

Chapter 1 : 5 Simple Steps To Make Your Android App Much More Successful

Jul 19, Â· But responsive design can't do it all. An app can push information to your users, adjust to slow data speeds and create a cleaner, more inspiring visual experience.

Vision How To Create A Successful App Business Focus your attention on these four components that have the potential to set your app business up for success. Getty Images Success comes to those that persevere. Understanding this subtle, yet key difference can set the results of your efforts in the right direction. As an entrepreneur, you need to have a grasp on and at the same time deliver a far better experience across every aspect of the building blocks of a successful mobile app. These are the four components that constitute those building blocks. A focused strategy across these can make or break your mobile app startup. Value The foundation or the building blocks of a successful mobile app are laid down by identifying what value it brings to its customers. Every successful mobile app provides a solution to a problem that customers are willing to pay for. It is about whether your customers would be willing to pay to use your solution or shift from their existing solutions because you solved an intrinsic problem that no other app could do until now. Identify what is the core value your app intends to provide to its audience and validate whether there is a compelling need to use it a second, third and fourth time on a frequent basis. Design A key factor in the success of any app is that it is designed for a specific audience. The product design, look and feel and usability of the app should resonate with the particular customer segment it has been created for. Steve Jobs once said, "Design is not just what it looks like and feels like. Design is how it works. The first is the form and function of the app. Your aim should be to reduce the learning curve for the users and make navigation more intuitive. This part of design is popularly known as the User Experience or UX. The graphic design or User Interface Design UI follows with an understanding of who the customer is--factors such as gender, age, geographical location, etc play an important part in how the app will look. Moreover, colors are scientifically proven to drive certain emotions in people and that is one of the reasons why you see specific colors in certain logos and product design. When you have an insight into your customer segment, design with a look and feel that stimulates an emotion that you would like your customer to experience. Reach Distribution can literally make or break your mobile app. Getting your app out in the hands of your customers can potentially be the most challenging thing you can do as an entrepreneur. There are multiple channels of marketing and the only way to begin, in my opinion, is to exploit every channel in the early stages of promoting your mobile app. Lay out your marketing strategy in a document with a detailed week-wise execution plan across all channels. Study the result of your efforts across channels over a period of three to six months so that at the end of this period, you have an insight into the most effective channel that delivers the best conversions. At the same time, work on crafting a compelling story about your app that can convey the value proposition in the simplest words to your user. It also emotionally connects with the user. This could mean reaching out to customers just within your city--something like how Uber or Instacart started. This helps you to understand the user behavior more closely and personally as well as make your mistakes quickly with a smaller group. The faster you learn from them, the easier it gets to deliver a better solution. And remember, a happy customer is worth a million! Apr 24, More from Inc.

Chapter 2 : Continuous Improvement Helping To Create Successful Apps - EXEIdeas “ Let's Your Mind

Lesson learned: To make people devoted to your app, offer features no one else has--but make sure the design is flexible, customizable and intuitive. The most heated discussion revolves around the.

Our smartphones screens are littered with apps, but what makes one successful? Businesses and brands are now having to structure and strategise around the mobile experience to create something that meets the needs of consumers and readers. Here, some top app developers and creators share their top tips on what it takes to make one a success. They want speed and convenience, but they have limited storage on their smartphones. Your app must deliver real customer value at every step to encourage loyalty. An app that can be easily used in a variety of situations “ eating out, shopping or paying a utility bill “ with lots of seamless features is most appealing. One way to allow for this is to build your app with distributed feature flags. Feature flags also give you the ability to have a remote kill switch, run multivariate tests, mitigate scalability concerns and more. You will need to know the flow that users go through when using your app. Track every exception and error. The flow will provide you with insights on not only what to fix in your software, but it will also tell you how users react to those issues. Some users will abandon your product under certain failure conditions, while others may start using your application in a different way. When developing apps for Android, you can test different features with early access users in the Google Play store, before a full launch. Finally, launch into the Google Play store and appeal to your active communities to rate your app with five stars. Sensor technology and voice-enabled assistants mean apps can now even be used without a single tap. The complexity of that user experience means that you also have to test in real places, not just controlled conditions. So aim to create a robust system that looks familiar across all of your mobile apps and prioritises an intuitive user experience. Behave as your clients would expect. Think of the bigger picture. Apps only work as an integral part of a wider digital ecosystem. If our team sends an email with a link, it needs to open on the appropriate page in the app. Apps allow for greater spontaneity and often are seen as more personal. Our data, for example, shows that more private services, such as waxes, tend to get booked on phones, rather than desktops.

Chapter 3 : 9 top tips for creating a successful app

Distribution can literally make or break your mobile app. Getting your app out in the hands of your customers can potentially be the most challenging thing you can do as an entrepreneur.

Distribution And it begins with distribution. Most assume building and launching an app on the app store is enough and that just because the app exists on the app store, people will discover and download it. Now, there are over 2 million apps across app stores. What are the chances that someone will come across yours? There is of course that 0. But what are the odds? Planning and execution of marketing should begin much before you launch your mobile app, if you want it to be effective. Make sure you get in touch with journalists who write about apps similar to yours, or who you think may be interested. Ideally, contact them ahead of launch and invite them into late-stage beta testing. That way, you may get coverage on day one of availability. The other is content marketing. You need to build this one up as well so that by the time you launch, you have a sizeable audience that is interested in your app. Start building your distribution even before your app hits the app stores. Feedback loop The feedback loop is the next most important factor in the success of any application. Once you start to generate decent traction for your mobile app, the next step is to start paying attention to engagement and retention rates. How many people of whom have downloaded the app, are using it on a regular basis? Not only that, but you must also look at data through Flurry analytics that points to what parts of your app are being used the most. Or are newer use cases emerging from the usage. This data will give you enough insight into what customers want and prefer so that you can continue to iterate and keep building towards a successful app that your audience can resonate with. Every successful app that you see on the app store today looked very different when they first launched. In fact, Instagram was a completely different product and so was WhatsApp. Feedback Look kicks in only when you have a sizeable base of customers that want to use your app.

Chapter 4 : Event App Tips: 7 Ways to Make Your App Successful | Guidebook

Whether you develop an app to sell or to drive traffic to your business, your first course of action is determining if there is a demand for your app. "Speak with your customers and trusted associates and visit online marketplaces to determine if there is an existing app like what you have in mind," Hirsch says.

From small local business to large business, Entrepreneurs to independent employees, everyone is interested in building a mobile app. But, building a mobile app only is fair enough? Here are the considerations you need to follow the time of creating an app. Come with clear-cut strategy Before creating an app, you have to be clear with the purpose of your app. Why are you going to build an app? Is it beneficial for the users or community? Which is the targeted audience? Undergo with such type of questions to make your app successful. Choose your App platform cleverly Basically, 3 platforms are most popular for building a mobile app. Apple app store, Google play store, and Windows store. In terms of revenue, App store is 8 times ahead than play store. The audience plays an important role here. In this situation, an in-app purchase will be the best option. In the in-app purchase, certain features are available for free while some features are paid. If users will find something worthy in your app, they will definitely shift to the paid one. The same principle will be applied in the application also. Your app should be given better user-experience. There is no meaning of app that is having useless features. Make your app as easy as possible to use. At the first launch, just add necessary features, after that know the users. No matters how effectual your app is, it will not give you the positive result until it will not reach to the targeted community. Maximum users are engaged with your app via marketing. Do not underestimate the power of Marketing. Take it as an important part of your app. It is advisable to start your app marketing while your app is in development. Continuously do the same at every phase of app development. Many business owners avoid this important facet of app development process. Test your App Desperately Testing is also an important thing to do when you are thinking about your app success. It is judicious to call out the Beta testers. They serve an exceptional resource for targeted audience research. Beta testing is accepted by most of the industry leaders and got enormous success in it. Many small things matter a lot to make your app successful. Go through the small things along with major things and enjoy the success of your app. His immense experience in the field of development is enough to shape up the superior applications.

Chapter 5 : How I got million app downloads (without spending a cent on marketing)

After your search, you can now figure out how you can make an app that is more useful than the ones already in the market. Do a proper feasibility study Whether you are fulfilling a new need or creating a better app for an old category, you need to back it up with a proper feasibility study.

Given a short time frame all this had to be cut for now. The Build Five hours later I emerged with a couple of screens dynamically filled with different data and some text to speech. Built and submitted in 6 hours. By this time there were several other 7 Minute Workout apps in the store. So the aim in the first week was to just let it run without telling anyone and to make no attempt to get press. I was expecting very little, but was surprised to see that it actually sold a few copies with a steady rank. Following the guide for the perfect press release above except I attached 4 promo codes each I sent emails out to ten of the biggest app review sites. Absolutely nothing, not one reply, one site gave away their 4 promo codes on Twitter, the only 4 promo codes used. So it appears none of them even installed it with the promo code. So for the next week sales basically ticked along pretty flat. That was 3 hours wasted! What I learned from that confirmed what I already believed “you need to sell your app with a story, preferably to people you have built up a relationship with previously to get noticed. Again keeping it really simple exactly the same views were used within a split view. So this only took about 2 hours, another 30 minutes to create some screenshots and submit the update. Again it made almost no difference to sales, if anything it went backwards. Going Free It was time to go free. Wow did things get interesting! I think the chart says it all. It became the 1 fitness iPad app in 68 countries. The 1 fitness iPhone app in 49 countries. And top 10 overall in 12 countries. It even made top 5 overall in countries like Netherlands, here it is on the front page: In the US where the majority of downloads came from it made the top 25 overall on iPad. It also lead to some amazing reviews tracked thanks to my service Appbot. One of my work mates came up with a good response. Now I was staring at the stats not knowing what to think. I still have no idea why it has done so well at free. And everyone knows the front page of Hacker News is instant success for any product, right? They are the best way currently to provide a trial, but in my opinion are abused by many developers Kids games are often the worst offenders. I had many requests to make the workouts a bit more flexible in time and sets, so thought this was the perfect opportunity to add a pro upgrade. Pretty simple, some extra functionality for a few bucks. Something I have seen work well in the past is local App Store description translations. Overall this part of the experiment was a total fail having almost no effect on the number of downloads from any of those countries. Read your feedback say app reviews, support tickets, NPS data and so on Analyse the sentiment positive, negative, neutral Classify and tag into common topics say pricing, a particular feature and and so on Iterate to squash negative feedback especially reviews and improve the product. If you get a low volume of feedback you can do this manually, otherwise tools like Appbot automate this entire process. Using this process I identified the most common request was a workout log. So I added one as part of the IAP: Flat Design Flat design has been an interesting one, two major issues repeated themselves consistently, both around what is tap-able. First one is the actual rows being tap-able, which I seemed to solve by adding a little disclosure indicator. But if we look past the early craziness, downloads are still strong and flat, in the vicinity of 2, per day. Note, that all these downloads were achieved by either App Store discovery or word of mouth. Sales were in steady decline over , which can be seen even more easily with a cumulative graph. I ran each of them for one week and as you can see from the profit charts above it was very flat. Any increase or decrease in price was offset by the number of purchases. Christmas and New Year “Resolutions Christmas saw the millionth download and some significant spikes in both sales and downloads. The new year took it to a new level. New year resolutions are definitely a positive for fitness apps. By March everyone was over their new years resolutions Unfortunately mine finished on January 1. If we break it down individually you can see the Pro upgrade was still the major income stream, but the workouts help supplement it. Educational Downloads The big spikes you saw above were educational downloads, 25k, 25k and 5k. I love the thought of entire schools out there doing the 7 Minute Workout. They also found that negative app reviews are the biggest deterrent to an app being download. Using the Feedback Driven Growth

process I mentioned earlier I managed to deter most negative reviews and get a lot of delighted users. Using the Feedback Drive Growth process I found: Lots of people want an abs workout. They want an easier way to review how to do each exercise during the workout. This allowed people to purchase the Pro upgrade and all the workouts for a fixed fee. HealthKit As Apple describes it: I also had a missed call from a U. Apple were actually amazing during the process, constant calls keeping me up to date and getting my app sans HealthKit approved and back on the store within 36 hours with no loss of rank or search position. I had a bunch of confused users who had the app update with HealthKit, only to have it removed soon after. Luckily being able to add a FAQ remotely via shameless plug! AppbotX dried up the support requests. Which resulted in the following sales: The best ever days for the app, bigger than even the New Years. It also generated a bunch of press over the next few days like this , this , this and many more. Getting Featured A big lesson from both adding HealthKit early and the App Preview was that you need to give Apple every opportunity to feature your app. Believe it or not Apple are on the lookout for apps to feature. What better way to stand out than being one of the first to get behind a feature that Apple is about to launch. How is your WatchKit integration going? So when Mike at Wahoo emailed me back in May about 7 minute workout, and how it might integrate with their suite of products, I was intrigued. Fast forward to November and things changed. The timing was right and I was confident it would be in good hands Everyone I have dealt with at Wahoo has been amazing. They have big plans for the app: Thank you to everyone that sent feedback or read the posts. We have so many exciting features coming soon, many of which have been inspired by this experiment like the new Sentiment Dashboard. The excitement of an early stage startup, the highs of adding and serving a new paying customer, talking to customers and building what they want is amazing. If you liked this story please help spread the word by hitting the recommend button below. You can now get this story as an eBook, get it free!

Chapter 6 : How to Make a Successful App: 10 Fundamentals

To make sure your mobile messaging is as targeted and timely as it could and should be, you'll need to identify the tags that help define who your user is, before you launch your app. Tags or attributes are things that don't change much over time – like a user's gender or favorite sports team.

There are two reasons why most people start developing Android apps. The first and most common reason is that they are hoping to make a bit of money doing something they enjoy. The second reason is because some people just love to do stuff like this. Whether you are wanting to make money off your app or just want to make something cool that you can show your friends, there are some things that anyone can do to make their Android app more successful. While a lot of companies rely on paid advertisements to get the word out about their product, not everyone has the money to do this. When you are working with a limited budget you have to use creative ways to get your product into the hands of other users. One of the best forms of advertising for any product is word of mouth, and with the internet it is now easier than ever to get the word out about almost anything. So what can someone do to increase the success of the Android app they developed? The following information is designed to help you answer that question. Give it Away for Free Have you ever wondered why there are so many free apps that are good enough they could probably be sold pretty easily? The reason for this is because of the fact that one of the best ways to advertise yourself is to get people using the apps you develop. Give Away a Demo Version Along with giving an app away for free, you can take time to develop a demo version of your app and release that for free letting people know they can buy the full version. This is a common strategy used by most developers of game apps and does actually work well. Get Your App Covered on Blogs Blogs are a well known source for marketing products and you can use this to help get your app out into the general public. The basic idea here is you want to contact any blog that covers Android apps , or covers a subject that your app relates to. A lot of time these blogs love developers getting in touch with them and are more than happy to review your app for free so long as they get a free copy of the app you developed. One thing to keep in mind is that while a blog will have no problem covering your app, some will charge you money for it, and others may not give it a good review. Whenever possible try to ensure that the blog will review your app in a positive light. Talk About Your App Everywhere If you are like most app developers then you probably spend at least some time reading up on forums that cover app development. While a lot of these forums have rules against selling anything, most of them are more than happy for you to talk about your app. By discussing your app, how you made it, what it does, etc. If they like it they are going to talk about it to other people. While you may not convert this into millions of downloads it will lead to an increase of exposure for your app. Not only should you talk about your app in forums and on blogs, but talk about it in the real world too. When you are talking to friends bring out your Android and show them the app you developed and encourage them to give it a try. While you might have to give them a free version, they will show their friends and this will eventually lead to more people downloading your app as well. Piggy Back on Another App Since most independent Android app developers are all looking to increase their exposure they will often combine their apps with another similar app in order to get their app out to more people. While it is unlikely for someone who developed an app that does the same thing yours does to agree to this, a lot of developers are more than willing to let you piggy back on their app if you return the favor. Remember the goal here is to get your app into the hands of the user community, and while your app might be overshadowed by a bigger more popular app, this can be worth it if it converts into more users. In the end, making an app successful is more about what you define as success than how many copies of it are downloaded. For some people one hundred downloads is a sign of success and for others they want thousands. The main thing to keep in mind is that Android app development should be much more about the creative process and personal enjoyment than about making millions of dollars. If you enjoy your work, then really does it matter if you app becomes the next big thing or not? Chris Smith is an Android expert who writes articles that covers Android rooting software , Android apps, and how to get the most out of your device. His articles are found on tech websites and Android blogs.

Chapter 7 : How To Make A Successful Mobile App For Your Business

Thus, an app supporting multiple languages will be in a win-win situation. App Design should be a winner. Application design is very critical to make the mobile app a success.

Android app development is a low-cost solution that helps the businesses in extending their online reach through an engaging experience. It is compatible with hundreds of mobile devices and can easily target the million Android users present worldwide. Majority of businesses are leveraging the power of Android app to reach out to this large audience base and boost their online visibility. However, they have to face a tough competition and they also have to ensure that their app survives and succeeds in the highly competitive world. This write-up comprises of some simple tips to guarantee success in your Android app development efforts. Monetization of the Android app can be done via various other means like in-app purchases, advertisements etc. But monetizing the app by asking money for download can be a big turn off. Until and unless you have an app without which the target audience cannot survive, it is always great to keep the Android app free of cost. Free Android apps have way more download and user statistics than premium apps. If a premium app is your sole revenue model, offer a free trial period of at least 30 days to make the users addicted to your app. The freemium version of apps also increases the odds of users downloading the app and contributing to its success. Android app developers not promoting their apps on a platform that has more than 3 billion users would be missing out on a promising opportunity. A powerful trailer for the app, effective and informative content, blogs, social media influencers and micro-influencers, and consistent social media marketing can be great in promoting the Android app on social media channels. There are various other social media tricks to promote your mobile app to make it successful. To make the Android app successful, it is imperative that you keep rolling out new updates for your app. Newer upgrades keep the users engaged and help in boosting their trust. Adding innovative features to the app keeps the enthusiasm of the users on the peak and also increases the visibility of the app on the app store. Keep rolling new updates to match any guidelines offered by Android platform. Make sure your app does not stagnate or users will lose interest in your app with time. Incorporate Virality Within Android apps that have some built-in virality in their core functionality are way more successful than apps that do not have any viral component. Apps like Instagram, Facebook etc. These apps attract a network of new users which makes them a success. To make the Android app successful, ensure that your app has some built-in virality that encourages the users to invite their friends. Get micro-influencers of your audience base to use and promote your app among their followers to make your app an overnight success. The Android app developers have to keep a tab on the metrics regarding the user behavior and their response towards the app. Funnel tracking to track the user behavior from acquisition to conversion, cost per acquisition, lifetime value, revenue target, and ROI are some of the metrics that the top mobile app development companies in India track and measure to know the results of their efforts. Above all, to make your Android app successful, make sure that it has a great UI to offer the best user experience to all the users. An Android app with an intuitive user interface and an interesting UX can engage the users effectively. So follow these simple tips in your Android app development, launch and promotion to make it successful.

Chapter 8 : Tips on How to Choose a Successful Name for Your App

Without such, it is difficult to access the success of your mobile app and the higher leadership of the organization may just end ignoring it the next time they are allocating the budget.

How to Make a Successful App: These 10 fundamentals will help you get more value from your app and your development investment - and set yourself up for success. Launching a new app can be thrilling! You go live and thenâ€¦crickets. Setting up some fundamental aspects of your app in the very early app planning stages not only helps set you up for success from day one, it can also help you avoid the cost and effort involved in getting into a new dev cycle to fix something that should have been taken care of well before launch. The time to prepare for app success is way, way back during the app conceptualizing and development phase. Make sure these ten things are at the top of your checklist to maximize your investment in your app. Why would anyone download your app? Get on the same page with your team on this, and then make sure every decision you make contributes to fulfilling this promise. Determine what you want users to do, and then build a plan to lead them through those high priority actions. For example, depending on your goals, you may want to prioritize leading them through registering, providing preferences, opting in to push notifications, upgrade, make a purchase or read your content. Because writing for mobile is different. Put it to work for you today. What use cases will provide value to your users and contribute to fulfilling your mobile value proposition? What segmentation or targeting can be used to assure relevance to your user? And what in-app content will you link them to? Make sure to have deep links set up from day one to ensure a great experience. For example, onboarding and welcome messages to increase feature adoption and retain new users. Write and design these messages ahead of time, and automate them as you can to avoid a last-minute scramble. We have resources that can help: Then think about your opt-in strategy well ahead of time. See our recent resource roundup of tips to get the opt-in. Not everyone will opt in to your push notifications. A message center is essentially an in-box within your app. You can also use push notifications to send people to the message center with deep linking more on deep linking below. Get up to speed on the possibilities of this new mobile channel with our cheat sheet. Deep linking is the ability to send your user to a page in your app other than the home page. This is a big one. Sending messages that are personalized, relevant and useful particularly automated, real-time messaging can enhance the user experience. But they require thoughtful pre-planning. A tagging structure that helps you learn more about your users more quickly will help you get there. Below are some examples of tags commonly used by three verticals you can grab the code for these tags in our Docs. Custom events let you track user activities and key conversions. By pairing a custom event with a tag you can track user activities and tie them back to corresponding push messaging campaigns. For example, you would track a user registration event by adding a custom event at the point of user registration. Custom events can also capture how many or how much someone does something. Doing this one simple thing will save you hours of rework down the road â€” and it will unlock the value of your mobile analytics. Once you have named user deployed, you can synch up your mobile data with data you have in any other business system or CRM to create a single user profile. Use other marketing channels like email to retarget named users who have lapsed or churned. Understand the customer journey and customer behavior across all of your web and physical properties. Conclusion Covering these ten essentials as you build your app â€” or putting them in place post-launch â€” will help you build long-term value for your app and for your users.

Chapter 9 : How Do Apps Become Financially Successful?

From app store optimization to marketing/growth hacking your app, he discusses the steps he took to consistently reach the top of the charts. Shortcuts to the (discounted!) affiliate links are.

We have seen the good, the bad, the ugly, and the what-were-you-thinking-nobody-would-ever-use-that! Well, seeing as how we consider ourselves event app experts, we want to share some of our research and observations to event organizers who are considering diving into mobile this year. Instead we focused on the features that make for a successful event guide, regardless of the company that produces it. Hopefully, the event app tips below will help you figure out what strategy works best for your needs. These features help attendees find out where to go and what to do, so special attention should be paid to these sections in order to enhance your user experience. Is it easy for attendees to find and keep track of the things that interest them, or do they get bogged down in hunting and waiting for things to load? Make sure that these sections are user-friendly!

Social Elements Increase Participation

Whether you participate or not, your attendees are going to be engaging with your event through various social media platforms like Twitter and Facebook. People use social platforms to find out which sessions are worth attending, what speakers are saying, and which booths are must-visits. Carefully integrating social media into your event app can enhance this participation tremendously and increase your app adoption rate. Internal app social feeds are a great platform for curating lively, engaging feeds for discussions, networking, announcements, sponsored posts, image-sharing, and more. Incorporating QR code games is a great way to engage your audience and drive more participation. Drive your attendees towards certain booths or sessions.

Sponsorships Can Make You Money

If your event has sponsors, exhibitors, or other companies that would benefit by communicating to your audience, you can leverage that by allowing them to sponsor the app. Most high-quality event apps will let you sell a sponsorship banner and keep the proceeds, which can mean a significant amount of extra revenue. This can be a great revenue opportunity! Find an event app that can give you measurable data so you can unlock all sorts of valuable insights about attendee interests, sentiments, and behaviors using both the solicited and automatic feedback your app collects. Information like this is very valuable to sponsors!

Easy Updates and Content Management Are Key

One often-overlooked characteristic of a mobile event app is the content management system CMS that is used to add and update it. Make sure to find a content management system that your staff is comfortable with using. If you have a wealth of technical resources and staff time at your disposal then you might be willing to deal with a system that requires training and programming knowledge. Otherwise, try to choose an app that a non-technical administrator can manage without difficulty. In addition to ease of use, something to take into consideration is the capability of the platform to make updates on the go. What happens if your event is about to take place and all you have access to is your phone? Can you make updates on your smartphone? Is the CMS only available on a computer? Find an option that best suits your needs and that can accommodate last-minute emergencies. Promoting the app is important, especially if it is the first time that your event has offered an app. Unless you send out emails, put up posters, and advertise on your website, you will likely find yourself disappointed with the number of people who use your app. Some vendors provide the necessary promotional materials to their customers free, others charge for that service, and some just leave it up to the event organizer to figure it out. Effective guide promotion results in higher adoption rates, happy attendees, and better ROI. You are spending all of this time building your guide, so make sure your app is THE number one resource for event attendees to find information about updates, plan their day, and so on. Provide on-site support for attendees who need help downloading the app. This can lead to some innovative and creative ideas, but it can also lead to unnecessary clutter and higher-than-expected development bills! Eliminate from that list anything that attendees could do more efficiently on their computers or on paper. The features that are left should be the core of your app. Will the feature you want help you accomplish that goal? If yes, go for it. If no, move on. There are two potential issues to be aware of. First, native apps are often more costly to develop, because they require engineers that are experts in a particular platform like Android or iOS. Second, not everyone can use native apps. They do have the advantage that they are cheaper to create and can be used

by anyone using a web-enabled device, regardless of brand or operating system. If you have to decide between the two, however, here are some user statistics. Together, iOS and Android dominate the U. We really appreciate it.