

All Things Considered

Finding Success in Mobile App Development

Developing mobile apps can be time-consuming and costly. But, too often, these apps are abandoned or not even used. **To help ensure your mobile app delivers the results you want**—a quality, interactive product that meets users' needs—**follow the simple steps below** and **make sure your mobile strategy is part of your business strategy.**

Purpose

What is the application being used for: To provide a mobile-friendly version of a website? To meet a specific user need or action?

Users expect mobile applications to work quickly and easily.

User Experience

Regardless of how well-designed an application is, it can fail in the marketplace if the functionality is not user-friendly.

How many steps does it take for a user to perform an action?

How does this compare to performing the same action on a website?

Cross-Platform Development

The appeal is understandable. When determining which platform to build an app for, why not develop for all? Consider the potential problems against the solid benefits.

Pros

- Save cost of development for all platforms.
- Reduce deployment time.
- Integrate with the cloud.

Cons

- Platform updates might not support the framework.
- Limited to the platform's tools.
- Slower render time.

Touch Targets

Even if the path is clear and efficient for a user to navigate, that person may not be able to accurately select the appropriate buttons.

A smartphone's touch target should span **48dp.**

Monitoring/Updates

Even the most well-intentioned applications cannot anticipate all future developments in the mobile world, resulting in users wanting their applications to function in new ways.

By monitoring performance, functionality, and user engagement, companies can use this feedback to create updates that meet users' changing needs.

User expectations are high and will only increase with new innovations in technology. It is not enough to just get an app into the marketplace anymore. To warrant the time and money spent in development, proper planning and strategy help to produce apps that users won't just use ... but they'll also enjoy.

Sources

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infoq.com | developerandroid.com