

App Development

Introduction

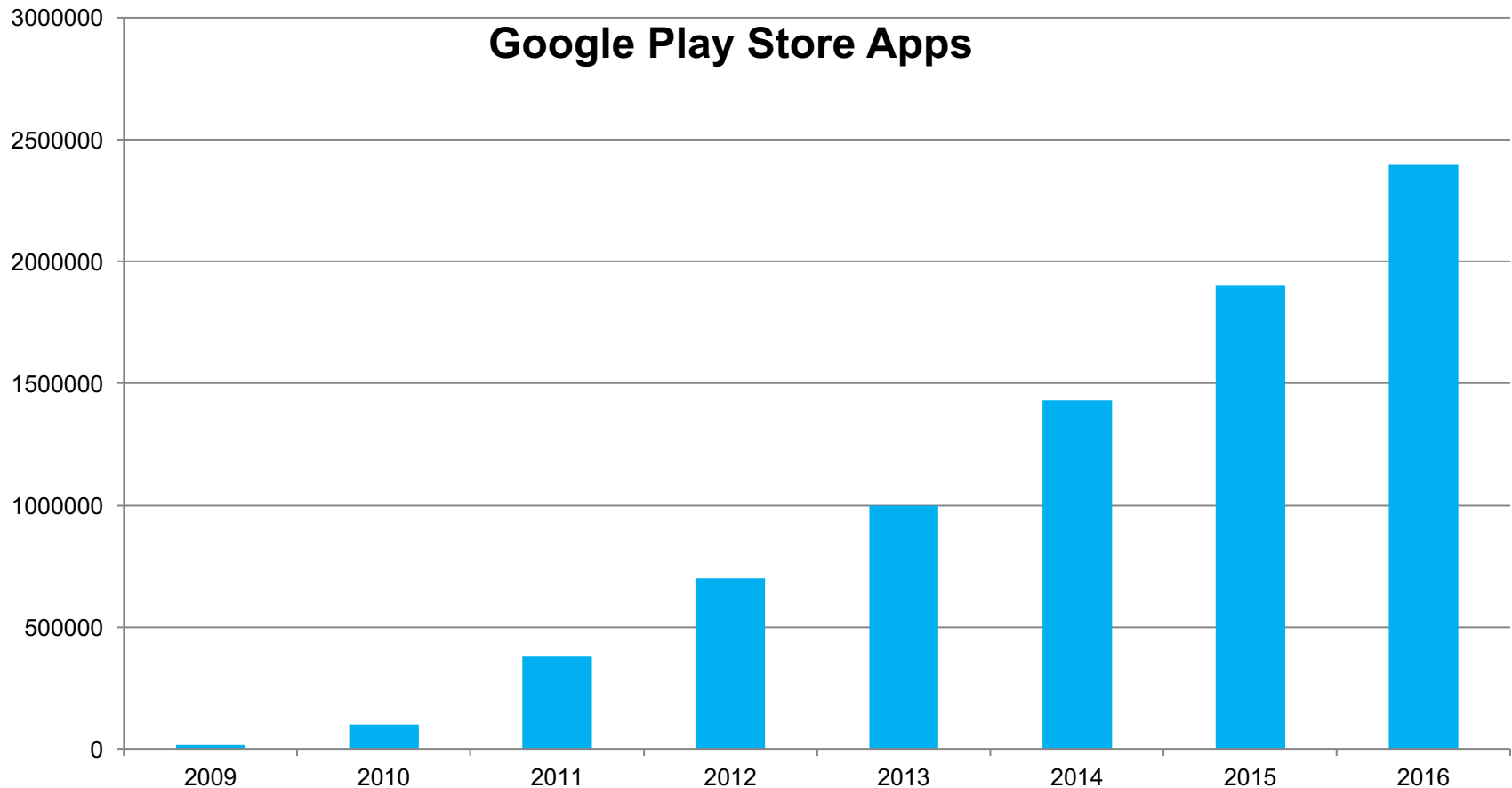


iOS and Android Devices

- Android 1241M device (83,7%) in 2016
- iOS 227M (15,3%)

Apps in Stores

Google Play (9/16) – 2.4M Apps (209K paid)

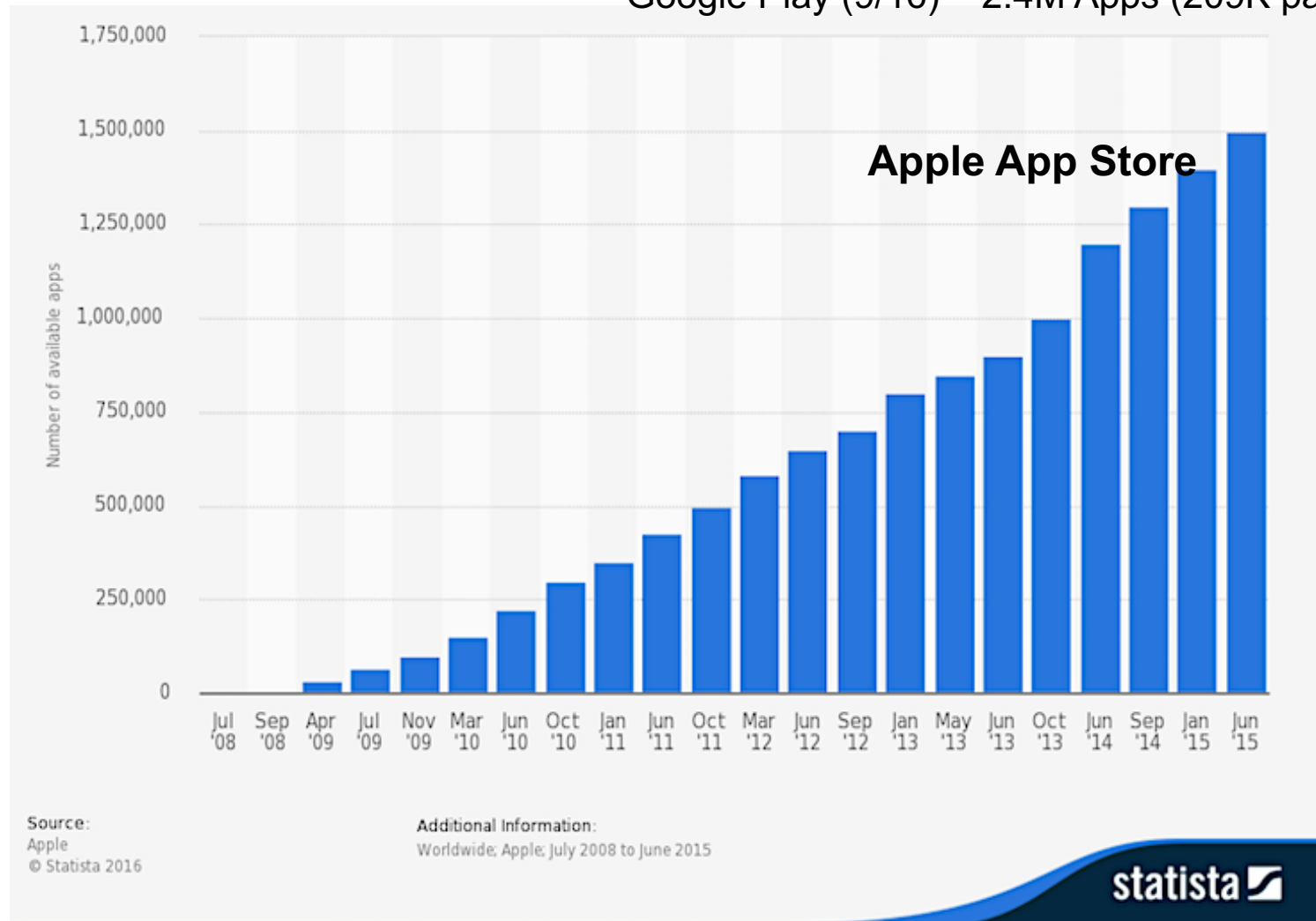


Apps in Stores

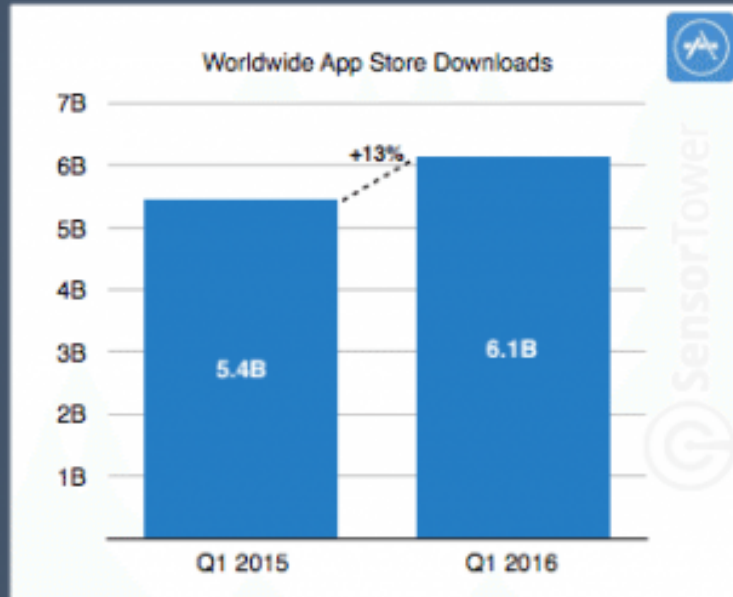
Apple App Store (6/16) – 2M apps

1M iPad Apps, 10K watchOS Apps, 6K tvOS

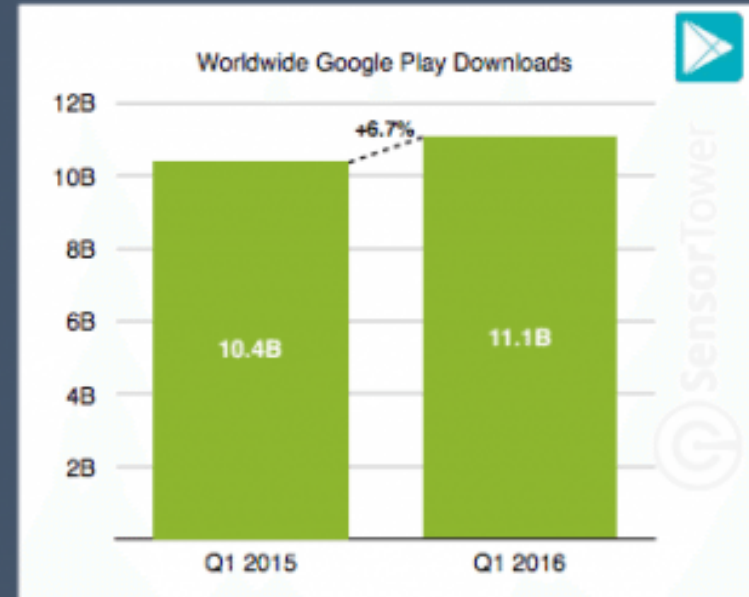
Google Play (9/16) – 2.4M Apps (209K paid)



Apple App Store vs. Google Play Downloads



6.1 Billion
App Store Downloads



11.1 Billion
Google Play Downloads

Source: Sensor Tower, Q1 2016 Data Digest

App Market

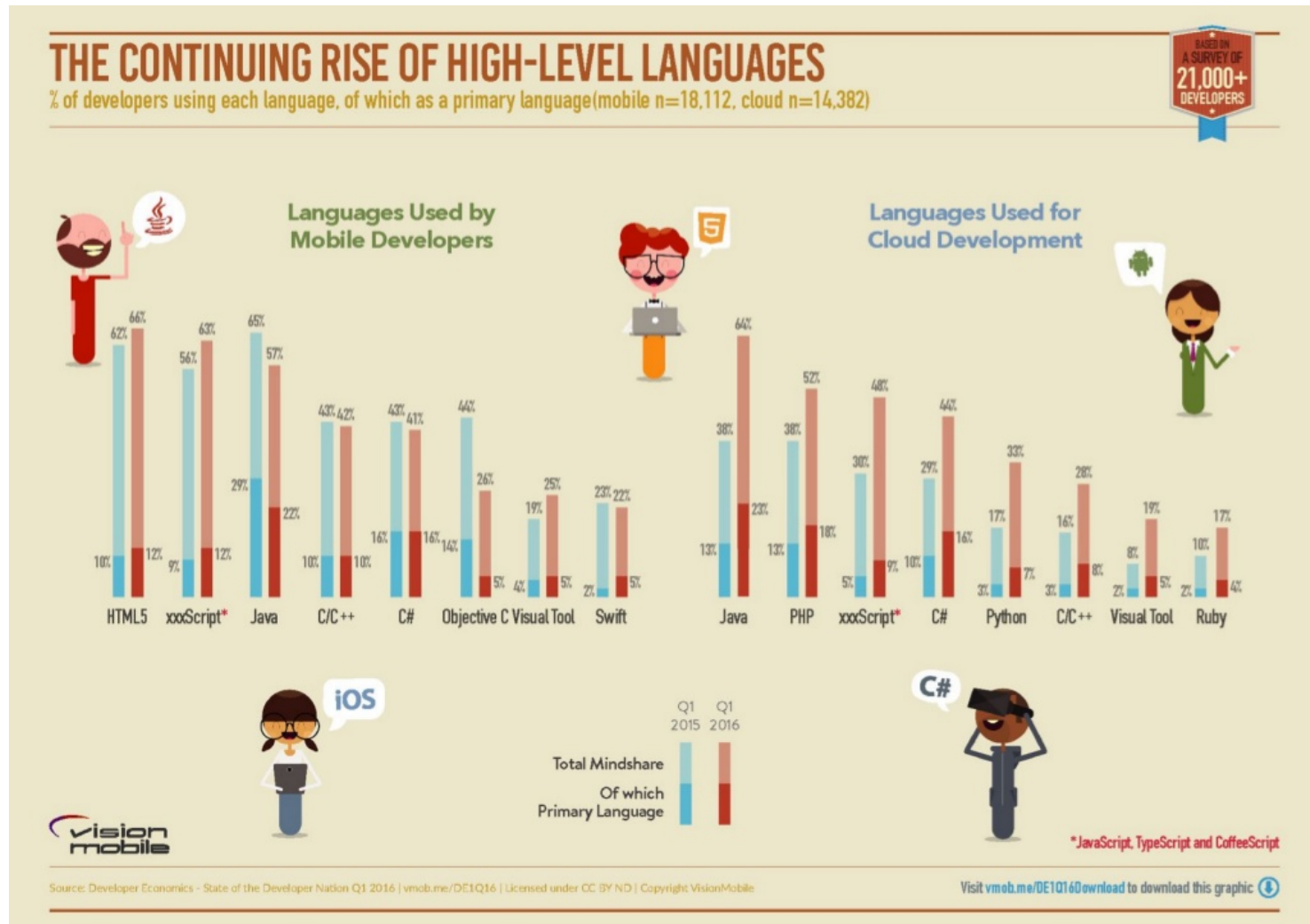
- Mobile app sales predicted to hit \$55 billion in 2016. [Forrester]
- App economy revenues in 2015 [VisionMobile]
 - \$300 Bn e-Commerce (2.5x the rest)
 - \$40.5 Bn App store sales
 - \$34 Bn Advertising
 - \$18.5 Bn Contract
 - \$9 Bn Subscriptions
 - \$18 Bn Other
- App developers (2015 Q1)
 - 5.7M worldwide
 - 1.3M in EU28

<http://www.computerworld.com/article/2501477/mobile-apps/chief-mobile-officer--a-job-title-now-timely-.html>

Software Development Project Focus Ratio

- Mobile application development projects targeting smartphones and tablets will outnumber native PC projects by a ratio of 4-to-1.
 - Prediction in 2012 by Gartner
- Survey of 21K developers by Visionmobile Q1 2016
 - 42% of professional developers targeting mobile apps
 - (41% Android, 39% iOS)
 - 85% of developers involved in mobile sector, only 55% professionally involved

Mobile Language Popularity

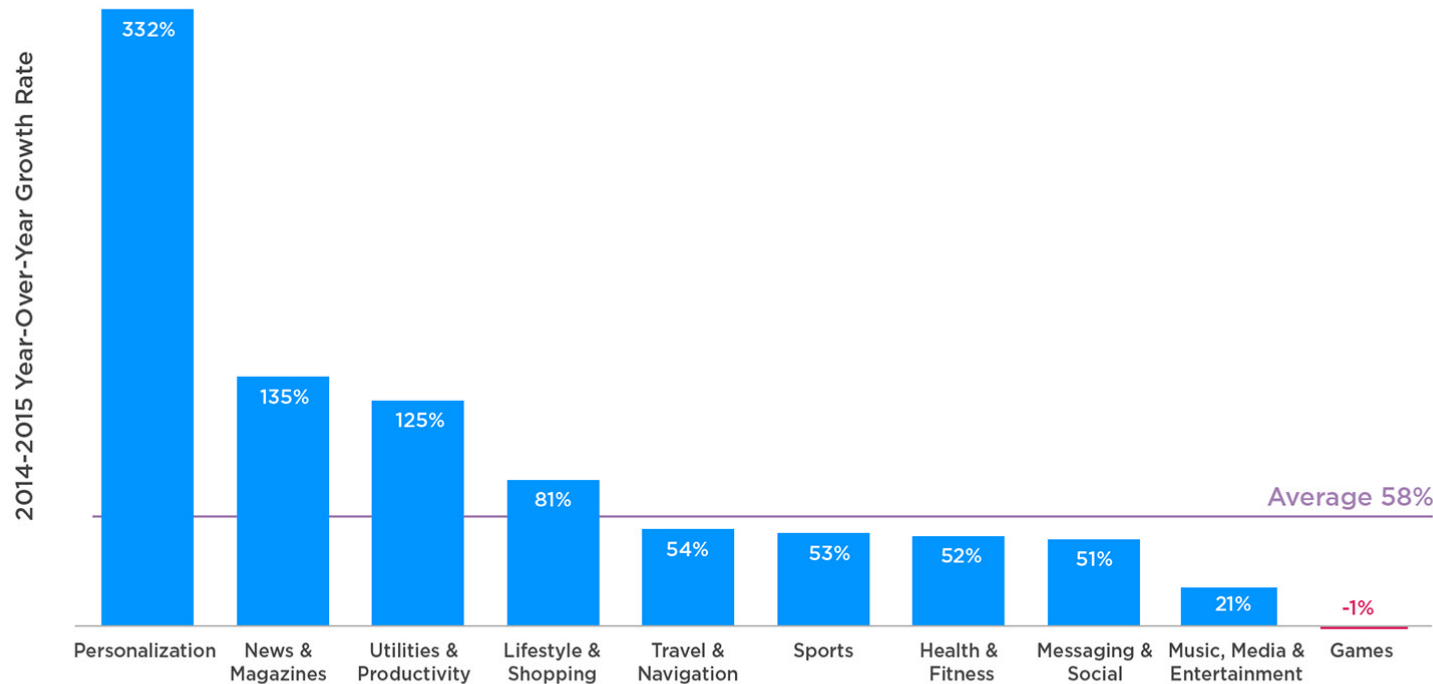


Mobile App Usage Growth Average 58% in 2015

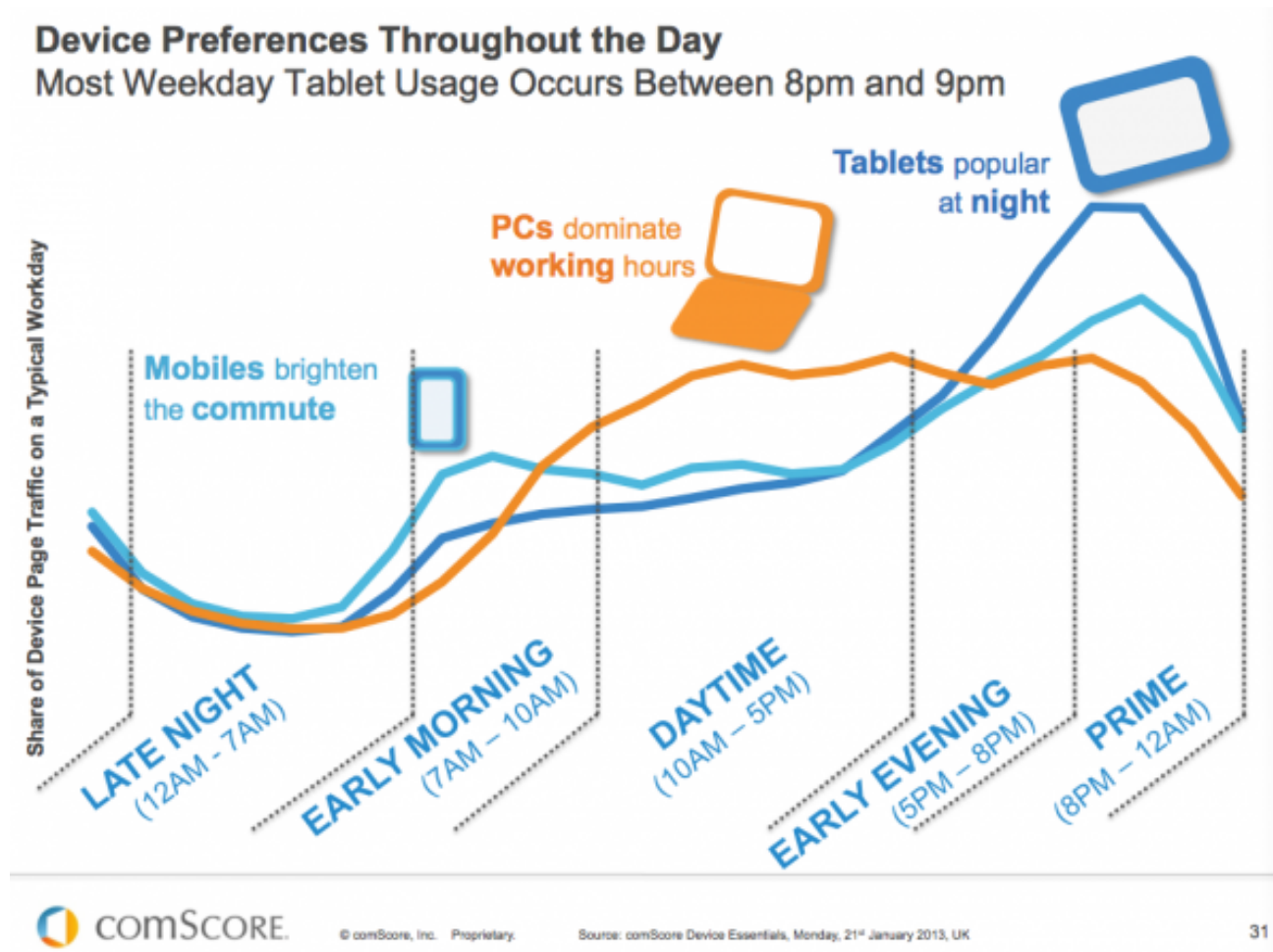
- Personalization

did lock-
moji

cs, Quip,
Office

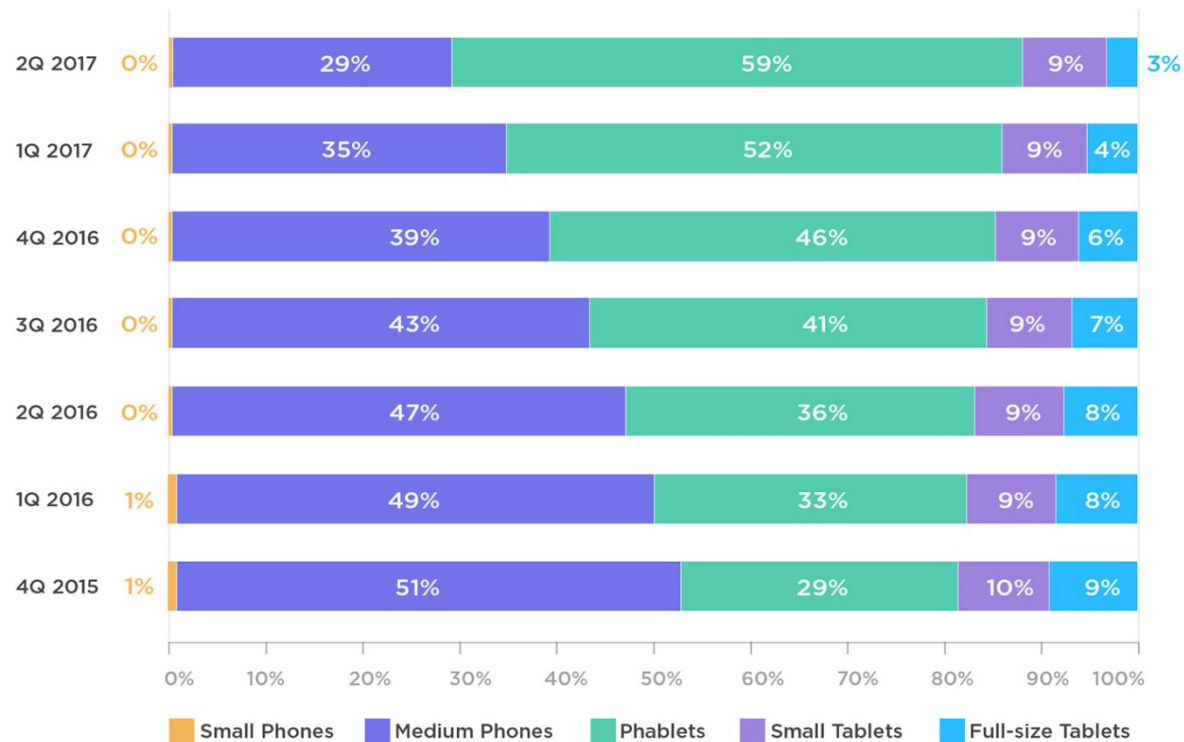


Device Usage Trend Throughout Day



Device Form Factor Distribution Forecast

Quarterly Form Factor Distribution Forecast



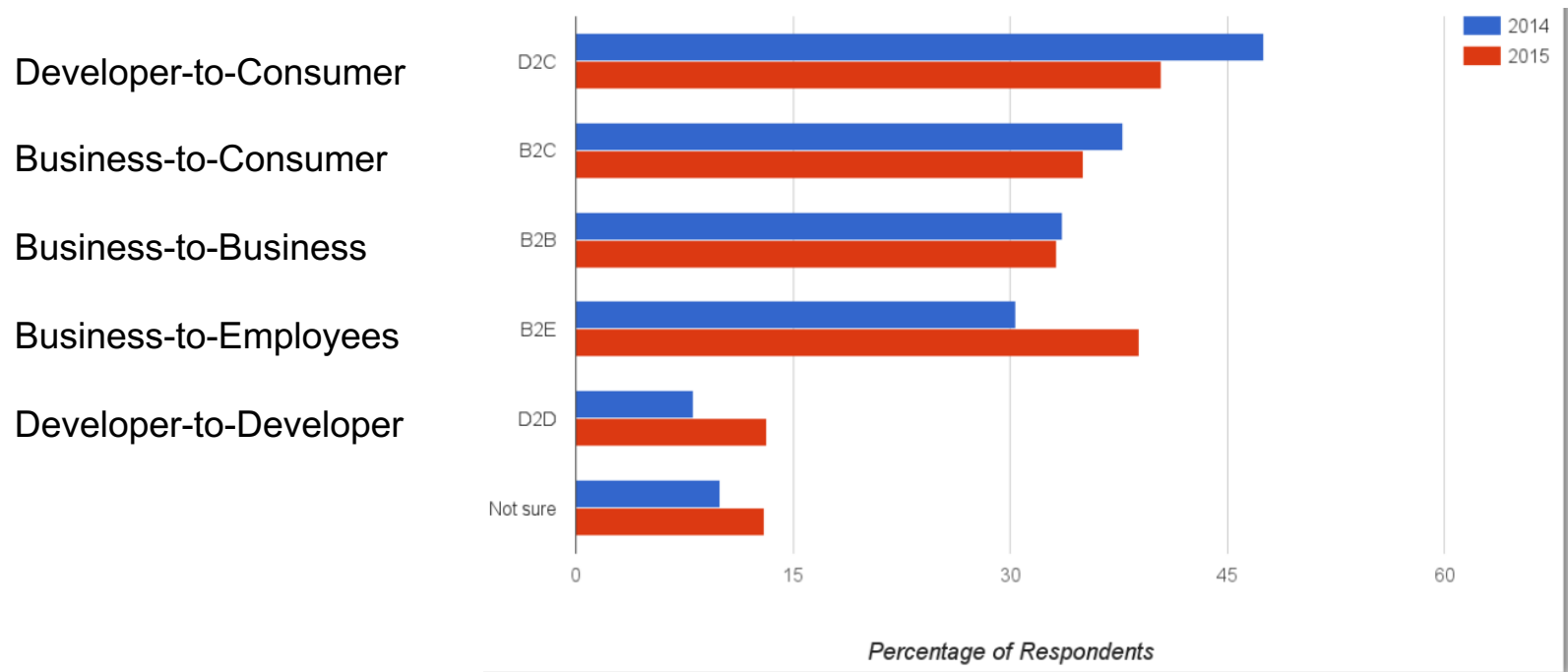
Note: Form factor distribution projections based on linear and second degree polynomial regression models

Best practice: App Focus

An App should address exactly 1 problem
and solve this problem in an excellent way

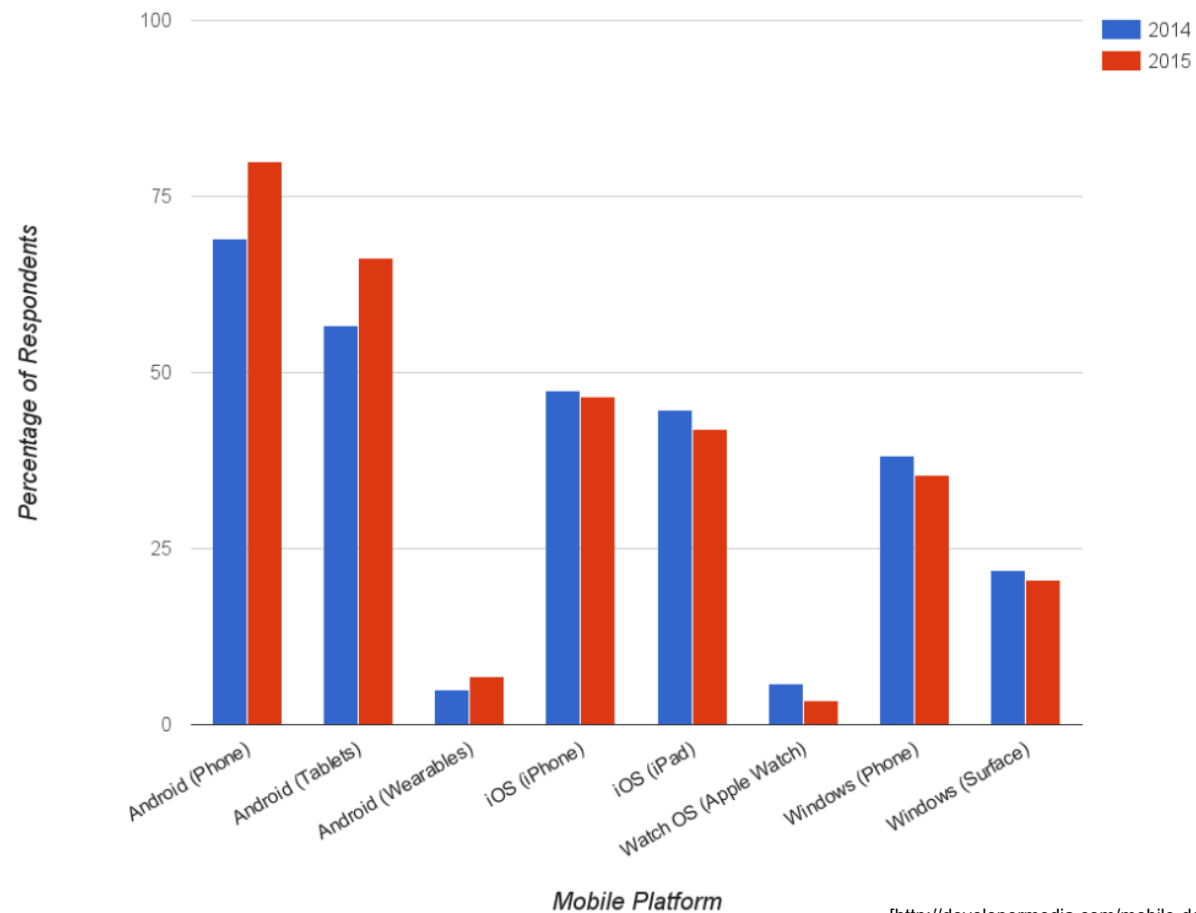
- Advantages:
 - Simple, intuitive interface for the user
 - Less code to understand and maintain and keep updated
 - Easier to test, likely higher reliability

Target Audience for Mobile Apps



[<http://developermedia.com/mobile-development-trends-2015-update/>]

Mobile Platforms



[<http://developermedia.com/mobile-development-trends-2015-update/>]