

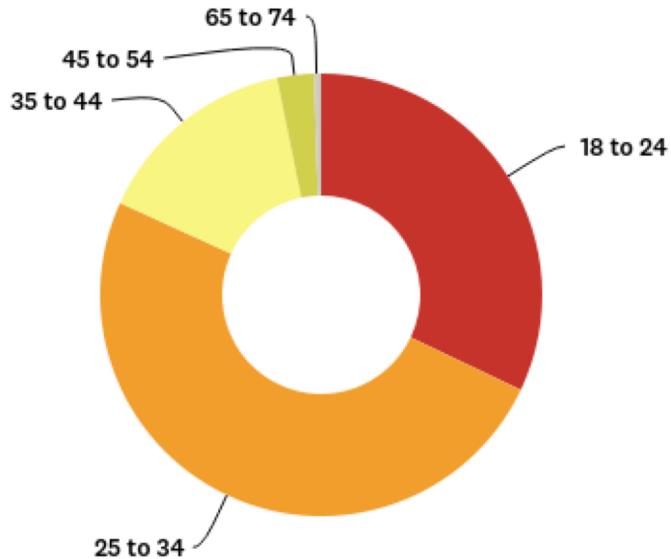
App Store Effects on Software Lifecycle

191

Total Responses

Q1: What is your age?

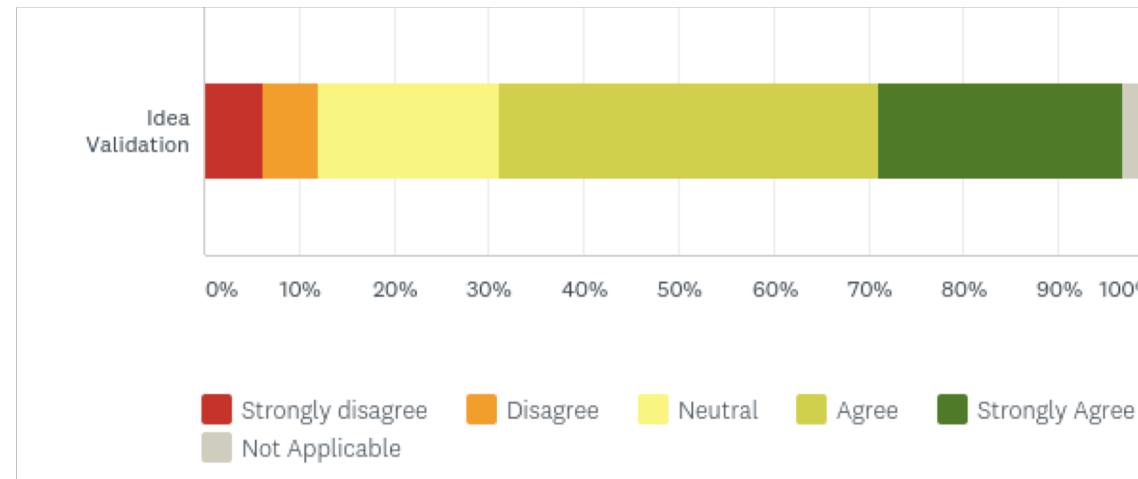
Answered: 187 Skipped: 4



ANSWER CHOICES	RESPONSES
18 to 24	32.09%
25 to 34	49.73%
35 to 44	14.97%
45 to 54	2.67%
55 to 64	0.00%
65 to 74	0.53%
75 or older	0.00%
TOTAL	187

Q3: I survey the app store to validate the viability/feasibility of my app idea (main functionality)

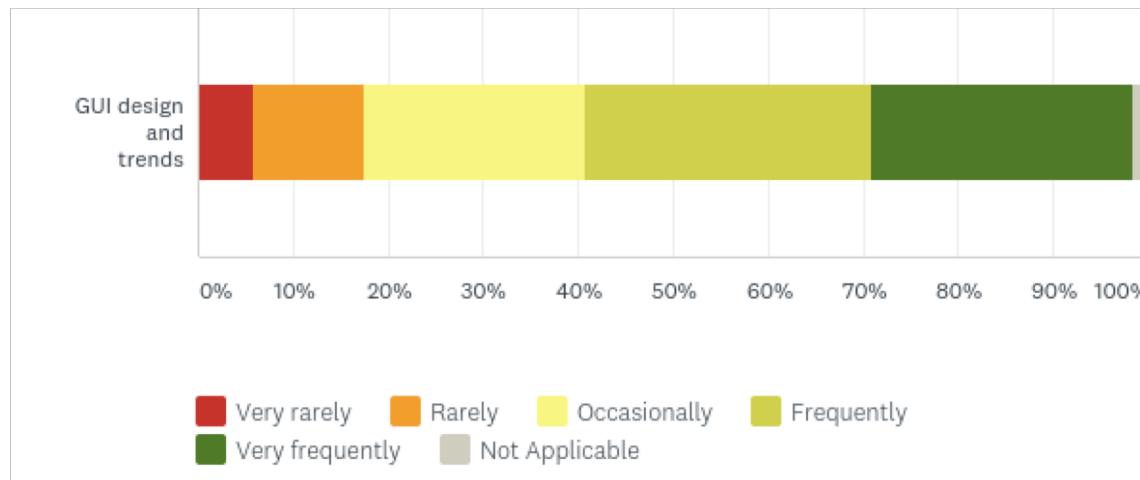
Answered: 190 Skipped: 1



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Idea Validation	6.32% 12	5.79% 11	18.95% 36	40.00% 76	25.79% 49	3.16% 6	190	3.76

Q4: I explore other apps in the app store for GUI design ideas and trends.

Answered: 189 Skipped: 2

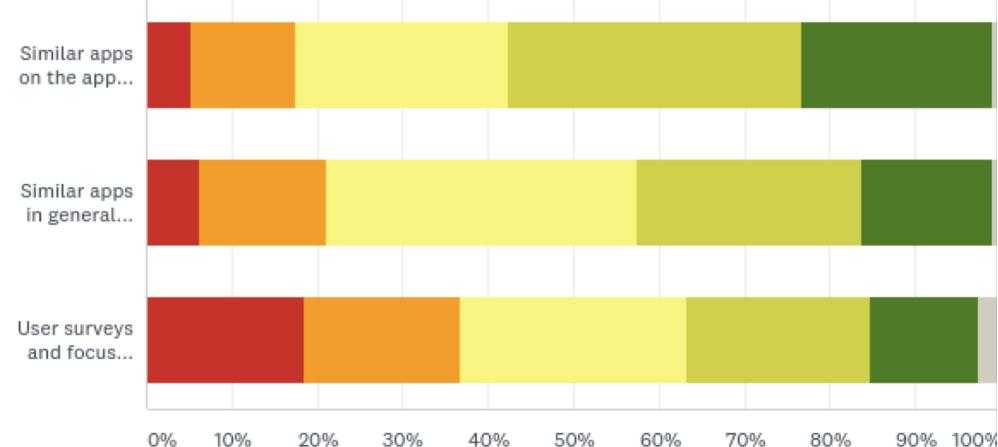


	VERY RARELY	RARELY	OCCASIONALLY	FREQUENTLY	VERY FREQUENTLY	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
GUI design and trends	5.82% 11	11.64% 22	23.28% 44	30.16% 57	27.51% 52	1.59% 3	189	3.63

Q5: When I already settle on a main app idea, I gather what other features to include in my app from these sources:

Answered: 190 Skipped: 1

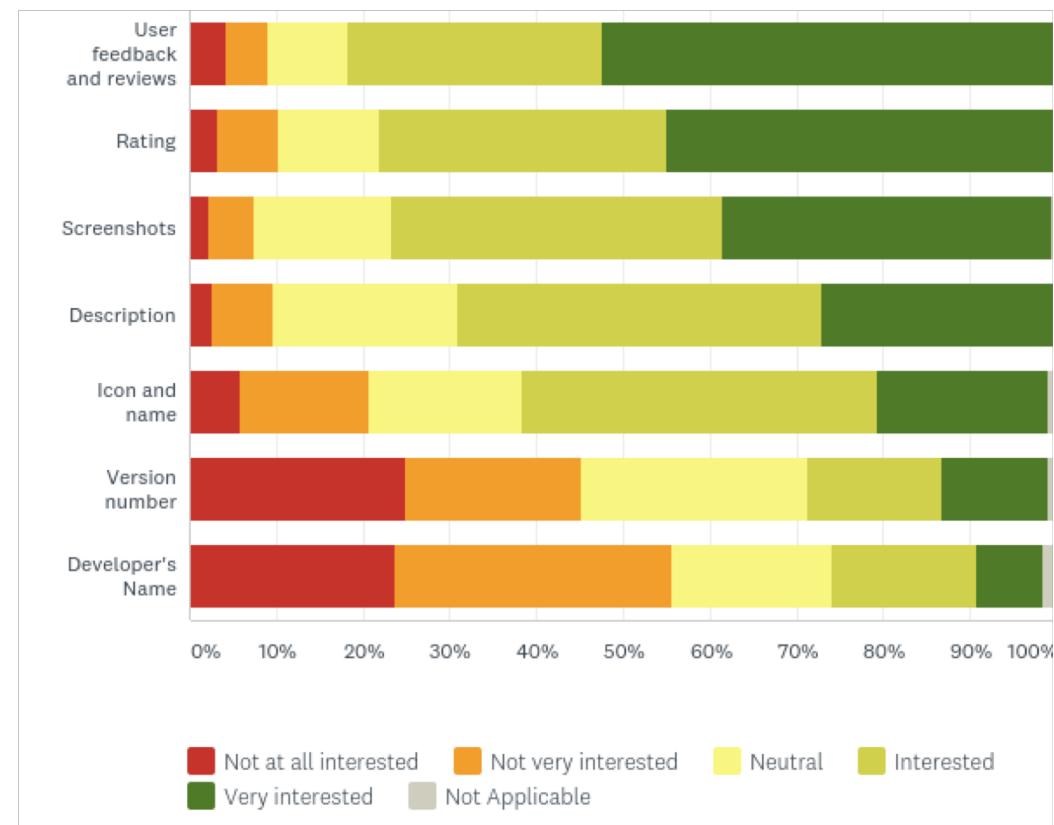
█ Very rarely █ Rarely █ Occasionally █ Frequently
█ Very frequently █ Not Applicable



	VERY RARELY	RARELY	OCCASIONALLY	FREQUENTLY	VERY FREQUENTLY	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Similar apps on the app store	5.29% 10	12.17% 23	24.87% 47	34.39% 65	22.22% 42	1.06% 2	189	3.57
Similar apps in general (web/desktop)	6.32% 12	14.74% 28	36.32% 69	26.32% 50	15.26% 29	1.05% 2	190	3.30
User surveys and focus groups	18.42% 35	18.42% 35	26.32% 50	21.58% 41	12.63% 24	2.63% 5	190	2.91

Q6: If I use the app store to gather features for my app by looking at similar apps, I would pay attention to these elements:(Rate how interesting these things are for you)

Answered: 189 Skipped: 2



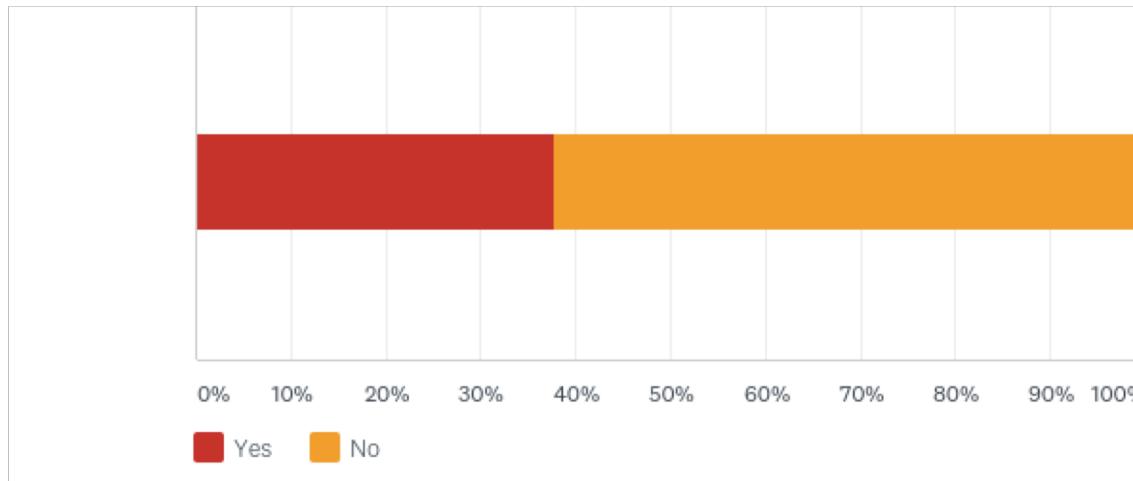
Q6: If I use the app store to gather features for my app by looking at similar apps, I would pay attention to these elements:(Rate how interesting these things are for you)

Answered: 189 Skipped: 2

	NOT AT ALL INTERESTED	NOT VERY INTERESTED	NEUTRAL	INTERESTED	VERY INTERESTED	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
User feedback and reviews	4.28% 8	4.81% 9	9.09% 17	29.41% 55	52.41% 98	0.00% 0	187	4.21
Rating	3.21% 6	6.95% 13	11.76% 22	33.16% 62	44.92% 84	0.00% 0	187	4.10
Screenshots	2.12% 4	5.29% 10	15.87% 30	38.10% 72	38.10% 72	0.53% 1	189	4.05
Description	2.66% 5	6.91% 13	21.28% 40	42.02% 79	27.13% 51	0.00% 0	188	3.84
Icon and name	5.85% 11	14.89% 28	17.55% 33	40.96% 77	19.68% 37	1.06% 2	188	3.54
Version number	25.00% 47	20.21% 38	26.06% 49	15.43% 29	12.23% 23	1.06% 2	188	2.69
Developer's Name	23.78% 44	31.89% 59	18.38% 34	16.76% 31	7.57% 14	1.62% 3	185	2.52

Q8: Do you have a call-to-action within your app for users to rate it?

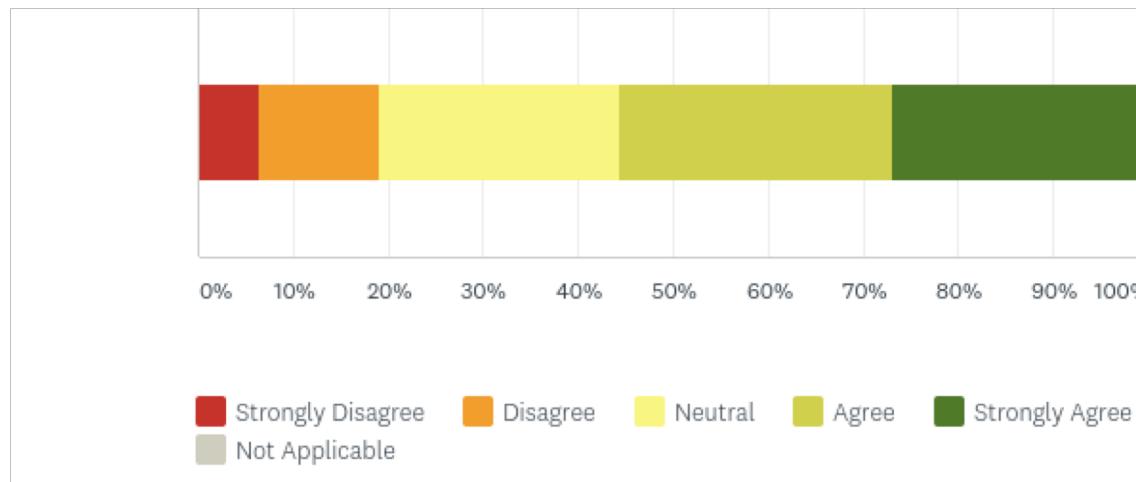
Answered: 183 Skipped: 8



ANSWER CHOICES	RESPONSES
Yes	37.70%
No	62.30%
TOTAL	183

Q9: I only trigger the rating call-to-action when I'm confident the user is enjoying the app (e.g. after several uses)

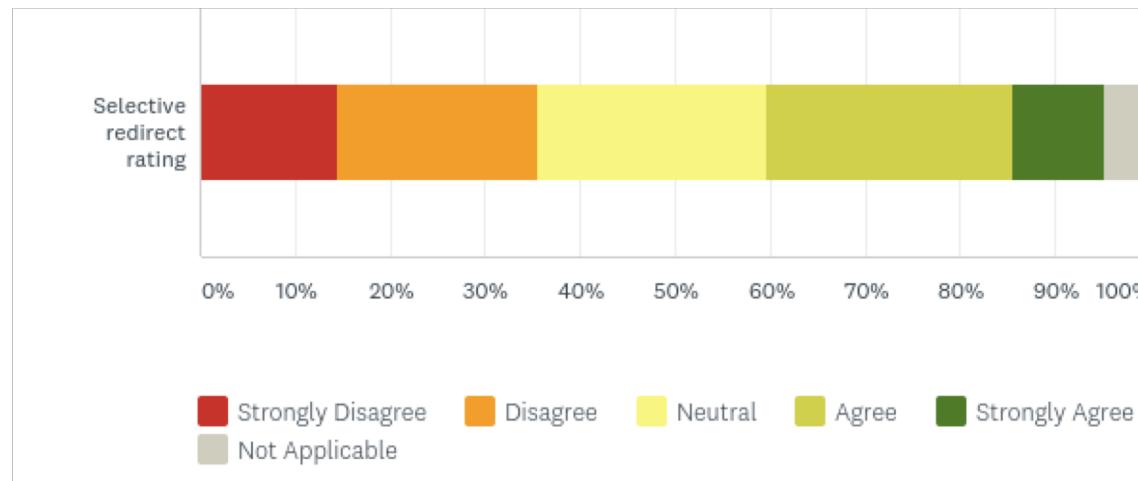
Answered: 63 Skipped: 128



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
CTA ensured positive	6.35% 4	12.70% 8	25.40% 16	28.57% 18	26.98% 17	0.00% 0	63	3.57

Q10: My app asks the user for their rating and only directs them to insert their rating in the app store if it is high enough.

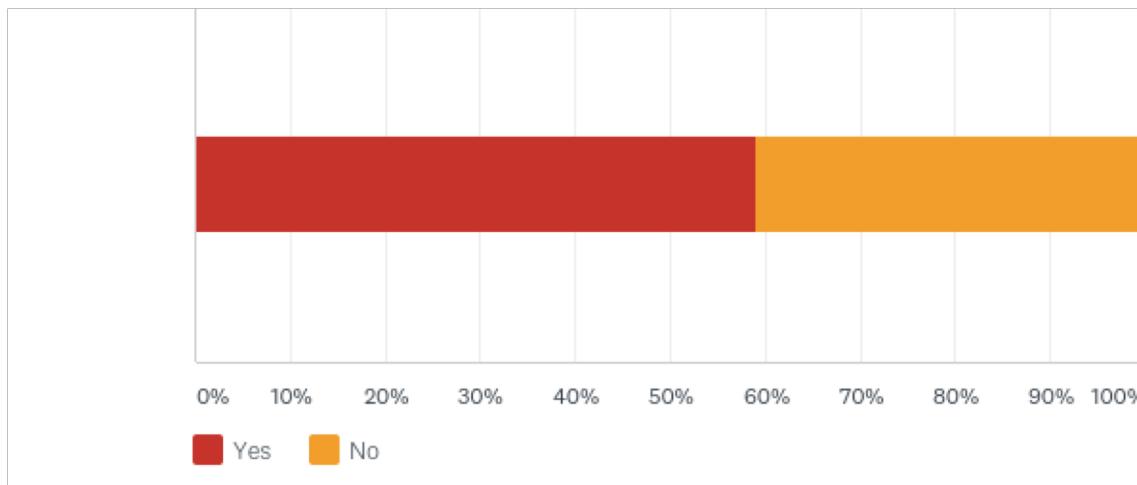
Answered: 62 Skipped: 129



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Selective redirect rating	14.52% 9	20.97% 13	24.19% 15	25.81% 16	9.68% 6	4.84% 3	62	2.95

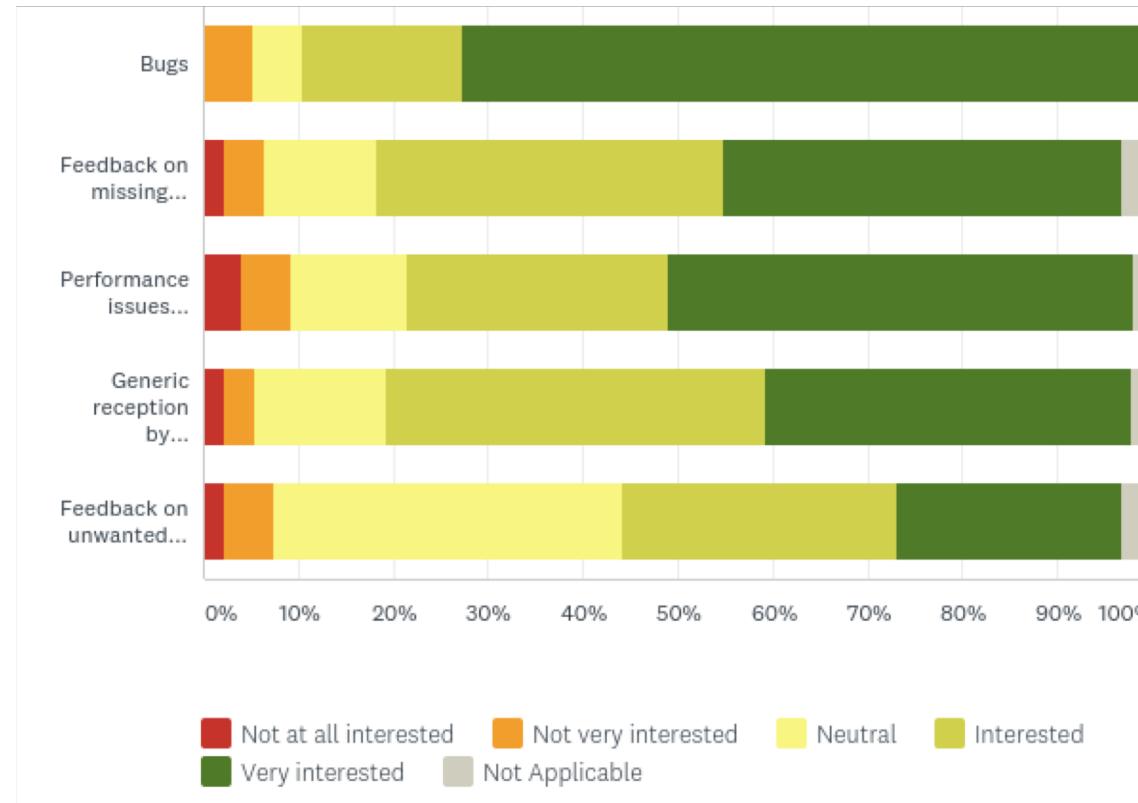
Q11: Do you release Alpha and/or Beta versions of your app

Answered: 176 Skipped: 15



Q12: When releasing an Alpha or Beta version of my app in the app store, I'm interested in:

Answered: 98 Skipped: 93



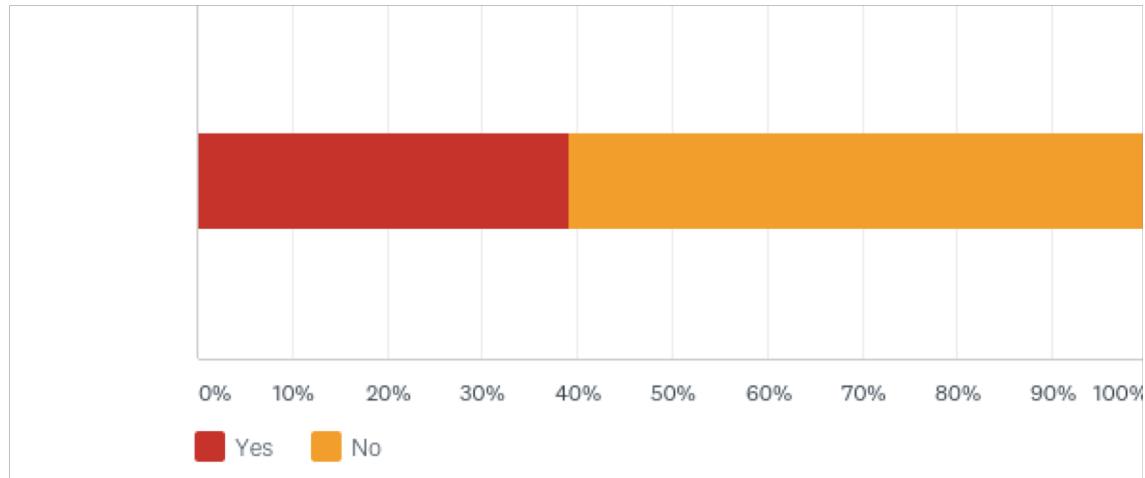
Q12: When releasing an Alpha or Beta version of my app in the app store, I'm interested in:

Answered: 98 Skipped: 93

	NOT AT ALL INTERESTED	NOT VERY INTERESTED	NEUTRAL	INTERESTED	VERY INTERESTED	NOT APPLICABLE	TOTAL	WEIGHT AVERAGE
Bugs	0.00% 0	5.26% 5	5.26% 5	16.84% 16	71.58% 68	1.05% 1	95	4
Feedback on missing features (functional requirements)	2.15% 2	4.30% 4	11.83% 11	36.56% 34	41.94% 39	3.23% 3	93	4
Performance issues (non-functional requirements)	4.08% 4	5.10% 5	12.24% 12	27.55% 27	48.98% 48	2.04% 2	98	4
Generic reception by users (rating/reviews/recommendations/social hype)	2.15% 2	3.23% 3	13.98% 13	39.78% 37	38.71% 36	2.15% 2	93	4
Feedback on unwanted features	2.15% 2	5.38% 5	36.56% 34	29.03% 27	23.66% 22	3.23% 3	93	3

Q14: Do you perform A/B Testing for your app?

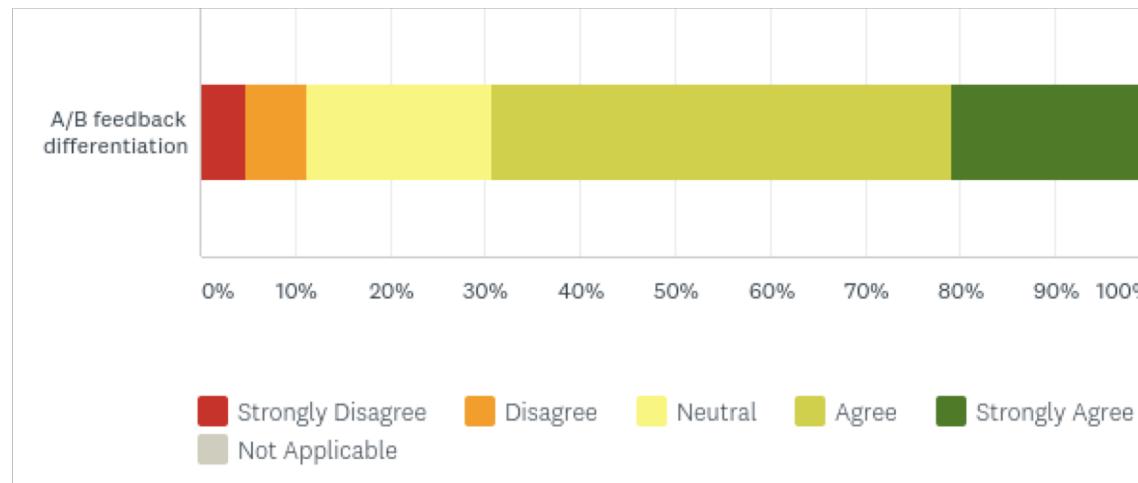
Answered: 166 Skipped: 25



ANSWER CHOICES	RESPONSES
Yes	39.16%
No	60.84%
TOTAL	166

Q15: I am interested in differentiating the user rating and reviews that my app gets in app stores for both A and B versions.

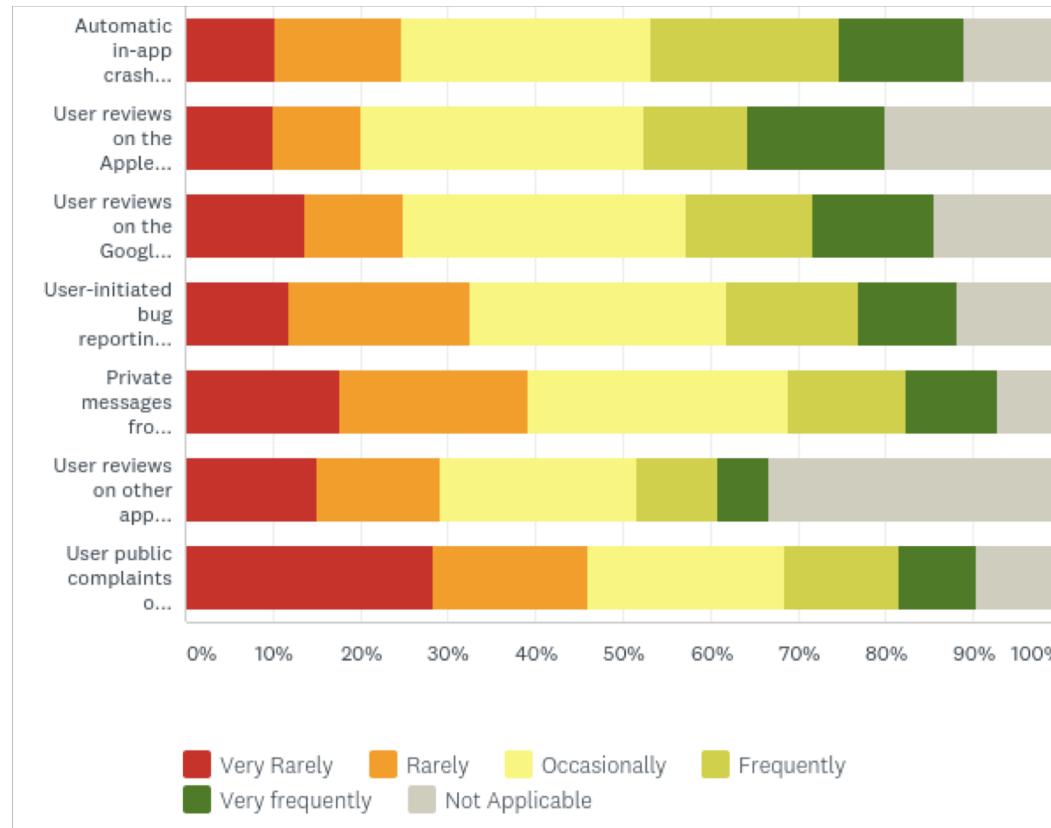
Answered: 62 Skipped: 129



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
A/B feedback differentiation	4.84% 3	6.45% 4	19.35% 12	48.39% 30	20.97% 13	0.00% 0	62	3.74

Q16: How often do you receive bug reports from the following sources:

Answered: 127 Skipped: 64



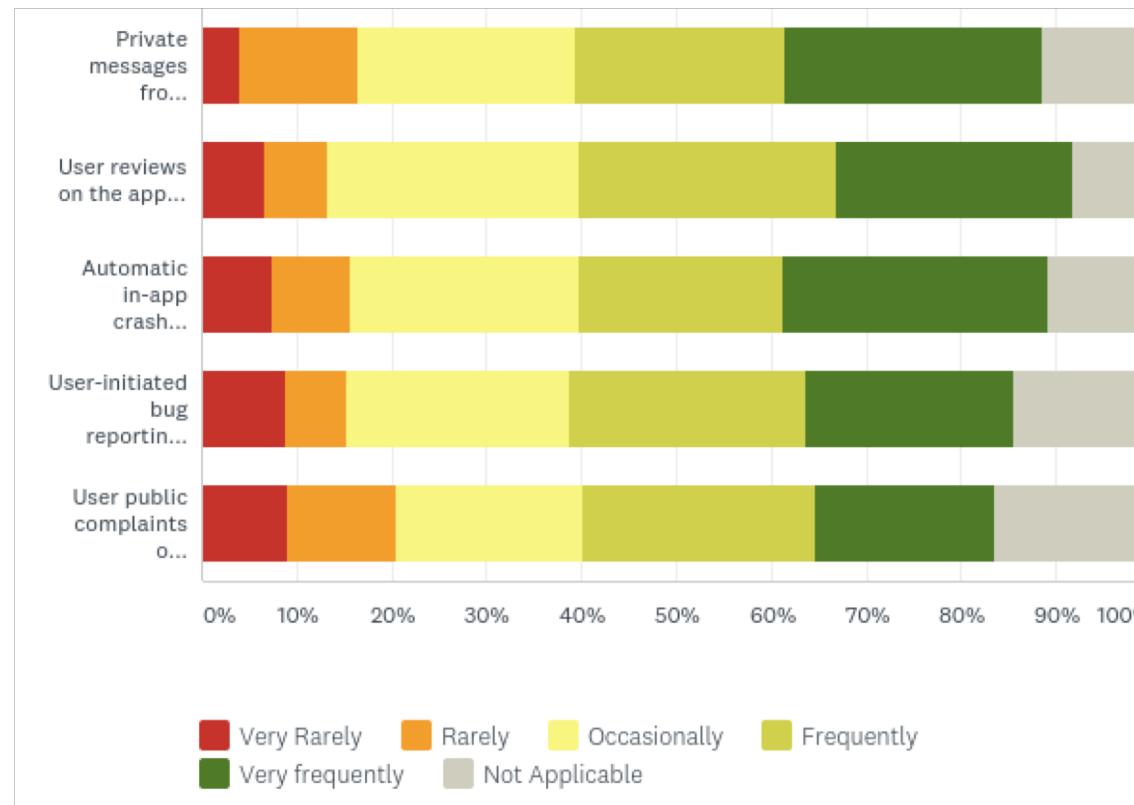
Q16: How often do you receive bug reports from the following sources:

Answered: 127 Skipped: 64

	VERY RARELY	RARELY	OCCASIONALLY	FREQUENTLY	VERY FREQUENTLY	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Automatic in-app crash reporting	10.32% 13	14.29% 18	28.57% 36	21.43% 27	14.29% 18	11.11% 14	126	3.17
User reviews on the Apple app store	10.00% 12	10.00% 12	32.50% 39	11.67% 14	15.83% 19	20.00% 24	120	3.17
User reviews on the Google Play app store	13.71% 17	11.29% 14	32.26% 40	14.52% 18	13.71% 17	14.52% 18	124	3.04
User-initiated bug reporting functionality inside the app	11.90% 15	20.63% 26	29.37% 37	15.08% 19	11.11% 14	11.90% 15	126	2.92
Private messages from users (emails and direct messages in social media)	17.60% 22	21.60% 27	29.60% 37	13.60% 17	10.40% 13	7.20% 9	125	2.76
User reviews on other app stores	15.00% 18	14.17% 17	22.50% 27	9.17% 11	5.83% 7	33.33% 40	120	2.65
User public complaints on social media	28.23% 35	17.74% 22	22.58% 28	12.90% 16	8.87% 11	9.68% 12	124	2.52

Q17: Of these sources, rate how often you actually fix these bugs based on their source:

Answered: 125 Skipped: 66

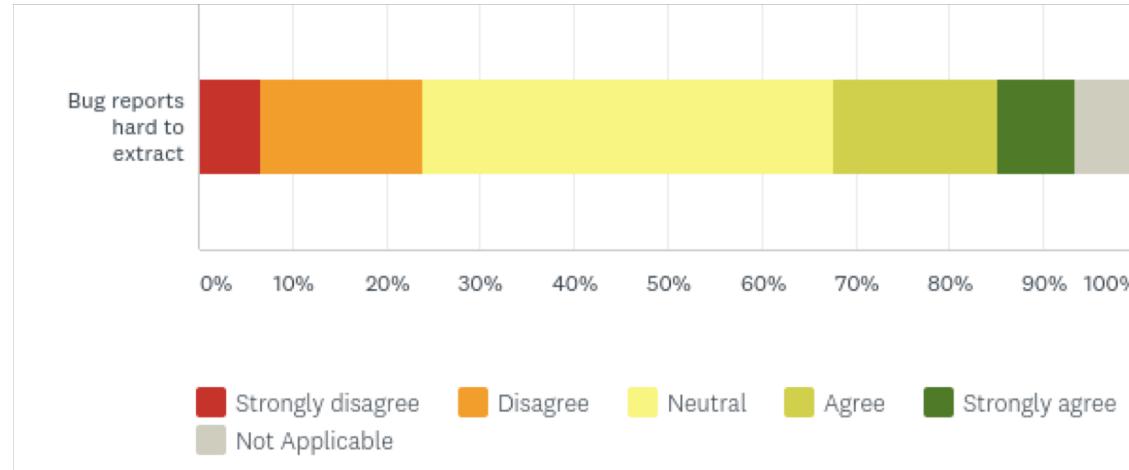


Q17: Of these sources, rate how often you actually fix these bugs based on their source:

Answered: 125 Skipped: 66		VERY RARELY	RARELY	OCCASIONALLY	FREQUENTLY	VERY FREQUENTLY	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
	Private messages from users (emails and direct messages in social media)	4.10% 5	12.30% 15	22.95% 28	22.13% 27	27.05% 33	11.48% 14	122	3.63
	User reviews on the app store	6.61% 8	6.61% 8	26.45% 32	27.27% 33	24.79% 30	8.26% 10	121	3.62
	Automatic in-app crash reporting	7.44% 9	8.26% 10	23.97% 29	21.49% 26	28.10% 34	10.74% 13	121	3.61
	User-initiated bug reporting functionality inside the app	8.87% 11	6.45% 8	23.39% 29	25.00% 31	21.77% 27	14.52% 18	124	3.52
	User public complaints on social media	9.02% 11	11.48% 14	19.67% 24	24.59% 30	18.85% 23	16.39% 20	122	3.39

Q18: I find it easy to extract bug reports from user reviews in the app store.

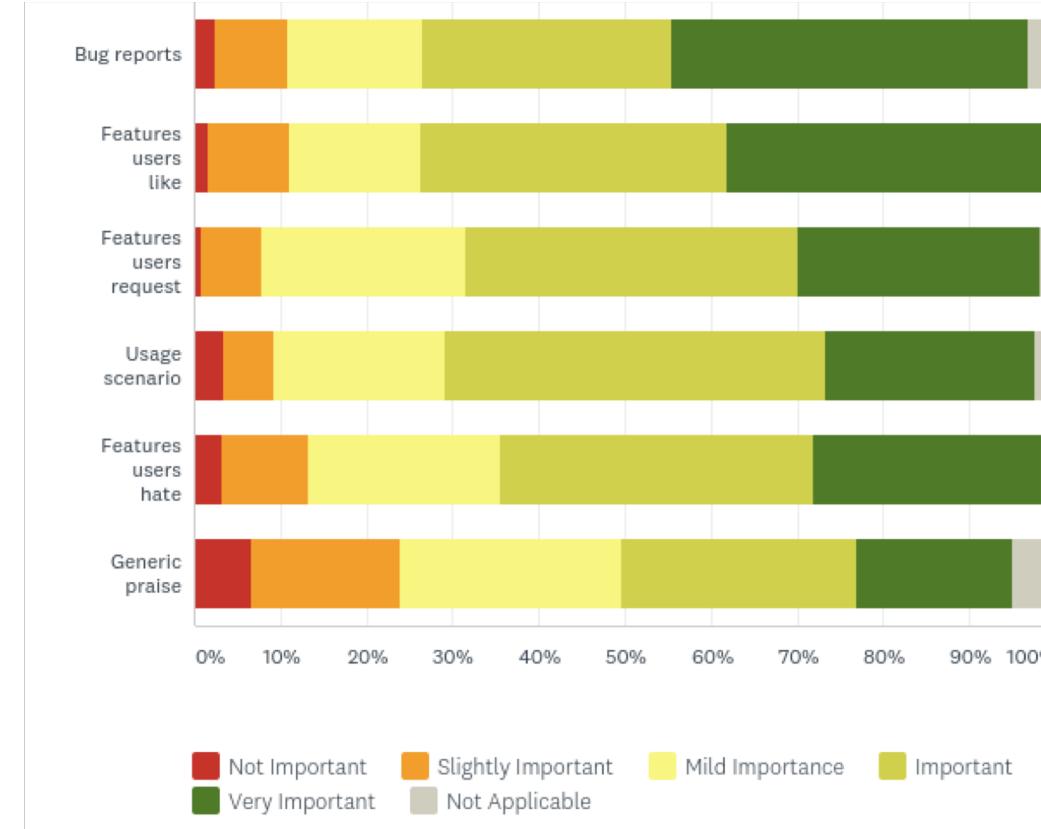
Answered: 121 Skipped: 70



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Bug reports hard to extract	6.61% 8	17.36% 21	43.80% 53	17.36% 21	8.26% 10	6.61% 8	121	3.04

Q19: Rate how important are these types of app reviews for app maintenance and enhancement:

Answered: 123 Skipped: 68



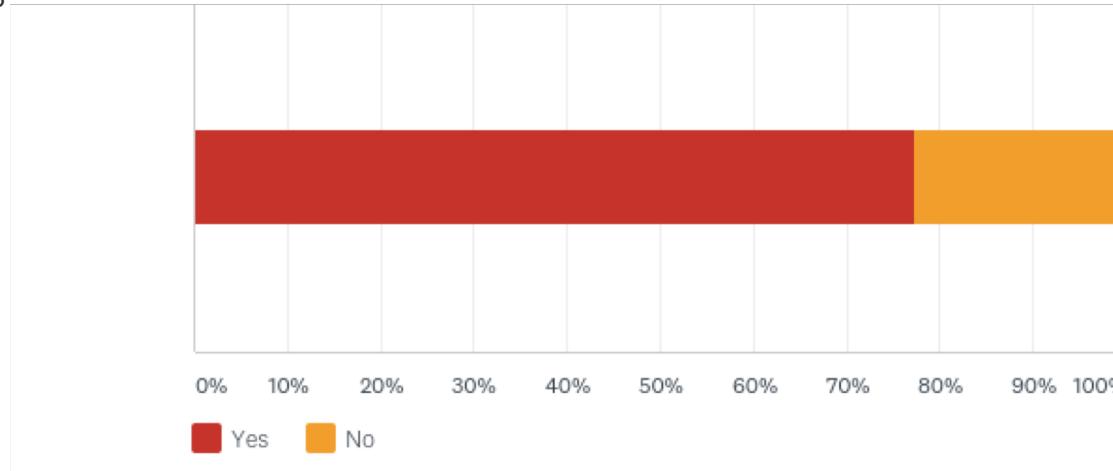
Q19: Rate how important are these types of app reviews for app maintenance and enhancement:

Answered: 123 Skipped: 68

	NOT IMPORTANT	SLIGHTLY IMPORTANT	MILD IMPORTANCE	IMPORTANT	VERY IMPORTANT	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Bug reports	2.48% 3	8.26% 10	15.70% 19	28.93% 35	41.32% 50	3.31% 4	121	4.02
Features users like	1.69% 2	9.32% 11	15.25% 18	35.59% 42	37.29% 44	0.85% 1	118	3.98
Features users request	0.88% 1	7.02% 8	23.68% 27	38.60% 44	28.07% 32	1.75% 2	114	3.88
Usage scenario	3.33% 4	5.83% 7	20.00% 24	44.17% 53	24.17% 29	2.50% 3	120	3.82
Features users hate	3.31% 4	9.92% 12	22.31% 27	36.36% 44	26.45% 32	1.65% 2	121	3.74
Generic praise	6.61% 8	17.36% 21	25.62% 31	27.27% 33	18.18% 22	4.96% 6	121	3.35

Q21: Have you released an update (or more) of your app?(I.e does your app have more than one release)

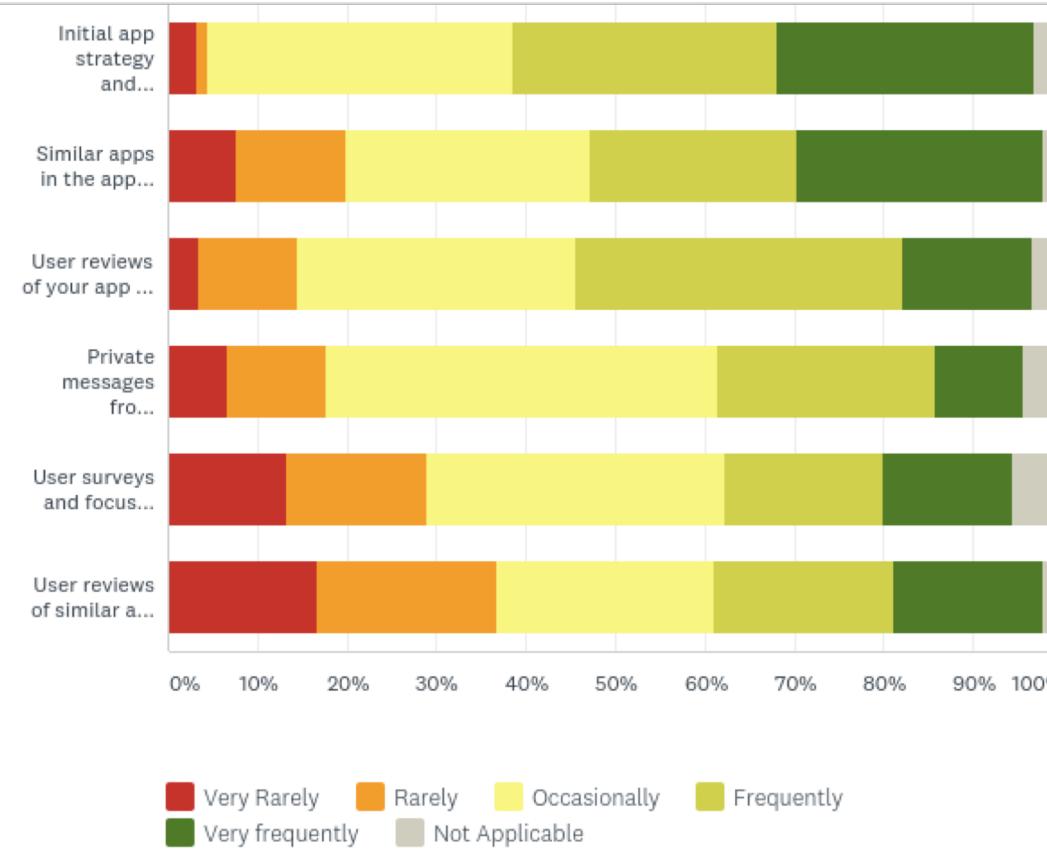
Answered: 128 Skipped: 63



ANSWER CHOICES	RESPONSES
Yes	77.34%
No	22.66%
TOTAL	128

Q22: When you are planning on enhancing your app by including new features, how often do you use these sources to find new features to include?

Answered: 91 Skipped: 100



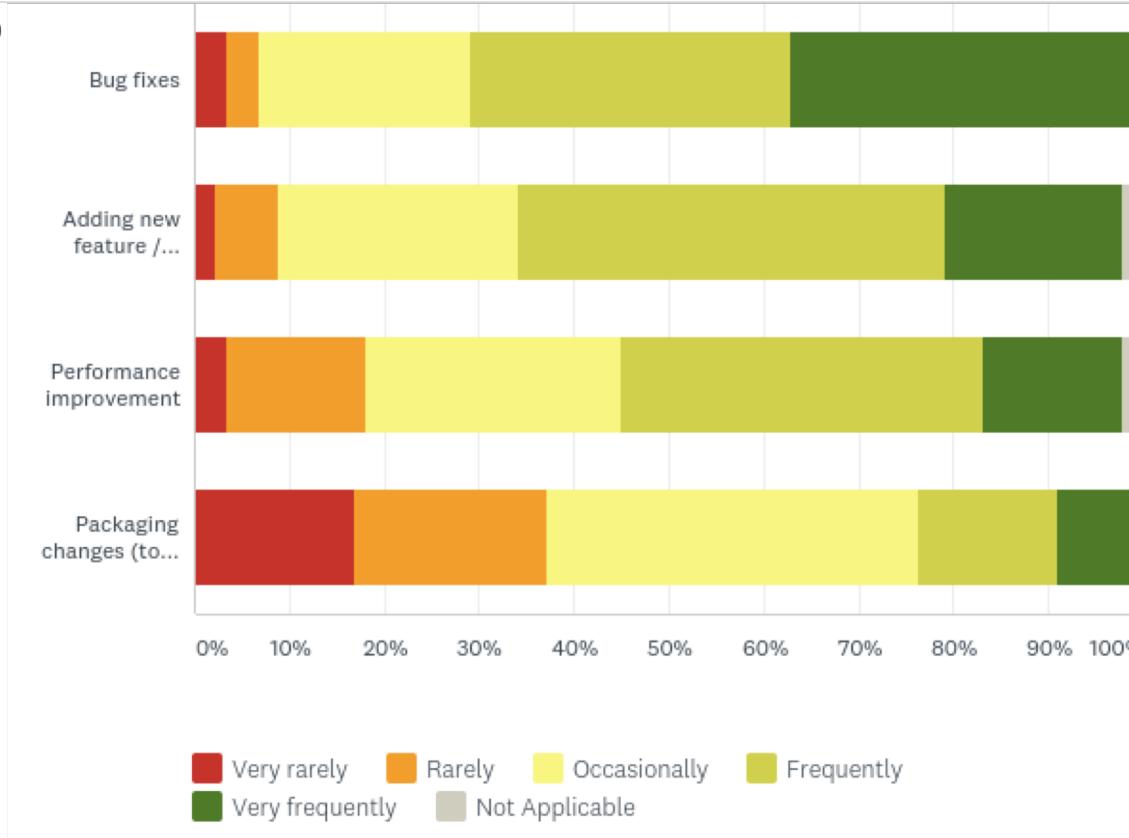
Q22: When you are planning on enhancing your app by including new features, how often do you use these sources to find new features to include?

Answered: 91 Skipped: 100

	VERY RARELY	RARELY	OCCASIONALLY	FREQUENTLY	VERY FREQUENTLY	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Initial app strategy and vision	3.30% 3	1.10% 1	34.07% 31	29.67% 27	28.57% 26	3.30% 3	91	3.82
Similar apps in the app store	7.69% 7	12.09% 11	27.47% 25	23.08% 21	27.47% 25	2.20% 2	91	3.52
User reviews of your app in the app store	3.33% 3	11.11% 10	31.11% 28	36.67% 33	14.44% 13	3.33% 3	90	3.49
Private messages from users (emails and direct messages through social media)	6.59% 6	10.99% 10	43.96% 40	24.18% 22	9.89% 9	4.40% 4	91	3.21
User surveys and focus groups	13.33% 12	15.56% 14	33.33% 30	17.78% 16	14.44% 13	5.56% 5	90	3.05
User reviews of similar apps in the app store	16.67% 15	20.00% 18	24.44% 22	20.00% 18	16.67% 15	2.22% 2	90	3.00

Q23: How frequently is a new release triggered by these events (i.e. main cause of new release)

Answered: 91 Skipped: 100



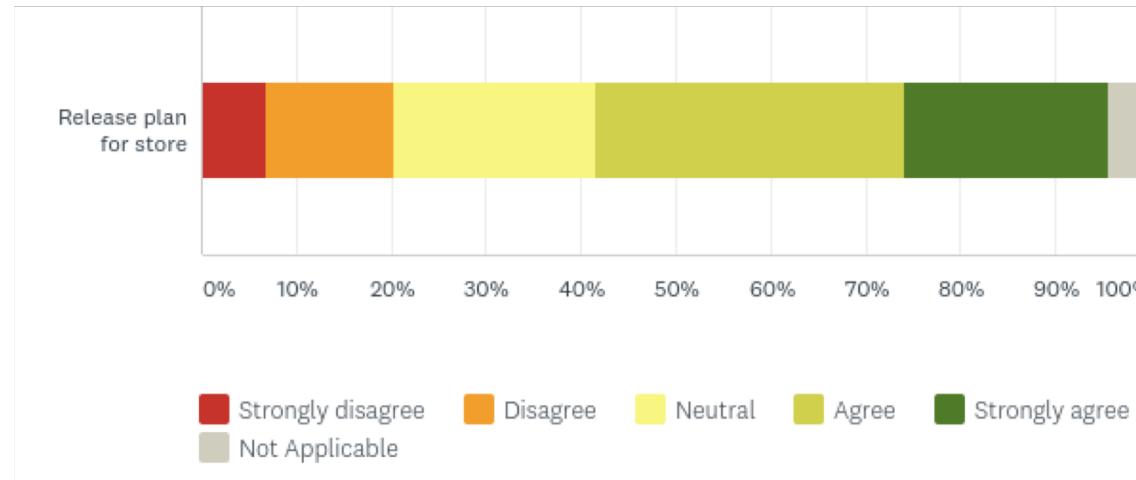
Q23: How frequently is a new release triggered by these events (i.e. main cause of new release)

Answered: 91 Skipped: 100

	VERY RARELY	RARELY	OCCASIONALLY	FREQUENTLY	VERY FREQUENTLY	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Bug fixes	3.37% 3	3.37% 3	22.47% 20	33.71% 30	35.96% 32	1.12% 1	89	3.97
Adding new feature / removing unwanted feature	2.20% 2	6.59% 6	25.27% 23	45.05% 41	18.68% 17	2.20% 2	91	3.73
Performance improvement	3.37% 3	14.61% 13	26.97% 24	38.20% 34	14.61% 13	2.25% 2	89	3.47
Packaging changes (to change name, icon, screenshots and/or description)	16.85% 15	20.22% 18	39.33% 35	14.61% 13	7.87% 7	1.12% 1	89	2.76

Q24: I have changed how I plan releases because of the app store reviewing and approval period.

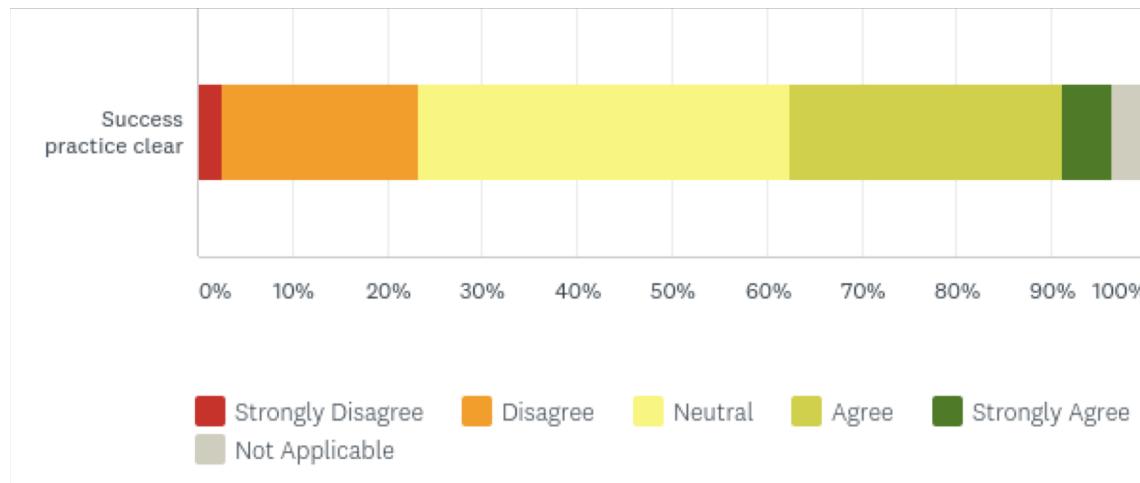
Answered: 89 Skipped: 102



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Release plan for store	6.74% 6	13.48% 12	21.35% 19	32.58% 29	21.35% 19	4.49% 4	89	3.51

Q27: I find it clear how to reach that success in the app store.

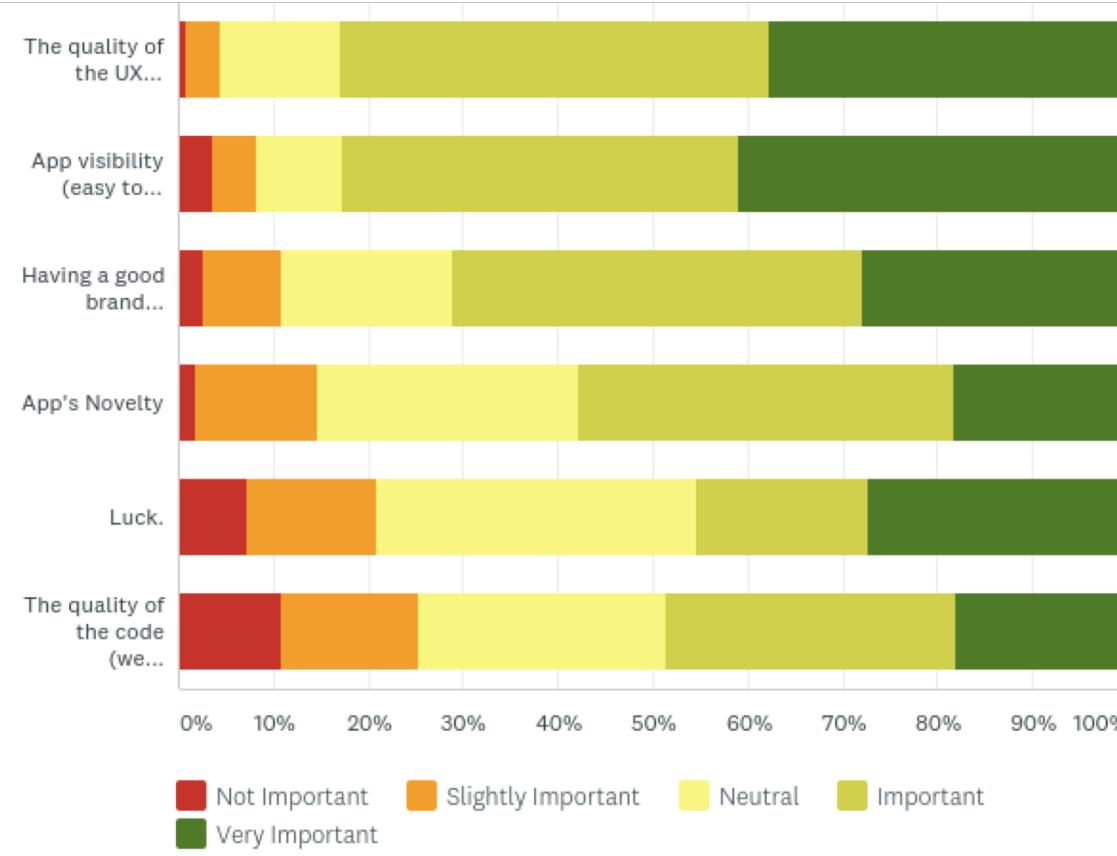
Answered: 112 Skipped: 79



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	NOT APPLICABLE	TOTAL	WEIGHTED AVERAGE
Success practice clear	2.68%	20.54%	39.29%	28.57%	5.36%	3.57%	112	3.14

Q29: Rate how important are these factors to build a successful app:

Answered: 112 Skipped: 79



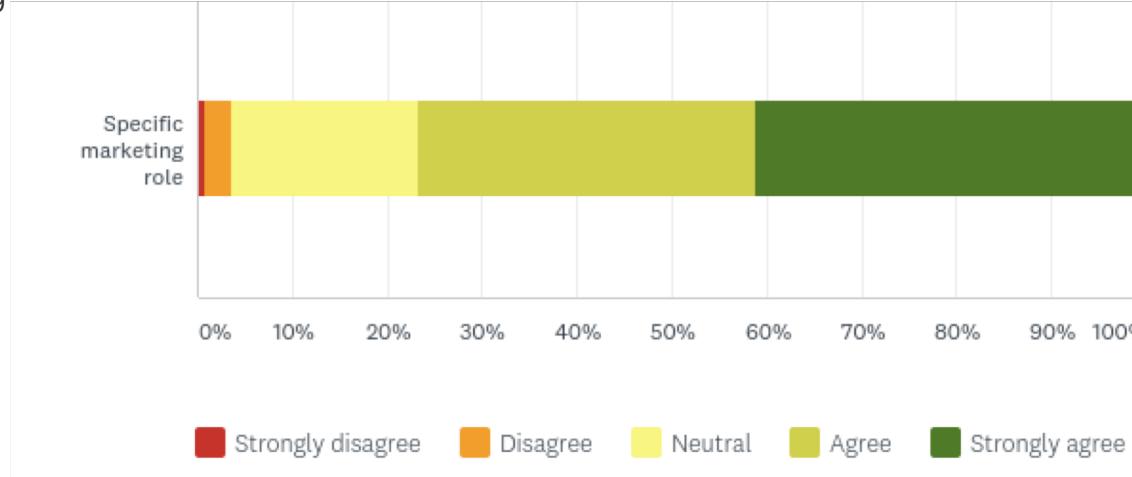
Q29: Rate how important are these factors to build a successful app:

Answered: 112 Skipped: 79

	NOT IMPORTANT	SLIGHTLY IMPORTANT	NEUTRAL	IMPORTANT	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
The quality of the UX (including app performance)	0.90% 1	3.60% 4	12.61% 14	45.05% 50	37.84% 42	111	4.15
App visibility (easy to discover by users).	3.64% 4	4.55% 5	9.09% 10	41.82% 46	40.91% 45	110	4.12
Having a good brand (attractive page on the app store) and marketing strategy (including user engagement).	2.70% 3	8.11% 9	18.02% 20	43.24% 48	27.93% 31	111	3.86
App's Novelty	1.83% 2	12.84% 14	27.52% 30	39.45% 43	18.35% 20	109	3.60
Luck.	7.27% 8	13.64% 15	33.64% 37	18.18% 20	27.27% 30	110	3.45
The quality of the code (well coded and well documented)	10.81% 12	14.41% 16	26.13% 29	30.63% 34	18.02% 20	111	3.31

Q30: It is important to have someone in the team responsible for marketing and business intelligence.

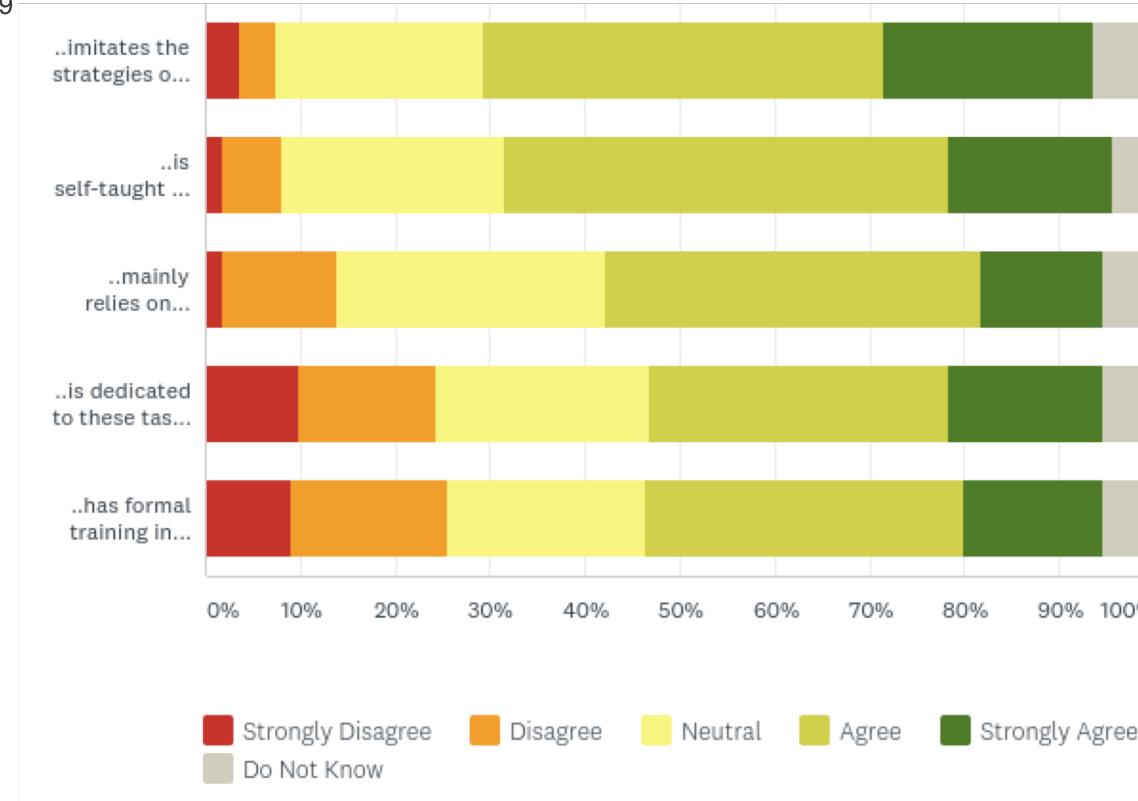
Answered: 112 Skipped: 79



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Specific marketing role	0.89% 1	2.68% 3	19.64% 22	35.71% 40	41.07% 46	112	4.13

Q31: Think of the person in the team who is responsible for any of app marketing tasks (could be you). (App marketing tasks: writing description, screenshots, video promo, user engagement, app analytics, ad campaigns, monetisation, etc.)This person..

Answered: 112 Skipped: 79



Q31: Think of the person in the team who is responsible for any of app marketing tasks (could be you). (App marketing tasks: writing description, screenshots, video promo, user engagement, app analytics, ad campaigns, monetisation, etc.)This person..

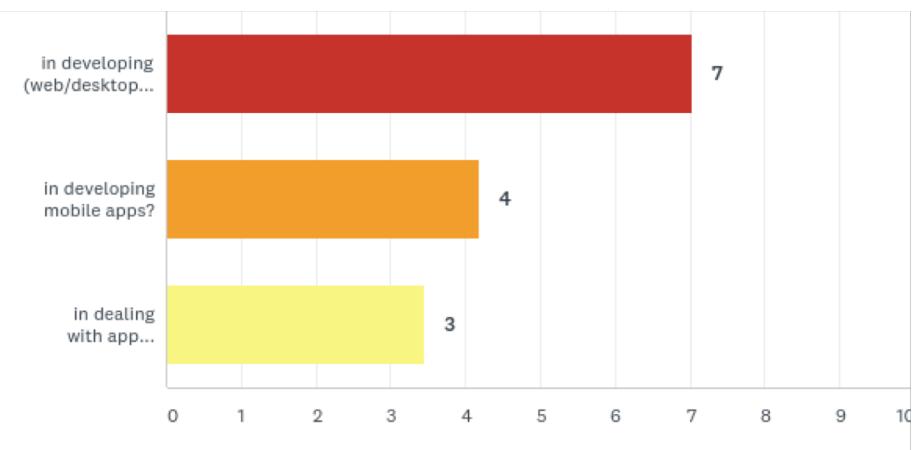
Answered: 112 Skipped: 79

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	DO NOT KNOW	TOTAL	WEIGHTED AVERAGE	
..imitates the strategies of successful apps.	3.67% 4	3.67% 4	22.02% 24	42.20% 46	22.02% 24	6.42% 7	109	3.80	
..is self-taught and relies on experience.	1.80% 2	6.31% 7	23.42% 26	46.85% 52	17.12% 19	4.50% 5	111	3.75	
..mainly relies on intuition and common sense in some of these tasks.	1.83% 2	11.93% 13	28.44% 31	39.45% 43	12.84% 14	5.50% 6	109	3.52	
..is dedicated to these tasks (i.e. have no other roles)	9.91% 11	14.41% 16	22.52% 25	31.53% 35	16.22% 18	5.41% 6	111	3.31	
..has formal training in marketing and/or business intelligence.	9.09% 10	16.36% 18	20.91% 23	33.64% 37	14.55% 16	5.45% 6	110	3.30	

Q33: How many years of experience do you have..

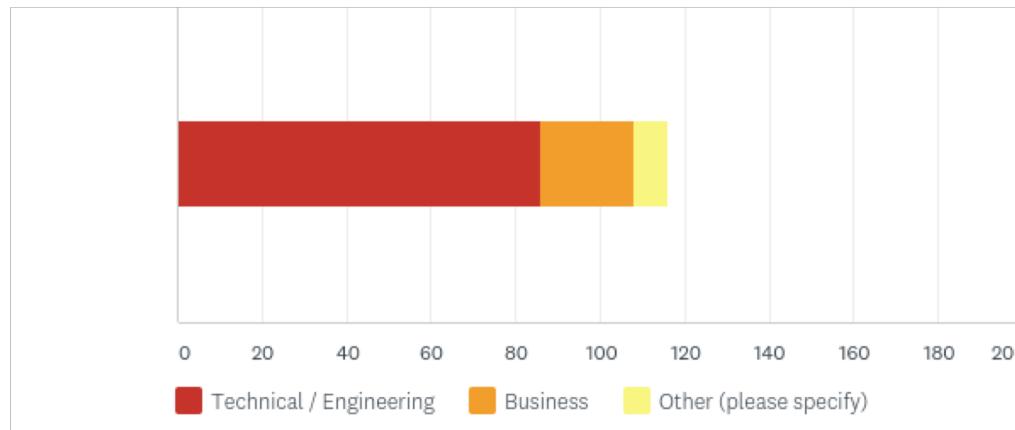
Answered: 94 Skipped: 97

ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES		
in developing (web/desktop) applications?	7	654	93		
in developing mobile apps?	4	393	94		
in dealing with app stores?	3	321	93		
Total Respondents: 94					
BASIC STATISTICS					
	MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
in developing (web/desktop) applications?	0.00	20.00	5.00	7.03	5.25
in developing mobile apps?	1.00	15.00	4.00	4.18	2.81
in dealing with app stores?	0.00	10.00	3.00	3.45	2.43



Q34: What is your formal education?

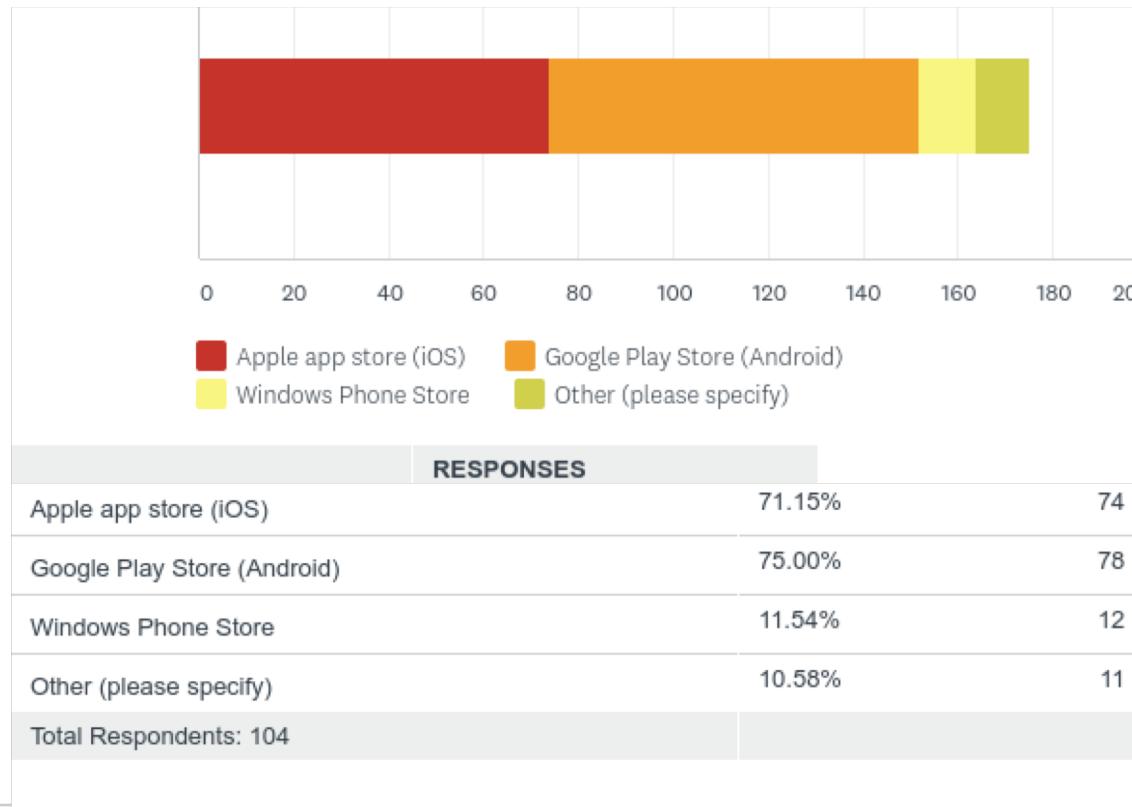
Answered: 103 Skipped: 88



ANSWER CHOICES	RESPONSES
Technical / Engineering	83.50%
Business	21.36%
Other (please specify)	7.77%
Total Respondents: 103	

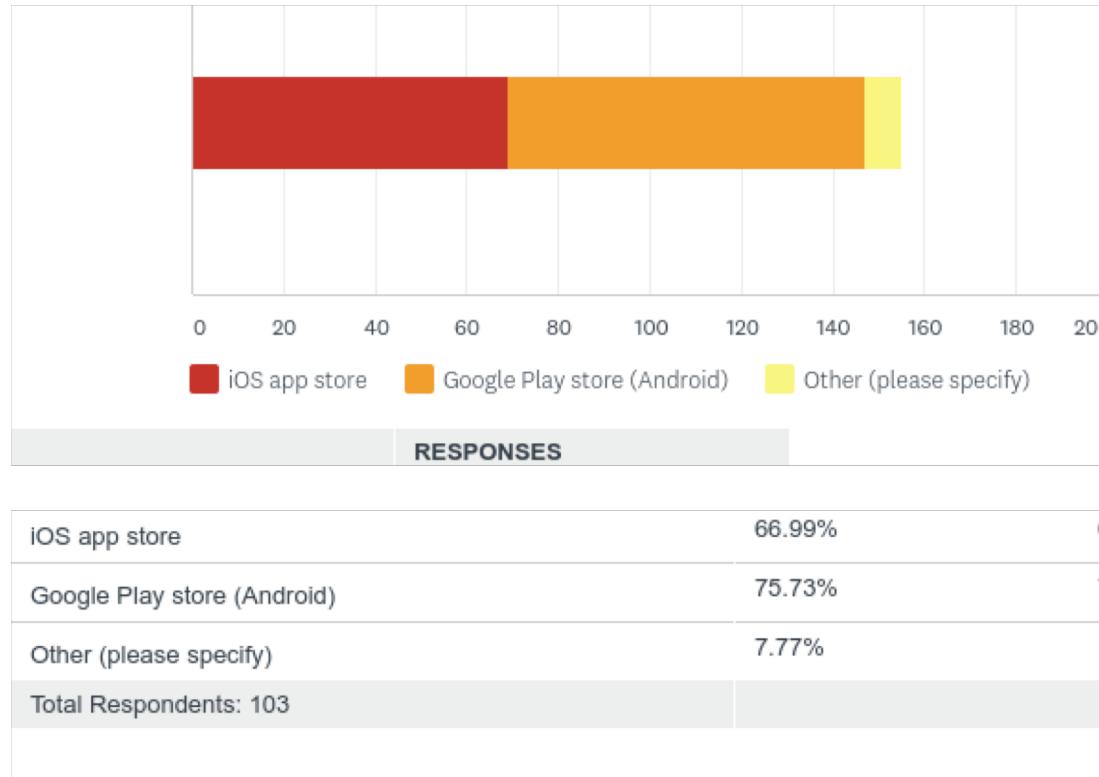
Q35: What app stores have you developed/managed apps for? You may pick more than one.

Answered: 104 Skipped: 87



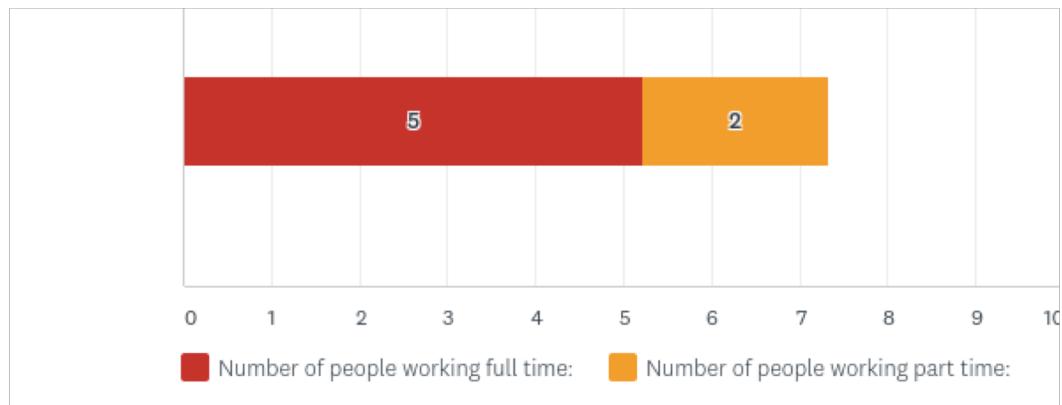
Q36: My main app is deployed in (or planning to be deployed in..) You may pick more than one.

Answered: 103 Skipped: 88



Q38: What is the size of the team working on the app?

Answered: 88 Skipped: 103



BASIC STATISTICS					
	MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION
Number of people working full time:	0.00	66.00	2.00	5.23	9.06
Number of people working part time:	0.00	12.00	2.00	2.11	2.15