**What metrics are used for mobile development?**

* Behavioral analytics- Page tagging solutions with companies that measure the mobile websites and apps
* Attitudinal analytics- Companies survey people while they are operating the mobile device for information about mobile experience
* Average # of keystrokes, clicks/app, site- Should be more applicable in mobile
* Search function usage- Used constantly in mobile transaction
* Drive Tests – Extensive measurement of the quality of service in North America
* Monitoring Network Signaling – Count the amount of mobile subscribers and determine market share in 86 U.S. markets

**Metrics suggested to be used**

* Wi-Fi access- Should be consistently high and increasing due to the amount of people with mobile devices
* Report page- The number of reports provided from users in a given month

**Success and failures in Mobile Development**

Successes

* Mobile Device solves problems – The user gains benefits from using this mobile device
* Focus on one thing and do it well – When one thing is focused on, the project can have its full effect and effort focus on accomplishing the one main goal
* Mobile apps – Mobile applications that can be downloaded and engages the user

Faliures

* Apps without flexibility – App doesn’t have product change, typo, and content addition or removal
* No Innovation – A new mobile device has minimal to no new or additional features that set them apart from competition
* Too Much Creativity – The mobile device is difficult for the user to understand and/or software fails to perform due to too many features

**Common problems with Quality Assurance in Mobile Development**

* Usability – Implied restrictions on interfaces for user interaction in comparison to a normal desktop
* Device heterogeneity – Lack of accepted application level models and maintaining multiple device dependent versions is labor intensive
* Network limitation – Resource based efficiency and Time based efficiency

**Sources**

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