that, on average, **944** apps are released each day to the Apple iOS App Store and **2,802** to the Google Play Store for Android. That works out to nearly **345,000** apps for iOS and over **1 million** apps for Android each year.

To keep up with market and consumer demands — as well as the competition — companies must accelerate their web and/or mobile applications development. However, for many, that is not the reality.

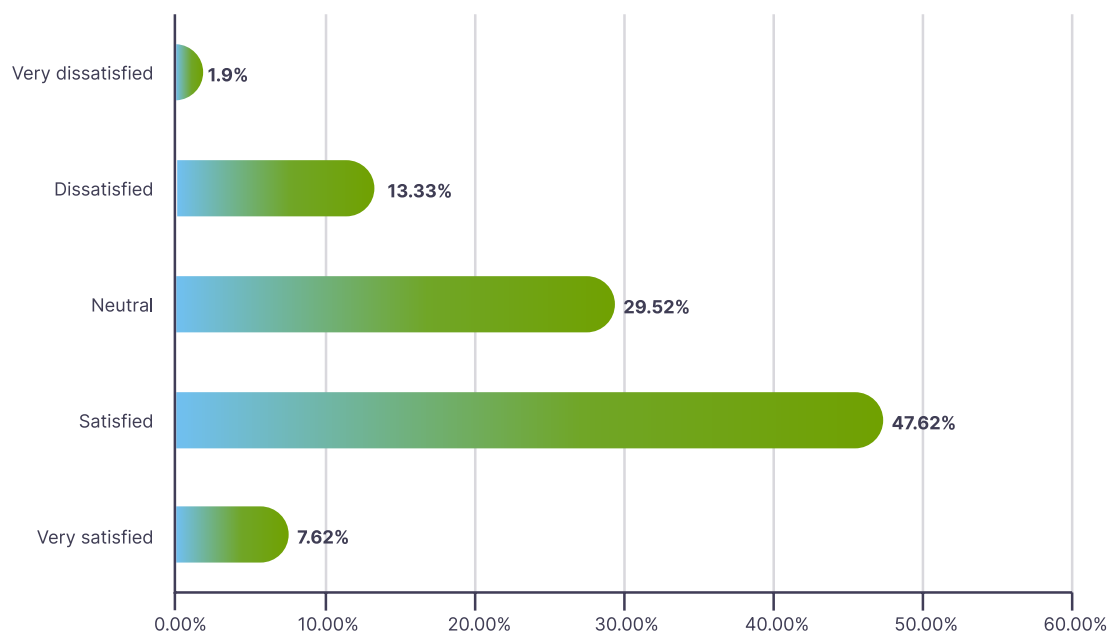
When asked how long it takes their engineering teams to develop a new web or mobile application, less than **12%** of leaders reported it taking 1 month or less. Another nearly **30%** of leaders said it takes **4-6** months, and more than a quarter (**28%**) stated that it takes **7** months to more than a year to develop a new web or mobile application. In a competitive world, these timeframes can be untenable over time.

## How long does it take your team to develop a new web or mobile app?



A large portion of leaders (**45%**) also reported dissatisfaction with how quickly their engineering teams can develop new application features.

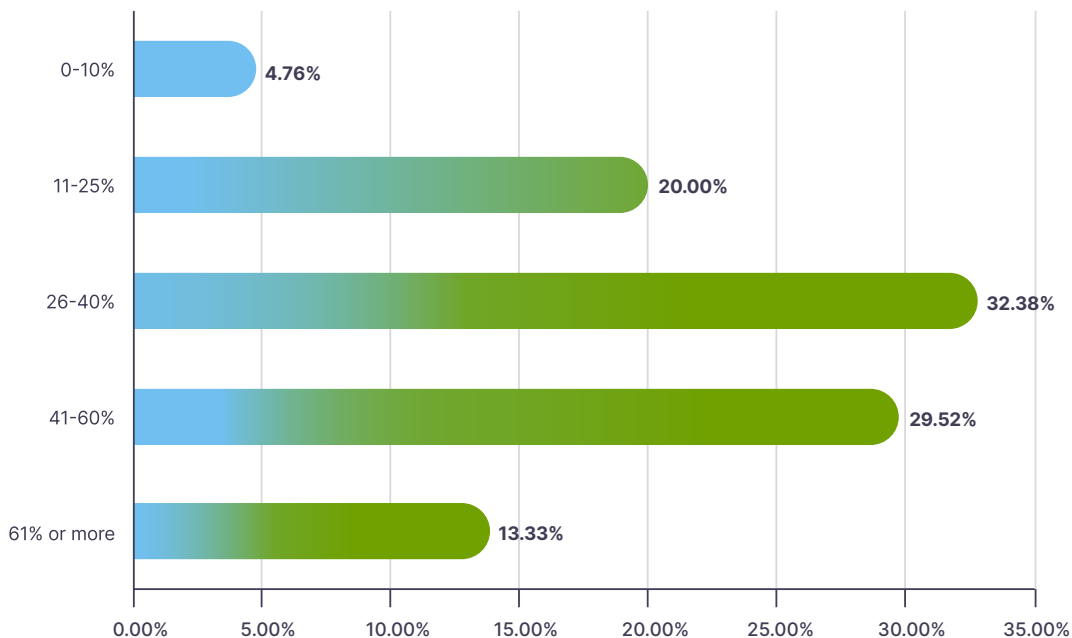
## How satisfied are you with how fast your team can develop new app features?



# < Application Development Workloads Are Repetitive and Burdensome

In addition to creating new web and mobile applications from scratch, engineering teams are also responsible for their upkeep. A majority of leaders (**43%**) reported that their engineering teams spend more than 40% of their time on maintenance. More specifically, almost one-third (**30%**) stated that their teams spend **41-60%** of their time on this task alone. Untenable over time.

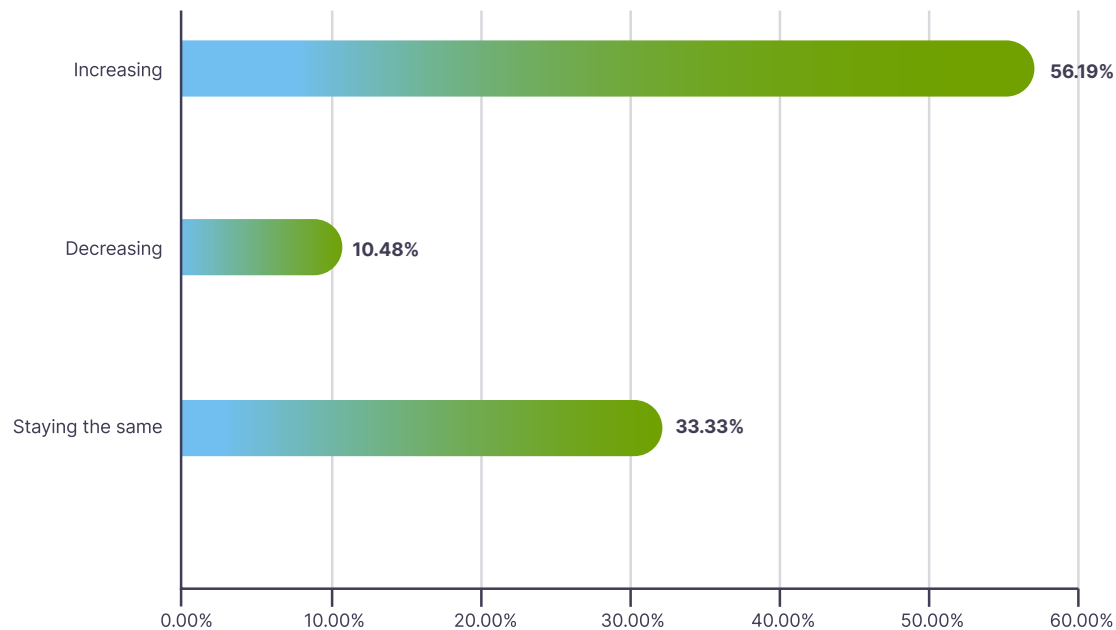
## How much of your time is allocated to maintenance of current apps?



The majority of respondents (**56%**) reported that the workload for updating apps is increasing from year to year, while another third (**33%**) stated that it has stayed the same.



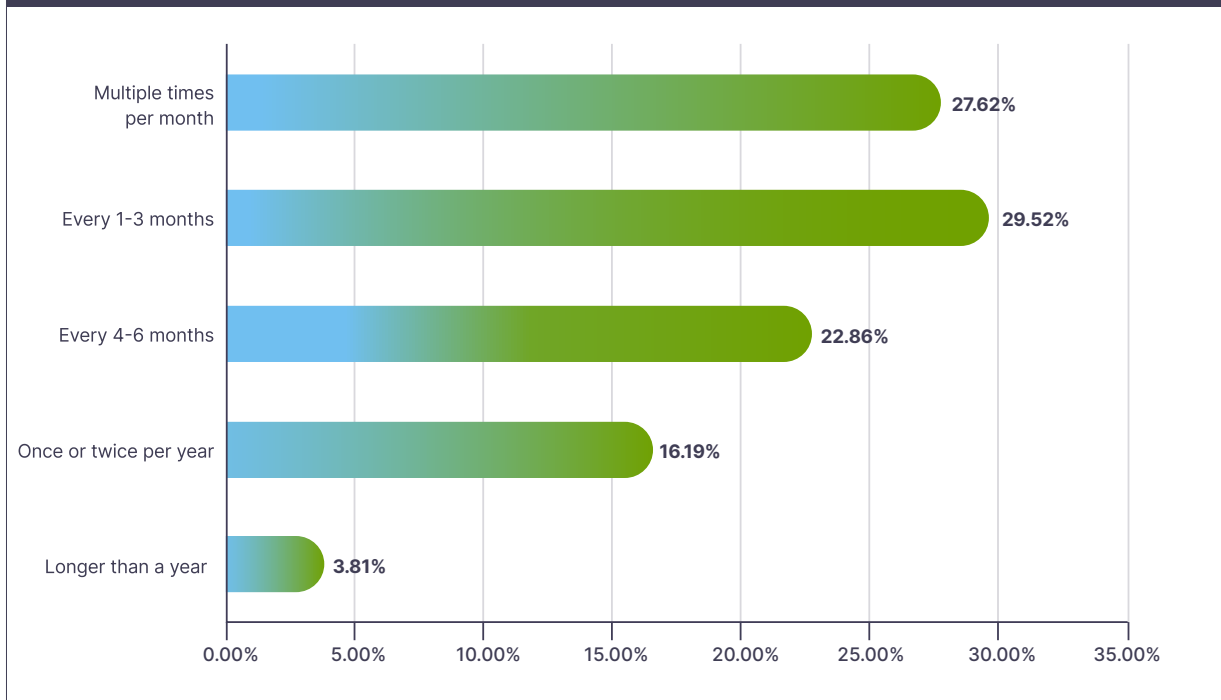
## Is the workload to update apps changing from year to year?



The amount of time engineering teams must spend on addressing maintenance and technical debt is overwhelming. And, it has been for several years according to [a 2018 Stripe report](#), which estimated that developers spend more than 17 hours per week on maintenance issues like debugging or refactoring — or the equivalent of **40%+** of a standard 40-hour work week.

Maintenance is also an ongoing issue with more than a quarter (**28%**) of respondents reporting that their teams update their applications multiple times per month, while another **30%** stated that their teams make updates every 1-3 months.

## On average, how often do you update your app?



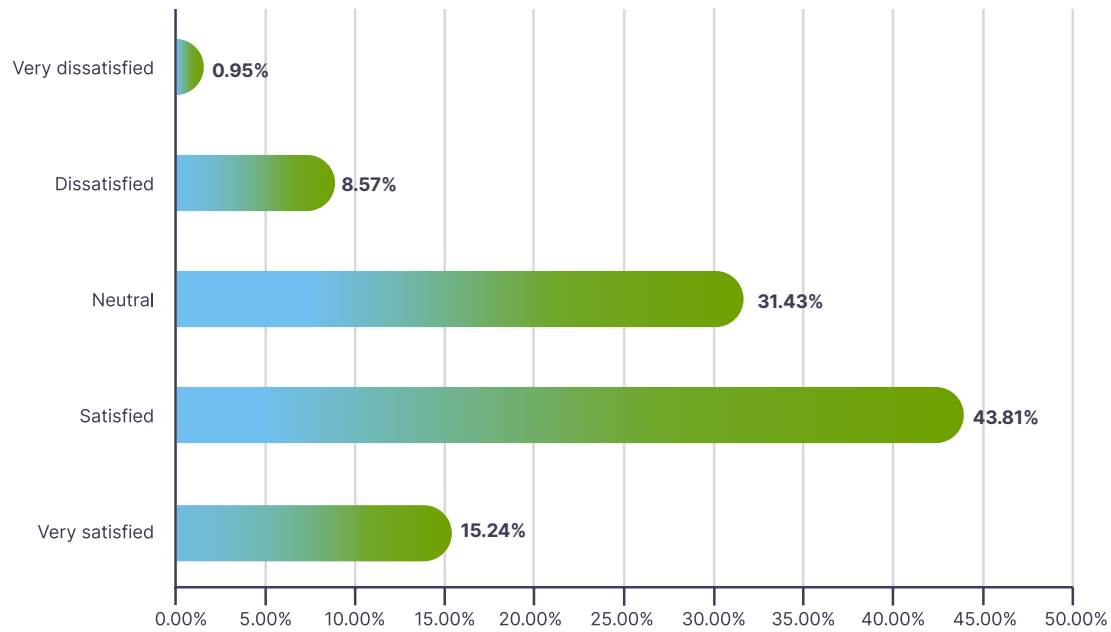
Applications must be updated and maintained every time operating systems or hardware are upgraded, security is enhanced, changes are made by cloud providers, and more. In fact, the average enterprise app has 110 third-party integrations, meaning applications must be brought up to date each time a third party makes a change to their technology — which could happen weekly, monthly, or quarterly.

For example, since Apple released iOS 16 in September 2022, the company has made at least 9 updates to this version of its operating system. For its previous operating system, iOS 15, there were more than a dozen updates made until early September 2022.

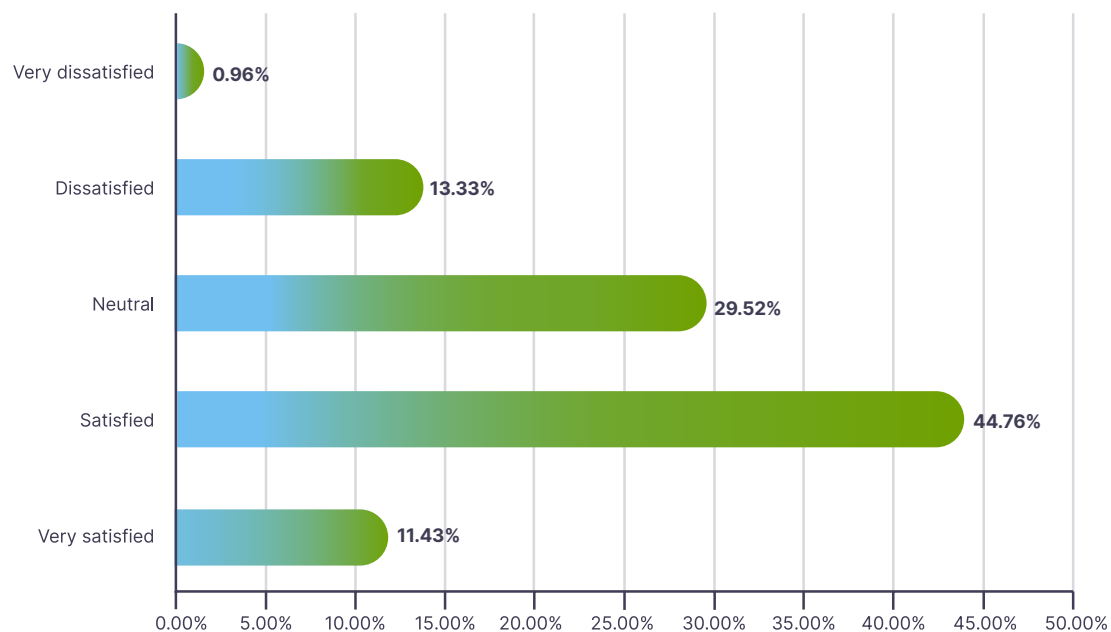
Each time these updates were introduced by Apple, countless engineering teams in the U.S. and around the world had to make sure their applications worked correctly, were free of bugs, and were compliant with new security measures. These same steps must be repeated with every integration, piece of hardware, or operating system an application leverages.

That's why **41%** of application development team leaders currently feel dissatisfied with how their team manages routine app maintenance due to updates, and nearly **44%** with how their teams respond to security updates.

## How satisfied are you with how your team manages routine app maintenance due to updates?



## How satisfied are you with how your team responds to security updates?

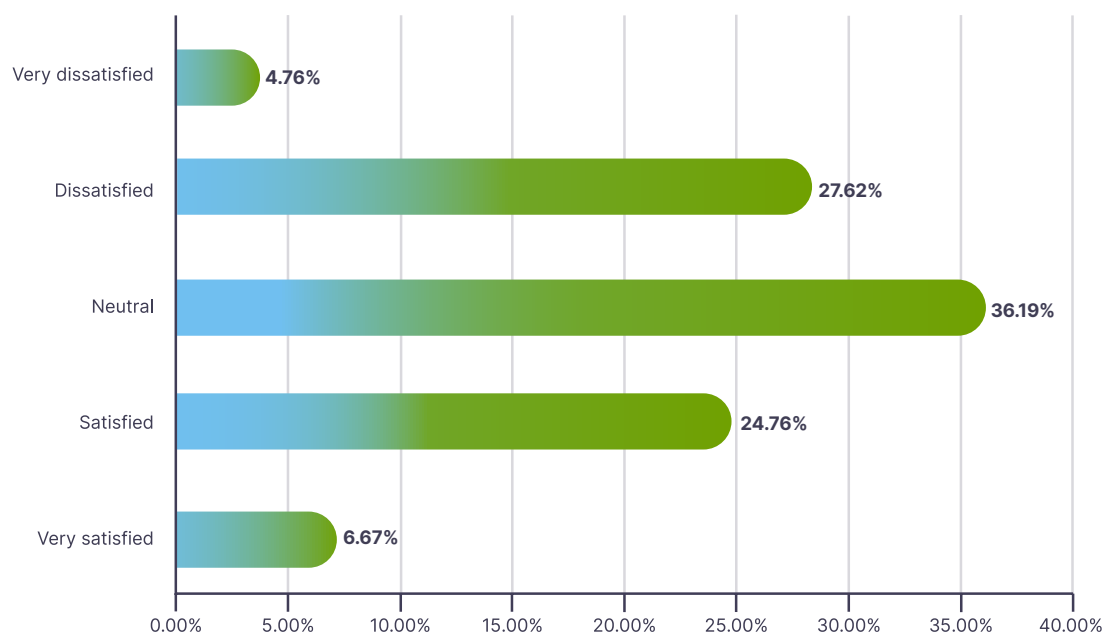


# < Application Innovation Is a Key Business Priority, But Is Not Prioritized

Along with the maintenance of applications, engineering teams are also responsible for innovation. Innovation is critical to business success, enabling companies to differentiate themselves and their applications from the competition, often gaining a competitive edge.

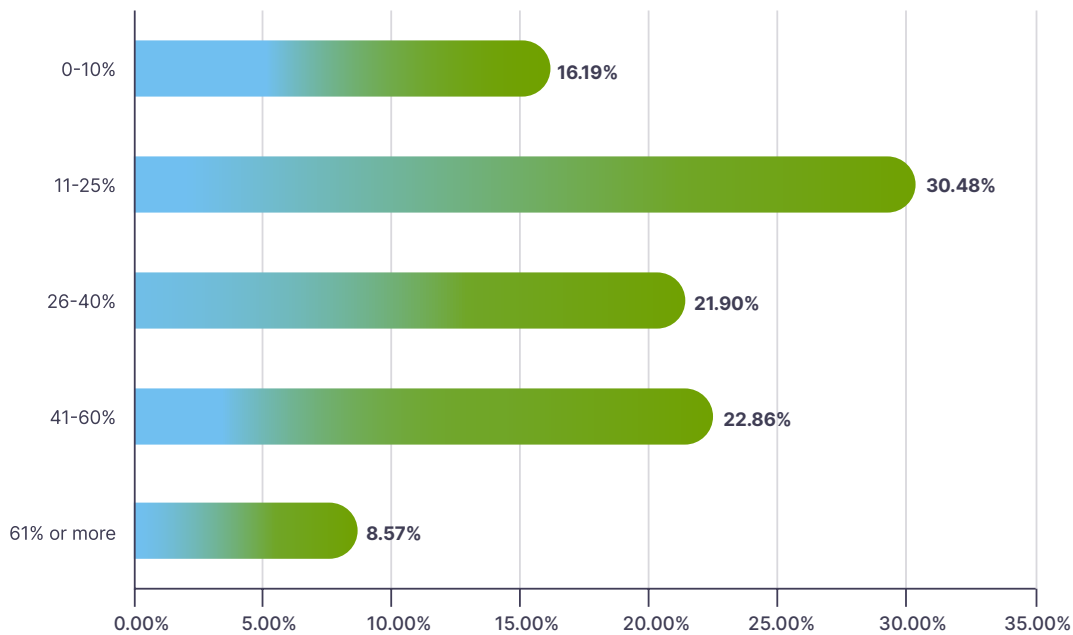
Today, the majority of application development leaders (**69%**) feel dissatisfied with how much time their engineering teams have for innovation. That time, according to nearly half (**47%**) of leaders, is only up to **25%**.

## How satisfied are you with how much your team has for innovation?





## How much of your time is allocated to innovating for your current apps for mobile or web?



According to [research from Rimini Street](#), approximately **80%** of IT and finance leaders believe that basic application maintenance and support are the biggest barriers to innovation. With app development at such a premium it is critical that enterprises embrace new tools, such as Features as a Service (FaaS), to ensure their app development teams have the time to innovate and compete.

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