



**EXPERT
DIGITAL**
MARKETING

— SAMPLE DELIVERABLE

Mobile App Scoping Audit

Client Redacted · Consignment Marketplace · iOS And Android

PREPARED BY

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VERSION

Sample 1.0

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ABOUT THIS SAMPLE

This is a real mobile app scoping audit by Expert Digital Marketing Ltd. The client name and all money figures are removed. We publish it so you can see the deliverable before you book one.

The client name, web address, product data and every cost or price figure are removed, not rounded. What is left is the finding and the reasoning. The shape and method match the document the client got.

Why A Scoping Audit Exists: A mobile app brief usually arrives as a set of screens. The screens are rarely the risk. The risk is what the current systems can and cannot do. A screen list does not show that.

WHAT WAS EXAMINED

AREA	CHECKED
The Seller Facing Web Application	Authentication model, session handling, available routes
The Companion Service	Exposed endpoints, webhook surface
The Storefront	Theme assets, font delivery, public data shape
Brand And Design System	Typefaces actually shipped, colour tokens, logo source

THE FINDING THAT CHANGES THE ESTIMATE

The brief asked for an app. Sellers would photograph items, upload them and manage their account. All of that already works on the website. So it is fair to assume the app is just a new front end.

That assumption is wrong, and it is the whole estimate.

There Is No Mobile API. The seller website is session based. It has no token layer, so a phone has nothing to log in against.

The second service offers a few read only endpoints and one webhook. Neither is a base for an app.

WHAT THAT MEANS IN PRACTICE

ASSUMED	ACTUAL	CONSEQUENCE
App calls an existing API	No API exists for this surface	The API layer is part of the build
Auth is already solved	Session based, browser only	Token issuing and refresh must be designed
Uploads reuse the web path	Web upload assumes a desktop browser	Camera capture and retry are new work
One system behind it	Two applications, different ages	Every endpoint is reconciled across both

This is the most common gap between an app quote and an app. A quote from the screen list prices the screens. The missing work sits under them.

WHAT DOES NOT GET FASTER

Clients ask how much of a build gets faster now that AI helps write code. A large part of a mobile build does not get faster. Name that part before anyone sets a date.

COMPRESSES WELL

DOES NOT COMPRESS

Screen Construction From A Design

Camera And Upload Reliability On Real Devices

Standard CRUD Endpoints

Device And Operating System Testing

State Management Scaffolding

App Store Review Cycles And Rejections

Repetitive Form Validation

Debugging Against Undocumented Legacy Systems

Why It Matters: Much of the time on a build like this sits in the right hand column. So a plan based on screen count runs late.

AGREE THE SCREENS FIRST

The largest avoidable cost on an app build is rework. It comes from screens that were described in words, built, then found to be wrong.

We build a clickable wireframe of every screen before any code is written. The client walks it on a phone and signs it off. It is not a design mock up. It is the specification.

WHAT THE WIREFRAME IS WORTH

WITHOUT IT

Screens argued during the build

Testers guess the intent

Scope creep is invisible

Sign off happens at the end

WITH IT

Screens agreed before the build starts

Testers check the build against a fixed reference

Anything outside the wireframe is a visible change

Sign off happens before the money is spent

The Test Reference: The wireframe becomes the acceptance criteria. Quality assurance stops being a matter of opinion, because there is one agreed version of every screen to check against.

THE SCOPE BOUNDARY

Scope creep is rarely bad faith. It is usually a screen nobody pictured the same way. A signed wireframe makes each new request easy to see and easy to price. Both sides gain from that, not just the supplier.

We also use it to sell the project internally. A client can show a working prototype to a board rather than a document.

RECOMMENDED SHAPE

Two phases. The first works on its own. If the client stops there they have a working intake app, not half an app.

PHASE	CONTAINS	WHY IT COMES FIRST
One, Intake	Sign up, camera capture, item detail, listing, submission, notifications, and the API beneath them	It carries the technical risk, and sellers use it daily
Two, Account	Selling and sold views, payouts, payment methods	Lower risk, and easier to specify once phase one is real

WHAT WE WOULD NOT DO

Build both phases from a spec written before the API exists. Phase one will change what phase two should be. Writing phase two twice costs more than doing it in order.

Removed From This Sample: Money figures, effort and the phased price sit in the client version. They are removed here in full, not rounded. A rounded figure is still a figure.

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