Trends in Mobile Application Development

MOBILE APPLICATION DEVELOPMENT (CAP588)

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# **Introduction**

The mobile applications have indeed become an indispensable part of people’s lives and it’s hard to imagine a day without any application. Today, we are performing most of our crucial activities using apps such as shopping, ordering food, booking tickets, cab and meal, banking and even checking out the important health parameters.

Therefore, the users are in search of a fast, trendy, and highly responsive app that is embedded with latest technologies to make their work simpler. The trends never remain constant and it keeps changing at regular intervals when the newer versions of the Operating System or app update is released.

The developers need to keep a continuous eye on what’s happening in the app industry and announcements made by Apple or Google to implement those changes for offering optimum user experience.

According to Statista, mobile apps are supposed to generate around $189 Billion US dollars in revenues. Not only that, but many experts have already said that the mobile app development industry is one of the fastest growing industries and that it shows no signs of slowing down in future as well.

With latest technological advancements and new inventions coming to life almost every day, it’s not wrong to think that future years will most assuredly be the years of mobile apps and both appreneurs as well as enterprises will have more opportunities in future of doing business.

# **Mobile App Development Trends**

Since the past recent years, mobile apps have been changing our lives constantly. And because of their enormous popularity and usefulness, they serve to be a significant opportunity for appreneurs as well as enterprises.

# **Artificial Intelligence & Machine Learning**

AI & Machine Learning both have dug their heels quite deeper into mobile app market. AI for the most part, has made itself manifest in the form of chat bots, while Siri, the combination of machine learning as well as artificial intelligence is now a very much part of mobile app innovations that cannot be separated now.

Many organizations have already started embracing AI app development to grow profitability as well as decrease operational expenses in various forms. This means, not only AI & Machine Learning have deep roots in today’s mobile apps, but they’ve a significant opportunity of innovation in future as well.

# **Internet Of Things**

The way we experience and interact with devices is changing. Embarcadero Technologies breathes new life into existing applications by enabling developers to easily connect their apps to gadgets, devices, sensors, enterprise data, and cloud services.

Build complete IOT solutions that deliver innovative user experiences. Easily deploy IOT enabled apps to Android, iOS, Windows, and MacOS X natively with a single C++ or Object Pascal codebase!

The popularity of this platform is fostered by the capability to interlink various aspects of an organization. Basically, the various entities get to enjoy faster and convenient access to data within the organization

# **AR/VR TECHNOLOGY APP DEVELOPMENT**

Application with the latest trends and updates will definitely go to change the functionality and perception of the world including marketing activities, sales, and more. Whereby Augmented Reality App Development is an enhanced version of reality to view physical real-world environment that are augmented with a computer generated sensor like graphics, sound, video and more. Recently AR ecosystem has received a fresh boost with the Google’s AR Core launch with respect to augmented reality for iOS and Android.

# **Mobile Payment Services**

Banking platforms will not be left behind especially when it comes to mobile application development. That is why you will come across more mobile payment options come the year 2019. The growth of e-commerce and other digital services will necessitate the banks to make payment methods more convenient.

In fact, frictionless payment methods are what today’s customers love to see in the mobile apps that they use.

So, mobile wallets as well as payment gateway integration that offer highest level of secured encryption will become mainstream in all kinds of mobile apps.

**Mobile wallet trends in 2019**

* Over 2 billion mobile wallet users
* More secure mobile wallets
* Contactless payment

# **Blockchain in Mobile App development**

Much like emerging technologies such as voice recognition, IoT, AR, VR, robotics, AI, blockchain is the buzzing term emerging as Industry the age of cloud computing and the Internet of Things where we have come past even ordinary digital technologies. The blockchain is no longer in its infancy; now, it's more like a toddler. With higher-quality tools, communities, and standardization, it could grow up and meet its potential--to serve humanity in uplifting and transformative ways. Some of the most common examples worth taking into account are banking, insurance, currency exchange, voting, contract management, etc. The blockchain technology reduces intermediaries, remain transparency and secure the data, and possible usage makes this tech, in particular, more appealing.

Creating an app for exchanging cryptocurrencies can make things easier for asset traders and miners. Several stock market apps came into being featuring cryptocurrency apps. These type of apps not only allows anyone to have total control over your digital assets but also one can trade with them. When powered by blockchain these cryptocurrencies can be used for all sorts of payment and transactions.

Electronic wallet apps tend to store your digital assets and money allowing you to spend on transactions involving the blockchain technology.

Digital asset tracker apps on the other hand endeavor hard to provide you updated information about the rates, trades, market dynamics and a portfolio of various cryptocurrencies.

According to Transparency Market Research, the blockchain technology market is anticipated to hit the $20 billion mark by 2024. This signifies that the trend is likely to make headlines in 2019 as mobile applications set to capitalize on the decentralized currency platform.

You should also note that app developers will be keen to tap into this opportunity. One of the ways to achieve this is by making the technology accessible to more people and investors. That is why you should be attentive to follow this field.

# **Cloud Computing in Mobile App Development**

Developing a mobile app with cloud computing feature eliminates the need for creating an app for each platform and device. Application working over cloud computing technology can run through web browsers and can be operated on multiple platforms without any issue.

It will reduce the effort in developing the application for multiple platforms. Enterprises desire for cloud-based apps to manage their business process, as all employees can use it with any supported device or platform.

**No Space required for Smartphone**

All the data and information are stored on the server and can be accessed using the internet, so it doesn't require any additional space on the smartphone. This ability of cloud based-apps allows the user to use the smartphone space for other tasks.

The seamless working of the cloud-based app automatically increases the performance of smartphones and ensures the uninterrupted usability of apps on the central server.

Mobile app developers are increasingly accepting the cloud technology as it is beneficial in many aspects, but yet it needs to see the light of success in individual user market. However, cloud-based enterprise app is more in demand by the organization.

# **Integration of Wearable Apps**

Wearable apps run directly on a watch, giving you access to hardware such as sensors and the GPU. Wearable apps are similar to other apps that use the Android SDK, but differ in design and functionality.

Technology keeps evolving! Right from the Personal Computer’s huge back to the world of Smart Phones and Tablets, we have come a long way. With the shrinking size of the Chipset and Microprocessors, there lies a whole new dimension for ‘computing’ which is known as ‘Wearable Computing Devices’. The tech giants like Apple, Microsoft and Samsung have come up with some major smart bands and wearables. So wearable app development is inevitable to grow further in your business. Apple Watch App development is just an example which feels like a revolution right now.

Today, the main control panel of any wearable device is the smartphone. It means, to create a wearable the devices must be paired with it and they also must be in close proximity.

Moreover, it is likely that there will be more fancy apps introduced on the smartwatches. Various companies will be looking forward to having their services integrated on the smartwatches. At the end of the day, you can keep in touch with other activities without visiting your phone or tablet.

# **Beacon App Development**

Beacon technologies offer a major opportunity for proximity marketing and mobile personalization in industries from retail to event management and beyond. Clear bridge Mobile provides beacon app development services that help you connect with customers, personalize the user experience, and drive cross-channel sales. Our experience ranges from developing in-store solutions to contactless payment systems and more.

# **Conclusion**

Given the unprecedented success of mobile apps, one could be forgiven for thinking this field will soon run dry of innovations and creative ideas. Yet, time and again, we’ve witnessed the opposite. In each successive iteration, we see mobile technology go from one level to another and change our lives for the better. It’s clear, their success is not a flash in the pan and there’s still a vast amount of untapped potential in this industry. The future of mobile app development will be shaped by how businesses harness mobile technology to solve people’s everyday problems.

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