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Part 1: Three Simple Ways to Improve User Experience through User Flows

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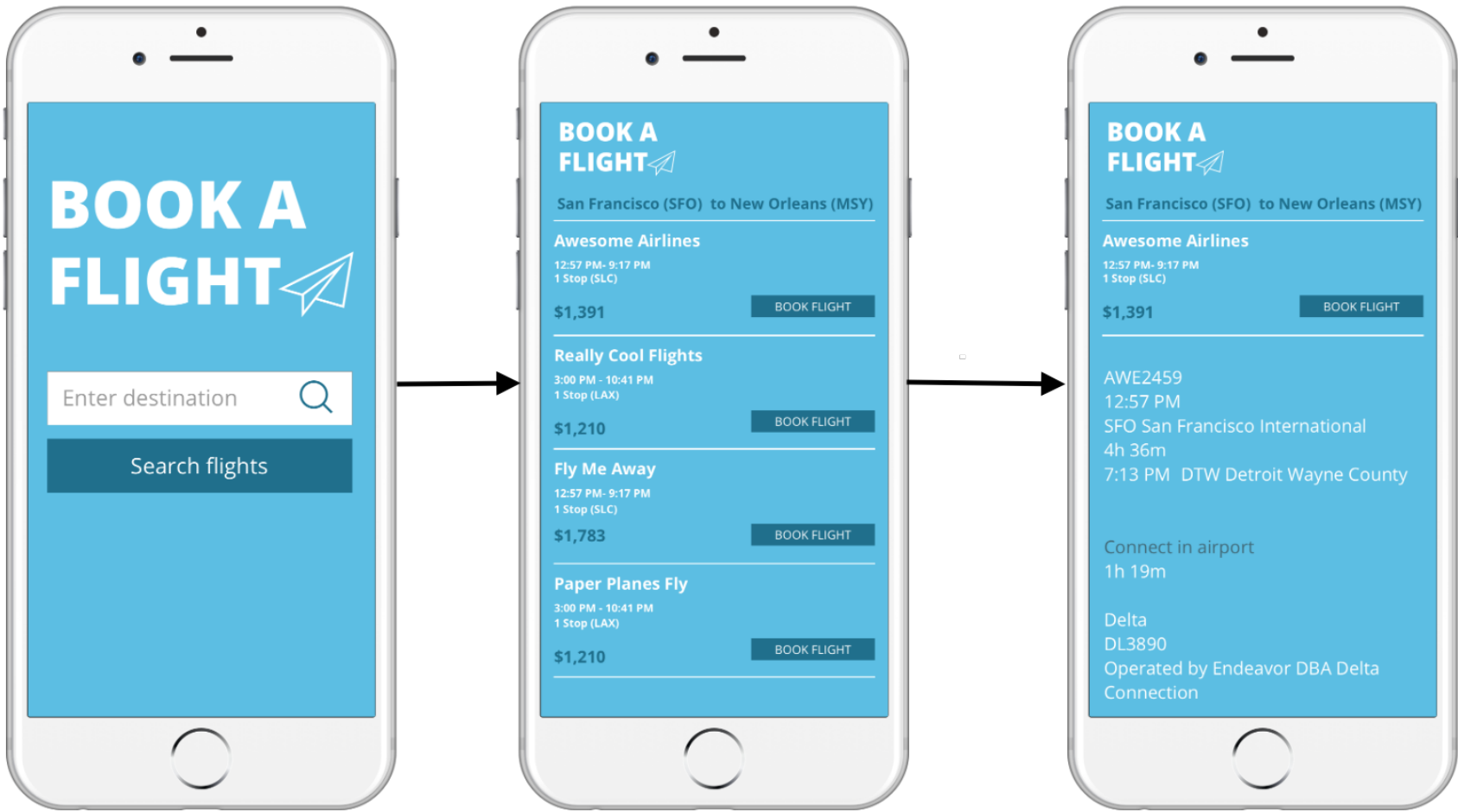
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Part 1: Three Simple Ways to Improve User Experience through User Flows

May 3rd, 2016 | Anar Ketharpal

Every app contains a set of key mobile moments (e.g., registering a new account, login, purchase) that can either delight or frustrate a user. Mobile app users are notoriously fickle – in fact, market research shows that 75% of customers will abandon an app within 90 days. To keep your users engaged, you must focus your team on the most important flows in your app to ensure they are delivering the expected user experience. When a login fails or a checkout freezes, your team needs visibility into the root cause, so they can resolve the issue quickly. Use Apteligent's user flows feature to monitor, prioritize, and troubleshoot critical flows within your app.

Example Scenario

Imagine you are using an app to search for a flight, but after you tap "Search", you're stuck staring at your phone waiting and waiting for results. Then, it gets worse – when you tap the "*Book Flight*" button, the app crashes. Now you're wondering, "did my payment go through? Did the reservation hold?"

What do you do next? Chances are you won't try the same app again. You might try their website, or worse, use a competitor's service. You can easily imagine how quickly apps can lose revenue and customers over a single poor user experience.

Three Ways to Improve User Experience Using User Flows

You can use Apteligent to monitor these key flows in your app to ensure your users don't have those bad user experiences. Here are three ways to use user flows to improve your app's user experience.

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