

Good practices:

Easy to use so the user is not lost in the application and ends up uninstalling it

Sleek design – Pleasant navigation Optimized:

- Not too heavy (< 100 MB)
- Don't consume too much battery
- Starts quickly (< 10 seconds)

Good looking logo – Just by seeing it, the user will want to download/launch the application

For the code: Nicely indented with comments to help all the people that will code/debug ...

Security of the data: Develop a secure way to store sensitive data of the users

To avoid:

Avoid putting too many ads or too high prices for optional features

Avoid putting too many information on the screen

Avoid asking too many personal information to the user