Question 5

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Abstract

Appalling Designs pitch for a new app based on past experaince

1. Introduction

Using Google play and user reports to compile an analysis on there being new app for AppallingDesigns
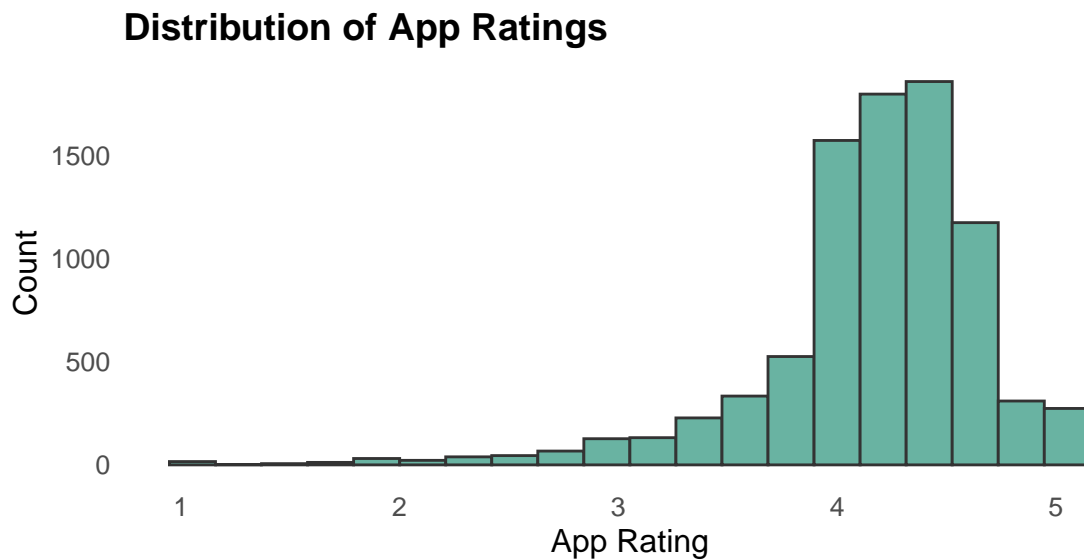
APPs

For the apps i will be looking at a few points

Distribution of App Ratings

Figure 1.1: APP ratings

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It can bee seen that apps that have a rating between 4-5 tend to have more downloads. It is also important to take note of for who the apps are for.
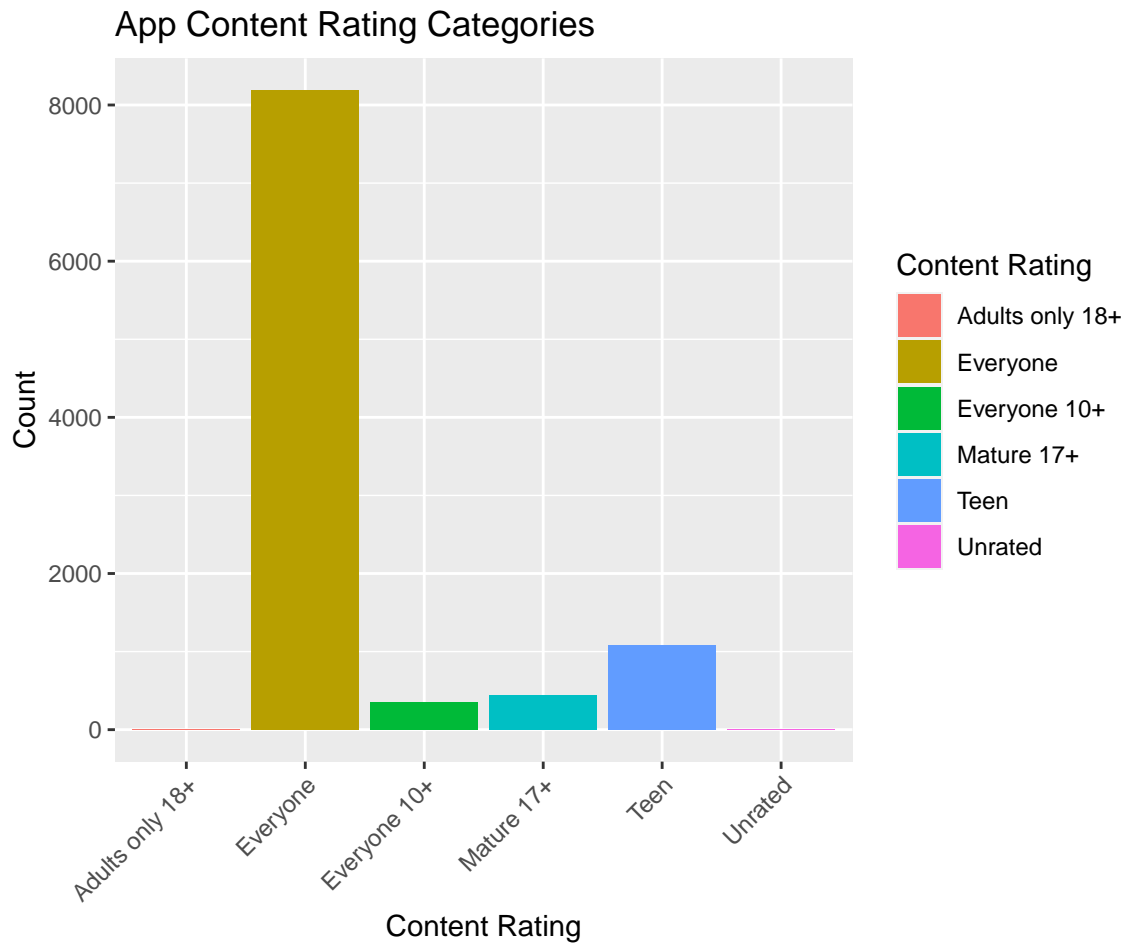
App Content Rating Categories

Figure 1.2: CONTENT

There is apps are for any age groups they tend to be most downloaded this is because you have a wider audience.

1.1. App ratings

Important considerations to look at is that apps must be contentiously updated as users want the new and best features all the time.
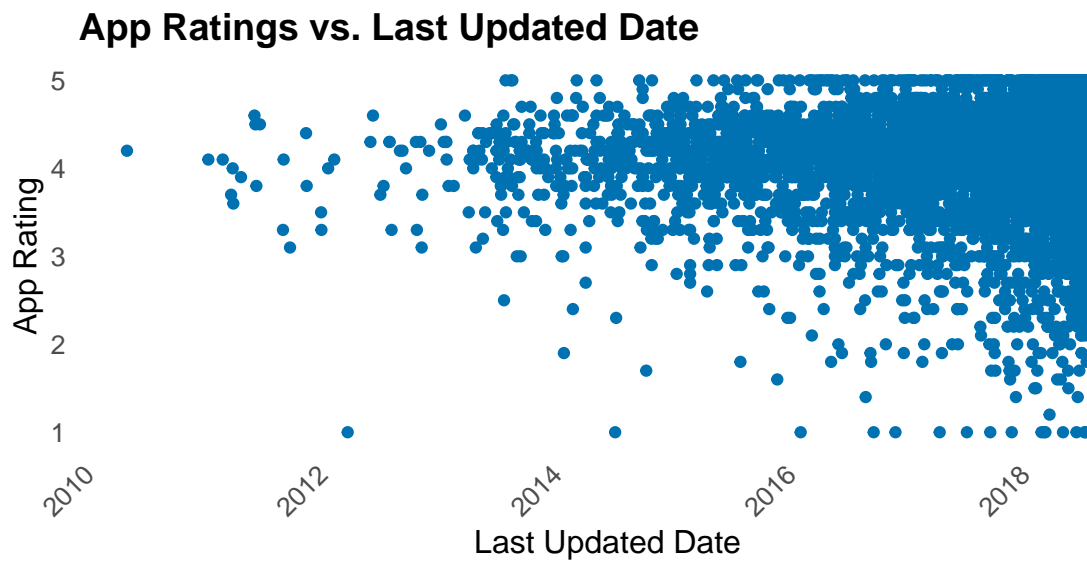
App Ratings vs. Last Updated Date

Figure 1.3: Ratings to update

therefore we can see that apps that have recently been update always tend to be downloaded. However having to update your app will also impact your clients memory on their phone.
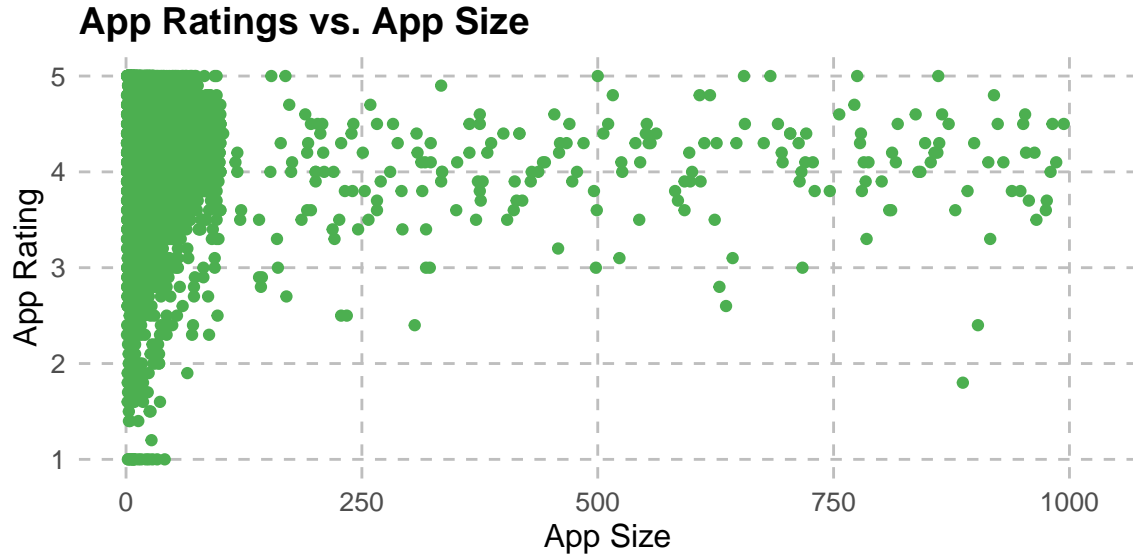
App Ratings vs. App Size

Figure 1.4: Rating to Size

Therefore apps need to be optimized so that they aren't to large for the users .

2. User Feedback

It is vital that we get feedback from the user to ensure that we are meeting there demands in an ever changing world.

Figure 2.1: User Reviews

As we can see that the most common response is that users tend not to answer this question. It would be vital to ensure that we get feedback from them.
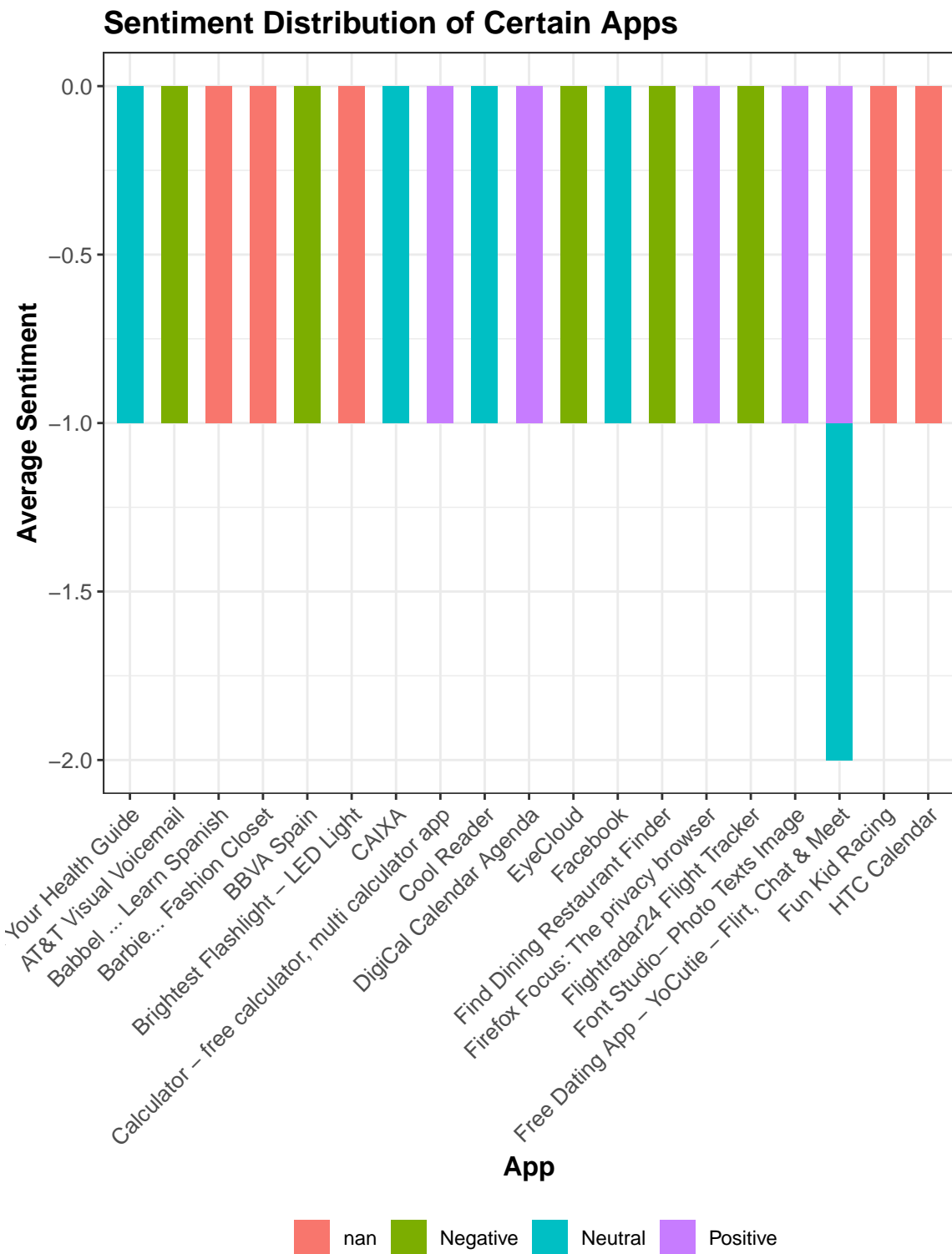
Figure 2.2: App Sentiment

Looking at some of the apps it is important to ensure that users have a great opion of the app as the app can be spread through good word of mouth.

3.

4. Conclusion

Therefore for Appalling Designs to design an app it must ensure that the app is for everyone that way it can have a bigger reach. That is regularly updated to keeps up with the changing demand, this will ensure that user will have a great sentiment towards the app.