

Digital Dividend

6

**SECRETS THAT WILL MAKE
YOUR USERS LOVE YOUR
SOFTWARE AND KEEP
USING IT**

**REVEALED: 6 POWERFUL FACTORS THE
WORLDS MOST SUCCESSFUL SOFTWARE
SOLUTIONS HAVE IN COMMON**



Digital Dividend

Introduction

Dear entrepreneur, business builder, company owner or project leader,

Have you ever wondered what really sets the top most downloaded apps apart from the rest?

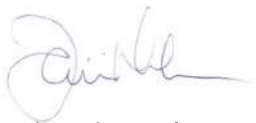
There are almost 5 million apps available on App Store and Google Play combined. As such, gaining attention and retention for new apps has never been more difficult.

However, whilst the top 10 have billions of users, they too started without a single user. So what is it then that you need to think of? That's what we are here to share.

This E-book will guide you to some of the most essential factors for creating highly successful applications.

So why are we sharing this, you might ask? Full transparency.

Our hope is that you will find this book so valuable you will want to work with us and become Digital Dividends next success story. But even if you won't, we still hope you will find all the advice given in this book highly valuable. Because they are.



Jimmie Malm



How do we know?

Having been in the industry for +15 years, serving start-ups, SME's as well as enterprises, and having launched +300 successful projects, with clients in 5 continents, we have followed the industry evolution closely.

We've seen what works and what is crucial in order to create a successful app through all clients hiring our software development services during these 15 years, and we're now about to share some of the most important parts in it.

In this report you'll learn 6 essential factors for developing a successful app, and reap the following benefits;

- Reduced risk of failure
- Faster go to market and ROI from launch
- Increased understanding of users perspectives
- Higher retention of new users
- Reduced app development costs

These strategies have worked for us. We have made them work for our clients. And now we are here to teach you how to make them work for you.

Ready to dive in? Let us start with looking at the challenge you are facing.



The challenge of attention and retention

If you tried to name a few of the mobile apps you find most useful and think are most popular, you would probably come up with a list of the most successful and widely used apps. But what if we told you there are numerous applications that were developed with a similar perspective, and similar ideas and user cases but couldn't do well in the market at all?

There are almost 2.7 million apps on Google Play Store and 2.2 million on Apple App Store¹. But surely you haven't heard of more than a hundred of them.

Now that's a saturated market. And this unfortunately makes attracting users and standing out in the app market increasingly difficult. And it doesn't stop there. Even when downloaded, a smartphone user has on average 80 apps installed simultaneously, whereof only 9 are used daily².

An article by Clevertap furthermore states that 28% of all apps in the world are uninstalled after 30 days, whilst 21% are only used once during the first 6 months³. Yet we spend 2+ hours per day on apps on average.

This makes clear that the end goal of mobile app development is not only to launch or re-launch a mobile product that drives downloads. It must also be to maintain high user engagement and retention rates.

We at Digital Dividend are extremely passionate about creating successful apps, and in this report we have gathered a list of the most important and critical aspects that the most successful mobile apps have in common.

Enjoy!

1) <https://www.statista.com/statistics/266210/number-of-available-applications-in-the-google-play-store/>

2) <https://buildfire.com/app-statistics/> 3) <https://www.kornferry.com/insights/featured-topics/future-of-work>

3 <https://clevertap.com/blog/app-uninstalls-arent-forever/>



1.

UX x UI + Personalization

When it comes to software and mobile apps, the value is first and foremost driven by how good the user experience is, not how many features it has.

According to a Forrester Research, on average, every **\$1** invested in UX brings **\$100** in return. That's a stunning 9 900% ROI. The biggest players and most successful app developers know this. Jeff Bezos invested 100 times more into customer experience than advertising during the first year of Amazon, and AirBnB's Mike Gebbia credits UX with taking the company to \$10 billion¹.

A research by Compuware shows that 80-90% of all downloaded apps are deleted after the first use. And the main cause is a bad UX.

UX is particularly important in mobile applications, because in mobile you have so much less screen real estate and slower connectivity compared to other devices, so great design and execution make incredible differences. But great UX alone is not enough.

1) <https://www.forbes.com/sites/forbestechcouncil/2015/11/19/good-ux-is-good-business-how-to-reap-its-benefits/?sh=50297c6a4e51>

2) <http://www.digitaltrends.com/mobile/16-percent-of-mobile-userstry-out-a-buggy-app-more-than-twice/>





The quest to acquire customers and keep them engaged has made personalized UX indispensable for any company's business and app strategy.

We now expect personalized emails and ads almost everywhere, as well as fast downloads and fewer clicks-to-value, and the battle has shifted towards providing customers with personalized experience for every company interaction. Including the product itself.

Personalized UX is becoming the norm, not an option.

More than ever, UX designers need to find ways of customizing user journeys and experiences according to the user's choices and requirements

Focus on UX, UI and personalisation is definitely a game changer, something the most successful apps do hold.

So, if you are hiring a software development agency, -make sure they are good at it.



2.

MVP x Simplicity = A Golden recipe

A Minimum Viable Product (MVP) means releasing the most basic version of a mobile application that still delivers value to the customers.

During the app implementation, the development team focuses on the most important app features necessary to reach the application goals.

The MVP approach is opposite to the idea of building an extensive, full of features product.

Brian Chesky and Joe Gebbia, the founders of Airbnb, first tested out their idea by providing lodgings to people who were visiting their town and needed a place to stay at while attending a conference.



They created a simple landing page and initially only had 3 guests come over. Airbnb's reach was mostly organic at the start and later grew to a world widely used solution. But it all started from a low-cost and slimmed down idea.

So, what are then the benefits of MVP?

- You save time and money because your product will appear faster on the app market.
- The risk of failure is reduced because issues are detected in the early stage of app development.
- Thanks to MVP, you can collect feedback from the target audience and update the app according to their preferences.
- Your product is flexible and can respond to the market, marketing, and sales needs.

As a software house, we recommend working in an agile software development way because it gives better control over the app project and improves the chances of app success.



3.

Agile Methodology

Today, organizations are constantly looking for ways to keep up with the fast pace of changing technology and evolving markets. And when the name of the game is speed, development teams must be more flexible than ever before.

That's where the Agile methodology comes in. It was created by a group of software developers who wanted a better approach to the traditional development process and find more flexibility amid a rapidly changing environment.

The method is an iterative approach to product delivery that builds incrementally from the start of the project, instead of trying to deliver the entire product at once near the end.



Leveraging a quicker way of bringing incremental innovations and new products/services to the market, companies can timely cater to the changing needs of customers and try to stay ahead of their competition.

Some of the benefits from using the Agile Methodology are:

- High Product Quality
- Higher Customer Satisfaction
- Increased Project control
- Predictable costs and scheduling
- Reduced Risks
- Faster go to market and ROI

It also helps organise designing and planning methods, development, and testing methods during the software lifecycle.

Scrum is the most used subdomain of the agile methodology, and the vast benefits that the method provides has led major tech players such as Apple, Microsoft, Tesla, Netflix, and IBM to use it.



4.

Testing Testing and Testing

In the current era of sophisticated technology, the average user is tech-savvy and doesn't excuse any bugs in mobile applications.

According to Compuware, 48% of users are less likely to use an app again if they are troubled with the app's performance¹.

Whether it has software bugs, crashes and freezing issues, slow load times, unintuitive navigation, security vulnerabilities, privacy breaches etcetera, most customers will just abandon your application forever.

Having some of these problems will eventually result in losing your customers' loyalty, large amounts of money and a significant number of users.

As reported by Compuware, only 16% of users can give the app a try for a second or third time². Obviously, you may consider fixing your problems after the release of the app but bad reviews and lost potential users can be costly.

1) <https://skelia.com/articles/why-is-it-important-to-test-your-mobile-apps-top-7-important-reasons/>

2) <https://techcrunch.com/2013/03/12/users-have-low-tolerance-for-buggy-apps-only-16-will-try-a-failing-app-more-than-twice/>



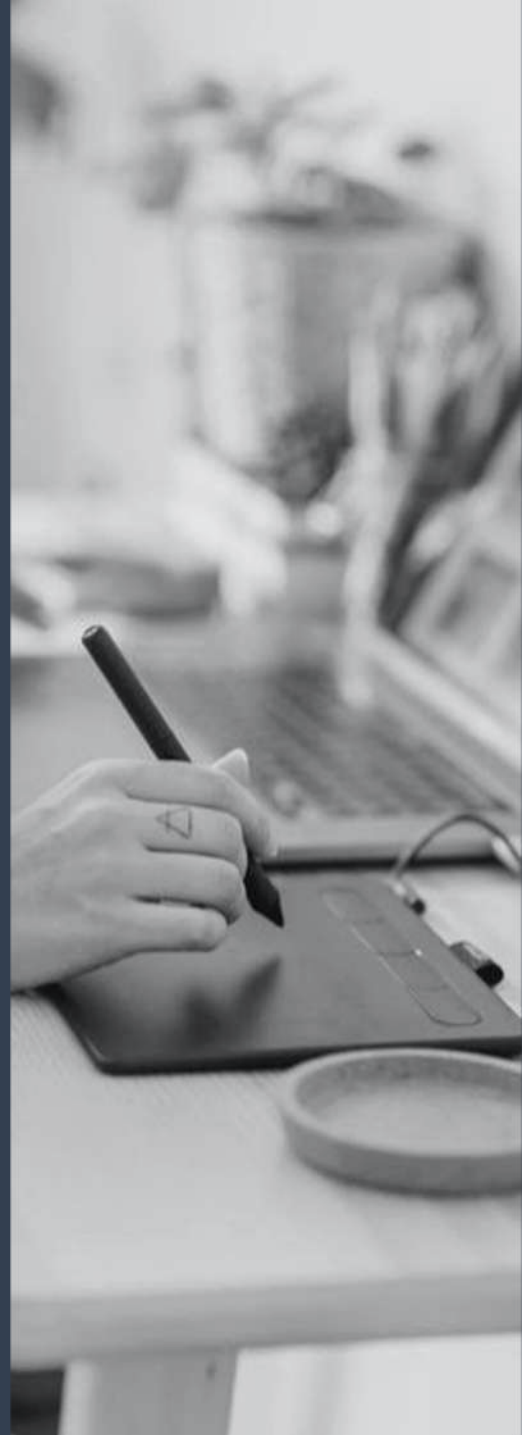
This is where testing comes in. At its most basic form, the reason for testing is to prevent malfunctions of the app. However, testing should not be a linear journey since portions of the app that has received a green light earlier might not function today on account of a new update.

This makes continuous testing essential for success, and a reason why Microsoft has +9000 testers¹. A testers', or a QA teams' job is therefore to stress the app and attempt to break it at every point in development so that it will not do so once it's released to the users. And once launched, continues use of analytics, customer feedback, and A/B testing to optimize and improve the application helps keeping the app to perform.

Finally, here are some benefits from ongoing testing as we see it.

- Ensures Proper Functioning
- Predicts Users' Experience
- Increases Customer Loyalty
- Higher Revenue
- Reduces Testing Time During Development Phase
- Reduces App Development Costs
- Faster App Deployment

1) <https://www.microsoftpressstore.com/store/how-we-test-software-at-microsoft-9780735624252>



5.

Commitment - create a user behavior that becomes a routine.

According to a study from The Manifest, 40% of smartphone owners say they frequently use social media apps. This is almost 4x more than gaming apps and communication/messaging apps, which tie for second place at 10% each¹. The reason is that Social media apps are highly addictive, with the design of features, such as push notifications, feeding this addiction.

Most also know the signs of an addictive app: an unwillingness to put the device down, an overwhelming urge to “just check it one more time,” maybe even dreaming or daydreaming about using it.

1) <https://themanifest.com/app-development/blog/what-makes-social-media-apps-successful>



Think Twitter, Pokemon Go, even Amazon. The fact is, most of these were intentionally created to be habit-forming. Called behavior design, the intentional use of psychology within the computer science field has yielded some of the most popular—and addictive—apps and games.

According to entrepreneur, educator and author Nir Eyal, “Through consecutive hook cycles, successful products reach their ultimate goal of unprompted user engagement, bringing users back repeatedly without costly advertising or aggressive messaging.” His “Hooked” model of behavior design¹ consists of 4 key points:

- **Trigger:** Internal (boredom, loneliness) and external (notification, email)
- **Action:** Accomplishing something with the app is a limited number of taps away
- **Variable Reward:** Satisfy their need and leave them wanting more
- **Investment:** Create an environment where users can take specific actions to invest in a better and more personalized experience

1) <http://www.nirandfar.com/2016/09/habit-forming-products.html>



6.

Superior Customer Support.

Setting up an effective support process is crucial to every app developer's success, and it's critical that you get it right, especially in times of heightened traffic such as Black Friday Cyber Monday and other holiday shopping seasons.

Poor support reflects badly on the rest of your offerings—no matter how good a product you build, poor response times or unfriendly replies can destroy your reputation faster than anything else.

A good support process will improve user retention, lead to better reviews, and encourage your apps to grow and gain the recognition they deserve





Below are some of the critical reasons that a successful mobile app will have effective customer service:

- Ability to quickly reply to customers.
- You'll be able to drop lousy customer reviews.
- You can find out what your users want out of the app.
- Your application will be more effective at communicating with customers.

And numbers don't lie. 89% of consumers are more likely to make another purchase after a positive customer service experience according to a Salesforce research¹. And a Zendesk study shows that Roughly 50% of customers say they would switch to a new brand after one bad experience.

We hope that you have enjoyed this report.

Now let us ask you a question

1 & 2) <https://blog.hubspot.com/service/customer-service-stats>



How would you like to succeed with outsourcing by finding a reliable and proven software development partner right away?

When done right, hiring consultants or outsourcing software development is an effective and cost-effective way to boost your business and get you where you want.

REASONS TO HIRE CONSULTANTS FROM US

- ✦ Pre-qualified developers with matching skills in the right time for your needs
- ✦ CV's shared within 5 workdays
- ✦ Cost-Efficiency
- ✦ Alignment for time zone differences if needed
- ✦ When hiring remote developers, we offer to send them to your office for onboarding
- ✦ Flexible contracts
- ✦ Pay only for worked hours
- ✦ Expert guidance
- ✦ Option to cancel after the first 4 weeks without making any payment if you are not happy

REASONS TO CHOOSE OUR DEVELOPMENT SERVICES

- ✦ Help from idea to MVP and launched solution including design, UX and testing
- ✦ Real experienced specialists (+300 projects developed in +15 years and a 4.7/5 Clutch rating)
- ✦ Experts in leading technology
- ✦ Free choice of management tools
- ✦ Direct contact and face to face meetings with assigned developers
- ✦ Dedicated support
- ✦ 100% ownership of the source code for you as a client

But that's not all.....



If you are not happy after the first 4 weeks, then you don't pay! How come we do this? Because we are careful in approving projects where we know we are a perfect fit. We are a partner who walks the extra mile for our clients.

Maybe you have been given many promises from other vendors before but were left disappointed? Or maybe it's your first time outsourcing. Don't just take our word for it. Wherever you are in your journey, we are more than happy to share case studies and customer references for you to call.

Here's what Carsten Neumann, CEO, AppNavi GmbH, one of our clients have to say; [You can read the full story here](#)

“ Our focus is not on the development, but in creating business models. For us it was important to find a company that can help challenge our ideas, and to advise on best practices and develop in the best possible, efficient and structured way. Having a partner that understands your needs is key to success. We feel Digital Dividend fits all those boxes, and we strongly recommend working with them

“



So, if you are in a need for hiring developers and contemplating outsourcing, then let's do this...



Let's schedule a **quick call** with one of our experts. In the call we will help you to;

1

Validate

and find out if Digital Dividend is a well-suited choice for you as we discuss your hopes, needs and expectations.

2

Explore

how we work, and each step needed for a successful collaboration

Click the button below to schedule your personal call.

[SCHEDULE YOUR CALL HERE](#)

You can also email hej@digital-dividend.se to setup a time for your call



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