

What Makes a “Good” App?

[Abstract]

Mobile apps are a key resource used to enrich the lives of their users. With that being said, the competition within the app market is very high with all sorts of apps being put out there. This paper discusses some key points to keep in mind when developing an application to keep a foot in the competition and create what is considered to be a “good” app.

INTRODUCTION

Mobile devices are a key source utilized by almost all. To optimize their mobile devices, users turn to apps to access various functions to help enhance their own lives. An app is short for “application”, which is a type of software that can be installed and run on a computer, tablet, smartphone, or other electronic devices [2]. Apps take a significant part of the technology-driven world we currently live in and can be utilized in various ways. These can consist of productivity, enjoyment, retail, and many more. But what makes it so that a user installs a specific app over another? In other words, what makes an app “Good”?

APP FOCAL POINT

There are numerous amounts of categories that an app can be. Focusing on your target audience is key, then creating the app catered toward that audience with specific designs helps to entice customers. For example, a productivity note-taking app might only be

designed for users looking for an organized tool to keep all their notes in one secure place but can't be used for anything else, such as shopping, ordering food, etc. After finding the focus of your app, the developer can understand the basis of their application and begin the design process. Here are a few ideas that are important to consider when making a “good” app.

I. Problem Solver

The first thing to think about is if your app solves the users' problems. The idea of an app is to create ease or accessibility for a user to enhance their lives. The app should meet the needs of its users and should have a clear vision of what is intended to be achieved within the app. Once the problem has been identified, it will be much easier to design your mobile app based on the needs or wants of the users [1].

II. Great UI

A UI is defined as a user interface, which is the graphical layout of an application [6].

The design of the app is one of the keys to the success of an app. Most people want to use an app with a simple yet intuitive UX and UI. Overcomplication in design can lead to confusion and overwhelm for a user. Easy accessibility adds a good feeling when using the app for the user [3].

III. Fast Loading Time and High Performance

The attention span of most users is low and if the app is taking too long to load, it will most likely be avoided at all costs by users. Winning apps should take less than five

seconds to load [4]. To appeal to users, having a fast-loading app is beneficial. On the side of high performance, if an app constantly freezes, a user will also be turned away as it seems like the app is not well designed and buggy, thus needing high performance as well.

IV. Extremely Helpful Customer Support

There are some cases where users are not very tech-savvy and will need some sort of assistance when navigating an app. There will always be people who need help with their download or have general pre- or post-purchase questions [4]. Having access to a helpful customer support system will put the mind at ease of users who struggle with problems within the app.

V. Ensure Your App is Safe

Security is a big issue in today's world. Many people worry about the information that they put out there and plenty of apps utilize the tool to accept online payment to purchase items offered within the app. A user would be wary of using an app that could potentially put themselves at risk of a data breach. Ensuring that the app you created is safe, will put the fear at an ease of the users to feel confident with your app.

VI. Compatible with Mobile Platforms

The app should be versatile in that it should be available for all the major operating systems (iOS, Android, and Windows). This makes it so that it becomes more popularized and available to almost every potential audience member. When creating the

app, paying attention to the features and traits of the platform makes it more optimized for its user base [5].

VII. Regularly Updated

The world and technology are ever-growing and keeping up with the times are very important to maintain the user base. Continuing to work on the app after release is also an essential point when considering making a good app. Developing new features to keep your app updated with the times and compete with other apps on the market, make it more sought after. It is also inevitable that there will be bugs and thus it's appropriate to keep fixing these problems to make the app as enjoyable as possible for its users [3].

CONCLUSION

The app marketplace is cluttered with plenty of competition. However, there's almost always an opportunity to make your app stand out from the rest. As mobile app usage is growing, many more opportunities and doors begin to open for developers as well. Following some of these tools can help to create a well-designed app that is convenient and sought after by users.

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