

# BHARATHIYAR INSTITUTE OF ENGINEERING FOR WOMEN

PLAY STORE APP REVIEW ANALYSIS

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# INTRODUCTION

- Google play Store launched on March 6, 2012, Consolidating Android Market and other digital services such as Google music, and Google eBookstore into one offering.
- Google play store is a digital distribution service operated and developed by Google. It serves as the official app store for the Android operating systems.

# HISTORY OF PLAY STORE

- Google play store was launched on march 6,2012, bringing together Android market, Google music, Google movies, and the Google ebookstore under one brand.
- Marketing a shift in Google's digital distribution strategy.
- Google has expended the geographical support for each of the services.

# LIMITATIONS

- Not everyone can use them
- Hard to create
- Have to pay to make the app available
- Security
- Frequent updates are required
- Support
- Need both a website and an app

# WHY USED PLAY STORE

- The Google play store gives users a variety of ways to discover the right apps, like browsing our most popular apps, searching for a specific title , or viewing recommendations.
- You can install apps ,games,and digital content on your device from the Google play store

# APPLICATION

- Confirm you're a supported Android Or chromebook device.
- You may have hidden the app and need to re-enable the app
- Turn off your device and turn it on again
- If you're using a chromebook, make sure you've followed these steps to get the play Store.

# ADVANTAGES

- Such a large app selection, a user – friendly interface, and frequent app upgrades
- Have helped to increase its appeal among Android users
- Google provides worldwide access ,simpl app deployment and significant user engagement information to developers



# DISADVANTAGES

- No regular priced
- Battery consumption
- In some cases you need to install external apps to solve many problems
- They have apps that disappear
- Also,they have apps that one day a price and the next day they are free

# FUTURES

- The future of Google play is exciting and full of possibilities
- With advancements in AI security, 5G, privacy, and AR, the app store is poised to offer a more personalized, secure, and technological advanced experience for users and developers alike.

THANK YOU