# How long does mobile take?

## by Gabrielle Earnshaw
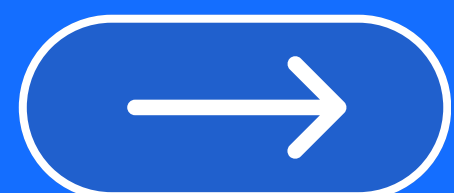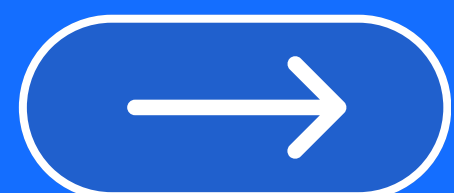
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Ballpark timeframes for product, business and technology leaders responsible for teams building mobile apps.
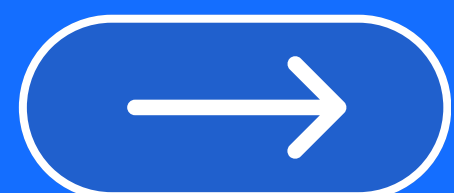
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- **3 months** to build a releasable app from scratch. Iterate from there.

- **1 day to 1 week** to deliver a new feature.

- **30 minutes per platform** for builds.

- **2 hours** for manual regression testing, though it can take up to 2 days without automation.

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- **Up to 1 week** for release approvals (longer if rejected).

- **1+ week** to roll out a fix after discovering a production bug.

- **7 to 30 days** for phased rollouts.

- **At least 1 day** to update an out-of-date app, but significantly more time for older apps.
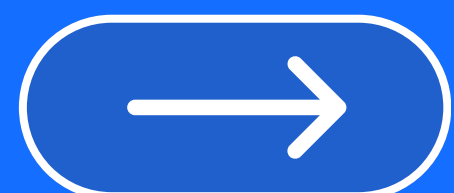
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- Mobile development takes longer than web.

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- Cross-platform is 2/3 the effort of native.

- A single developer working natively will be twice as slow as building cross-platform.

- Testing and releasing take the same time for native and cross-platform.

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- AI coding tools slightly speed up development.

- Under an hour to build prototypes with AI.

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# Have questions?

# Visit my website to ask me anything

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