



APPLAUSE[®]
WINNING APPS GET IT

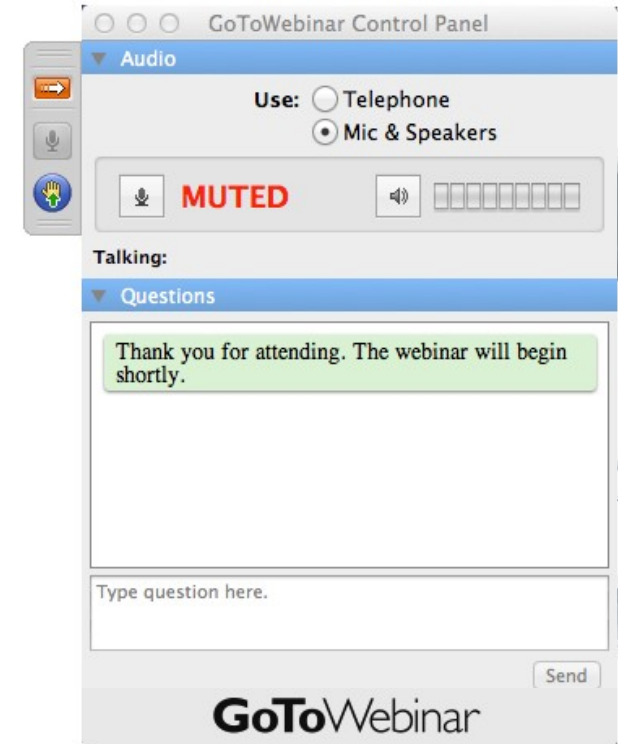
THE BEST AND WORST OF MOBILE USER EXPERIENCES

Webinar Featuring Forrester Research, Inc.

The Second In A Two-Part Webinar Series On Mobile Usability

October 22, 2014

- **Today's webinar will be recorded. You will be emailed a link.**
- **We welcome your feedback.**
- **Please enter your questions in the Questions box. We will answer as many as possible at the end.**
- **If you're having technical difficulties, try logging in with a different browser.**





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Applause
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- **How leading mobile user experiences can transform customer experiences**
- **Why it often takes a fresh set of eyes to level-up your mobile usability**
- **Which tactics to employ to build distinctive mobile experiences**
- **Q&A / upcoming webinars**

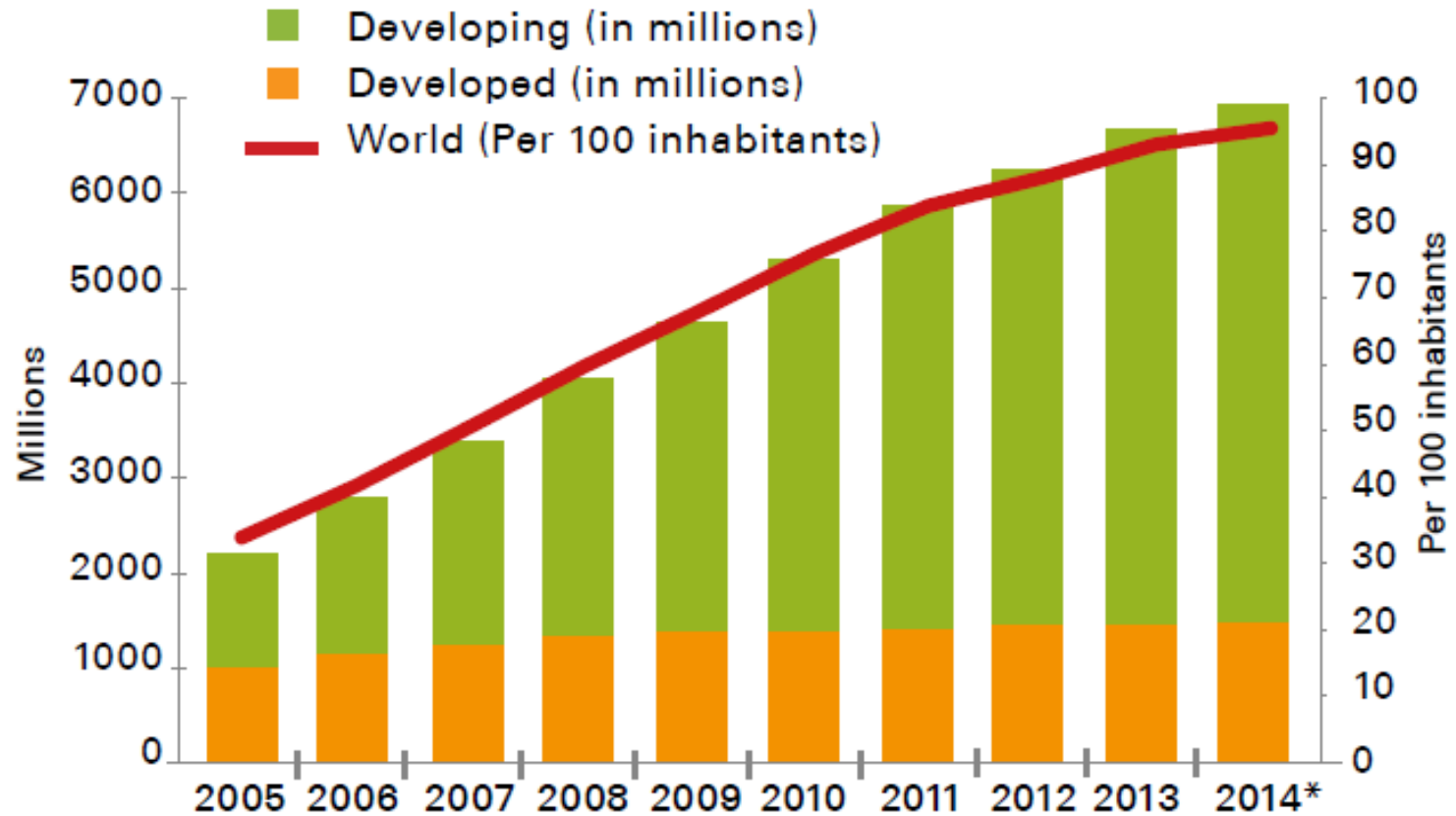


The Best And Worst of Mobile User Experience (UX)

Deanna Laufer, Customer Experience Analyst
Forrester Research

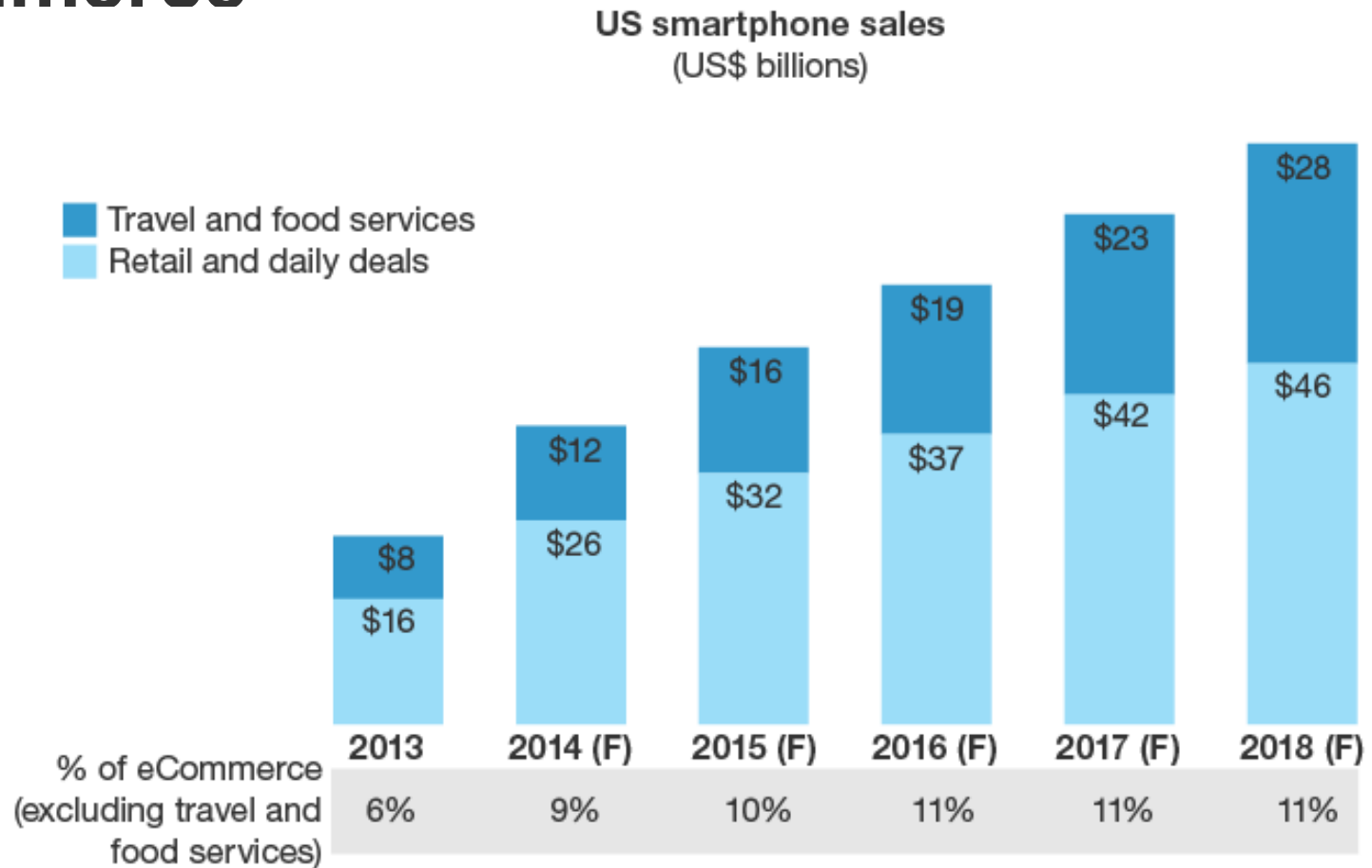
October 22, 2014

Global cellphone subscriptions are approaching the population of earth



Source: ITU World Telecommunication/ICT Indicators Database

Rapid device adoption drives mobile commerce



Note: (F) = Forecast

Source: Forrester Research Mobile And Tablet Commerce Forecast, 2013 To 2018 (US)



Mobile Transforms Customer Experience

Attributes of leading mobile UX

Deliver Clear Value

- ✓ no cold starts
- ✓ prioritize core functionality
- ✓ provide relevant content
- ✓ perform reliably

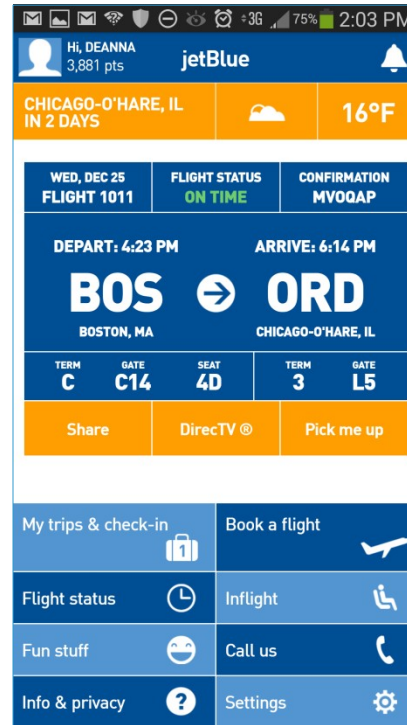
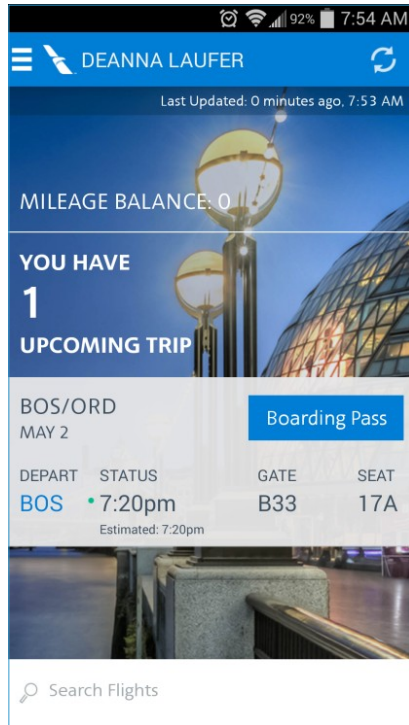
Optimize Efficiency

- ✓ go fast
- ✓ support easy navigation
- ✓ minimize input
- ✓ be persistent

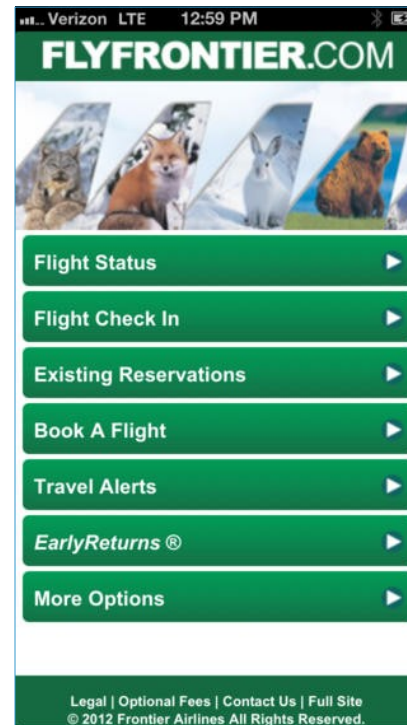
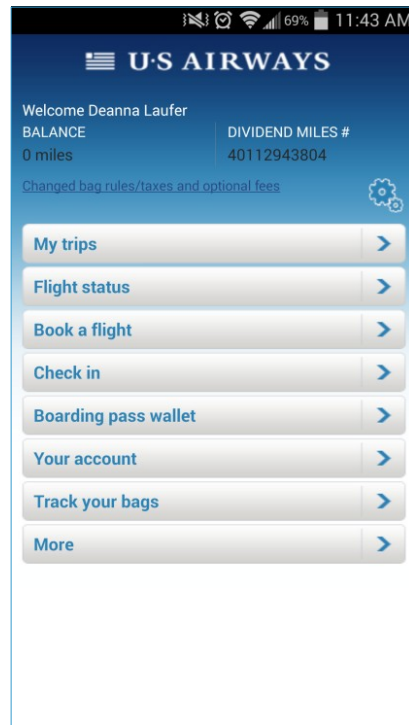
Simplify Presentation

- ✓ content not chrome
- ✓ use learnable touch gestures
- ✓ minimize labels and icons

American Airlines and JetBlue prioritize core functionality...

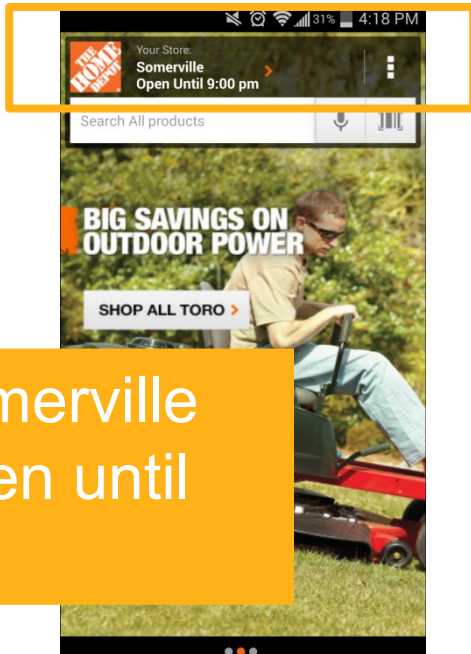


...but US Airways and Frontier do not



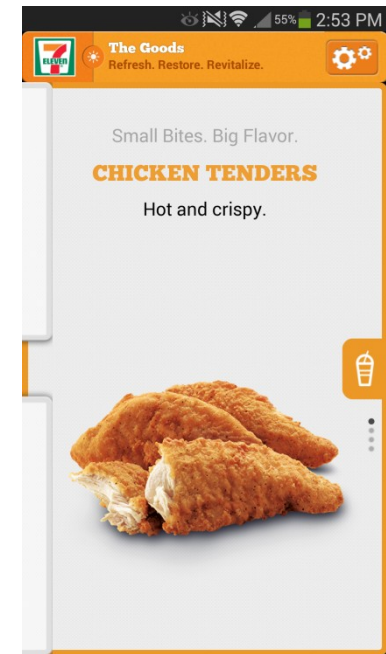
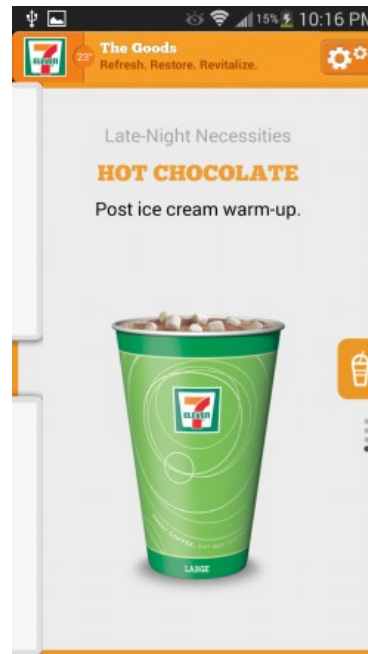
Home Depot and 7-Eleven leverage context...

Home Depot



Your Somerville store open until 9:00 pm

7-Eleven



..and Nokia's Z Launcher leverages context...

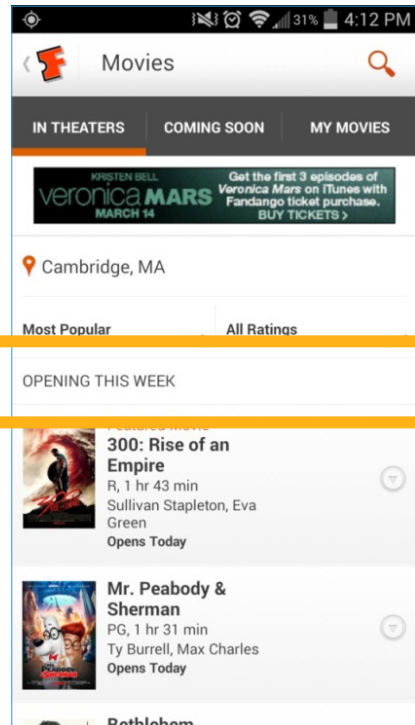


...while Fandango lacks sufficient context

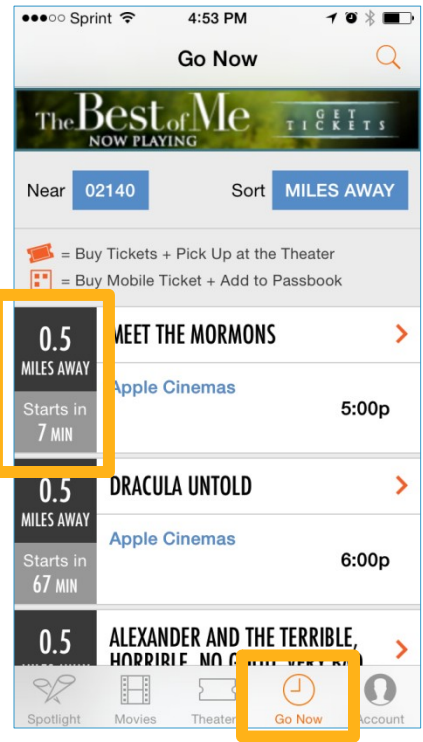
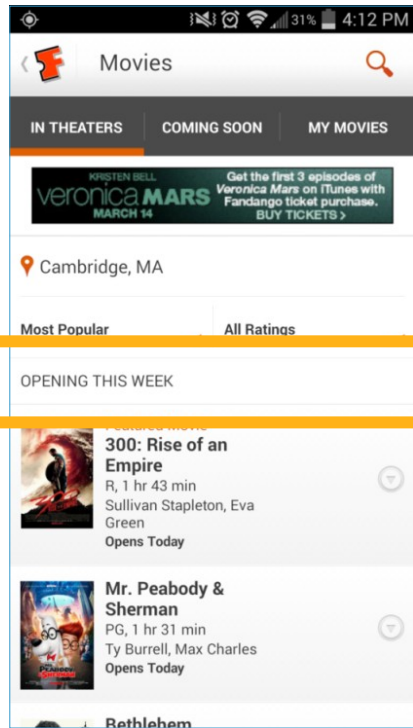
Movies opening this week

How about today?

Or an hour from now?



...but it's getting better.



Go Now
Movies
playing
now, near
you

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Optimize Efficiency

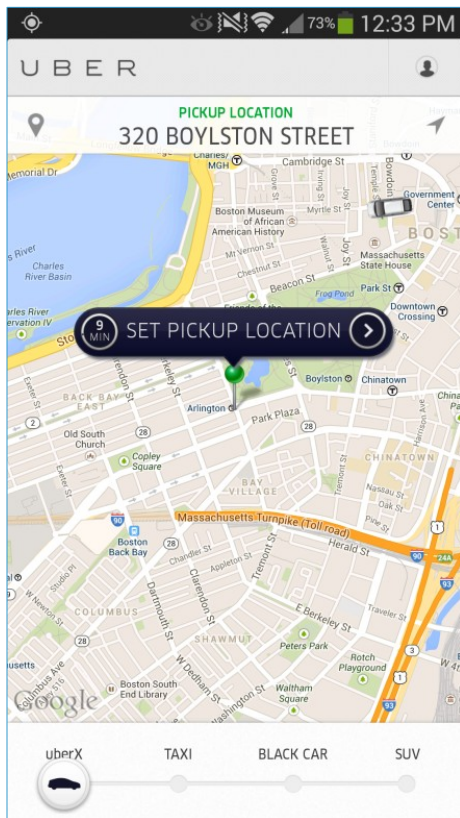
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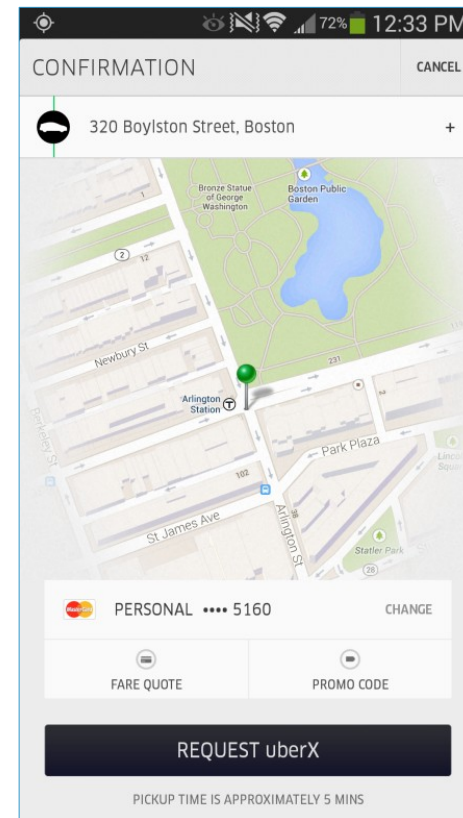
- ✓ content not chrome
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Uber goes fast...

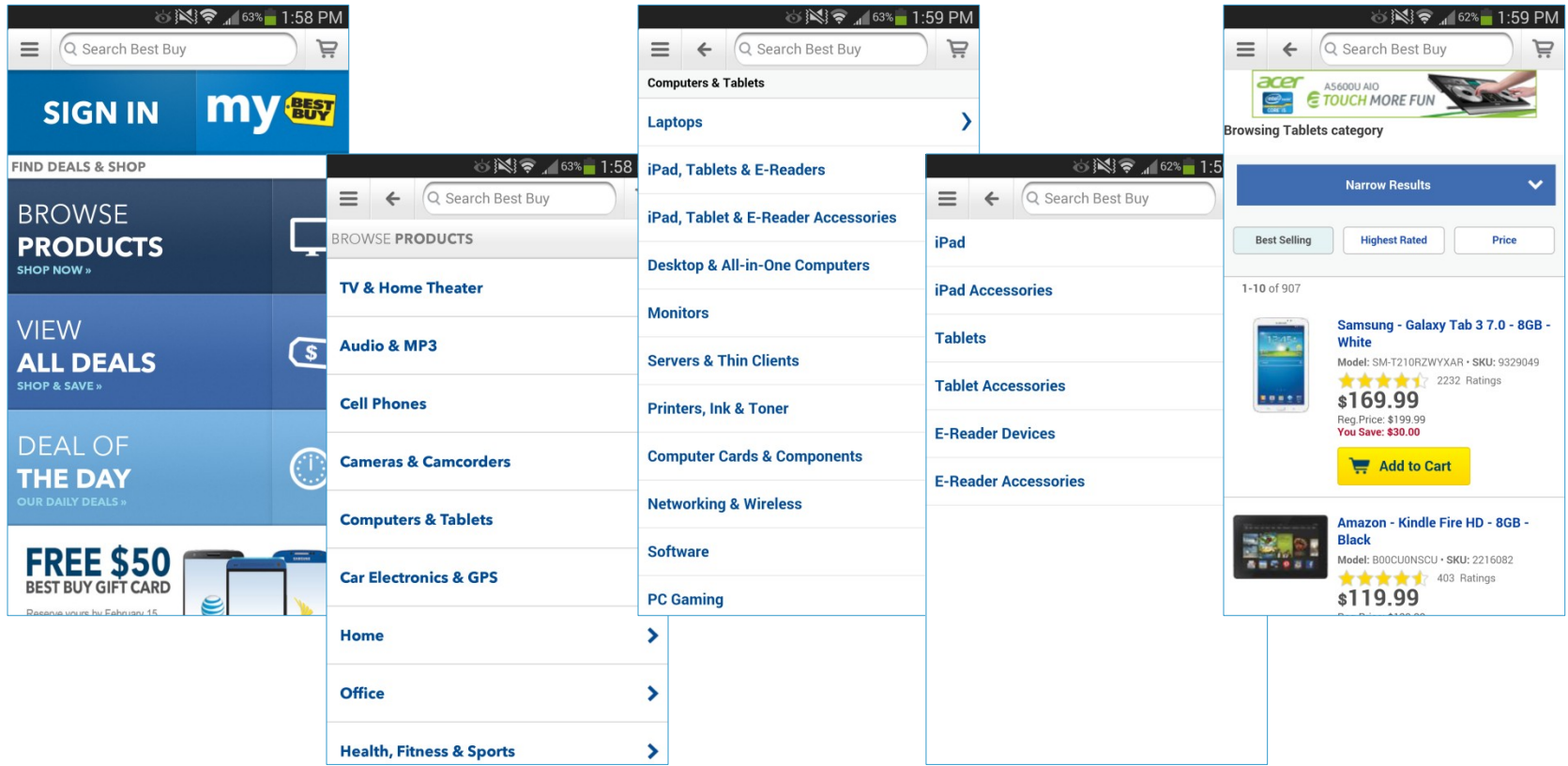
Step 1: select pickup location



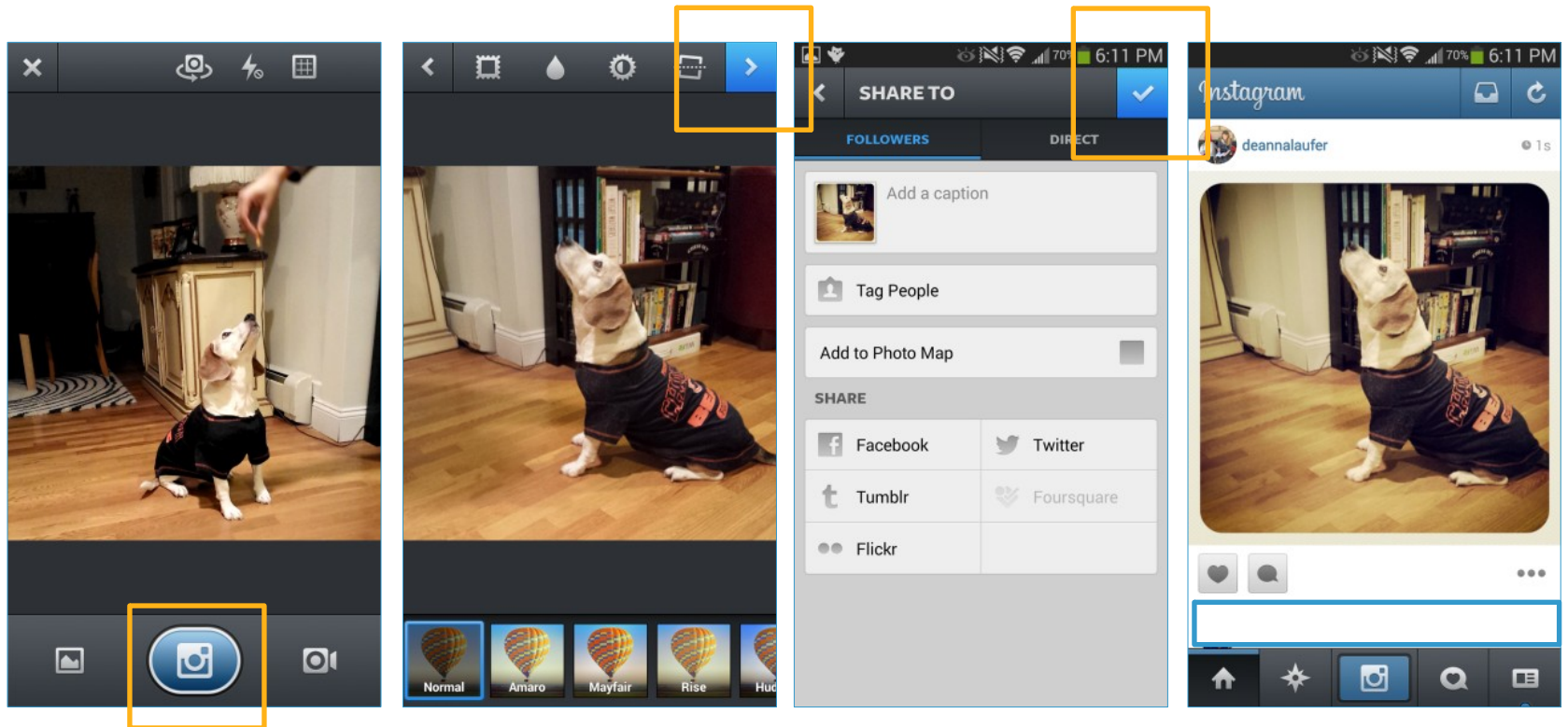
Step 2: request car



...but Best Buy goes slow



Instagram supports easy navigation

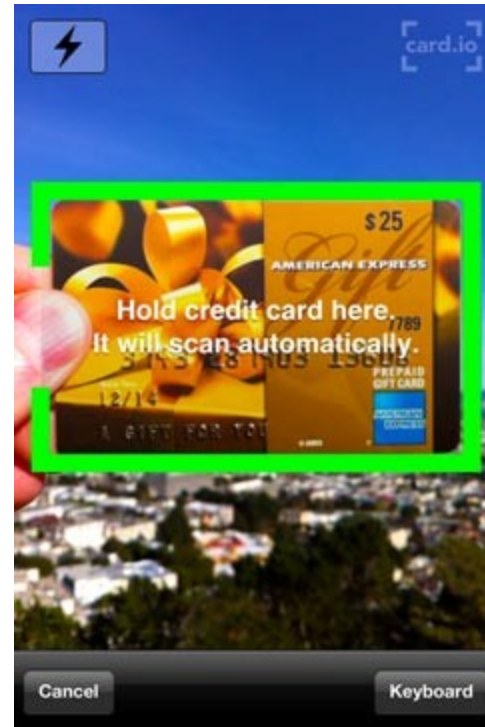


SnapTax and Paypal minimize input

Intuit's SnapTax



Snap a photo of your W-2



Card.io used by

- PayPal
- Uber
- JackThreads
- grubHub
- 1800Contact s
- Holiday Inn
- Sephora
- Living social

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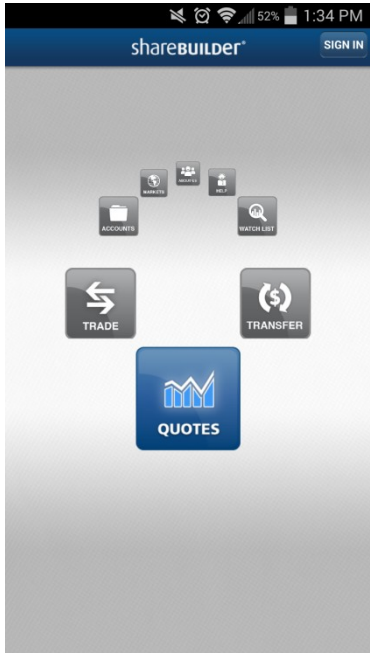
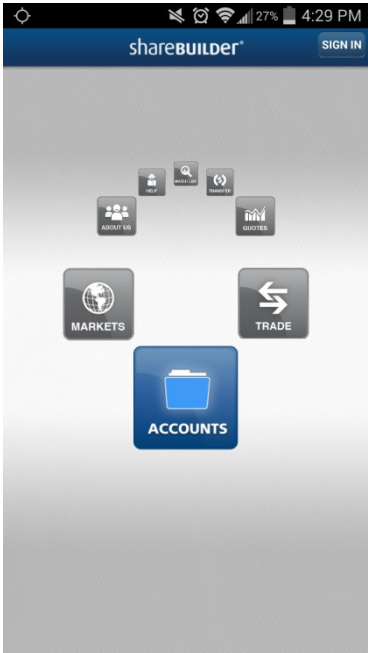
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Airbnb and Fidelity make content center stage...

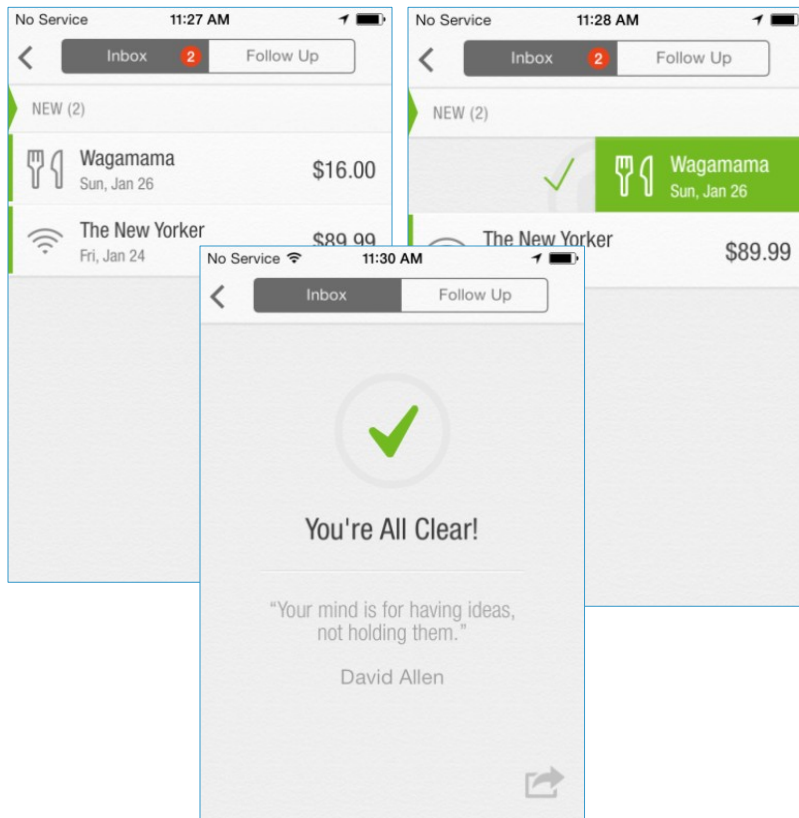


Capital One Sharebuilder leads with chrome

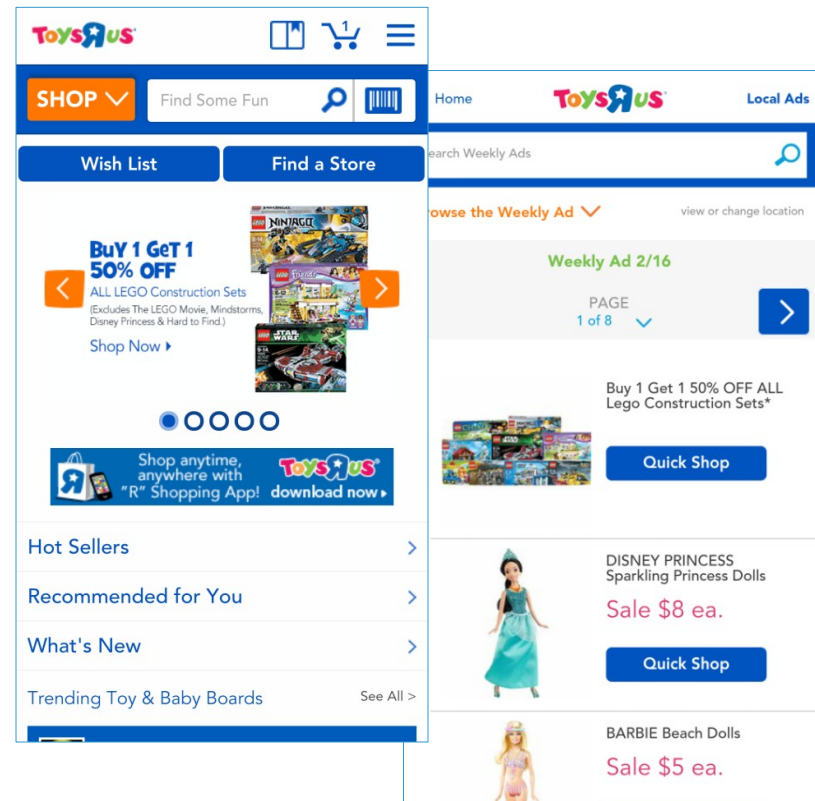


BillGuard relies on learnable touch gestures

BillGuard



Toys R Us



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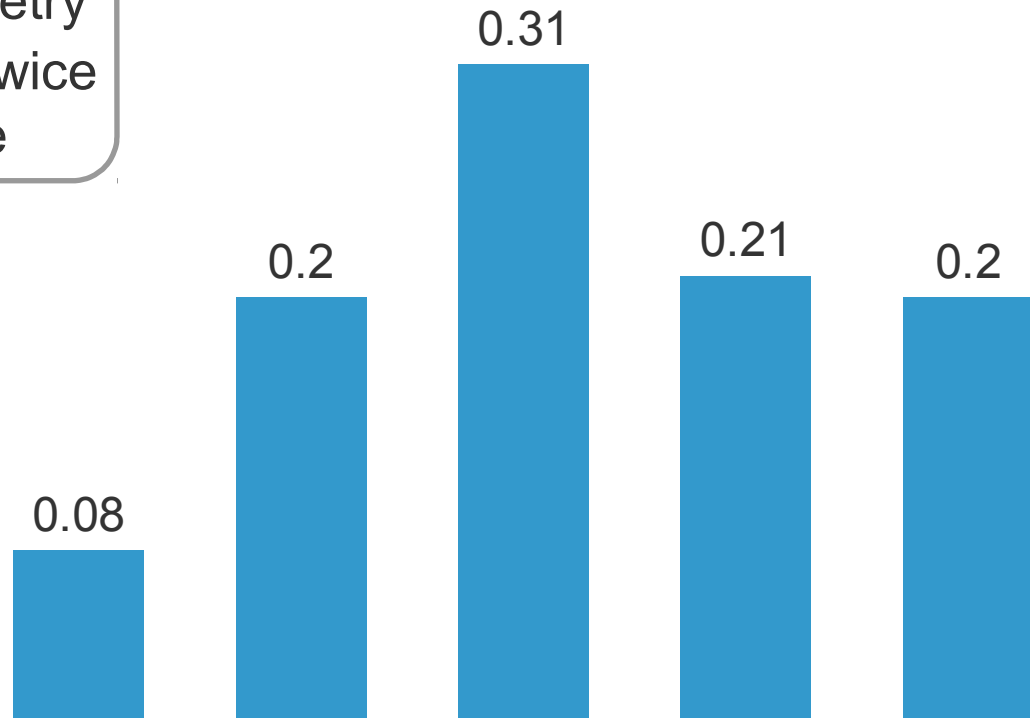
Relentless device permutations



Customers set high expectations

Expected app launch times

79% of users will retry an app only once or twice if it failed the first time



Source: http://offers2.compuware.com/rs/compuware/images/Mobile_App_Survey_Report.pdf

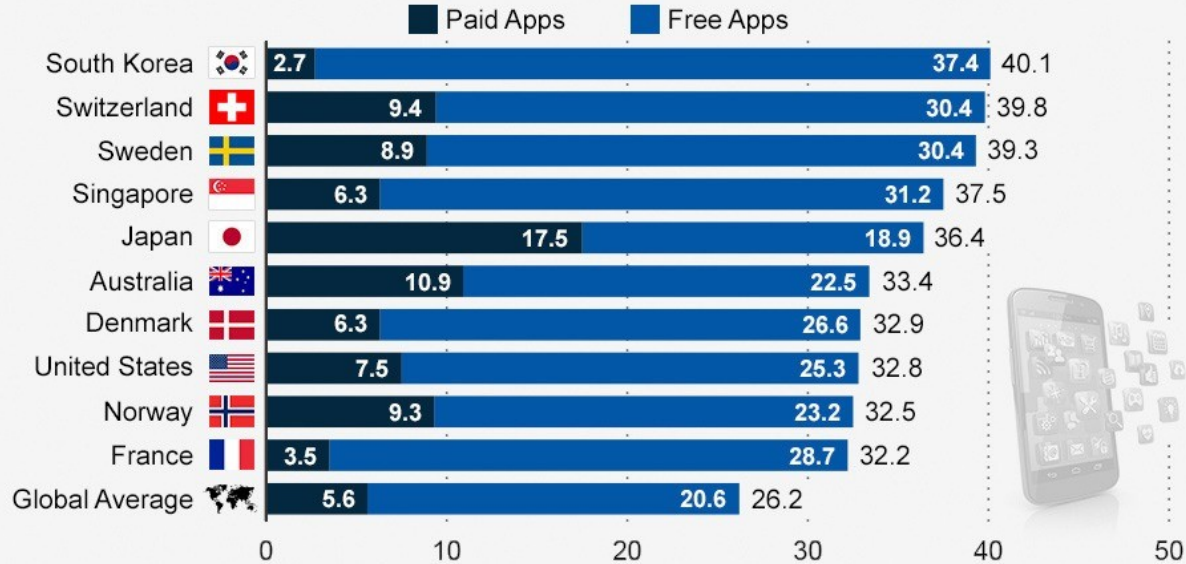
*“Cycle time compression
may be the most underestimated
force in determining winners
& losers in tech.”*

Marc Andreessen via Twitter
June 3, 2014

Companies must compete for finite space

The Average Smartphone User Has Installed 26 Apps

Top 10 countries with the highest average number of installed apps per smartphone user*



*as of March 2013; n=1,000 for all countries

statista
The Statistics Portal

Mashable

Source: Google's Our Mobile Planet

Challenges

- Numerous devices and operating systems
- Cycle times are speeding up
- Customers set high expectations
- Finite space in customers' phones and time

Recommendation: Take an iterative approach

- Prototype early and often
- Employ cost effective tools and services that enable more frequent and faster testing across device types
- Test and monitor customer feedback/sentiment after launch

Thank you

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@deannalaufer

For further reference

The Best And Worst Of Mobile User Experience

(April 4, 2014)

The Right Mobile Usability Testing Tool

_(August 19, 2014)

forrester.com



APPS ARE THE FRONT DOOR TO YOUR BUSINESS



YOUR APPS HAVE TO DO MORE THAN JUST WORK

A close-up, monochromatic blue-toned photograph of several interlocking metal gears. The gears are in sharp focus, showing their teeth and the texture of the metal. The lighting creates highlights and shadows, emphasizing the three-dimensional nature of the components.

THEY HAVE TO DELIGHT YOUR USERS



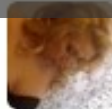


Cheri Daniels @Historiana · Apr 4

Just gonna say the @weatherchannel app for the iPad is the WORST app I have ever encountered...even after updates! #fail #crash

Expand

Reply Retweet Favorite More



CinCity @CinCityNobre · Apr 5

So i was loving the @Citibank mobile deposits feature but also there was an upgrade and now the app crashes



Daniel Bishop

★★★★★



This app is great Works 100% of the time. It has all the music you could ever want plus local stations. A+



Britta Mirasolo March 27, 2014

★★★★★

Not fully functional I p family to pick up and c

Ok but occasionally infuriating! ★★★★★

by The Chant Ninja – Mar 19, 2014

I both love and hate this app. It does a pretty good job, but the watch list and the streaming video can look quite nice. That said, the problems are numerous. Sometimes it tries to stream audio-only rather than video and audio if your connection is low quality. I wonder who could possibly want this! Furthermore, sometimes the whole app will ... More ▾

2 out of 2 customers found this review helpful.

Was this review helpful? Yes | No | Report a Concern



ROBERT PHILLIP'S December 2, 2013

★★★★★

Easy to use and detailed Nice app that

Was this review helpful? Yes |



Amber Terronez April 7, 2014

★★★★★

Samsung user No matter if I'm using Wi-Fi or my 4G it constantly just stops not sure if it's buffering or what no point in listening to this app if I can't even listen to a full song without it stopping fix bug asap



Chris Harris @_ChrisHarris · Mar 24

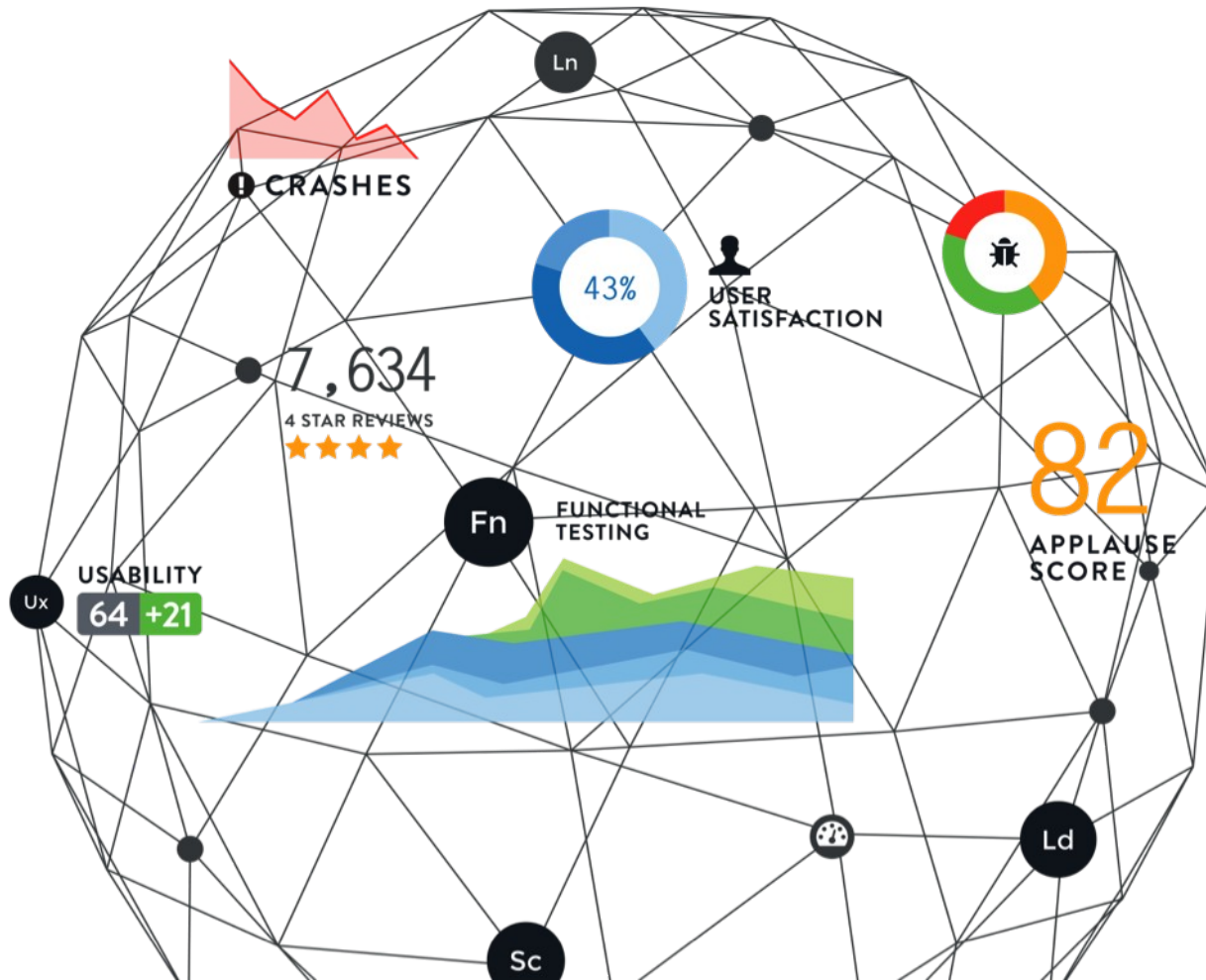
Love the design of the new Camera Plus icon. Notice I flat iOS7 look but with depth and shadow. appsto.re/gl

View details

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360° APP QUALITY

QUALITY, DEFINED BY YOUR USERS





**FUNCTIONAL
TESTING**

**Do your apps function flawlessly
in the hands of your users?**



**USABILITY
TESTING**

**Are your apps as intuitive and
easy-to-use as you think?**



**LOCALIZATION
TESTING**

**Are your apps primed to thrive in
different markets & cultures?**



**LOAD
TESTING**

**Can your apps handle the peaks
& pressures of the real world?**



**SECURITY
TESTING**

**Are your apps protecting your
users data & privacy?**



**APPLAUSE
SDK**

**Discover crashes in real time
and distribute builds**



**APPLAUSE
ANALYTICS**

**Listen to what your users are
saying in the app stores**



**360° APP QUALITY
DASHBOARD**

**Access all of your app quality
results in a single place**

- **It's time to build a world-class mobile usability testing strategy**
 - Relentless device permutation, demanding human factors, evolving customer needs and burdensome ecosystems drive complex mobile usability experiences.
- **Remote unmoderated is the future of mobile usability testing**
 - Remote unmoderated testing enables brands to match actual users with real-world behaviors, enabling access to the real thing across devices, locations and behavior.
- **Brands must listen – and respond – to user feedback on what's working, what's not and what customers expect next**
 - App store analytics tools distill the noise into actionable intelligence that drives quicker, more informed decisions for mobile developers & product owners and competitive intelligence for marketing & strategy professionals.

- **Building A World-Class Mobile Automation Strategy with Brian Rock, Lead Automation Expert**
– Wed 11/19 @ 1pm EDT
- **Improve Mobile App Quality & Beat The Competition with Heidi Young, Director of Data & Analytics**
– Wed 12/10 @ 1pm EDT

Register:
www.applause.com/webinars

Thank you!

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