

**COLLEGE OF COMPUTING AND INFORMATION SCIENCES**

**DEPARTMENT OF NETWORKS**

**BACHELOR OF SCIENCE IN SOFTWARE ENGINEERING (YEAR 2) RECESS TERM 2 (BSE 2301) CONCEPT PAPER FOR:**

**MOBILE APP STATISTICS PROJECT**

**PROJECT MEMBERS (GROUP 14)**

|  |  |  |  |
| --- | --- | --- | --- |
| **NAME** | **REGISTRATION NUMBER** | **STUDENT NUMBER** | **SIGNATURE** |
| WAMOZO COSMAS | 16/U/12299/PS | 216007584 |  |
| MUGARURA ALLAN | 16/U/7237/PS | 216008460 |  |
| BUSUULWA MARTIN | 16/U/4479/PS | 216004416 |  |
| NICHOLAS HENRY SSEBIRUMBI | 16/U/11512/EVE | 216011052 |  |

**PROJECT LEADER**

NICHOLAS HENRY SSEBIRUMBI

**SUPERVISOR**​

MBABAZI ISAAC

**21​TH​ JUNE, 2018**

**Table of** **contents**

[INTRODUCTION 3](#_Toc517338188)

[BACKGROUND TO THE PROBLEM 3](#_Toc517338189)

[PROBLEM 3](#_Toc517338190)

[GOAL 3](#_Toc517338191)

[OBJECTIVES 3](#_Toc517338192)

[OUTCOMES 4](#_Toc517338193)

[METHODOLOGY 4](#_Toc517338194)

[TIMELINES 4](#_Toc517338195)

[REFERENCES 5](#_Toc517338196)

# INTRODUCTION

This project is about collecting insights on how the details of an application (name, cost, currency, size and description) can affect its user ratings on the app store. We are going to compare the statistics of different app groups to come up with a clear conclusion.

# BACKGROUND TO THE PROBLEM

The ever-changing mobile landscape is a challenging space to navigate. The percentage of mobile over desktop is only increasing. **Android** holds about **53.2%** of the smartphone market, while **iOS** is **43%**. To get more people to download your app, you need to make sure they can easily find your app.

The factor that drives this goal is the user ratings of the app and the number of downloads. With the analytics collected in this project, app developers will be able to understand the strategy to deploy in order to drive growth and retain future users.

Mainly, we are going to focus on key details of an application on the store such as its cost, description, size of the app and the group to which the application belongs (shopping, game, news, etc.) and observe how these details correlate with the user ratings.

We shall be observing the shift in the ratings between the previous versions and the current version in order to make a more detailed report.

# PROBLEM

Getting user ratings is hard and getting positive (4/5 stars) app ratings is of course even harder. App developers around the world are not aware of the target market for their apps and the different app groups that people are most interested in which limits the success of their apps on the app store.

# GOAL

To help developers get more people to download their applications.

# OBJECTIVES

1. Collecting analysis on how different application details affect the user ratings of an application on the store.
2. To compare the statistics of different app groups and so that the app developer may know which app group the users are most interested in.

# OUTCOMES

We are expecting to come up with a detailed analysis of the applestore.csv dataset showing how the app details affect the user rating and visualized comparisons of different app groups

We hope that this analysis will help app developers develop applications that will attain a higher user rating.

# METHODOLOGY

1. We shall use data analysis tools like **R** and **R studio** to analyze the datasets which contains more than 7000 Apple iOS mobile application details extracted from **iTunes Search API** at the **Apple Inc** website by **R scrapping tools**.
2. Data Visualization techniques such as bar plots, scatter plots, heat maps, mosaic maps, box plot and many others may be used to come up with insights, trends and patterns on the data.
3. We may also use some mathematical techniques supported by R such as mean, quartiles, maximum, and many others to get computations about the data.
4. We shall do version control using GIT to keep track of changes made in our project during the implementation stage.

# TIMELINES

**18th – 21st June, 2018,** we shall be documenting the concept paper for the project and analyzing the project to get more information.

**22nd – 28th June, 2018**,documenting the System Requirements Specification Document (SRS) and the Design document.

From **29nd – 10th August, 2018**, implementation of the project and generation of the project report

# REFERENCES

* Apple Store Optimization(ASO):

<https://www.apptamin.com/blog/app-store-optimization-app-ratings/>

* sample concept note 9th tranche

<https://www.un.org/esa/devaccount/docs/sample%20concept%20note%209th%20tranche>.doc