

Your customers have app fatigue, so why are you still building them?

App fatigue in the marketplace

Everyone thinks they need an app to be relevant; it's mistaken table-stakes

Users are overwhelmed with selection, don't see value

An app only "sticks" if it provides continuous value to its users

When does an app make sense

You need to find a solution to fit the end user's problem, not make the problem fit your preferred solution

Use technology only available on device: camera, accelerometer

Continuous tracking (i.e. running app, Uber/v)

Augmented reality, 3D games

Providing system services like password management

User demands – let your users tell you they want it, don't assume

Existing marketing efforts

Types of apps

Native App

Built specifically for each platform

Two of everything to maintain

Really expensive

"Wrapped" Web App

Web App wrapped in something like Cordova

Single entity to maintain

Gives access to hardware features

Progressive Web App:

Web App that behaves like a native app

Can be installed from browser

Hot new thing, seems to be taking place of "wrapped" apps

2M

Apps available in store for Apple and Android users

lifewire.com

40

Apps used per month of 80 downloaded

appannie.com

\$1M

Avg amount a company will spend on custom app

formotus.com