

Software Engineering for Mobile Apps



Mei Nagappan
[\(http://mei-nagappan.com\)](http://mei-nagappan.com)
@MeiNagappan



UNIVERSITY OF WATERLOO
FACULTY OF MATHEMATICS
David R. Cheriton School
of Computer Science

My students



Mark
Syer



Israel
Mojica



Hammad
Khalid



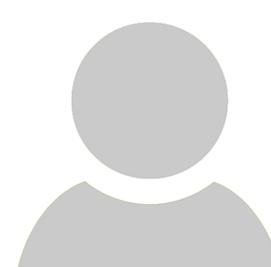
Yuan Tian



Angshuman
Ghosh



Bushra
Aloraini



Laksh
Arumugam

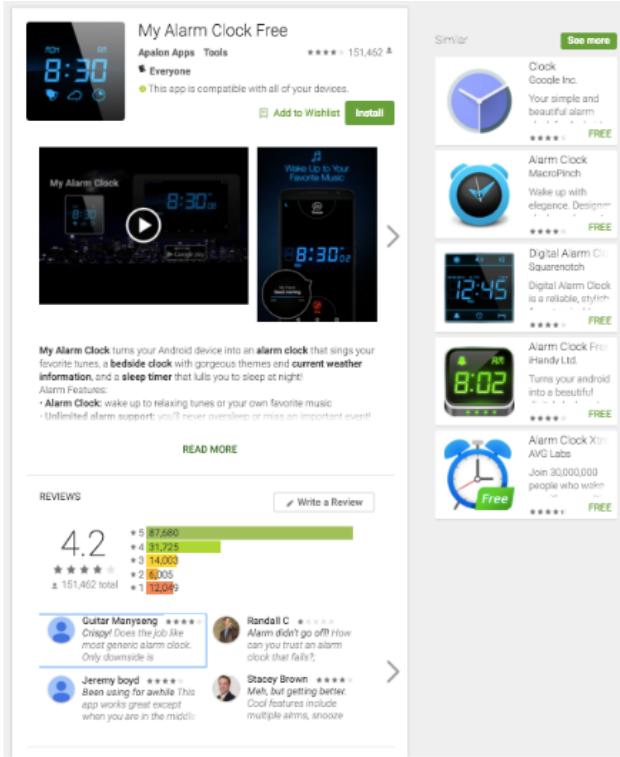


Jiaping
Gui

Mobile App Ecosystem - Stakeholders



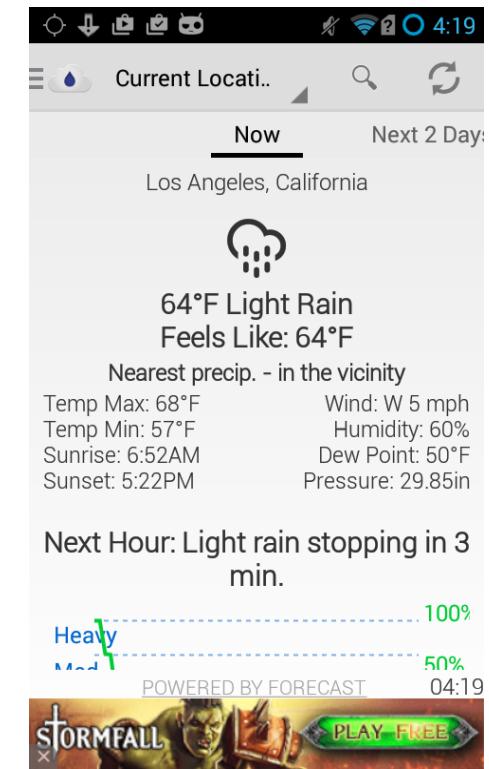
(a) Centralized App Stores



(b) Direct User Feedback



(c) Monetization through Ads



RQ1: How can app stores improve release frequency?

RQ2: How can we improve the monitoring and tracking of app store analytics?

RQ3: What is the impact on users?

Objectives

- Meet old friends but more importantly build new collaborations.
- Identify new challenges related to release engineering