2.7 billion smartphone users in the world

We have an **oversupply of software,** while the user attention is limited. Usually getting your message across takes more time than developing the product. A successful app combines three aspects in a smart way: **market**, **user** and the **product** itself. All these factors need to work together to give users a **unique value**, **great usability**, and **good performance**. **Accessibility** is the last but not least key feature of a successful mobile app.

Consumer-centric features:
- Nice design
- Well-thought-out UI & UX
- Covers key expectations & needs based on how people use a specific service
- Stable, reliable workflow
- Provides sufficient level of data protection
- Offers quick access to service desk/help

Business-centric features:
- Encourages user retention
- Offers quick, hassle-free payments
- Data-breach protected
- Low cost of future development and maintenance
- Easy update procedure

1. Identify your audience

First things first. You need to know **who will use your app** to make it successful.
Check every source of knowledge available.
Narrow down the target audience

2. Offer value
A good idea for an app

The application should bring an **important benefit to the user** so he is motivated enough to download it and use it.
A perfect app combines **consumer needs, business objectives, and technological solutions in a smart way.**

3. Define your business model
App developers worldwide mainly choose to **monetize their apps** by using various advertising-based business models. Video ads are one of the most popular revenue stream.

4. Define the scope of features
Social sharing, notifications, payments, integrations - they all seem indispensable.
Once you decide what the core feature of your app is, try to bring it to the fore in the clearest way

5. Choose the right technology
Option 1: Platform-Specific Native App
Option 2: Cross-Platform Native App
Option 3: Hybrid App

6. Design a simple and intuitive UX/UI

7. Select your design and development team
Make sure that your development partner has a **wide spectrum of skills**

8. Ensure your team is on the same page
Creative thinking and efficient project execution are difficult to pair. One should be verified with the other as often as possible.
App developers are passionate about the technology they work with, and they are a **great source of ideas** when you really involve them in the creative process. They are motivated by finding new, creative and efficient ways to apply their tools. You need to engage them in your vision and maximise their knowledge and skills.

9. Maintain high performance
Good is not good enough if you want your app to be successful.
88% of app users will abandon a mobile app if it has bugs and glitches,

10. Ensure your app is safe
Basic standard security practices include:
- proper encryption of sensitive personal data, such as encryption of the local database, cache, or API communication
- correct cryptographic key management and user session authorisation (tokens)
- token validation - assigning one to each device separately and with different expiration times of sessions
- proper implementation of safe communication standards, e.g certificate pinning in the case of HTTPs
- and general OWASP-recommended checks that you can find in a mobile security review

11. Provide third-party integrations
Third-party services can enrich your app, increase user retention, and improve the overall user experience.

12. Plan a marketing strategy
Successful apps are promoted well before they hit the app stores. You can divide your marketing plan into **3 campaign phases: pre-launch, launch, and post-launch.**

13. Make regular updates
Keeping your app coherent with recent OS changes is key. Sometimes it may mean pivoting some features or changing assumptions about your app. For example, adding a small (from Google's perspective) feature like showing speed traps in Google Maps made apps focusing solely on that pretty redundant.

14. Upgrade based on feedback
Here are some mobile apps analytics platforms you may find useful:
- Google Analytics for Mobile Apps
- Mixpanel
- Firebase Crashlytics
- App Annie

15. Work on users retention
Analyzing all the data you collect and constantly updating your app has one main reason - **user retention.** Remember that 25% of users

abandon an app after only one use. So make sure you're doing everything you can to keep your users satisfied.

Onboarding, in-app messaging, and remarketing are other ways to ensure high user retention. But always think about it and try to **find new ways** to engage your users.