**INITIAL FINDINGS – WITH LINK GUIDES**

**Design**

* In designing mobile apps, the **preferences / professional opinion** of the designer is taken into consideration, however the customer(target market, users)’s **requirements** still need to be taken into consideration (on *Personalized UX*)
* Trends seen on the internet are **considered** by designers as **factors** for designing mobile applications

Weller, N. B. (2014, September 17). Web Design Trends To Look Out For In 2015 | Elegant Themes Blog. Retrieved from http://www.elegantthemes.com/blog/resources/web-design-trends-to-look-out-for-in-2015

* For UI / UX designers, it is important to have an understanding of **how the product feels** for the user, and how it can **create the best user experience**

**UI, UX: Who Does What? A Designer's Guide To The Tech Industry.** (2014, July 07). Retrieved from http://www.fastcodesign.com/3032719/ui-ux-who-does-what-a-designers-guide-to-the-tech-industry

* Researching for the application’s **main** **purpose** in the field, is also **vital** in designing the UI and UX of the product
  + Example: **Lumosity** and *neuroscience*

Tyson, J..(2015, February 19).If You Build it (Right) They Will Come Lessons in successful consumer products from the DfE awards. Retrieved from <http://uxmag.com/articles/if-you-build-it-right-they-will-come>

**Function**

* Some **points** that developers believe **must be considered** in developing application features:
  + Keep it **simple**, prioritize **speed**, include **analytics**

Gerber, S. (2012, December 16). **13 must-have features for your next mobile app.** Retrieved from <http://thenextweb.com/entrepreneur/2012/12/16/13-must-have-features-for-your-business-mobile-app/>

* Having ***user support*** is vital in mobile app development

From ENTJAVA 2 Rubrics for App Development

* People mostly use mobile apps rather than the web-based / website applications of the late, because of many reasons:
  + Launching a mobile app is **faster** and more responsive than loading a mobile website;
  + Mobile apps can function **offline** and the web-based don't;
  + Mobile apps are **easily downloaded** in the Apps store;
  + Mobile apps enable push notifications for **faster** and **effective** way of reaching out to customer.

**Mobile Applications in the building and construction industry.** Retrieved from <http://www.functionatl.com/media/support_images/Function_Mobile_Apps_Research.pdf>

* Some recommended considerations in choosing a platform for mobile app development:
  + Your **Mobile App Target Audience**

Tan, A. (2015, February 9). **How to Choose the Best Platform for Your Mobile App?** Retrieved March 1, 2015, from <https://www.smaato.com/how-to-choose-the-best-platform-for-your-mobile-app/>

IDC: **Smartphone OS Market Share. (n.d.).** Retrieved March 1, 2015, from <http://www.idc.com/prodserv/smartphone-os-market-share.jsp>

**Trend**

* **Fitness** and **health** **applications** are steadily becoming a trend, and therefore designers and developers should **try and gear towards** this shift in the mobile app market

Boxall, Andy. (2014, December 11**). 2014 is the year of health and fitness apps.** Retrieved from http://www.digitaltrends.com/mobile/google-play-store-2014-most-downloaded-apps

* **Social businesses** use the trends in mobile app design for their **advantage.** Mobile applications are now a part of companies‘ **digital strategies**
  + Luxury brands starting to warm to the idea of **social networking.**

**Emerging Trends in Mobile and What They Mean for Your Business.** (2014. August 05) Retrieved from http://www.nielsen.com/us/en/insights/news/2014/emerging-trends-in-mobile-and-what-they-mean-for-your-business.html \* Mobile Phones.(2014) Retrieved from <http://www.saferinternet.org/online-issues/parents-and-carers/mobile-phones>

Anderson, T.(2015, February 16).**What does the rise of digital marketing mean for luxury brands?.** Retrieved from <http://www.theguardian.com/marketing-luxury-goods-feb-15/2015/feb/16/digital-marketing-luxury-brands>

* Incredible, world-changing **software innovations** often come from students. Mobile application competitors are mostly college students.

**Imagine Cup 2014 Winners.** (2014). Retrieved from <https://www.imaginecup.com/Custom/Index/2014Winners_Finals>

Castillo, W. (2015, January 30). **Voices: Do companies take college student app developers seriously?.** Retrieved from <http://college.usatoday.com/2015/01/30/voices-do-companies-take-college-student-web-developers-seriously/>