**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

**Examples:**

-Healthcare – Mobile computing changing how healthcare is delivered and consumed.

-iPads and iPhones – Apple gadgets created with multiple features and user interactions.

-Google Maps(app) – Alow the user to navigate from location to the other.

Failures:

* 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

**Examples:**

-The Zune – Portable media player in 2006 that failed against the iPod

-Apple Newton – PDA device created by Apple in 1993. Cost too much

-BlackBerry Playbook – A tablet created in 2011 with no apps or e-mail

**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**

* <http://mobilegovwiki.howto.gov/Mobile+Analytics+Usage+%26+Other+Metrics#Mobile%20Performance%20Metrics>
* <http://online-behavior.com/analytics/mobile-shopping>
* <http://www.nielsen.com/us/en/nielsen-solutions/nielsen-measurement/nielsen-mobile-measurement.html>
* <http://newstex.com/2013/04/15/android-and-ios-user-data-key-to-mobile-development-success/>
* <http://www.on3solutions.com/blog/4-essential-tips-and-the-secret-to-success-in-mobile-software-development/>
* <http://www.tripwiremagazine.com/2013/04/app-development-tutorials.html>
* <http://www.allvoices.com/contributed-news/14127039-reasons-for-failure-of-apps-in-the-mobile-market>
* <http://www.computerworld.com/s/article/9235570/Scot_Finnie_5_tips_for_developing_successful_mobile_apps>
* <http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&ved=0CEkQFjAC&url=http%3A%2F%2Fwww.researchgate.net%2Fpublication%2F2886929_Quality_Attributes_in_Mobile_Web_Application_Development%2Ffile%2F32bfe50f19680bd614.pdf&ei=U_2CUZ7eBfDyyAHmv4DQCg&usg=AFQjCNEccYgcpdvJVFOBPKXZ5hnjxMCNYA&sig2=mkjTkm20L_AeqQFjN9qRgg>
* <http://pathfindersoftware.com/medical-software-development/mobile-healthcare-app-development/>
* <http://www.investopedia.com/financial-edge/0111/5-products-that-failed-and-why.aspx>
* <http://www.dailyfinance.com/photos/top-25-biggest-product-flops-of-all-time/#slide=3662631>
* <http://www.techradar.com/us/reviews/pc-mac/tablets/blackberry-playbook-947731/review>
* <http://techland.time.com/2012/05/07/six-reasons-why-apple-is-successful/>
* <http://www.businessinsider.com/the-most-popular-free-iphone-apps-2013-5?op=1>