Tech Vitals Benchmark Report

Overview

This report evaluates the technical health of **Level** based on Google Play Vitals and compares it to the median values from eight leading premium apps:
Airbnb, Alo Moves, Breathwrk, Deliciously Ella, CRED, FARFETCH, GUCCI, and **Zara**.

These apps were selected for their scale, brand quality, user expectations, and technical complexity, making them ideal benchmarks.

Peer Apps Overview

App	Category	Highlights
Airbnb	Travel & Hospitality	Large-scale, real-time platform; high-performance expectations globally
Alo Moves	Fitness & Wellness	Rich in video content and animations, performance-heavy user flows
Breathwrk	Health & Wellness	Focus on smooth interactions, wellness routines
Deliciously Ella	Lifestyle	High multimedia use; smooth transitions for wellness-based UX
CRED	Finance	One of India’s top apps with sophisticated UI and real-time backend syncing

FARFETCH	Luxury E-commerce	High-end shopping experience, large catalogs, image-rich UI
GUCCI	Luxury Brand	Visual-first UX with emphasis on design and minimal lags
Zara	Retail/Fashion	Fast fashion app optimized for quick product discovery and checkout

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Tech Vitals Comparison Table

Vital Metric	Your App	Peer Median	Difference	Verdict
Crash Rate (%)	0.55	0.20	+0.33	Needs work
ANR Rate (%)	0.13	0.07	+0.06	Needs work
Low Memory Kill (%)	0.03	0.02	+0.01	Needs work
Slow Frame Rate (%)	1.92	0.21	+1.71	Needs work
Slow Cold Start (s)	4.06	2.75	+1.31	Needs work

🔍 Detailed Observations

Crash Rate – 0.55% vs 0.20%

- **Significance**: A crash rate above 0.5% is considered high and will negatively affect app visibility on the Play Store and user retention.
- **Action Items**:
    - Audit crash reports via Firebase Crashlytics / Play Console.
    - Fix common NPEs, UI leaks, and lifecycle mismanagement.

ANR Rate – 0.13% vs 0.07%

- **Significance**: ANRs degrade user experience and frustrate users by freezing the UI.
- **Action Items**:
    - Move heavy tasks off the main thread.
    - Profile slow I/O or database access using Android Studio's ANR traces.

Low Memory Kill – 0.03% vs 0.02%

- **Significance**: Low memory kills suggest memory inefficiency and poor lifecycle handling, especially during backgrounding or multitasking.
- **Action Items**:
    - Use memory profiler to detect leaks or unoptimized memory allocations.
    - Optimize large bitmaps, remove unused resources, and improve service usage.

Slow Frame Rate – 1.92% vs 0.21%

- **Significance**: Indicates dropped frames or “jank,” directly impacting perceived app smoothness and quality.
- **Action Items**:
    - Identify heavy UI rendering components.
    - Reduce overdraw, use RecyclerViews efficiently, and avoid nested layouts.

Slow Cold Start – 4.06s vs 2.75s

- **Significance**: A cold start over 3 seconds is noticeable to users. Yours is over 4s, suggesting bloated startup routines.
- **Action Items**:
    - Defer non-essential initializations.
    - Move background sync and analytics to the post-launch lifecycle.

Conclusion

Currently, **Level is underperforming in all core technical vitals** compared to premium market leaders. This performance gap suggests potential risks in user retention, Play Store ranking, and brand perception—especially if user acquisition is scaling.

However, this also presents a **clear roadmap for performance enhancement**:

- 🛠️ Prioritize crash and ANR fixes immediately.
- 🧠 Optimize cold start and frame rendering to improve first impressions.
- 💡 Use Play Console’s vitals monitoring and Firebase profiling to drive targeted improvements over the next 2–4 weeks.