

# Mobile Application Development Challenges

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# Identifying Innovative Mobile Use Cases

# Creating Apps which Get Noticed:

- ▶ Android has more than 8 million apps on its marketplace today and getting your app visible amongst them is a challenge.
- ▶ As a result, even with a great android app developed, if you don't pay attention to its promotion, you may lose out on gaining any traction.

# Getting the App Funded:



# Security

- ▶ Unlike Apple's strict guidelines for app development, no such governance exists for Android apps. As a result, many malware problems arise.

# It's Performance vs Battery Life:

- Too many images or visual effects, flooding the cache, or using integrated sensors may disrupt the performance of your application on older versions.
- Make sure the development team is a part of the prototyping efforts. Besides, set up a beta version to run test cases with test users to avoid any performance trouble in the final version.

# Fragmentation of Devices and Operating Systems

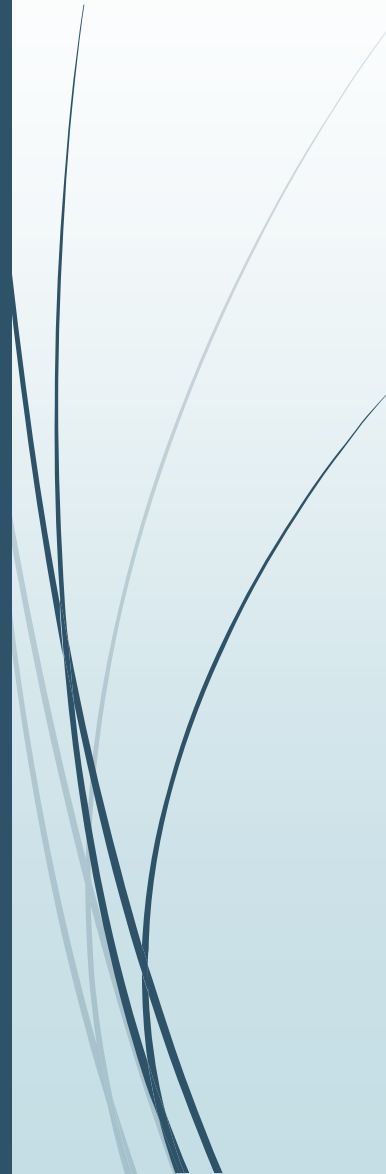
- It is impractical to focus only on the most recent Android version as not all users may have upgraded to the most recent OS.
- This becomes a big Android app development challenge since there are nearly 170+ devices running the OS. Each device has different features with respect to keyboard forms, screen size, camera buttons, etc., making it a development nightmare.

# Making the App Interactive:

- Mobile devices today are laden with high-tech sensors, thus offering a plethora of opportunities.
- Responsive Design. It gives screens more liquidity and thus can be adjusted to suit different formats and various screen sizes.
- Bring more tangible interactions like titling, shaking and flipping into play, which allow the app to respond to position, direction and environment of the device and trigger some action.



# Testing



# Keeping up with frequent changes

- ▶ Think beyond user-friendly design and interactive features.
- ▶ Listen to the user feedback, pay attention to the smallest issues, thank the ones who find them, and provide immediate help.

# Navigability

- As an app developer, something that appears to be simple to you may not be the same for your audience. In fact, what you thought was a simple interface may be too complicated for the user, leading to negative reviews which will hurt the number of downloads you get on your app.
- Include helpful tutorials and instructions in your app.

# Reference

- <https://dzone.com/articles/8-major-challenges-faced-by-android-application-de>
- <https://www.entrepreneur.com/article/277571>
- <http://blog.venturepact.com/10-biggest-challenges-faced-by-mobile-app-developers/>