# March Report: 2022-03-16

## Device Trends

After analyzing our apps analytics, I noticed a new trend in the platform our users access our app with.

Here is a graph of our analytics.

We can extrapolate that most of our userbase is accessing our app through a mobile operating system. Since 2020 our mobile app userbase has skyrocketed. It’s also the same year our mobile app was significantly improved by adding desktop features into the app.

## Possible Cause

Chart, line chart

Description automatically generatedAccording to a survey done by the BBC, this is a country wide trend.

Most people own a smartphone nowadays, especially young people, which are our main demographic. Most young people usually use their phone for most tasks. This might be the main reason our desktop app isn’t getting more downloads since most of our users check the app instead.

As our app became more popular, our mobile app surged in popularity. It seems like our desktop app isn’t getting any attention from most users.

## How We Should React

I propose that we stop development of our desktop app and focus on completing the online website. This will free up resources that were used on maintaining multiple desktop codebases.

This means we can focus more on the mobile experience and add new features or QoL updates for a majority of our users.