

ASO / App Size



@ajithrnayak

Does Size Matter?

Does App Size Matter?

```
$classes = array( 'zoom' );  
  
if ( $loop == 0 || $loop % $columns == 0 )  
    $classes[] = 'first';  
  
if ( $loop % $columns == 0 )  
    $column = 'last';  
  
$imageLink = wp_get_attachment_url( $attachmentId );  
  
if ( ! $imageLink )  
    $imageLink = $attachmentImage;  
  
$imageLink = wp_get_attachment_image( $attachmentId,  
    $size, true, $attr( implode( ' ', $classes ) ) );  
// Set the title  
$imageLink = setPostTitle( $imageLink );  
  


# We, as mobile app developers


```

We, as mobile app developers,

Do Care

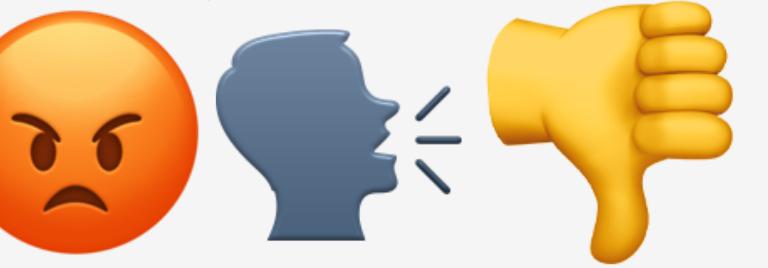
• Seize the Day

How I feel 'bout App size

1 - 20 MB = 

20 - 50 MB = 

50 - 100 MB = 

100 - 300 MB = 

300+ MB = 



Is there a limit?



**4 GB
Bundle**



**100 MB
Cellular**

ESSENTIAL APPS

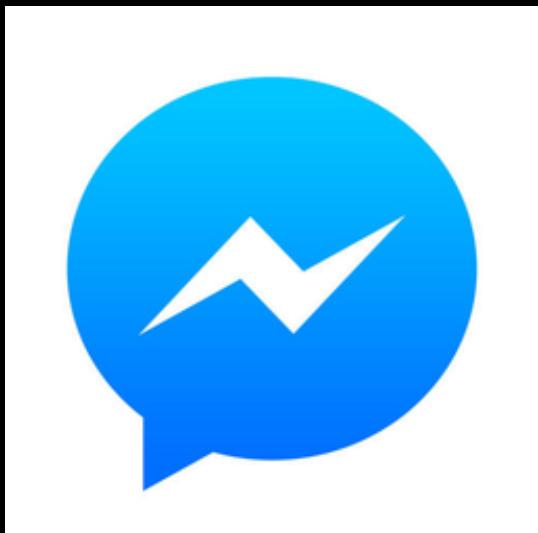




BIG COMPANIES



161 MB



175 MB



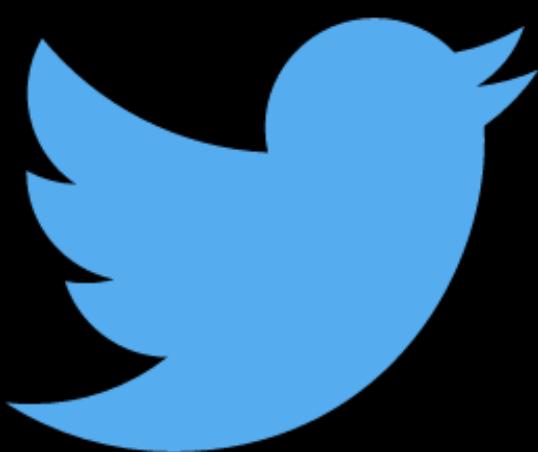
171 MB



168 MB



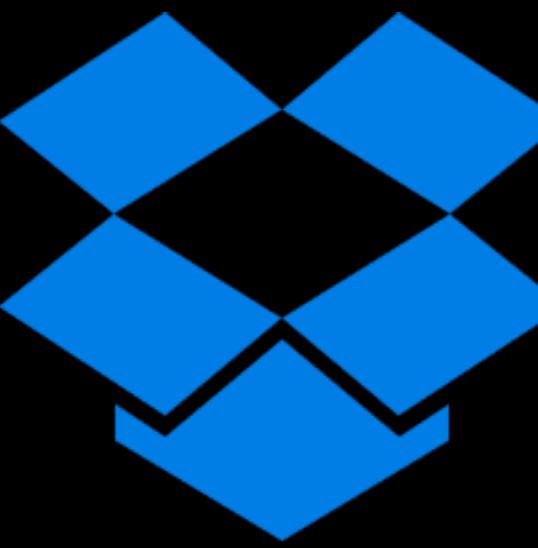
98.3 MB



89.2 MB



86.7 MB



86 MB

Google



127 MB



93.6 MB



113 MB



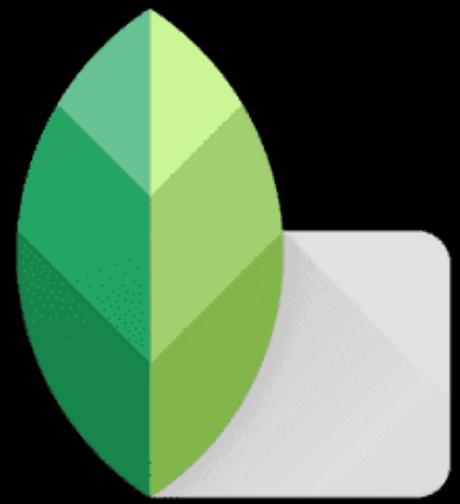
74.3 MB



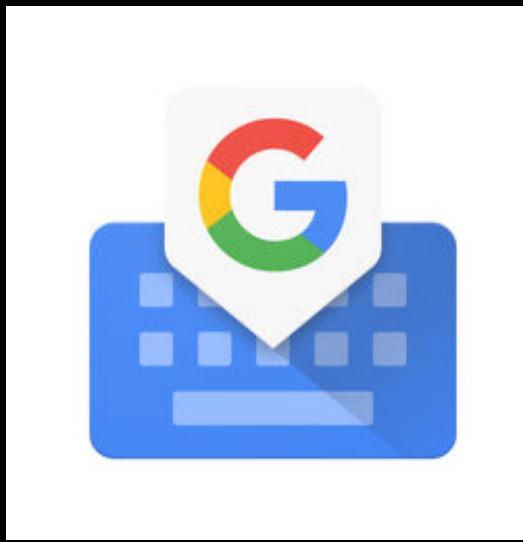
87.7 MB



83.2 MB



106 MB



101 MB



81.8 MB



80.2 MB



110 MB



77.8 MB



71.2 MB



178 MB



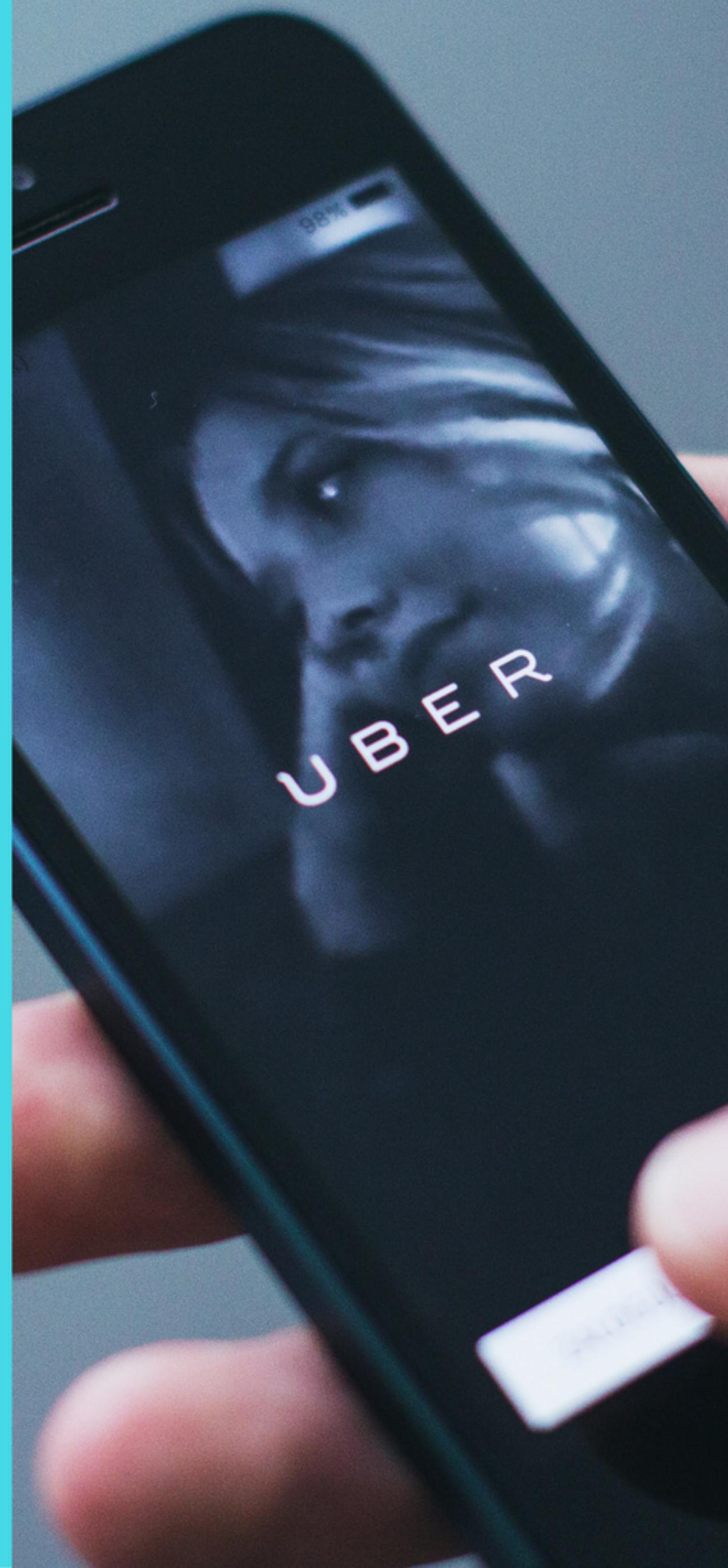
93.7 MB



181 MB

APP UPDATES





Uber

94.3 MB - 😱

Forced Update



Forced update - F You Uber

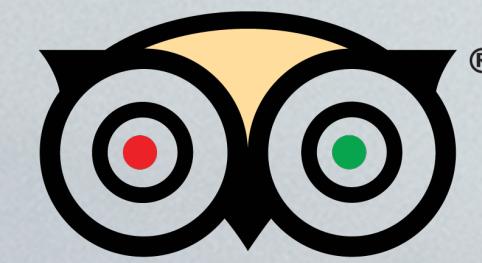
My wife was out by herself (walking, transit) in a new city and lost her way late in the evening. She called me for help and I decided to call Uber for her. When I ran the app (after a few weeks since last use), it asked me to update the app... Forced update. I went to the app store and tried to update quickly but it was several MBs in size and was taking too long. I didn't want my wife to wait in an unfamiliar place so I ended up using Google to call a local cab. Uber... F You! For forced upgrade. You bunch of F'ers can't get a simple app to work on iOS? Why the F do you have to force an update? ... Bunch of losers! No more Uber for me.

by Gold Traveller 17.10.2015 **us** v2.98.7 via the App Store

[Translate](#) • [Mail](#)

Frequent Updates

TRIP ADVISOR



tripadvisor®

117 MB = 😊



TripAdvisor Hotels Flights Re...

Version 18.2.1, 117 MB
3 Nov 2016

UPDATE

Thanks for using TripAdvisor! We bring updates to the App Store every 2 weeks. Every update of our app includes reliability and performance improvements.

What's new:

Bug fixes and stability improvements

*** Love our free app? Please take a moment to write a review on the App Store! ***

Facebook - 161 MB

Messenger - 175 MB

WhatsApp - 98.3 MB

LinkedIn - 171 MB

Twitter - 89.2 MB

Gmail - 127 MB

Google Search - 93.6 MB

Chrome - 71.2 MB

YouTube - 74.3 MB

Uber - 94.3 MB

Dropbox - 86 MB



1,240.9 MB

Universal Apps



[View in iTunes](#)

- + This app is designed for both iPhone and iPad

Free

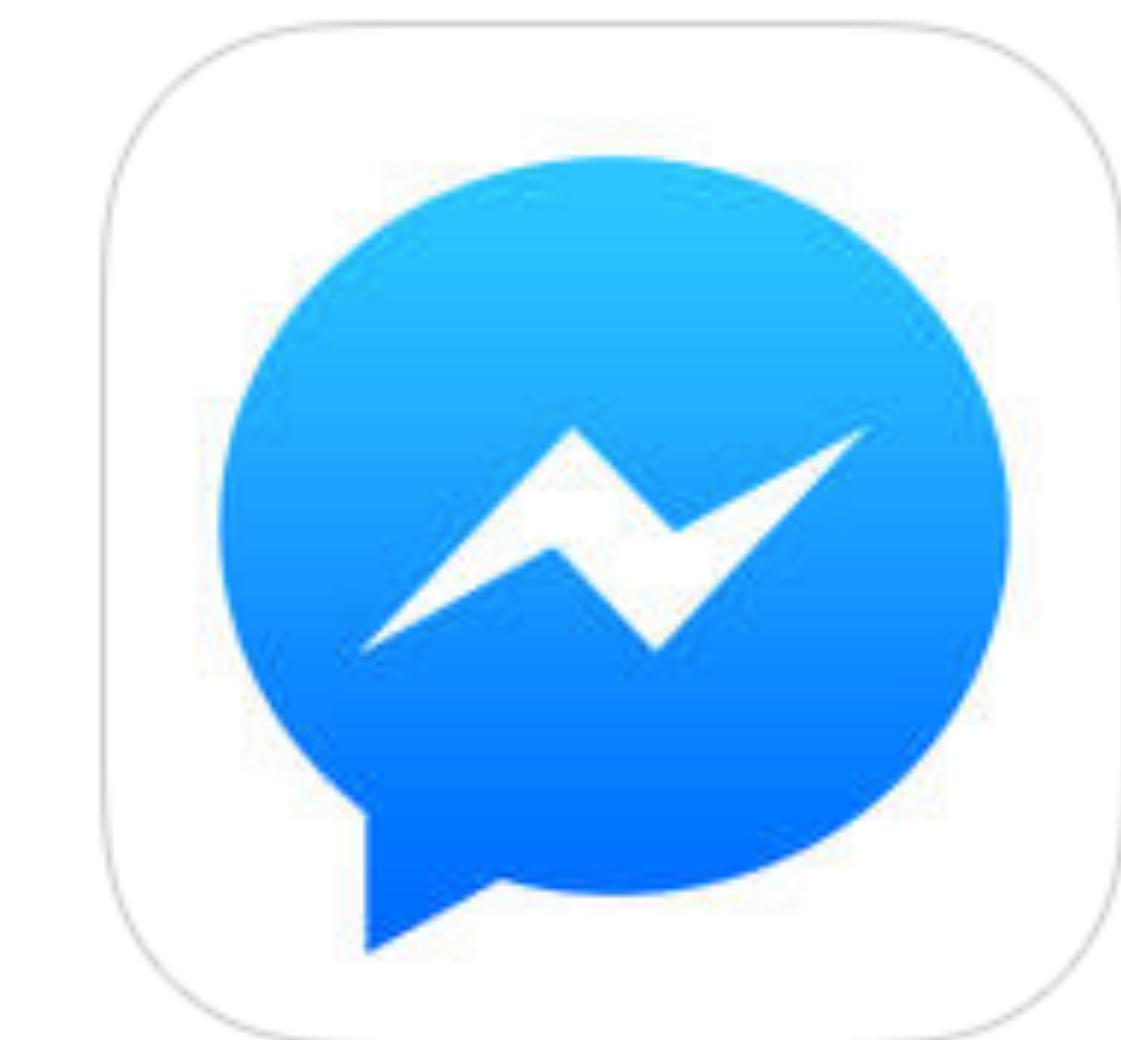
Category: [Social Networking](#)

Updated: Oct 20, 2016

Version: 68.0

Size: 276 MB

Languages: English, Czech, Danish, Dutch, Finnish, French, German, Greek, Indonesian,



[View in iTunes](#)

- + This app is designed for both iPhone and iPad
- ⌚ Offers Apple Watch App for iPhone

Free

Category: [Social Networking](#)

Updated: Nov 09, 2016

Version: 96.0

Size: 306 MB

Apple Watch: Yes

Languages: English, Arabic,

**STOP
BUILDING
SELFISH
APPS**



- Understand users
- Apply thoughtfull design
- Follow ASO guidelines
- Hire experts



APP SIZE MATTERS

You've been wonderful!