# IN THEIR SHOES: UNDERSTANDING YOUR MOBILE USERS' POV

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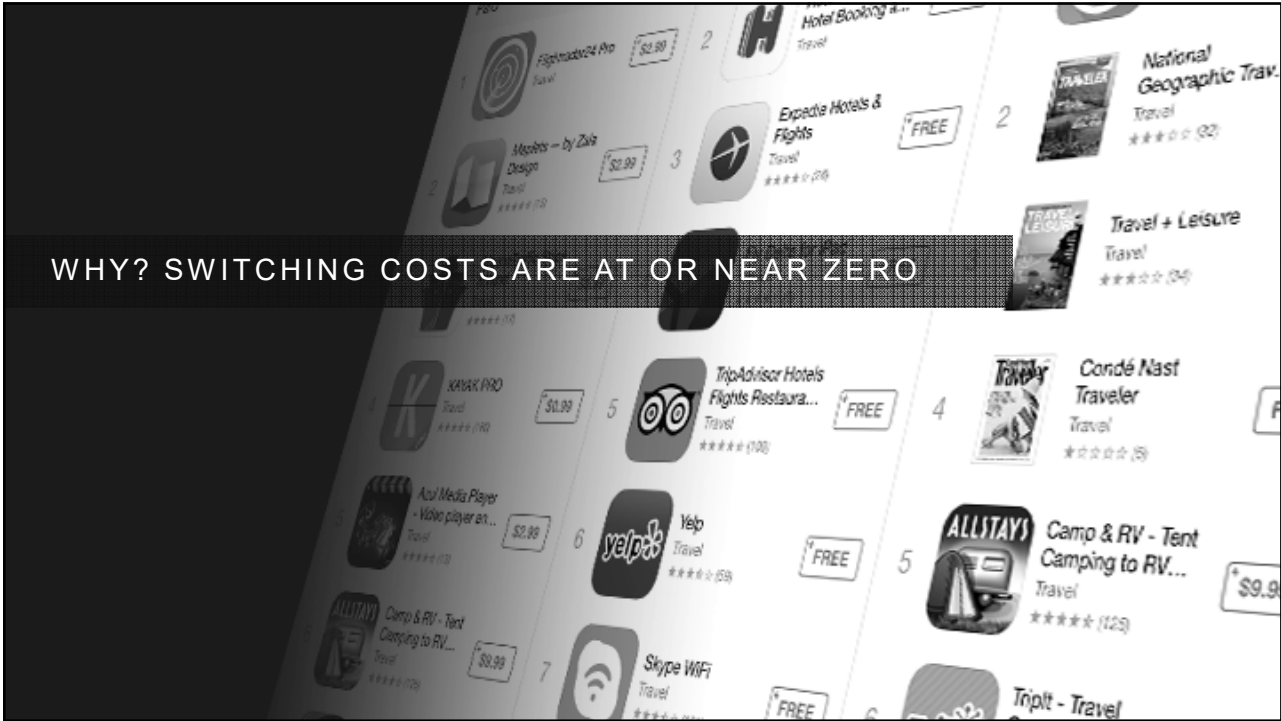
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APPLAUSE

## ABOUT ME

- London Born, Stateside Since 2009

- East and West Coast Experience

- Tech Journalist and Digital Experience Analyst

- Enthusiastic but Rubbish Gamer

- Soccer Fan …

- Science Fiction Geek

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# APPLAUSE°

LEADING BRANDS DELIVER
**FLAWLESS DIGITAL EXPERIENCES**,
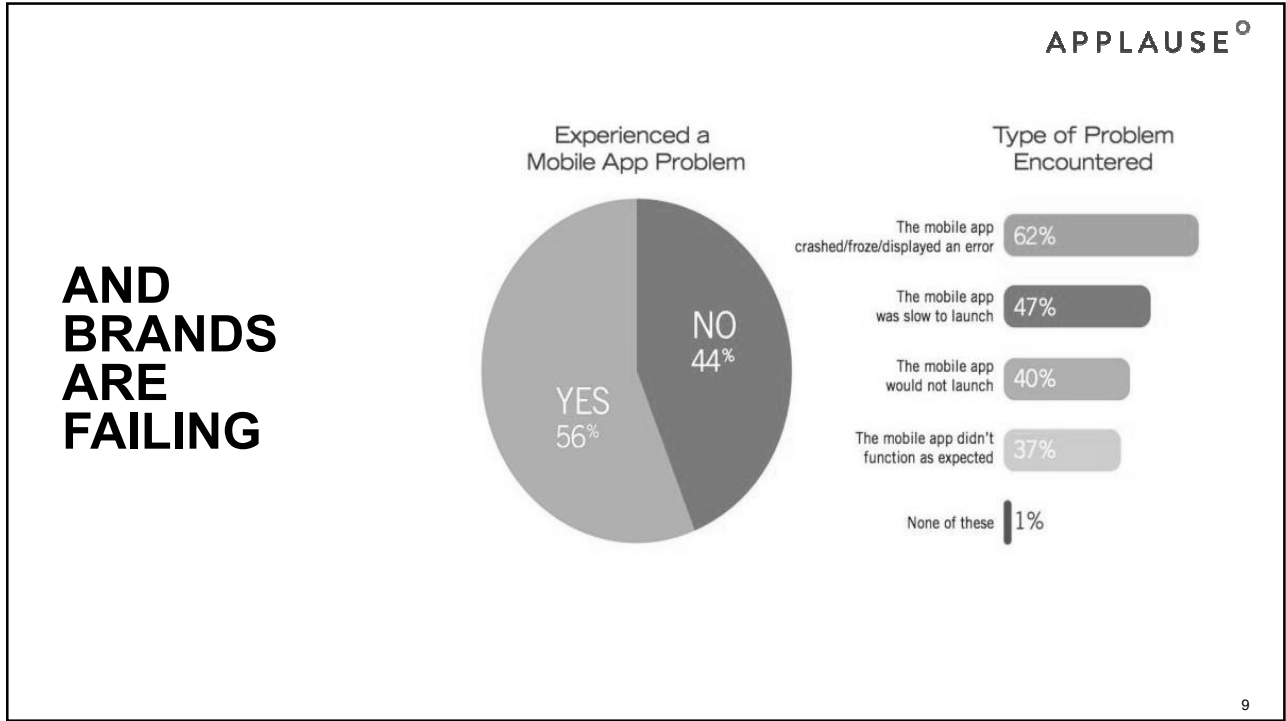POWERED BY THE WORLD'S
**LARGEST EXPERT COMMUNITY**

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POWER HAS SWITCHED TO THE USER

WHY? SWITCHING COSTS ARE AT OR NEAR ZERO



APPS ARE GATEWAY TO YOUR BRAND & BUSINESS

THEY MUST DO MORE THAN MERELY "WORK"

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THE NEW NORMAL IS TO *DELIGHT* USERS

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**APPLAUSE**

Experienced a
Mobile App Problem

Type of Problem
Encountered

**AND
BRANDS
ARE
FAILING**

NO
44%

YES
56%

The mobile app
crashed/froze/displayed an error — 62%

The mobile app
was slow to launch — 47%

The mobile app
would not launch — 40%

The mobile app didn't
function as expected — 37%

None of these — 1%

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**APPLAUSE**

# 16%

**WHAT'S IN A
NUMBER?**

the % of people who would retry an
app after two perceived failures

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## USERS ARE MORE VOCAL THAN EVER

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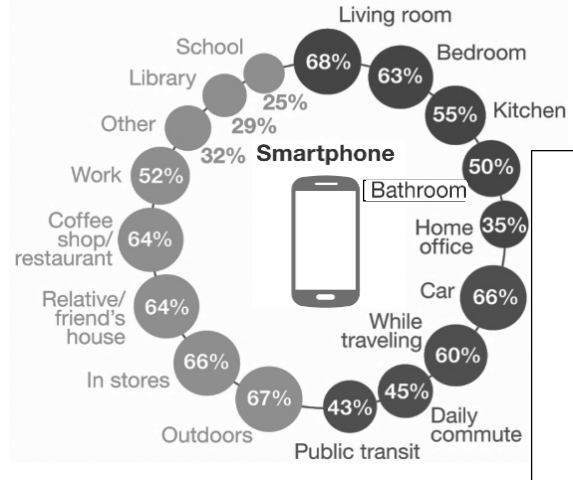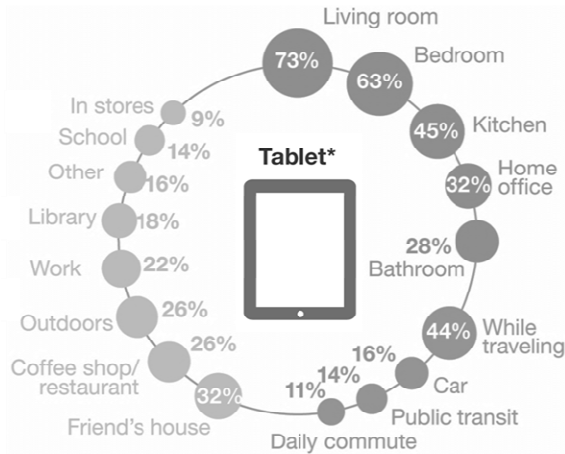---

APPLAUSE°

## Among consumers in the U.S. and UK …

# MANY BRANDS ARE NOT LISTENING

- 68% expect the information they give an organization in one place to be available in another

- 17% said organizations make it easy to switch between different channels

Source: BT and Avaya, "The Autonomous Customer"
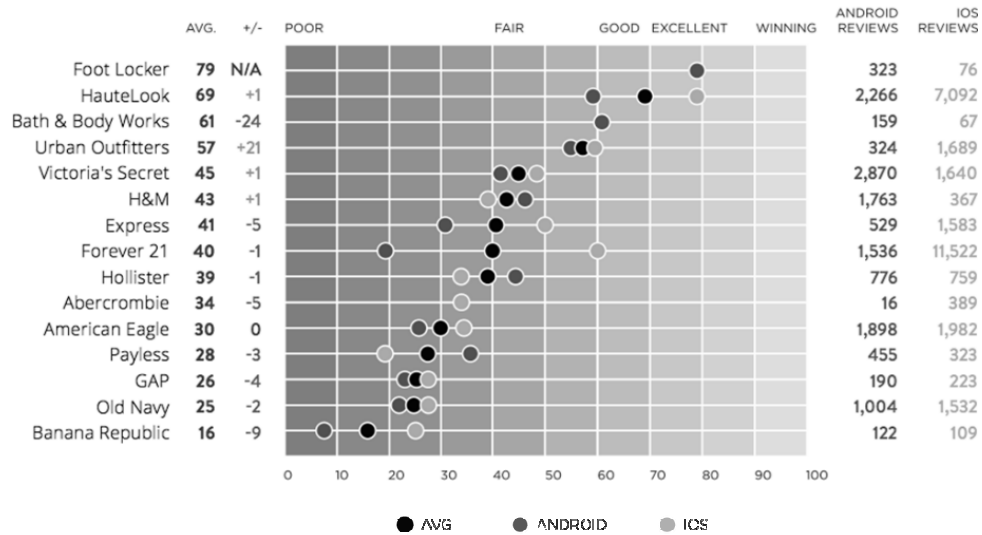
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## MOBILE CONNECTS US WHEREVER WE ARE



**Tablet***

- Living room 73%
- Bedroom 63%
- Kitchen 45%
- Home office 32%
- Bathroom 28%
- While traveling 44%
- Car 16%
- Public transit 14%
- Daily commute 11%
- Friend's house 32%
- Coffee shop/restaurant 26%
- Outdoors 26%
- Work 22%
- Library 18%
- Other 16%
- School 14%
- In stores 9%

**Smartphone**

- Living room 68%
- Bedroom 63%
- Kitchen 55%
- Home office 50%
- Bathroom 35%
- Car 66%
- While traveling 60%
- Daily commute 45%
- Public transit 43%
- Outdoors 67%
- In stores 66%
- Relative/friend's house 64%
- Coffee shop/restaurant 64%
- Work 52%
- Other 32%
- Library 29%
- School 25%

APPLAUSE

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YOUR USERS ARE EVERYWHERE

**WARNING: CHALLENGES AHEAD**
Most brands don't measure up to customers' mobile expectations
Many brands don't understand what customers value most
What follows is based on real user sentiment (scored 1-100)

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# RANKING USA APPAREL RETAILERS



| | AVG. | +/- | | | | ANDROID REVIEWS | IOS REVIEWS |
|---|---|---|---|---|---|---|---|
| Foot Locker | 79 | N/A | | | | 323 | 76 |
| HauteLook | 69 | +1 | | | | 2,266 | 7,092 |
| Bath & Body Works | 61 | -24 | | | | 159 | 67 |
| Urban Outfitters | 57 | +21 | | | | 324 | 1,689 |
| Victoria's Secret | 45 | +1 | | | | 2,870 | 1,640 |
| H&M | 43 | +1 | | | | 1,763 | 367 |
| Express | 41 | -5 | | | | 529 | 1,583 |
| Forever 21 | 40 | -1 | | | | 1,536 | 11,522 |
| Hollister | 39 | -1 | | | | 776 | 759 |
| Abercrombie | 34 | -5 | | | | 16 | 389 |
| American Eagle | 30 | 0 | | | | 1,898 | 1,982 |
| Payless | 28 | -3 | | | | 455 | 323 |
| GAP | 26 | -4 | | | | 190 | 223 |
| Old Navy | 25 | -2 | | | | 1,004 | 1,532 |
| Banana Republic | 16 | -9 | | | | 122 | 109 |

POOR — FAIR — GOOD EXCELLENT — WINNING

0 10 20 30 40 50 60 70 80 90 100

● AVG   ● ANDROID   ○ IOS

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# BANANA REPUBLIC APP IN GOOGLE PLAY

# BANANA REPUBLIC APP IN ITUNES



**Customer Reviews**

**Not great design** ★★★
by brennivan

NO BACK BUTTON! When you view a single item you can't go back to the page before and have to start all over. Very annoying that you end up just not shopping, especially if you're looking at several items. Please fix it
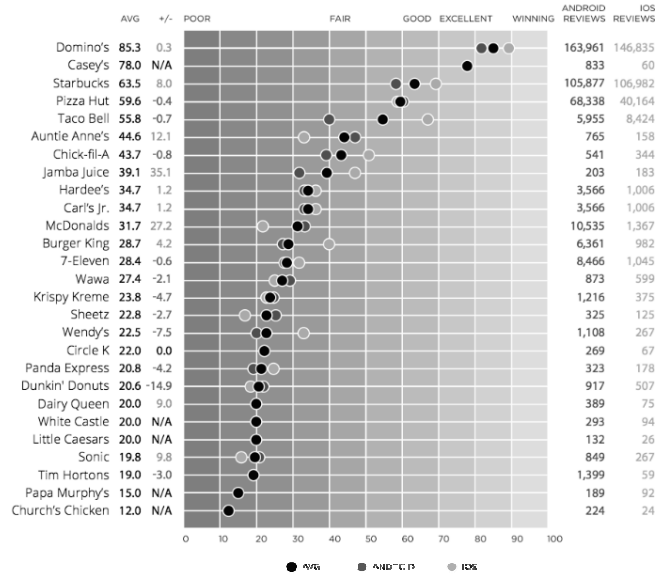
**Improvement still needed** ★★★
by Dyin2012

The app was improved over the time, but it still seems a bit slow and some times goes back to the very first home page. But it got a lot better now.

## RANKING QUICK SERVICE RESTAURANTS



| | AVG | +/- | ANDROID REVIEWS | IOS REVIEWS |
|---|---|---|---|---|
| Domino's | 85.3 | 0.3 | 163,961 | 146,835 |
| Casey's | 78.0 | N/A | 833 | 60 |
| Starbucks | 63.5 | 8.0 | 105,877 | 106,982 |
| Pizza Hut | 59.6 | -0.4 | 68,338 | 40,164 |
| Taco Bell | 55.8 | -0.7 | 5,955 | 8,424 |
| Auntie Anne's | 44.6 | 12.1 | 765 | 158 |
| Chick-fil-A | 43.7 | -0.8 | 541 | 344 |
| Jamba Juice | 39.1 | 35.1 | 203 | 183 |
| Hardee's | 34.7 | 1.2 | 3,566 | 1,006 |
| Carl's Jr. | 34.7 | 1.2 | 3,566 | 1,006 |
| McDonalds | 31.7 | 27.2 | 10,535 | 1,367 |
| Burger King | 28.7 | 4.2 | 6,361 | 982 |
| 7-Eleven | 28.4 | -0.6 | 8,466 | 1,045 |
| Wawa | 27.4 | -2.1 | 873 | 599 |
| Krispy Kreme | 23.8 | -4.7 | 1,216 | 375 |
| Sheetz | 22.8 | -2.7 | 325 | 125 |
| Wendy's | 22.5 | -7.5 | 1,108 | 267 |
| Circle K | 22.0 | 0.0 | 269 | 67 |
| Panda Express | 20.8 | -4.2 | 323 | 178 |
| Dunkin' Donuts | 20.6 | -14.9 | 917 | 507 |
| Dairy Queen | 20.0 | 9.0 | 389 | 75 |
| White Castle | 20.0 | N/A | 293 | 94 |
| Little Caesars | 20.0 | N/A | 132 | 26 |
| Sonic | 19.8 | 9.8 | 849 | 267 |
| Tim Hortons | 19.0 | -3.0 | 1,399 | 59 |
| Papa Murphy's | 15.0 | N/A | 189 | 92 |
| Church's Chicken | 12.0 | N/A | 224 | 24 |

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APPLAUSE

## DOMINOS PIZZA IN GOOGLE PLAY



REVIEWS

4.4
★★★★☆
👤 45,543 total

| ★ 5 | 31,048 |
| ★ 4 | 8,301 |
| ★ 3 | 2,665 |
| ★ 2 | 1,154 |
| ★ 1 | 2,375 |
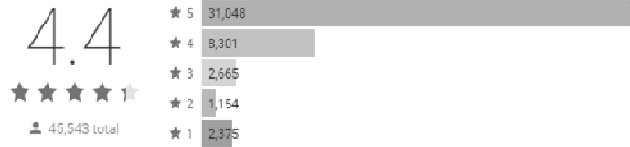
tristan hann ★★★★★
Easy enough I like that the number pad comes up for payment. So much simpler

Kais ★★★★★
As far as apps go, this is brilliant Very smooth, incredibly well designed- Domino's have

Al Swan ★★★★☆
Very easy to use - beware the one tap button! Ordering very easy, but one-tap ordering

★☆☆☆☆
Dont waste your time app is good and easy to use its a shame about the food. Ordered

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**MCDONALDS APP IN GOOGLE PLAY**

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**WHAT USERS WANT – IT DEPENDS - THEY TELL YOU ALL THE TIME**

- Retail
    - Remember Me
    - Promotion Notifications
    - Entertainment
    - Fast Thru the Check-out

- Quick Service Restaurants
    - Closest Location & Directions
    - Order Ahead / Skip the Line

- All
    - Integrated Loyalty
    - Integrated Coupons
    - Integrated Gift Cards
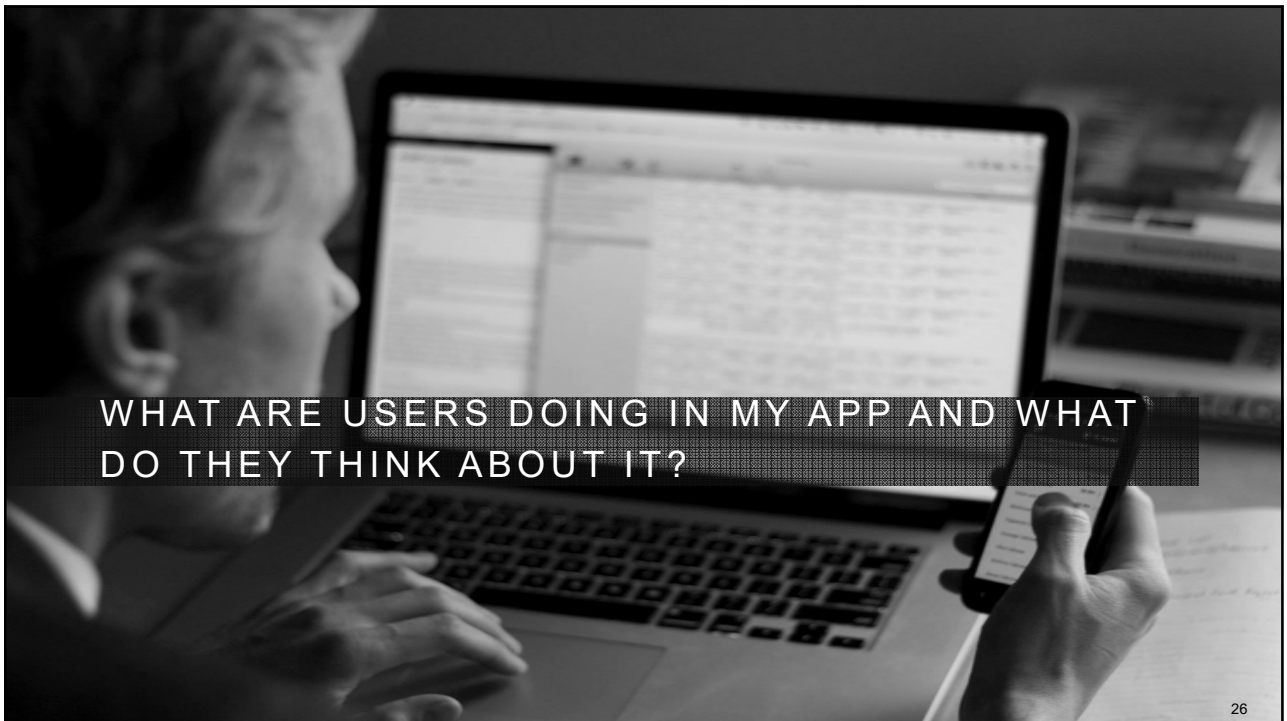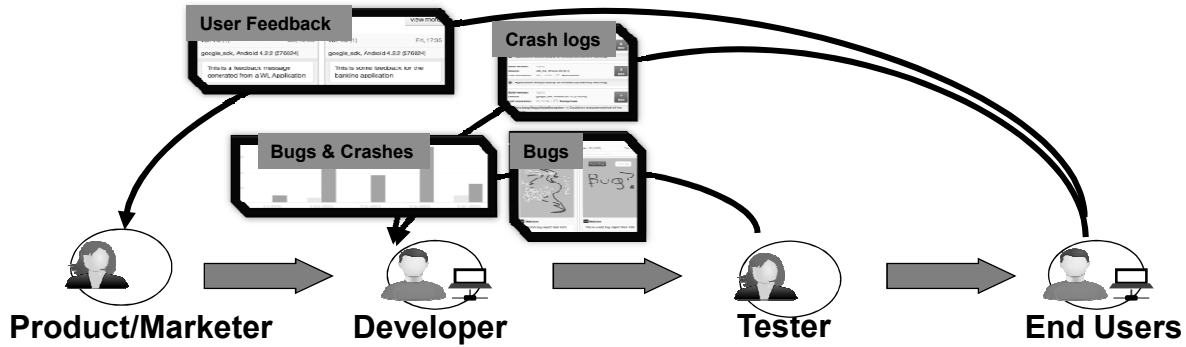    - NOT JUST a Mini Version of the Website

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**SO WHAT CAN WE DO ABOUT IT?**

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**THE ANSWER IS SIMPLE …**

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WHAT ARE USERS DOING IN MY APP AND WHAT DO THEY THINK ABOUT IT?

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# THE NEED FOR RAPID FEEDBACK



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TOOLS OF THE APP DEVELOPER TRADE

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## SESSION/CRASH/FEEDBACK SDKS

## IN-THE-WILD TESTING



- Real people, with real devices, under real world conditions
  - Device coverage, network conditions, interoperability
    - Test cycles can be completed in days

Put your apps and websites in the hands of real people who will use them the way your customers will
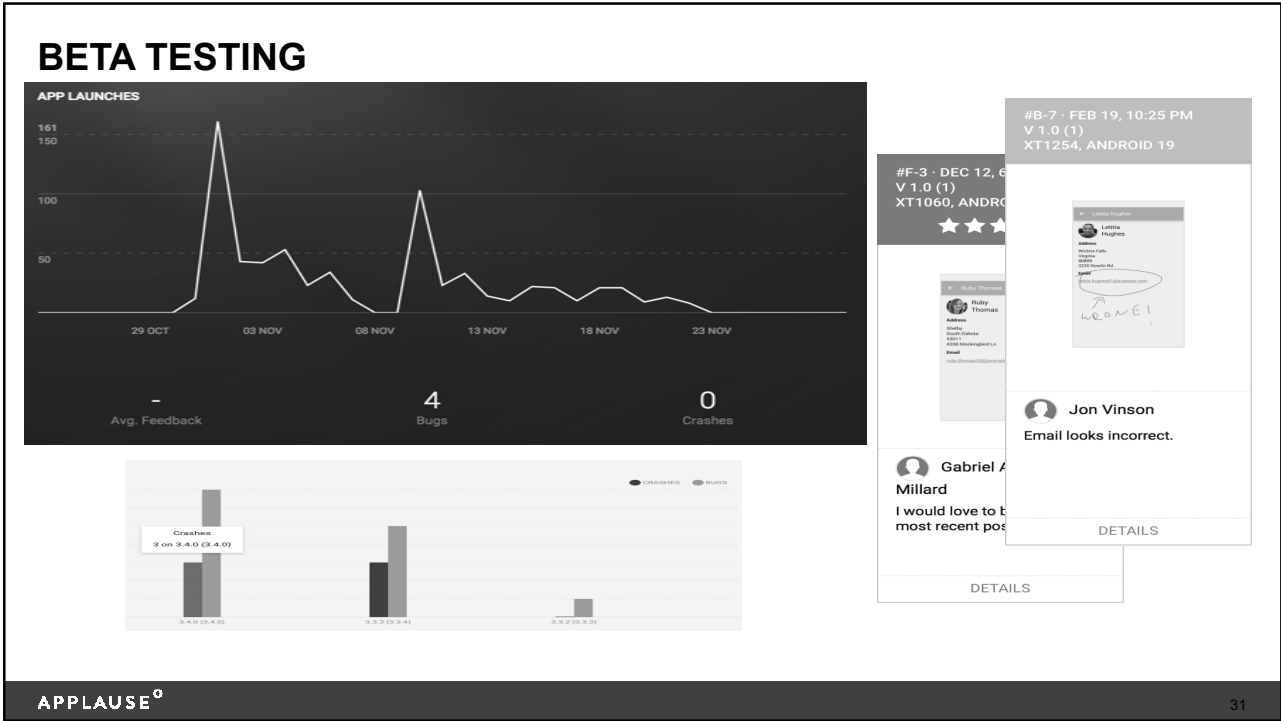
## BETA TESTING

## GET DATA, MAKE DECISIONS

- Instrument app for session/crash/feedback reporting

- Use manual testing techniques that can fit into compressed timelines

- Test on real devices under real-world conditions

- Verify with your actual users in beta tests

- Review trends (problem devices, areas of the app that fail more often, etc.) and user sentiment

# THE KEY TO BUILDING GREAT APPS IS HOW YOU USE THE TOOLS PROVIDED

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