

# Being an Android Big-Cheese and the Path to Great Success

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**AN AMAZING KEYNOTE BY  
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.**Pix**plicity®



2007

## Nokia N95 Symbian OS, S60



2008

**Motorola Droid**  
Android 2.0 (Eclair)

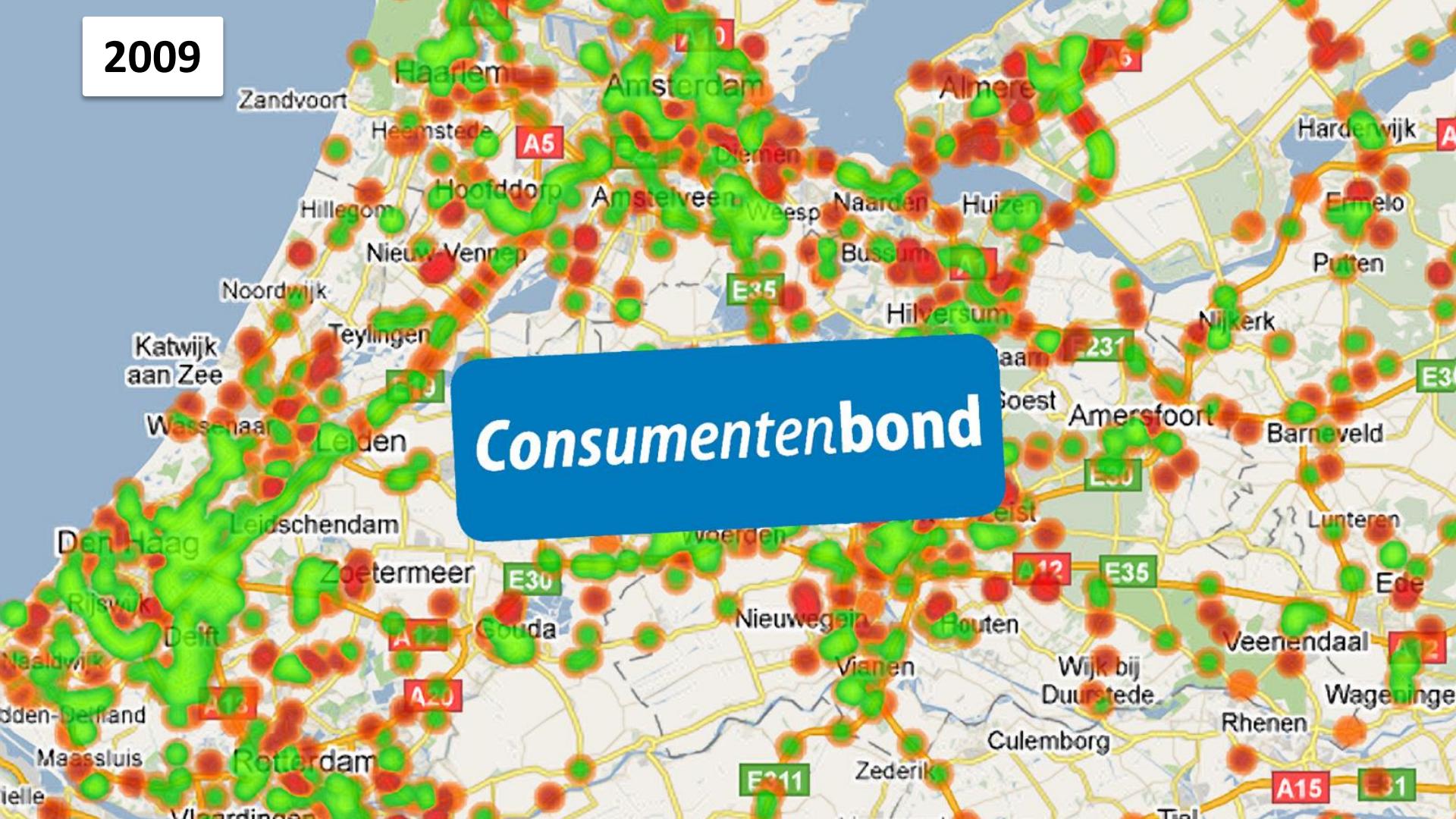


2008



2009

# Consumentenbond





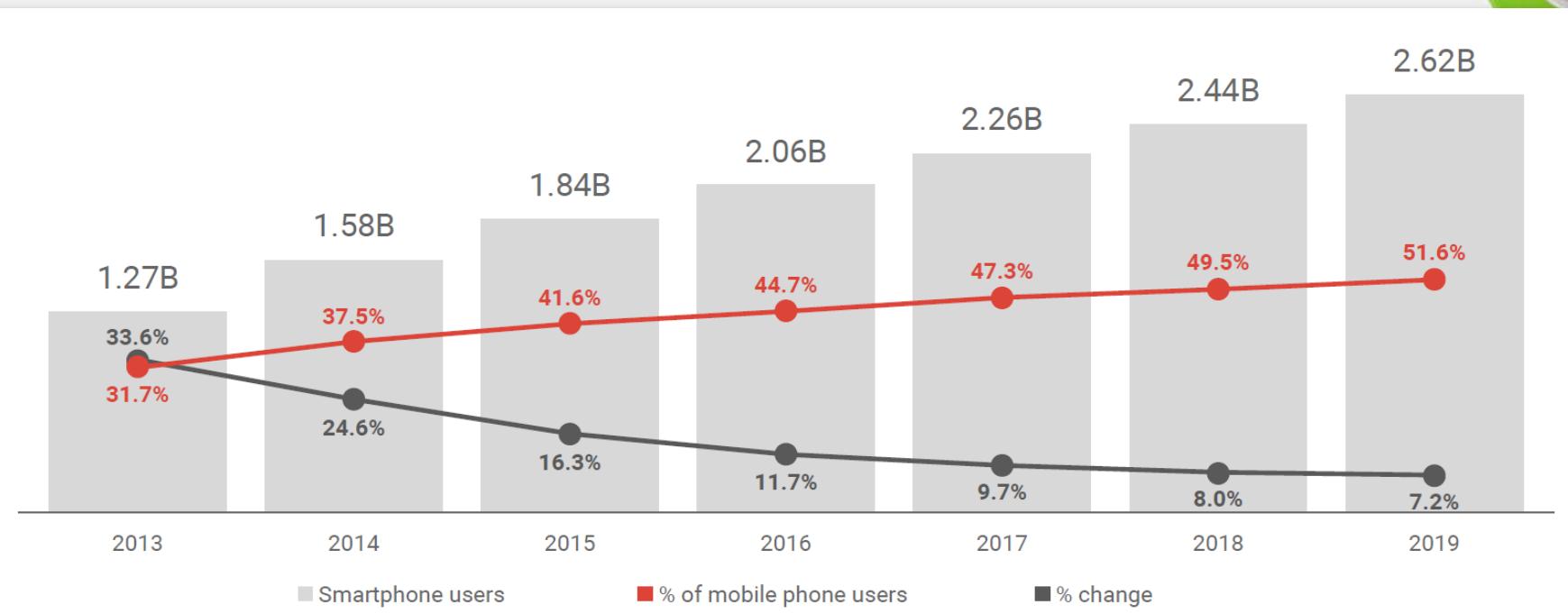
**Pixplicity** is a mobile innovation studio, where our key resources are top-tier technical knowledge and a passion for imagining and building great things. Projects only start when someone says “if we can actually get that to work, that’s going to be freaking awesome!”



**2016**



# Smartphones by the numbers



# Android by the numbers

1.4B+ 30-day active users

400+ OEMs developing for Android

500+ operator partnerships

1.5M devices activated **daily**



# Google Play by the numbers

1B+ 30-day active users

65B+ app installs

2M+ apps



# Users by the numbers

37.5 hours in apps per month

+65% from 2012 to 2014

26.7 apps used per month

+0.8% from 2012 to 2014

User engagement is growing



# Users value high-quality apps

**1 star review**



50% of the time the user mentions the app stability and bugs

**5 star review**



60% of the time the user mentions the speed, design or usability



# Attributes of quality apps

- Useful features that users love
- Beautiful design & ease of use
- Reliability & performance
- Latest Android features



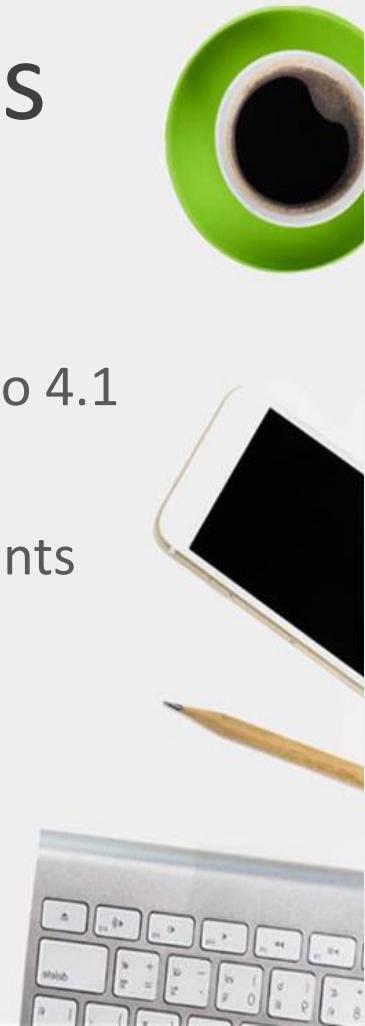
# Material design

- Tangible surfaces and shadows
- Rich imagery and bold colors
- Meaningful motion
- 1M apps on Google Play



# Material design dev stories

Fabric	30% increase in sign ups, 2x time in app
Domain	44% increase in installs, rating from 2.8 to 4.1
MusiXmatch	2x more active users, 2x time in app
The Hunt	35% increase of weekly users starting hunts
Wego	300% increase in monthly user retention
Trello	41% increase in activity per session
B&H Photo Video	5x increase of in-app orders

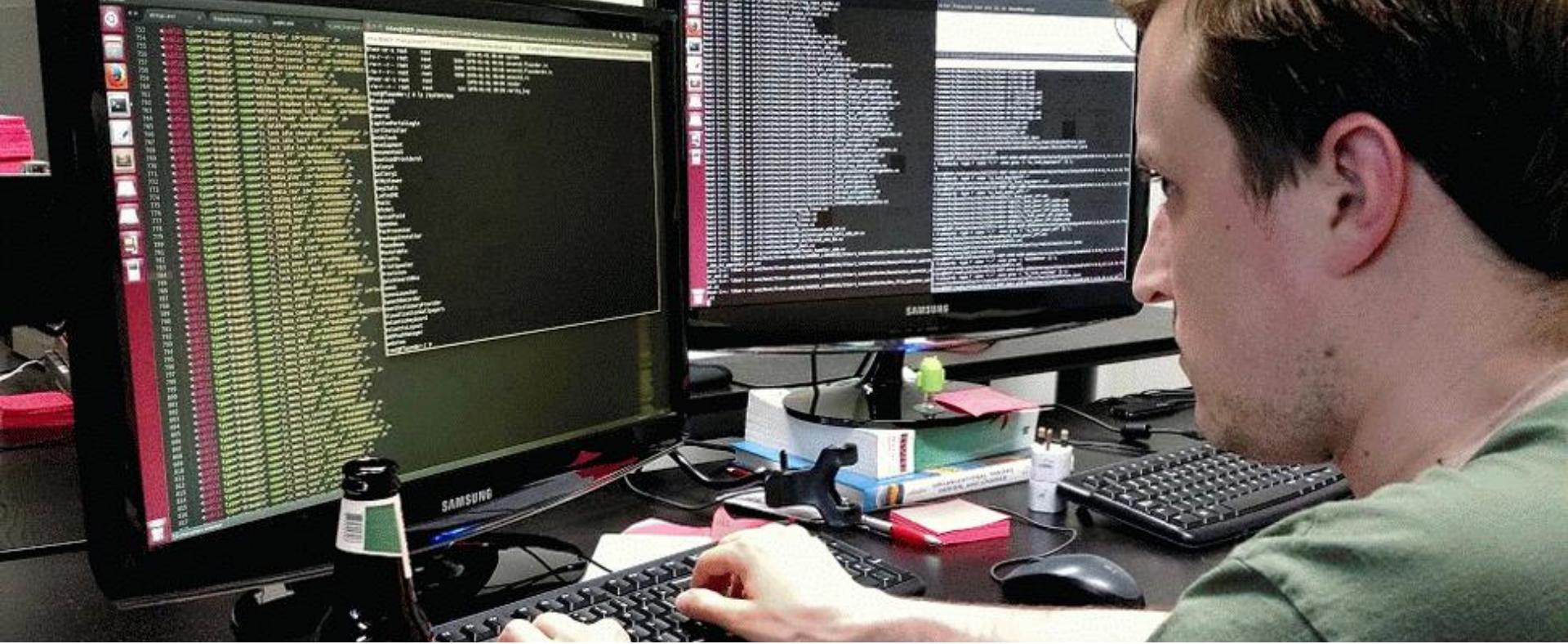


# How did we “get good”?

1% inspiration, 99% perspiration

- Challenge yourself
- Bring variety to your projects
- Push your own boundaries into new fields





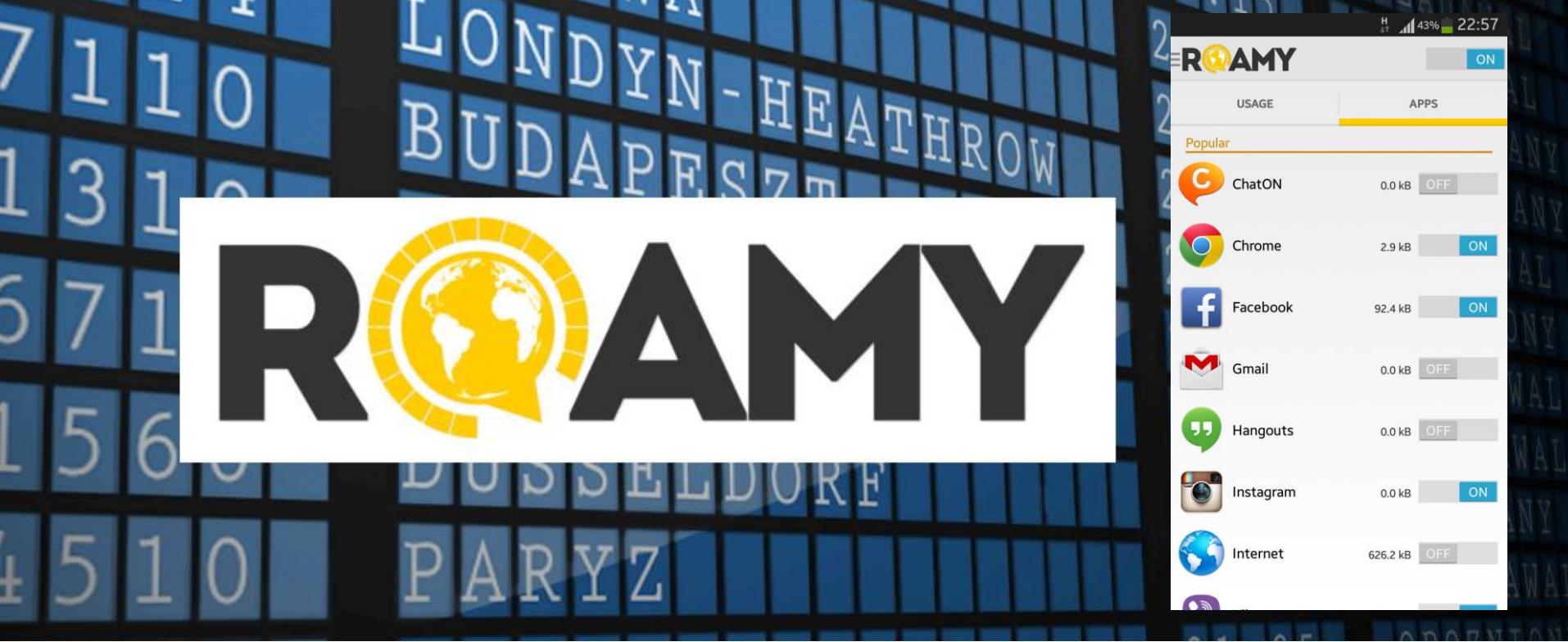
We love tinkering and our tech demos are usually on the bleeding edge of what's possible. Here, Paul is building the latest version of our own remotely configurable version of Android for use in Dutch elementary schools.





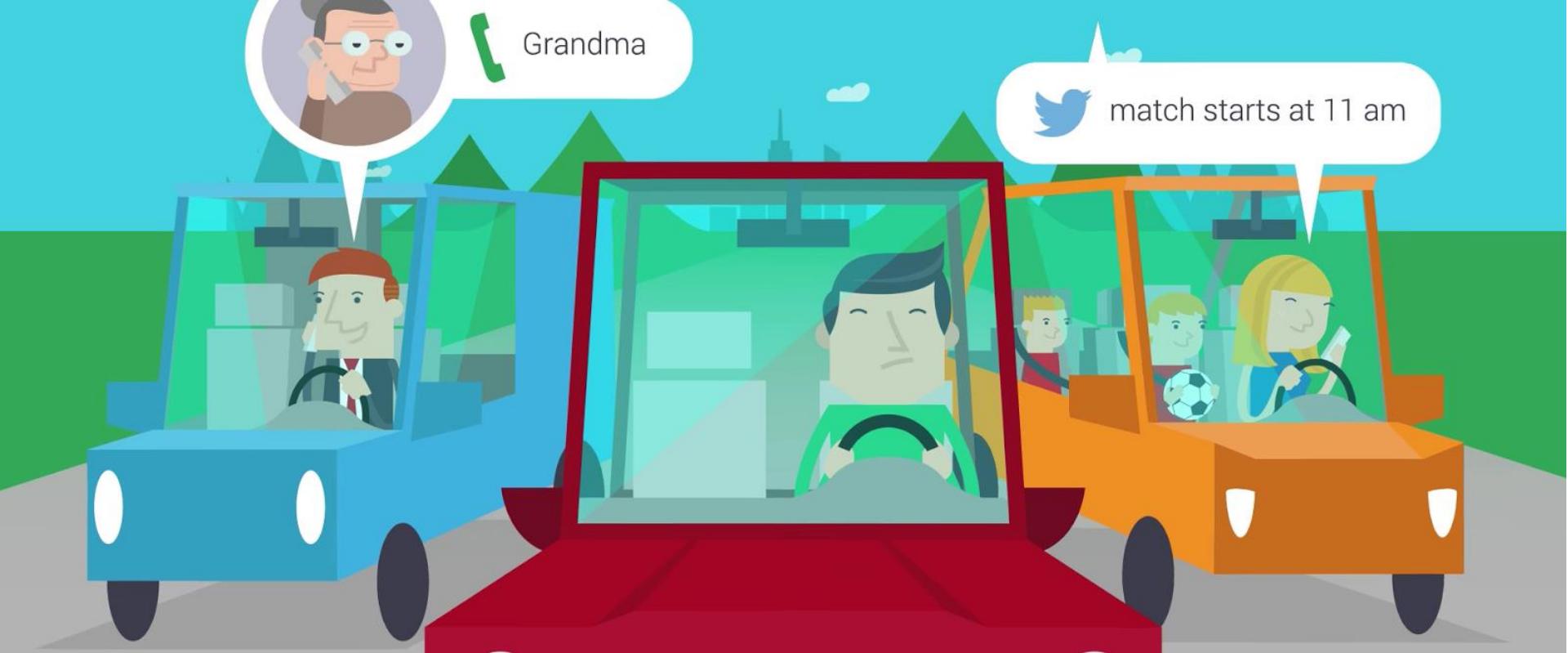
Together with Deltares, Pixplicity developed **SWAPP**, a mobile method for measuring water quality at extremely low costs in developing countries. Through basic circuitry communicating through an audio jack, farmers can use any cheap Android phone to quickly check whether their water is safe to use for irrigation.





We had at first thought that building an app that controlled other app's data usage would be impossible, but “Roamy” does just that! It allows users to control data usage more granularly by whitelisting apps they wish to use while traveling. The app uses a local VPN connection to control network traffic.





**“Drive Safely – Keep Focused”** is an technically challenging app that prevents *all* mobile distractions while driving. It blocks notifications, alarms, calls, messages and even the display for everything but navigation. Essentially, it does a lot of things an app probably shouldn’t be able to – to ensure that you’re a safer driver.





As Android gurus often working for some of the greatest, flashiest brands and agencies, most of our biggest clients and largest projects are under NDA, but we're happy to discuss some in person!





In the past year, we've built over 20 **watch faces** and **watch apps** for some of the biggest brands in the world. These range from innovative design-focused faces, to highly functional, interactive apps that make smart use of tiny screen real-estate.



# Understand the app goals

- Loyalty
- Relationships
- Accessibility
- Functionality



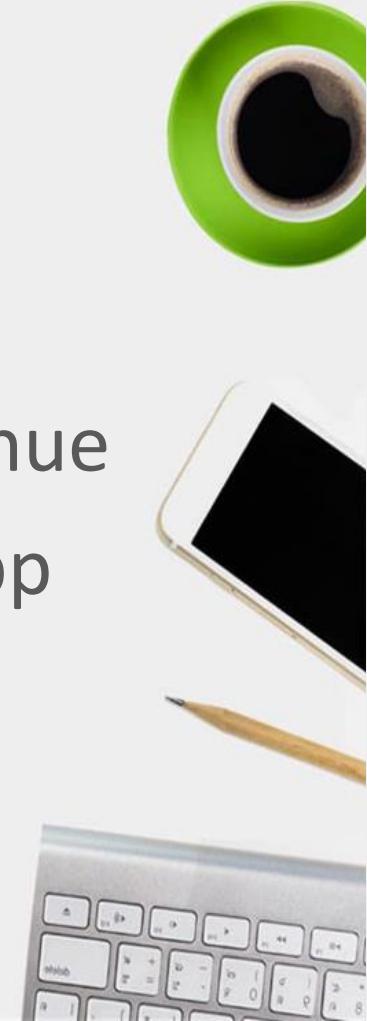
# Ask key questions

- Which in-app actions & user behaviors matter most?
- What does the app mean for the client?
- What's the value of an active user?
- How are you optimizing the user experience?



# Measure

- Identify valuable users
- 17% of users generate 85% of app revenue
- Understand how users behave in the app
  - Turn insights into marketing actions
  - Measure campaign performance



# Measure

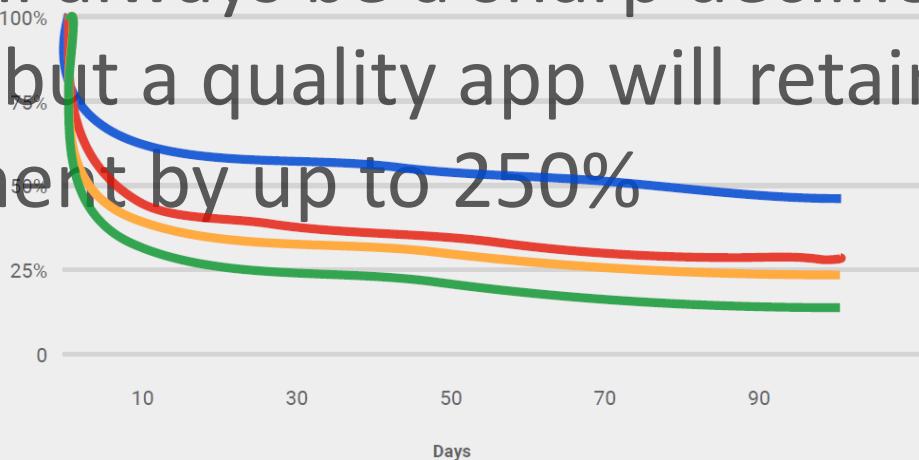
- Installation referrer
- Sessions
- Engagement with notifications
- Causes of removal
- Specific events fitting the app goals



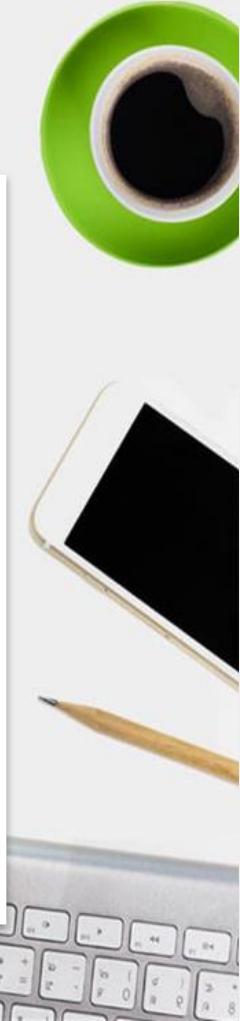
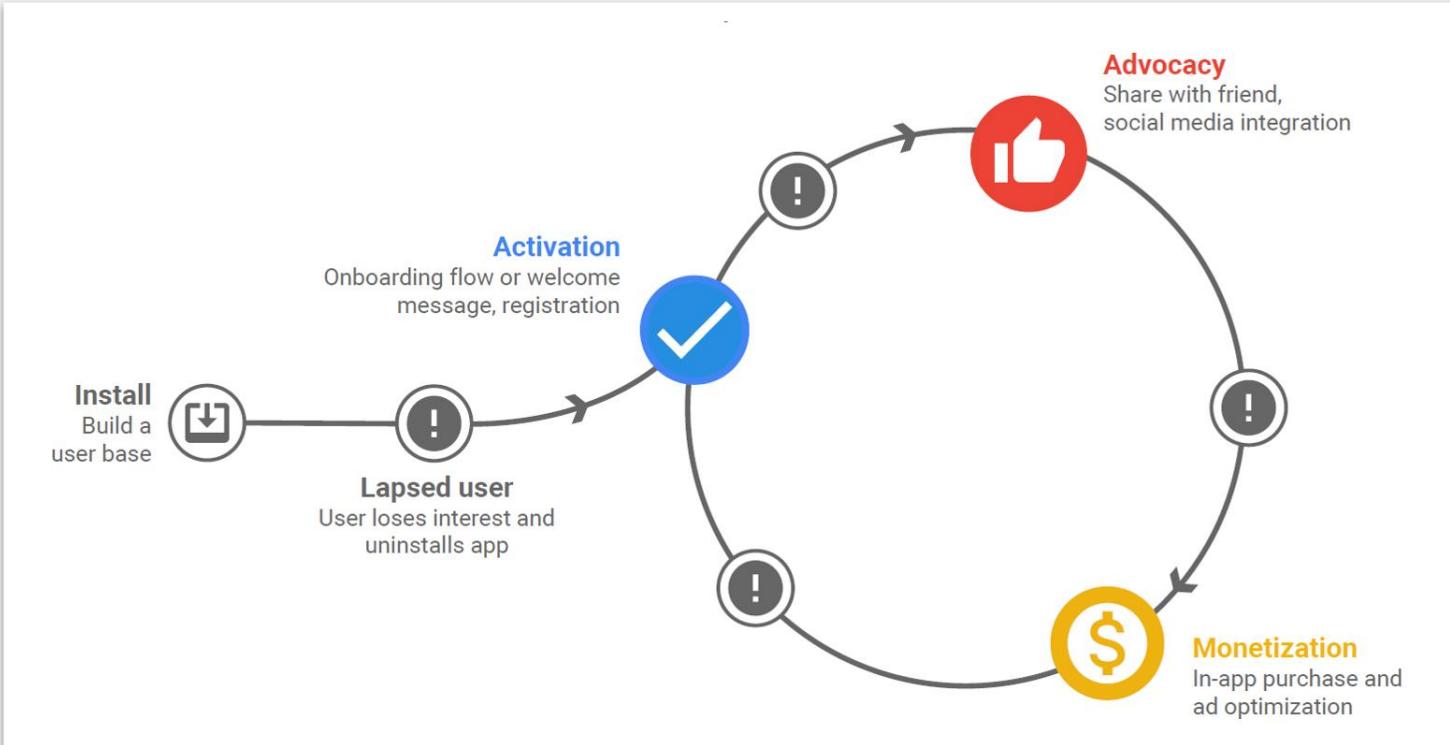
# First impressions matter

- Top 10
- Top 50
- Top 100
- Top 5000

There will always be a sharp decline in users, but a quality app will retain engagement by up to 250%

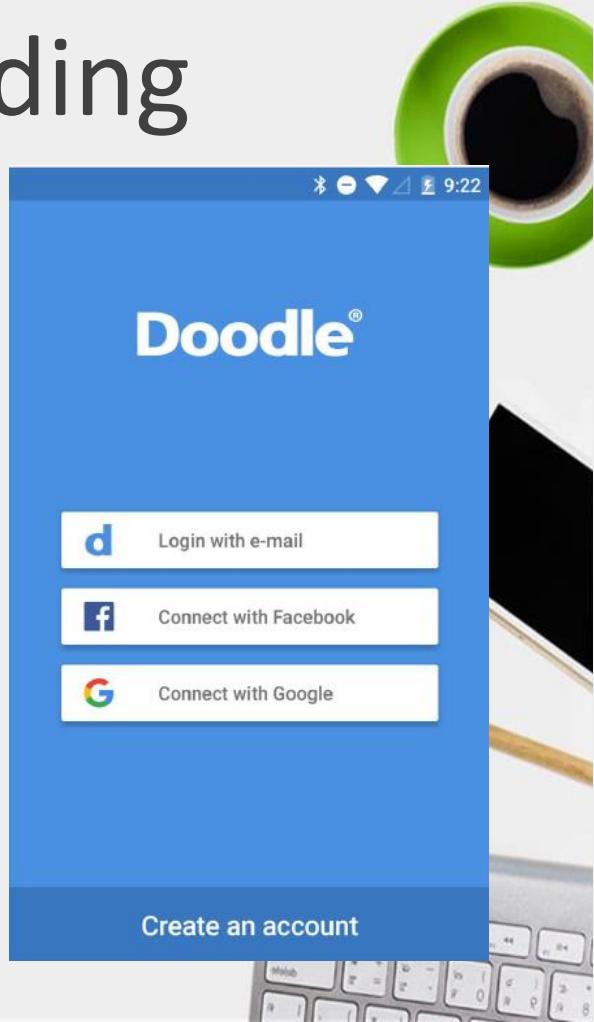


# Drop-off points



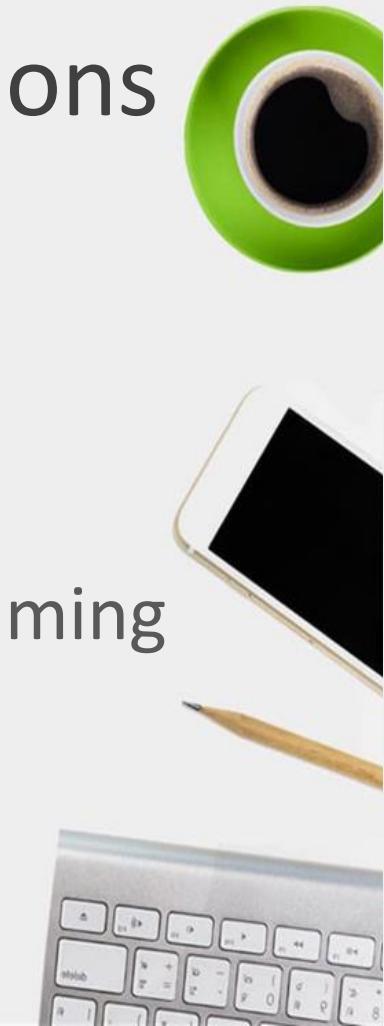
# Frictionless onboarding

- **Onboarding**  
Allow users to authenticate using sign in easily
- **Payments**  
Allow users to pay through Google Play, Google Wallet or PayPal



# Engagement through notifications

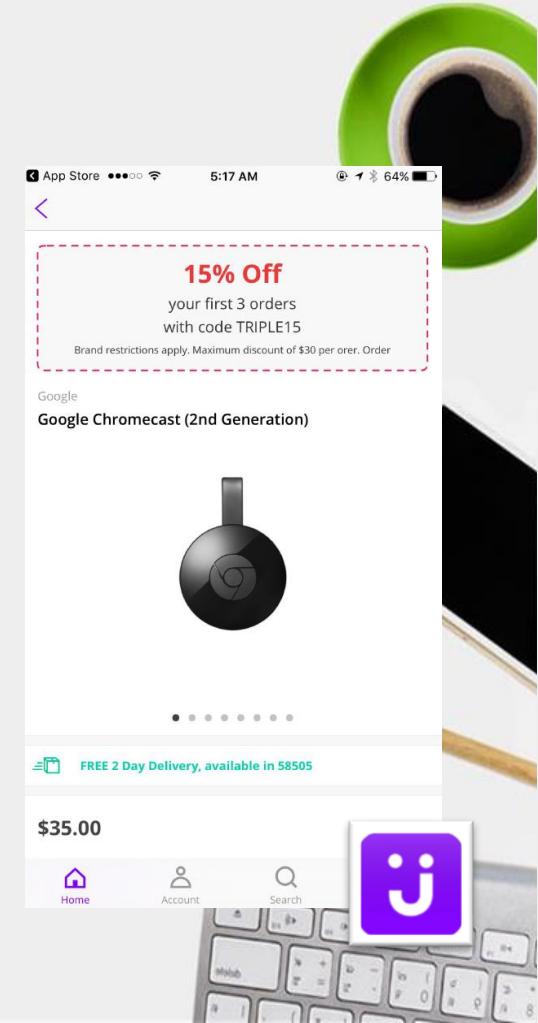
- Rich notifications
- Actionable content
- Deep link to the right part of your app
- Stack similar notifications and avoid spamming
- Don't treat all users the same
- Test!



# User retention

## eCommerce

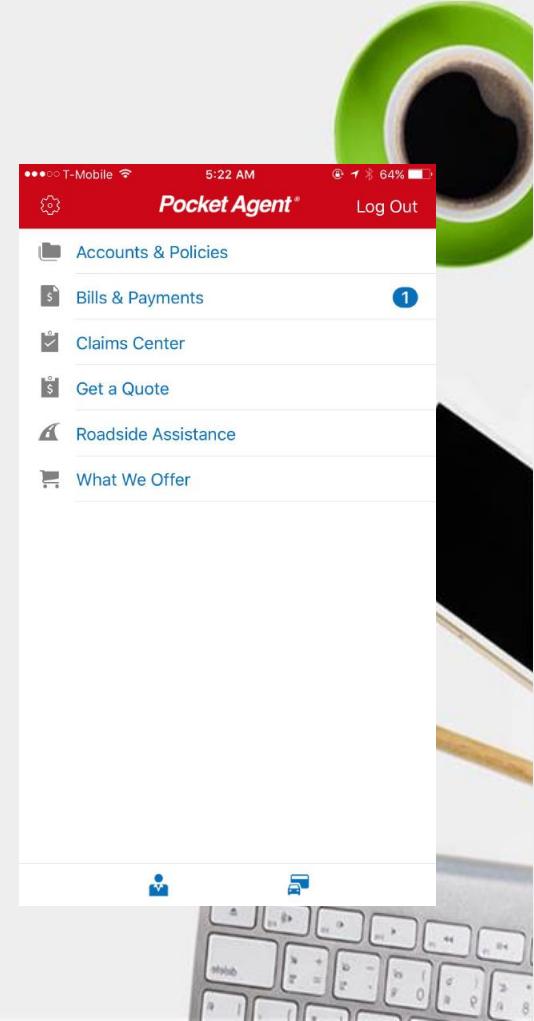
- Measure short term: searches and purchases
- Stimulate: rewards/loyalty program
- Measure long term: transaction revenue



# User retention

## Service industry

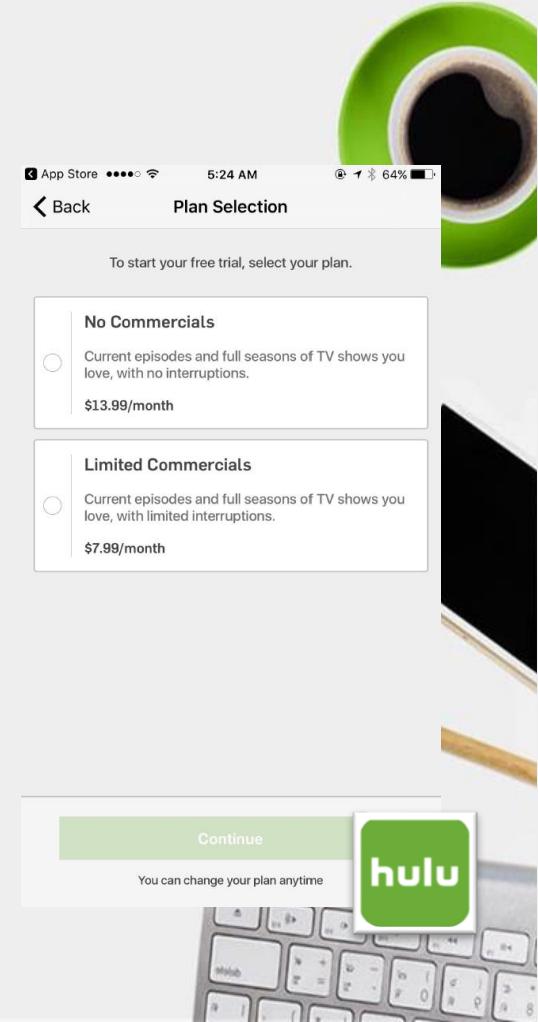
- Measure short term: accessing & engagement with services
- Stimulate: upgrade or buy additional services
- Measure long term: service cost reduction and increased revenue



# User retention

## Digital services

- Measure short term: accessing & engagement with media
- Stimulate: relevancy and sharing of content
- Measure long term: referral subscriptions



# Measure

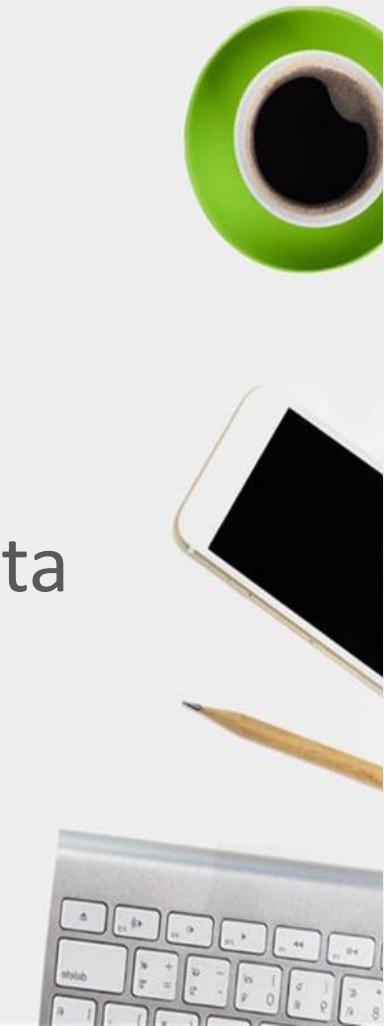
Use powerful tools

- Firebase Analytics
- Google Analytics for apps



# Testing

- Test on a multitude of devices
- Use the Cloud Test Lab
- User testing through open or closed beta
  - Beta reviews and ratings stay private
- Continuous integration with tests



# Stand out

- Store listing
  - Experiment what works best with A/B tests
  - Showcase features in screenshots & videos
- Reach your demographic
  - Invest with AdWords, Facebook ads and promoted Tweets



# Monetize

- In-app purchases
  - 130 of 190 countries with Google Play
  - 21 countries with PayPal
- Subscriptions are the fastest growing business model
  - 250% increase from 2012 to 2014
  - 47 countries with direct carrier billing



# (Don't?) Monetize

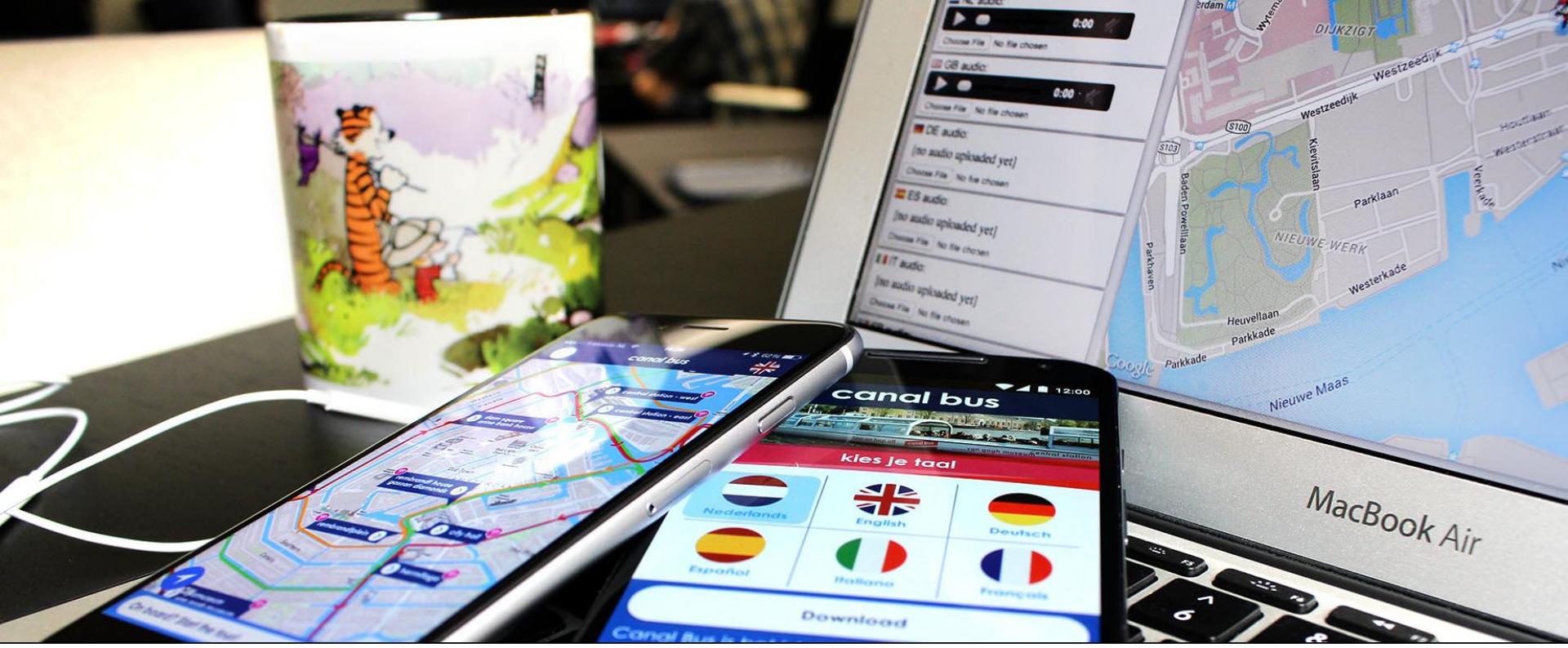
- 90% of users want free apps
  - Paid apps constitute 1% of apps
- Quantify the value of your customers
- Ask key questions
  - Does the app increase customer loyalty?
  - Does displaying ads match our mission statement?





One of our bigger in-house projects is a complete platform for location-based tour experiences, providing businesses, municipalities and other digital agencies with easy, low-cost ways to create multimedia tours and manage content.





This system is already used by Amsterdam's major canal boat operators to serve and manage fully automated audio tours to (offline) tourists from around the world. With zero technical knowledge, they moved old tours online in 24 hours.



# Engage with the community

- Open source
- Share knowledge
- Attend events
- Organize events



**.Pixplicity®**

HOME PORTFOLIO MOBILE APPS CUSTOM

# ANDROID DP/PX CONVERTER

## CALCULATE PIXELS (AND OTHER UNITS!) IN ONE PLACE

This tool helps you convert pixels to and from DPs (density independent pixels).

1. Enter a value and unit to calculate the dimensions for the various DPI bins (ldpi, mdpi, hdpi, xhdpi, xxhdpi).
2. Enter either a DP (density independent pixel) value or a PX (pixel) value below.

If you use pixels, you can set the screen density that it currently displays on.

48      px      at      mdpi      1009  
compensating for user's font size at

**.P** **Pixplicity**  
Utrecht, The Netherlands <http://pixplicity.com> [info@pixplicity.com](mailto:info@pixplicity.com)

**Repositories** **People 3**

**Filters**

**android-bluetooth-demo**  
This project demonstrates communicating with a bluetooth device in an Android app.  
Updated 19 days ago **Java ★ 2**

**AndroidFloatLabel**  
forked from weddingparty/AndroidFloatLabel  
Float Label Edit Texts for Android  
Updated 29 days ago **Java ★ 4**

Every time we create tools, code, principles or guidelines to increase the quality (and ease) of our own work, we open them up to the world to help improve apps everywhere. We currently have nearly 30 open-source projects on GitHub!



```
@Override  
public void onCharacteristicChanged(  
    BluetoothGatt gatt,  
    BluetoothGattCharacteristic characteristic) {  
  
    runOnUiThread(new Runnable() {  
        @Override  
        public void run() {  
            byte speed = characteristic.getValue()[0];  
            mTextView.setText("Speed: " + speed + " mph");  
        }  
    });  
}
```

▶ ▶️ 🔊 4:55 / 6:19

CC HD

On our YouTube channel we make exciting topics such as Android Wear, Bluetooth Low Energy, and customizing the Android OS itself more accessible. We introduce the basics for newcomers and then dive into the details in multi-episode series.





Meeting all technology aficionados is incredibly valuable to us. It's not only a fantastic pool of talent which we lead and bring together but, more importantly, a pool of extremely interested, motivated and inquisitive people.





As you've probably gathered, we're an extremely nerdy bunch, but we love to share everything we do. You can always approach us to talk about tech, marketing and mobile, and we'll let you in on some of that top-secret work!





Most of all, we enjoy our work!



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