

# How to Create a Shopping App Like Wish?

Eager to know how to build a profitable shopping app? Check this comprehensive guide, and you'll learn everything about building a shopping app that would worth more than a billion dollars.

## A Detailed Guide on How to Build a Powerful Marketplace Like Wish

Want to build a profitable online shopping app? Needless to say that online retail is the most growing industry today. Moreover, it drastically changed the way people buy things or services. Today, almost every person has a smartphone; therefore, the online shopping experience is more affordable and more comfortable.

According to scientific research, mobile commerce has a bigger market share (51%) than the desktop (44%). All this means that building a shopping platform like Wish is a good investment. In this post, we'll review this theme in greater detail and provide you with some cool tips that will help you create a promising mobile shopping app.

### The Future of The Shopping App Market

Before we delve into the details of the development process, let's analyze the statistics that might inspire you and assuage all doubts that it's a good idea for your startup:

1. Check the statistics, and you'll see how many people buy something online via mobile devices (80 % of the citizens of Indonesia, 64% of the citizens of China, and 52% worldwide).
2. In 2020, mobile devices traffic generated 51% of global website traffic.
3. Almost 4.57 billion people are active internet users

Do you see how many users are using mobile devices? All of them can be your potential customers!

### The Wish App: Definition

This is the most well-known shopping application that has users from all over the globe. Today, the service has 1 000 000 merchants and more than 500 million clients that are ready to buy. They surely had a powerful marketing campaign to attract users, but the main reason why it is so popular is the choice of items that are offered for sale. Besides, they have low rates.

Picture 1 of How to Create a Shopping App Like Wish?

Today, it's the second most installed application, and in 2018, it was ranked as the most widely-used shopping app in the USA.

This tool is suitable for both iOS and Android-based devices. Besides, this mobile app for online shopping has six additional applications. All of them were developed to make a user journey more pleasant and more productive.

## **What Features Should a Shopping App Like Wish Have?**

It is up to you to decide what options you want to add to your marketplace. However, if you are going to build a successful business project, you need to consider the opinion of experts in this niche and the experience of your competitors. So, a website like Wish should have the following features:

1. Compatibility with both iOS and Android;
2. Make sure that users can use the app irrespective of their country of living;
3. Clear and elegant user interface;
4. Secure and easy check-out;
5. Search and filtering tools that guarantee a fast experience;
6. Reliable user account creation (this procedure shouldn't take more than one minute);
7. Powerful analytics capabilities;
8. Live chat where both parties where they can communicate with each other;
9. Newsletters that provide users with information about the latest news and recent updates;
10. Notifications/reminders;
11. Reports and statistics that show the real situation in your marketplace;
12. Advertising options.

As well as any other e-commerce platform, this one should be developed following the needs of three main categories of users: customers, retailers, and admins.

## **How Much Does Wish App Cost?**

We can't give the exact answer to this question because a lot depends on what solutions you are going to use: custom development or ready-made solutions. If you are on a budget and want to start quickly and easily, you can use such services as Yelo, Aradier, or Sharetribe. All of them are extremely popular platforms, much loved by users with a limited budget. They also have some benefits, but in this case, you need to follow their rules and templates.

If your overriding purpose is to create an online marketplace platform with unique features, it would be better if you choose custom development. To outsource web development to experienced programmers would be a good investment in the successful future of your marketplace like Wish. In such a scenario, the development cost is contingent on the complexity of your project and the developer's country of living.

If you want to create a robust cross-browser solution, you need to deal with a team of experts:

1. Back-end and server developers;
2. Front-end and interface developers;
3. Mobile programmers;
4. UI/UX designers;
5. QA engineers.

The success of your future fashion aggregator or any other online marketplace depends on professionalism and experience of the hired team.

## What Business Models to Consider?

As we have already mentioned, Wish is a two-sided platform where both clients and retailers can find each other. However, it doesn't do this for free. The app should make money. First, this platform charged a commission from retailers and advertisers. But today, they changed their monetization policy. Now, they charge merchants 15% from the general cost of each item they manage to sell here.

However, you can also opt for other monetization methods:

1. Premium subscription. You can make some basic features free and ask to pay a fee for using the advanced options.
2. A subscription plan.
3. Advertising (when you provide your merchants with an opportunity to promote their services and products on the marketplace and ask them to pay money for this service).

Choose the revenue model that suits your needs most of all.

Now, when you know what obstacles you should overcome, it is time to develop an app for comfortable online shopping! However, you should bear in mind that it is not enough just to build the app. To achieve success, you need to continuously work on the improvement, development of the new features, and extending the borders of your marketplace!

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