

Take this into any agency conversation. Define your scope, name the Saudi-specific integrations, and separate build from run cost before you start.

1. Define the one core job

- In one sentence, what must the app do to be worth building?
- Which features serve that job — and which can wait for version two?
- Is this an MVP to prove demand, or a full platform?

2. Name the must-have integrations

- Payments: Mada, STC Pay, Apple Pay, SADAD — which are required?
- Identity: does it need Nafath or Absher-style verification?
- Maps, push notifications, chat, or live tracking?
- Any AI feature — and does it genuinely serve the core job?

3. Decide platform and compliance

- Cross-platform (Flutter/React Native) or native — and why?
- What personal data do you touch, and does PDPL apply?
- Is Arabic/RTL designed in from the first wireframe?

4. Separate build cost from run cost

- Upfront build: design, development, integrations, QA.
- Yearly run: maintenance (~15-20%), hosting, app-store fees, ASO.
- Did the quote itemise both — or hide the run cost?

5. Score the vendor on the 3S Framework

- Strategy: do they understand your core job and scope it honestly?
- Skill: can they show real Saudi/GCC work and handle Mada + RTL?
- Support: is there a maintenance plan and a real person to call?