



APPLAUSE®  
WINNING APPS GET IT

# IT'S APP BUILDING SEASON

HOW ANDROID MARSHMALLOW AFFECTS YOU



# WEBINAR LOGISTICS

- **Today's webinar is being recorded**
  - You will be emailed a link to catch up or share with colleagues
- **We welcome you're feedback**
  - These webinars get better with your input
- **Ask questions!**
  - If you're thinking it, someone else may be too
- **If you're having technical difficulties, giggle the gas cap**
  - Just kidding, try logging in with a different browser

# BACKGROUND

- **About the presenter**



**Rich Weiss**

Director of Product Marketing / App Evangelist  
Applause

[rweiss@applause.com](mailto:rweiss@applause.com)

- **About Applause**

- The 360° App Quality™ company
- Founded in 2007
- Four rounds of funding
- Offices around the globe
- Recognized by peers and press
- Over 1.5 million bugs found for more than 3,500 customers



# A NEW ANDROID IS ON IT'S WAY

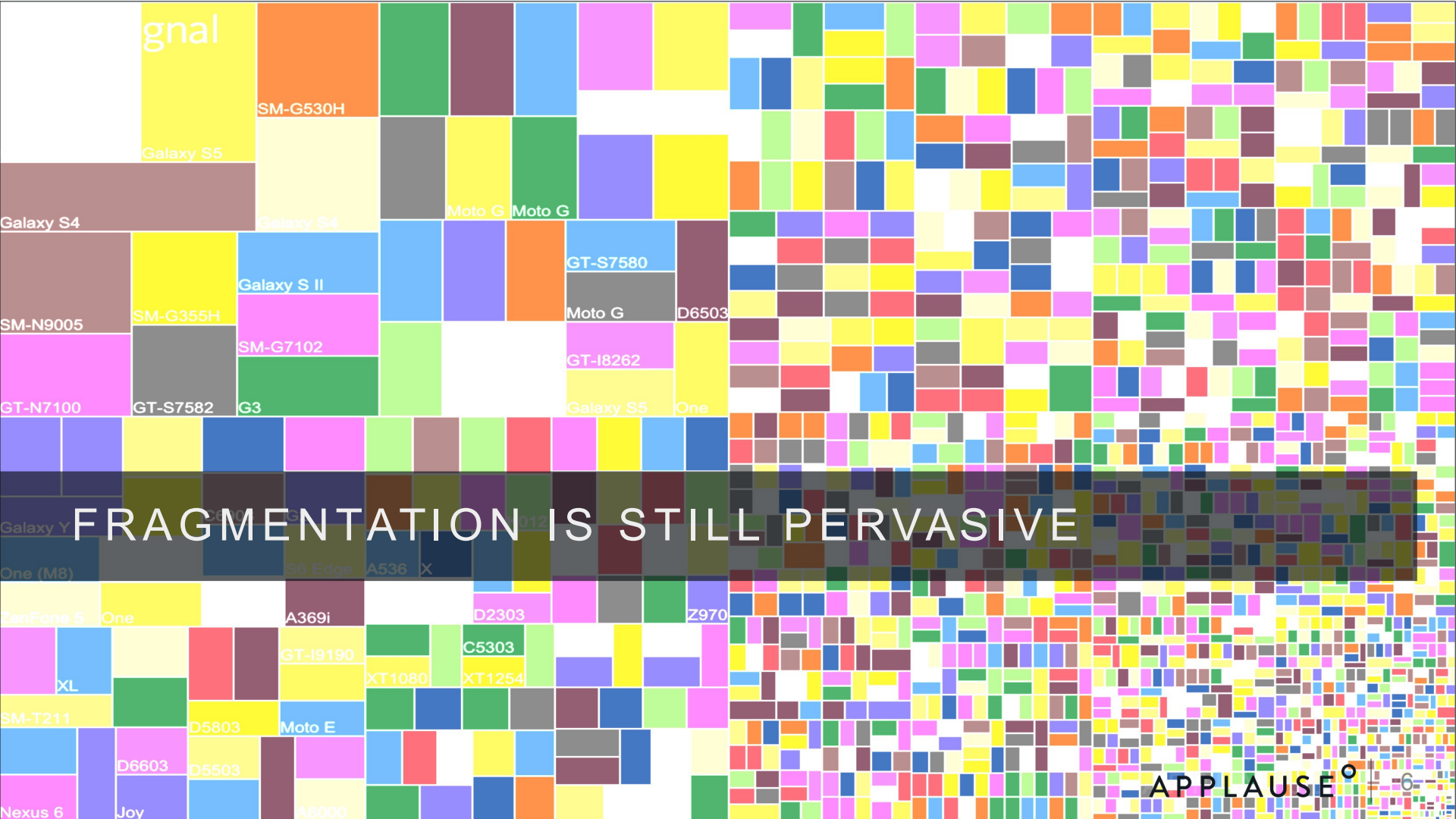


BUT FIRST,  
SOME STATS

...

APPLAUSE<sup>o</sup>





gnal

SM-G530H

Galaxy S5

Galaxy S4

Moto G Moto G

GT-S7580

D6503

Galaxy S II

Moto G

Galaxy S4

SM-N9005

SM-G355H

SM-G7102

GT-I8262

GT-N7100

GT-S7582

G3

Galaxy S5

One

FRAGMENTATION IS STILL PERVASIVE

Galaxy Y

One (M8)

S6 Edge

A536 X

ZenFone 5

One

A369i

D2303

Z970

XL

GT-I9190

C5303

XT1080

XT1254

SM-T211

D5803

Moto E

D6603

D5503

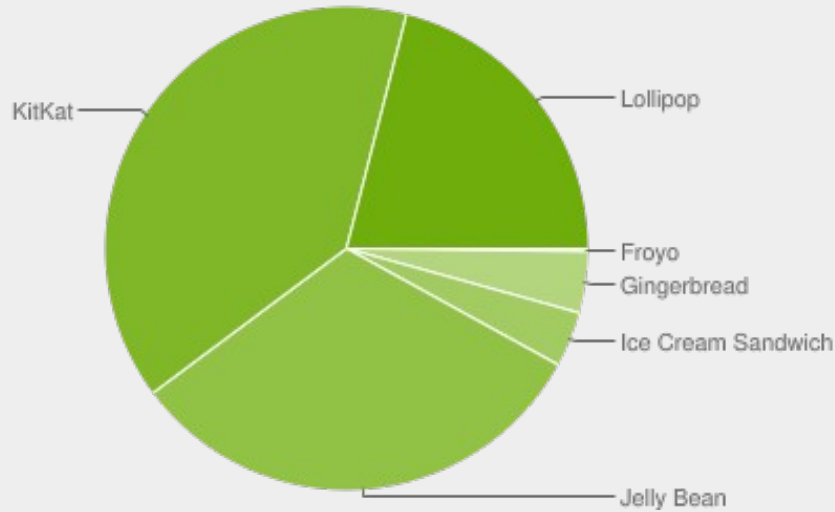
Nexus 6

Joy

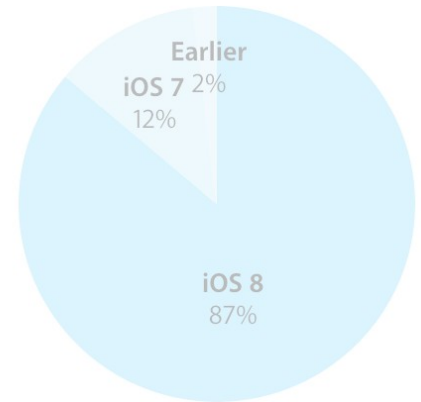
A6000

APPLAUSE

# ADOPTION OF LATEST OSES



87% of devices are using iOS 8.



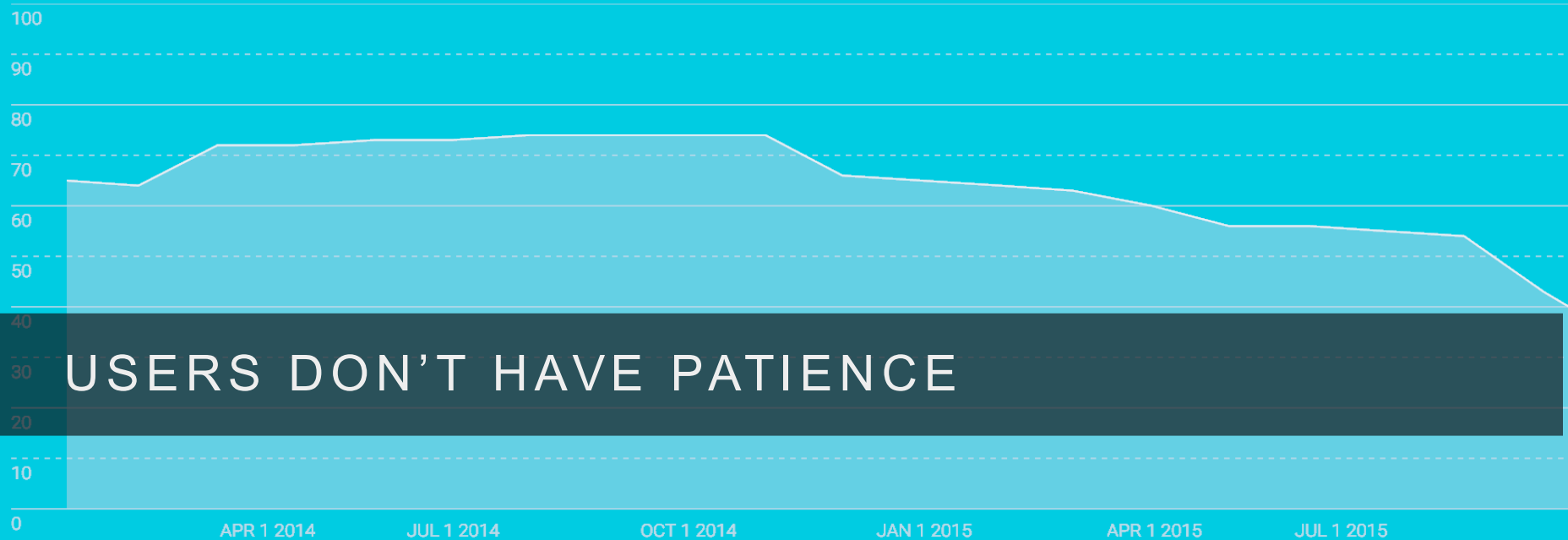
As measured by the App Store on August 31, 2015.

SO, IT'S OKAY TO WAIT?



# TRENDING APPLAUSE ATTRIBUTES ⓘ

Historical Applause Attribute data



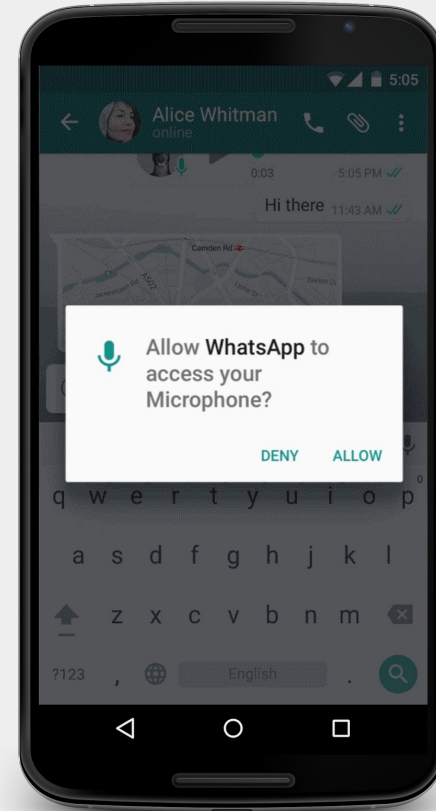
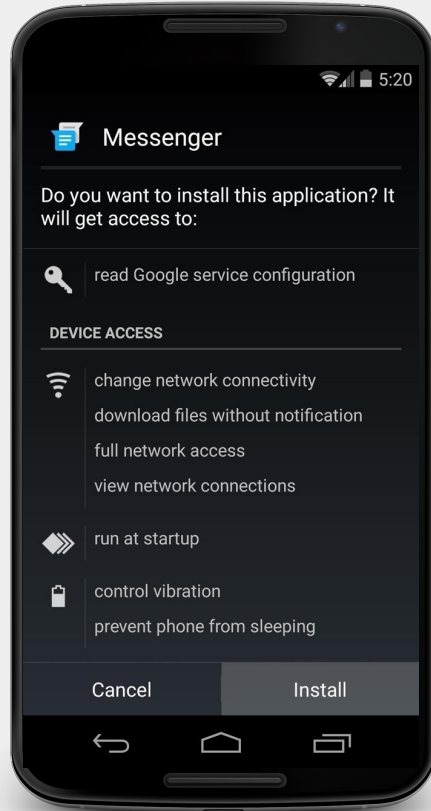
 Export to PNG

459  
REVIEWS

21.86  
DAILY AVERAGE

▼  
TREND

# PERMISSIONS: NOW IT'S PERSONAL



# PERMISSIONS: WHAT'S CHANGED?

- **Move from blanket declarations @ install to runtime prompting**
- **Grouping of permissions**
- **Permissions can be revoked or enabled at any time?**
  - Yay! User contro.... wait, what?
- **But some are just inherent to launching the app**
  - Do users really need to grant your device permission to vibrate?
- **And others are signature and protected at install**
  - You just downloaded Instagram, of course it needs access to the camera

# YOUR APP IS GOING TO CRASH

- This affects apps targeting the Android 6.0 API as well as legacy apps
- Doing nothing, means you're not going to fail friendly



# SO WHAT SHOULD I DO?

- **Walk through your app, where are permissions needed?**
- **Explain to your users why you want a particular permission**
  - You also can build in a second chance
- **Don't just ask for a permission because you can**
- **Determine if you want a permission or an intent**
  - Intents can be used to pass the job to another app
- **Most importantly: determine how you're going to fail in the event of permission denial or revocation**

WHILE WE'RE EXPECTING THE UNEXPECTED...

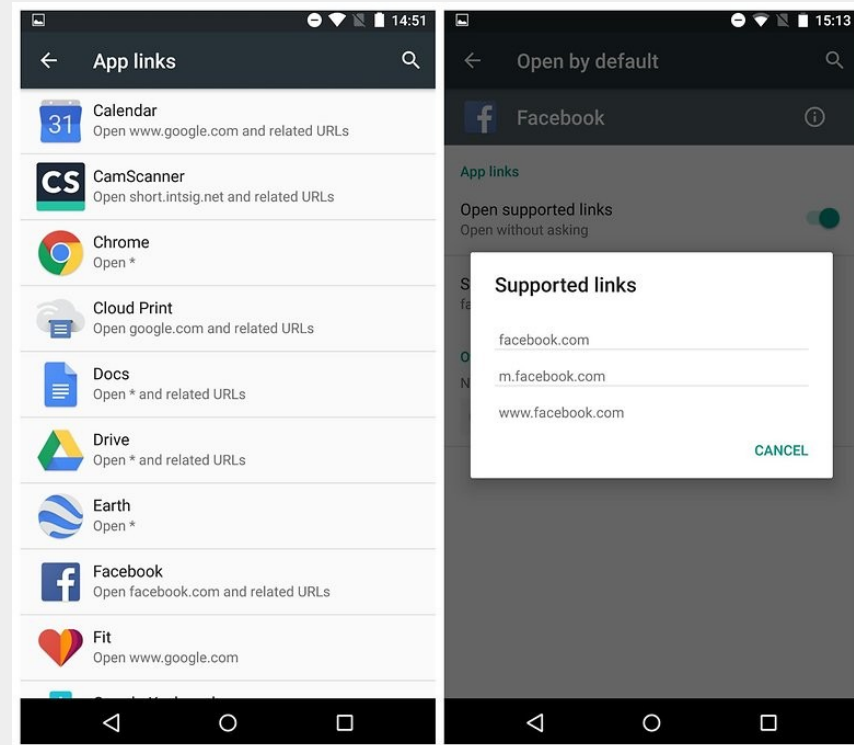
- **Two new power saving modes**
  - Doze
    - Unattended, unplugged devices will take a nap
  - App Standby
    - Apps that haven't been used will be deprioritized
- **Say goodbye to system services**
  - Network connectivity
  - Background scheduling
  - Alarms
  - Wakeups
  - Sync jobs
- **How will you handle it?**

*“To expect the unexpected shows a thoroughly modern intellect.”*

~Oscar Wilde

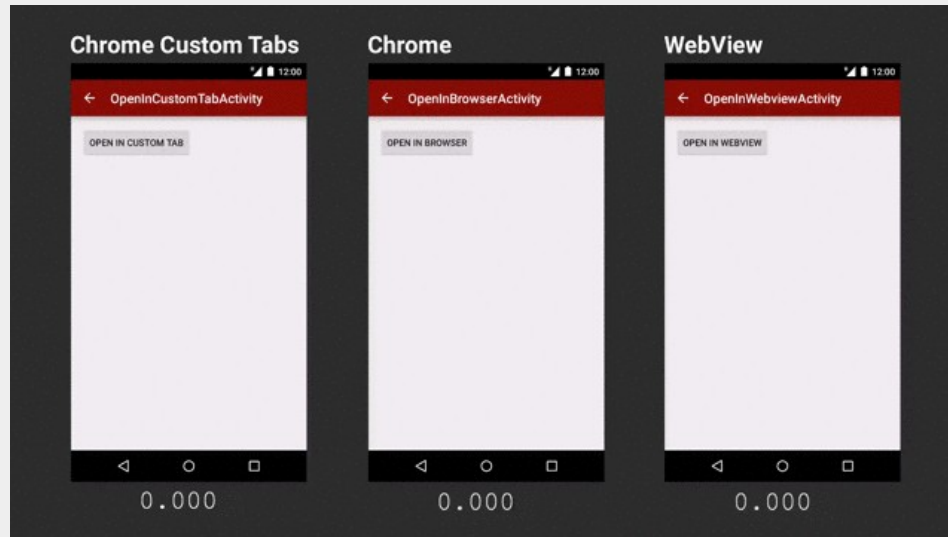
# APP LINKING

- **Android has made the handling of web links more intuitive**
- **Apps can now associate themselves with a particular URL structure**
- **Designed for less prompting**
  - User sets up an association
  - User doesn't set one up but there's only one app that handles it
  - User doesn't set one up but there are multiple apps
- **Need to work with Web teams to implement structure**



# SPEAKING OF THE WEB

- **Chrome 45 / Android Marshmallow now support custom Chrome tabs**
- **A cleaner in-app web experience**
- **Instead of a WebView or popping out to chrome, customize the look and feel of a tab to match your brand**
- **Retain Chrome capabilities such as saved passwords and autofill**





# OTHER CHANGES TO WATCH OUT FOR

- **Camera Controls**
  - Went from first come / first serve model to priority given to foreground apps
  - Have the ability to access both cameras from separate apps (assuming no degradation of performance)
- **USB *09* Charge Only**
  - Users must specifically grant permission for additional functionality
- **Floating Menu**
  - Contextual text menu to allow for copy and paste
  - Great UI, must be called upon
- **Auto Backup**
  - Apps are no fully backed up to Google Drive
  - You can include or exclude information and save states/cache from the backups

# DON'T FORGET ABOUT MATERIAL

- **Design language impacts user perception**
- **Keep your apps looking modern**
- **Match the look and feel of the operating system**
- **Differentiate from iOS**

# QUESTIONS

