Mobile

Kickoff

T7 - MSc Pool

T-POO-700

Facts and figures

- ~85% of the world population owns a smartphone (23% in 2012, 65% in 2018).

- ~60% of website traffic comes from mobile devices.

- ~90% of internet users access the internet using a mobile phone.

- ~3h15 is the average daily mobile usage in western countries.

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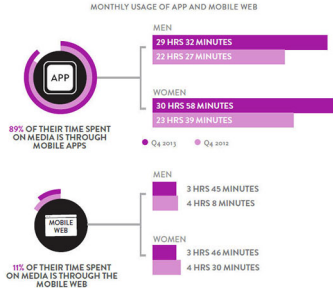
11.1%

Apps

native application

- application developed specifically for a platform (iOS, Android …) ;
- language specific to the operating system.

web app

- browser-accessible application ;
- cross-platform ;
- can't access specific functionalities of the OS.

Native VS web app

MONTHLY USAGE OF APP AND MOBILE WEB

MEN
29 HRS 32 MINUTES
22 HRS 27 MINUTES

WOMEN
30 HRS 58 MINUTES
23 HRS 39 MINUTES

● Q4 2013   ● Q4 2012

89% OF THEIR TIME SPENT ON MEDIA IS THROUGH MOBILE APPS

MEN
3 HRS 45 MINUTES
4 HRS 8 MINUTES

WOMEN
3 HRS 46 MINUTES
4 HRS 30 MINUTES

11% OF THEIR TIME SPENT ON MEDIA IS THROUGH THE MOBILE WEB

Why do mobile users spend 90% of their time on apps?

- Ergonomics ;

- Rapidity ;

- Native features ;

- Storage of data.

PWA

The **P**rogressive **W**eb **A**pp has the specificity of being installed: a **service worker** will cache all the pages needed for offline use.

They have several advantages:

- Fast ;
- Accessible (regardless of connection status) ;
- Behaves almost like a native application.

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44.4 %

Hybrid application

cross-platform
between a native application and a web app
work through native *WebView* operating systems
need an installation (unlike web apps)
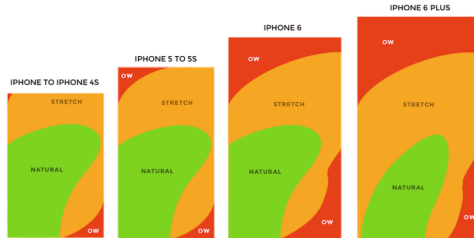**hybrid frameworks** based on web languages give access to native features

Mobile design

Based on some simple principles:

- optimize the user journey ;
- purify the interface ;
- avoid irrelevant information ;
- make intuitive navigation
    - Avoid "hidden" navigation ;
    - Keep a consistent navigation ;
    - Let the user know where they are ;
- differentiate interactive and static elements.

Thumb zone

Users use their thumbs most of the time.
It must be taken into account when designing an app.

Offline mode

Mobile Internet can be unstable depending on an individual's use and location.
Think about using your application offline to avoid frustrating users.
It provides several benefits:

- There is no unexplained data loss ;
- The app **seems** to work in any conditions ;
- Updates and synchronizations can be automated.

These benefits may allow your application to stand out from another.

Any questions

?

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100 %