



MOBILE APPLICATION DESIGN & DEVELOPMENT TRENDS -2013

**70+ Mobile
Developers**

**Developed 350+
Mobile Apps**

**5+ Yrs. Of
Experience**

**Proven Expertise
in iOS & Android**

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As the world gears up for the annual mega event, **Apps World -2013** considered to be a celebration of 'innovation' in mobile application development; we bring to you a consolidated report on the thriving Mobile App Development trends in 2013.

TREND: Mobile App Development - The Most Lucrative Business Opportunity

Market Research firm Gartner in its [publication](#) *Gartner Market Trends: Mobile App Stores, Worldwide, 2012* predicts an estimated 310B downloads and \$74B in revenue from app stores by 2016. Gartner has also forecasted '25 percent of all enterprises to have an app store by 2017'. Here are a few more projections Gartner predicts in its report for the period between 2013 and 2017.

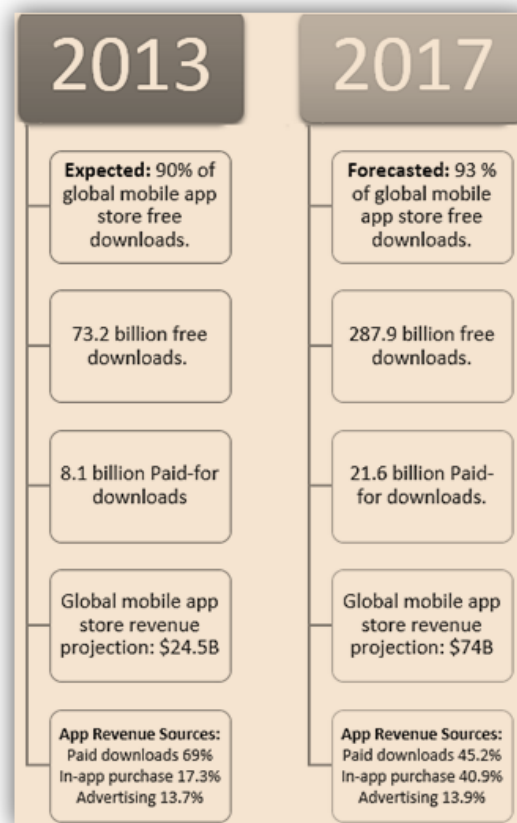


Fig: Graphic representation of Global Mobile App store Trend in 2013 & 2017 (Data source. Gartner)

So what is it that is driving sales in the mobile app market?

On one hand, we cannot disassociate the rise in the number of mobile devices – smartphones and tablets – responsible for creating a wider customer base for developers to test the waters and carry out innovative projects in app development. And secondly, mobile apps have simplified life and the way we do business, do shopping, travel or even communicate and network creating an encouraging platform for mobile app developers to take up new challenges and play with different app ideas.

Mobile App DESIGN TRENDS - 2013

One of the primary things mobile app developers need to consider before initiating an app development process is Application Design, irrespective of whether you use a framework or not. Also, designing an app for the iPhone is different than designing one for Android – besides the UI and UX conventions being different, the touch points and menus work in diverse ways.

Here are a few of the most dominant mobile app design trend of 2013 that is persuading most brands to make evident changes to their User Interface. Popular social media brands like Google+, LinkedIn and Twitter, who basically thrive on user experience insists that rejuvenating of user interface has worked in their favor besides enhancing user experience.



Fig: LinkedIn and Google Play interface – Clean, clear and concise

Go for **LESS BRAZEN NAVIGATION**

Application designs in some of the prominent apps like LinkedIn, Twitter, Google+ Google Play, etc. have demonstrated a paradigm shift in their redesigns in 2013 mainly to somewhat less brazen navigation. It now allows users with easy access to all the major sections of the application while ensuring that it maintains adequate screen space for relevant content.

Maintain a **CLEAN INTERFACE**

Clean interface in app design is proving to be a great trendsetter in 2013, as applications are showing trends of keeping their interface more simplified rather than adapting too much style, color or bling. The redesigned LinkedIn app interface is a classic example to how an app design with a clean interface can look stylish and perform efficiently without going over the top.

Keep images and content **COMPLEMENTARY AND CLEAR**

Another app design trend that has been dominating the mobile app design scenario in 2013 is – more emphasis for clear and complementary **CONTENT**, rather than factors like user or interaction. More recently, popular mobile apps like Facebook, Vine and Pinterest have feature streamlined grid layouts focused on a

single image or other posted content. The usability factor of such a design layout is that it pulls the posts into one column allowing users to swiftly scroll through hundreds of posts at a time.

Mobile App Design Tip: Mistakes you need to avoid in 2013

Once you get set with the mobile development approach you are going to follow – your choice to go native or choose a framework, the very next step requires you to get down to the essentials and begin designing the structure, flow and features that will combine to form your end-product – the mobile app. Here are a few mistakes you need to avoid when designing a mobile app.

- ⊗ **Development budget is the key - never disregard it.**
- ⊗ **Never initiate Wireframes or Designs without a Flowmap.**
- ⊗ **Avoid using intro animations unnecessarily.**
- ⊗ **Avoid overstuffing with pixel-dense screens.**
- ⊗ **Avoid bitmaps and Keep away from initiating with low resolutions.**
- ⊗ **Avoid copying design style instinctively from other OS.**
- ⊗ **Never assume everyone's user experience to be same as yours.**
- ⊗ **Never leave users hanging out there for the next bit of action.**
- ⊗ **Gestures are important in app design, but never become over reliant on them. Moreover, avoid using a gesture-accessed menu or action as the only point of access.**

The best thing you need to keep in mind when creating a mobile app design is to create one that you can feel proud to flaunt on your portfolio.

Mobile App TRENDS to DRIVE YOUR BUSINESS in 2013



Geo-Targeted Push Notifications

'Geo-targeted push notifications' for mobile that was once a vision for then-Google CEO Eric Schmidt in 2010, is now a reality that empowers mobile users with information about the world around them in a spontaneous way. This feature in mobile apps helps your business to stay closely connected to your customers intimidating them with location-based information on offers, deals, events and even weather forecast.

Geo-Targeted Advertising

Geo-targeted advertising is the new in-thing in mobile apps development trend in 2013. Geographic and contextually optimized smart ad campaigns are strategically used to target users by their specific geographic location using this feature. The trend of advertising your business directly on a map by displaying coupons to potential users nearby is also picking up.

Stop the Bounce, Deal with Shopping cart abandonment

One of the key challenges of online mobile shopping is dealing with the 'bounce' factor. Even though bounce is considered to be an inherent part of online shopping; in mobile shopping, the threat is even higher as mobile users are believed to be less patient, mostly on the move and likely to be distracted easily.

One of the most prominent reasons that result in the highest number of shopping cart abandonment is *typing in of account information*, which is considered to be too tedious. The latest trends in mobile app development in 2013 addresses this issue through automatic address fill-in. Here, the transactional app will automatically detect a user's location using GPS and fill-in address data, saving valuable time.

Data Gathering

Tracking signals and data gathering from mobile devices is opening up a whole new world of analytics and marketing opportunities for retailers who operate their businesses online or through brick-and-mortar establishments. This fact proves to be crucial for taking your business forward as it empowers you to understand, what works and what doesn't work for your business; and take steps accordingly so as to attract customers and increase business revenue.

Build NFC Mobile Application

Near Field Communication (NFC) mobile application must have been a privileged dream for mobile app developers a few years back. However, in 2013 it can be considered as one of the most sought-after mobile app development trend to have swiped across the industry. With NFC, just a swift tap against a sensor yields an instant result, which is even faster than a barcode scan.

However, the technology now is in a fairly nascent stage, and it is important that mobile application development agencies understand the possibilities that emerge from developing a NFC app and learn when to go ahead with the app development. This is because, Near Field Communication is by far the only technology available on smartphones that can secure a transaction.

Make Dynamic & Exclusive Offers

Businesses can effectively harness the power of technologies like Geo-targeted push notifications and advertising to use it to their advantage by using data collected through geo-tracking and ad campaigns so as to deliver 'time relevant' or seasonal offers and boost revenue. Just like offering discount coupons to past customers who haven't visited your restaurant lately or announce 'happy hours' for local customers at your neighborhood bar through dynamic mobile apps campaign.

Create Energy Efficient Mobile Apps That Won't Drain Your Battery

Do you think your smartphone guzzles up the battery in no time? Perhaps that is the only time when you miss your good old mobile phone that could carry on without being recharged for 1-2 days. Well, most of us would consider the surface operations to be responsible for the same. However, studies have revealed that

Android app ad-serving — the process that connects apps to digital ad networks — was responsible for up to 75 percent of app-related battery drain in Android phones. So concentrate your resources to create mobile apps that won't drain your battery.

Mobile Apps MARKET that Rule Mobile App Development Trend in 2013

Market analysis firm Gartner in its latest [report](#) has laid out certain prediction that do create an optimistic market scenario for the mobile application development market in 2013 and beyond. While it predicts 310 billion downloads by 2016, with an estimated value of \$74B in revenue from app stores; it is also highly optimistic in forecasting that 25 percent of enterprises will have their own individual app store by the year 2017.

In fact, mobile app marketing analytics have detected a 4 times increase in Mobile app use as 60 percent business owners have chosen to use their smartphone over laptops for checking and comparing product and pricing data. Now, that is pretty encouraging trend for the mobile app development market!

In the following table, check out the roundup of mobile apps and app store forecasts, which very well reflects the urgency of all enterprises, including manufacturers as entities struggle to accelerate their use of mobility applications – considering challenges like limited span in marketing schedules, cost constraints, meeting customer expectations, demand and supply, etc.

Mobile Application Usage by Software Segment and Region						
	Total	North America	Latin America	Western Europe	Eastern Europe	Asia/Pacific
Email and calendaring	46	51	44	52	40	43
IM	37	38	39	30	34	40
Office and personal productivity	26	28	28	24	12	28
Web conferencing	25	27	28	21	17	26
E-commerce	20	14	25	17	20	23
Social software suites	20	20	19	15	12	23
CRM	19	17	22	12	20	23
Collaboration	18	20	19	15	12	23
Industry-specific	18	16	23	18	17	16
ERP	17	15	17	9	10	23
Enterprise search	16	17	18	9	15	17
SCM	16	16	12	9	19	19
PPM	15	15	19	12	6	15
BI	15	13	17	9	11	18
ECM	14	16	10	10	16	17
MDM	14	16	10	10	16	17
DCC	14	16	15	8	16	13
None of the above	9	11	6	12	10	7
BI = business intelligence DCC = digital content creation ECM = enterprise content management MDM = master data management PPM = project and portfolio management SCM = supply chain management Notes: Number of respondents equals 1,443. Question we asked: "Which, if any, of these applications are mobile-device-enabled today?"						

Image courtesy: [User Survey Analysis](#), Gartner Research (2013)

Business Apps

As enterprises strive to make their business more approachable, while allowing their customers to manage work seamlessly – business apps in a way is helping them work smarter and emphasize on what actually matters. Some of the most preferred mobile apps for business include [Evernote](#) (helps you store everything – virtual), [Google Drive](#) (lets users port and edit files from PC to mobile devices – seamlessly), and [ProtoPrompt](#) (the database program that supports uploaded photographs – to provide a visual means of searching through personnel photos in order to identify people quickly in a business setting).

Social Networking Apps

Social networking apps are by far the most popular mobile applications that has found prominence amongst business owners as well as individual social networking enthusiasts. Some of the most popular social networking mobile apps include chat and messaging apps (Skype, Yahoo! Messenger, [Let's Share](#)), Photography app (Instagram, Flickr), Networking apps (Twitter, Facebook, LinkedIn), etc.

Utility Apps

Utility apps is included in the niche application category since they are developed and download by users so as to make their every life, tasks simpler and seamless. Be it camera flash, emoticons, text-to-speech, [Google Translate](#), or [TOTs - Turn Off Texts](#) (parental texting security app), etc.; utility applications for mobile are made to makes our lives organized and hassle-free.

Education Apps

Education apps make the perfect platform for holistic learning for every users irrespective of age, gender or class. Mobile app developers have been consistently tapping on this market considering the expanse the field brings in. Some of the most popular education apps that has caught the fascination of developers and users alike include amazing facts, general knowledge, Dictionary, Grammar, Tutorials, [Memory games](#), etc.

Gaming Apps

Gaming apps are a universal favorite and also the most popular amongst developers – making it undoubtedly the most competitive zone in apps development. Even though everyone enjoys playing games on mobile devices, there are only selected few gaming apps like Temple Run, Subway Surfers, Angry Birds, [Safe Invasion](#), etc., which have created benchmarks with their amiable interface and interesting concept.

Retail Apps

Retail apps are a favorite amongst mobile app developers as well as consumers alike, as they are meant to do much more than just selling. In fact retail apps form a part of the highly competitive application development market as they are expected to enhance your shopping experience. Some popular retail apps are [Starbucks Card Mobile](#) (that allows you to display your Starbucks Card barcode and make purchases at Starbucks), [Best Buy app](#) (scans QR codes in the store to access reviews and compare product specs), etc.

Travel Apps

Travel Apps are now the current flavor of mobile app developers since it offers opportunity to present their development skills in making the apps more vibrant, exquisite, and enthralling. Travel apps not only opens up a window to the untraversed locales you will be visiting, but also helps you stay organized during both the planning and traveling phases Some of the popular travel apps include Expedia, Google Flights, SkyScanner app (for finding cheap flights), etc.

As the flourishing mobile application development market moves toward \$25 billion per year, it has also opened up avenues for another niche industry working correspondingly for low-cost development alternatives or you can say tools for cost-effective app development.

While it is true that app feature requirement will vary from industry to industry and brands, every brands trying their hands on having an app developed have a few things in common. They all want their product to be cost-effective, developed within a stipulated time-frame and at the same time - engage with customers and build off their response, while making the right buzz. This has opened up a thriving market for HTML, drag-and-drop platforms, customized templates, etc.

Here are a few mobile application development platforms that will help you build cost-effective apps:

PhoneGap

PhoneGap from Adobe is one of the most preferred platform utilized by development companies building for multiple clients. One of the prominent entity to use PhoneGap is Wikipedia, which has used it to launch its official app on Android, iOS and Playbook.

PhoneGap works by leveraging JavaScript to allow for the development of apps in HTML5 and CSS3—considered to be highly capable languages that are now standard to most mobile devices. PhoneGap, which is free to use for development while in beta allows you to develop and deploy apps that are extremely scalable, customized and 'as native as you want' for mobile devices. Support plans begin at \$249.99 per year.

Red Foundry

This tool allows developers full control over the quality and cost of the platform. Its key goals includes allowing brands to shift resources from writing code to creating great design, and on the other hand, use user experience to enable brands to make money without gamification. Red Foundry that was conceptualized to support great designers believe that at the end you need good UI design chops to build great looking apps.

Branded Business Apps

This tool includes a 5-step app development process that allows for the launch of iPhone, iPad and Android apps in less than 48 hours. This tool is largely popular amongst restaurants, hotels, health clubs, and churches – mainly to say small to medium businesses. The core of this inexpensive development alternative lies in its design approach. While the development costs of Branded Business Apps begin at \$399; the monthly management plan begins at \$39 per month.

Synopsis

Mobile application development TRENDS in 2013 is creating enthusiasm amongst mobile application developers as new concepts, emerging technologies and platforms are opening up opportunities for creating better applications. If you have got an app idea, this is absolutely the right time to convert it into reality.

[MyFirstMobileApp](#) is a leading mobile application development company offering customized solutions to transform your app idea into a reality. We are exhibiting our apps at the [Appsworld – Europe 2013](#). Visit us