

## **The App Effect**

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# App Effect

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## What is an App?

Mobile applications have become very popular with all ages and categories of people across the globe. The word “app” was listed as the “Word of the Year” in 2010 by American Dialect Society. Among the popular App stores, Apple App Store grabs the top most position with total available apps of around 850,000 and 50 billion total downloads.

An application developed and distributed not by the phone manufactures but by a third party developer and installed on the phone by the owner.

On the whole, mobile apps on mobile devices are synonymous with personally selected and physically perceived functionality. The organic and “bionic” (as in *bio*-logy and *electro-nics*) sensation that we experience with an app on a display device or interactive media is the most obvious reason why the technology is such an extraordinary success. Personal, sensory, and bionic, it is a combination that is a prelude to a different kind of interface.

Ref: <http://breathingtech.com/2009/the-origin-of-mobile-applications/>

Ref: “The App Effect” – Sogeti-2012

<http://www.topapps.net/windows/how-mobile-apps-have-changed-the-world.html/>

## Smartphone apps fall into five categories:

**Games and entertainment**, which, according to one study, account for 42% of time spent on smartphones;

**Social networks** (especially Facebook), which account for another 31% of smartphone time;

**Utilities**, including maps, clocks, calendars, cameras, and e-mail;

**Discovery**, including apps for Yelp, TripAdvisor, and Flixster;

**Brands**, such as Nike and Red Bull.

<http://hbr.org/2013/03/for-mobile-devices-think-apps-not-ads/ar/pr>

## Global Mobile App statistics:

Besides a host of other data, most Popular type of Apps:

33% Games,

8% Widgets

7% Entertainment

5% Social

4% Lifestyle, Music, Photography, Productivity

3% Tools, Communication, Utilities

<http://www.topapps.net/windows/how-mobile-apps-have-changed-the-world.html/>

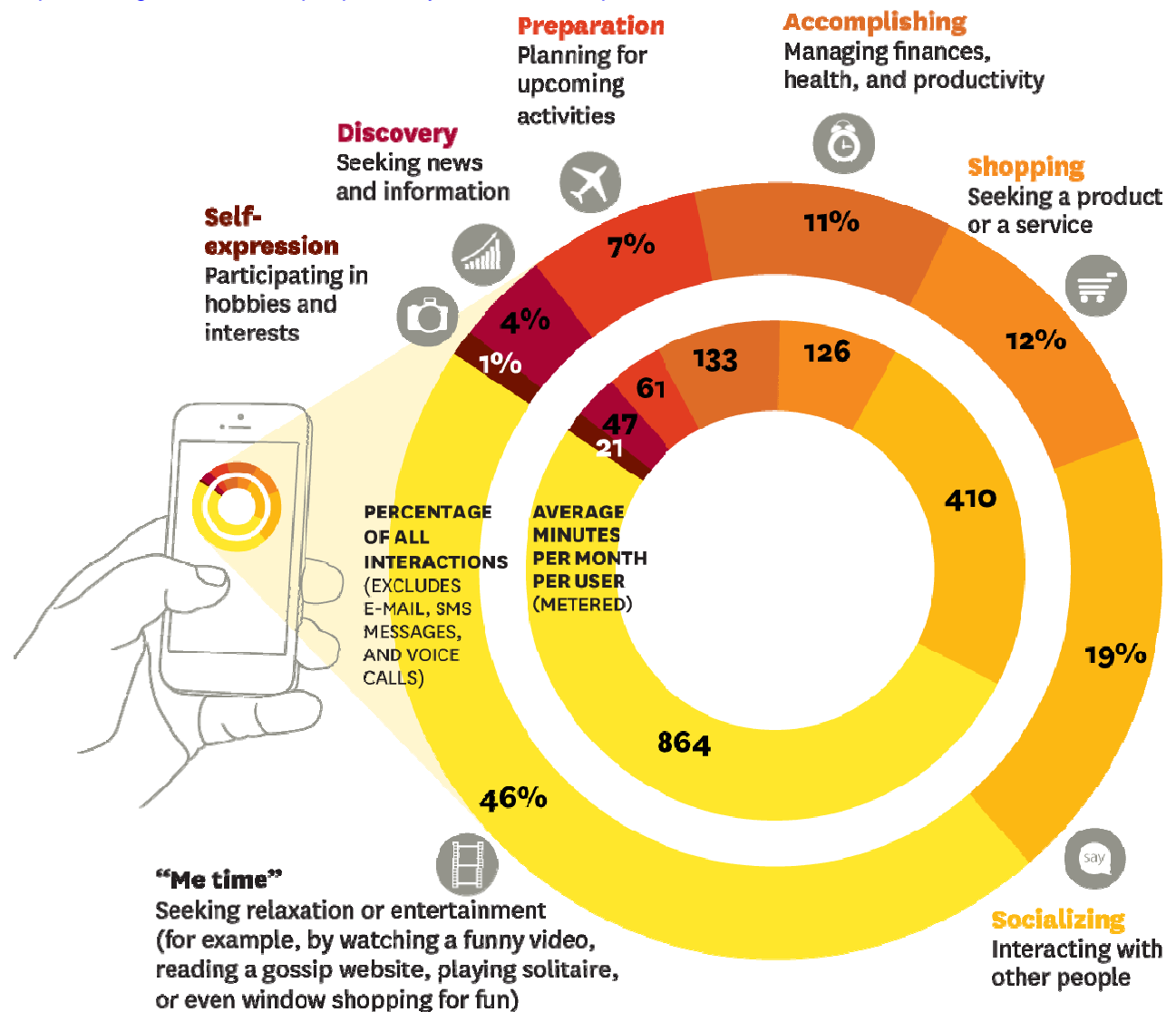
## How People Really Use Mobile

(Harvard Business Review)

## Seven primary motivations

The reasons consumers use smartphones can be broken down into the goals listed at right, along with the average monthly minutes and percentage of interactions devoted to each.

<http://hbr.org/2013/01/how-people-really-use-mobile/ar/pr>



## Best practices for Apps

### 1. If your mobile website already exists, start fresh on your mobile app

Mobile app users don't necessarily want the same things as mobile website users. Your core functions may stay the same, or they may change drastically. A mobile app can give you the chance to start fresh. Begin with a blank canvas: what do mobile app users want? How can you give it to them quickly? How can you streamline your offering? By thinking through these questions, you'll make decisions about what features matter most, which is key to a good mobile user experience. The little screen doesn't have a lot of room on it. Instead, the best way to design an app is to focus on a single function and create everything around that. Obviously, this won't be ideal for every app, but one thing is almost always true when it comes to the mobile experience: less is more.

### 2. Be easy, be quick

Your app should be simple to understand and speedy to use. At each screen, available options should be limited and clearly presented so that navigation is straightforward. People have been trained to expect ease of use and lightning-speed from digital solutions. On mobile devices, this impatience is brutal. If things are unclear or take too long to load, your app won't make it.

### 3. Value should be clear

In our opinion, everything on mobile revolves around simplicity. Thus, the value your app brings should be very easy to understand and enjoy. Don't hide the ball by burying your best offering in a pile of secondary functions, and don't expect users to spend a lot of time getting acclimated to your app. Deliver your value front and center, then design everything around it. If users get lost, your app will be, too.

### 4. Study up, read feedback, and evolve

Apps are alive. After launch, it's critical to see what tabs and functions users prefer, where and when they use your app, how long they use it for, what actions they take, and more. It's also very valuable to check out user feedback. If users are upset, they'll tell you exactly why, and you'll have your work cut out for you. Make the necessary changes, and then continue to measure and evaluate your app as you go. Over time, it will eventually do just what users want it to do. If you don't get that right, nothing else really matters.

### 5. A parting thought

Basically, all of this advice about boils down to putting the users first. Your own goals are obviously important, but if you focus on them too much, you'll actually hurt them, because your app will suffer. Take care of the users, and they'll take care of you.

Ref: <http://www.biznessapps.com/blog/2014/02/18/dos-and-donts-for-building-business-apps/>

## 7 Best practices for Push Notifications

Push Notifications are the messages that mobile apps can send to your device, which wake up your phone and produce a message on screen; usually something to make you open the app, like an offer or message.

The opportunity with this is clear; for driving users back to your app, increasing sales and generating new business.

Bad push is akin to spam, peppering consumers with annoying and persistent messages that aren't offering them any value and will most likely result in the app being forgotten or uninstalled.

### 1. Keep Your Consumers in the Loop

Mobile apps provide brands with an excellent way to reach consumers on the move and at any time of day. Because of this, it is important that the user is aware of how to change their contact settings; whether this is to change when they receive messages or to opt out completely.

To that end, your app's notification settings should easily accessible to your users; they should be able to navigate to and opt out if they want to. Allow your consumers to set "quiet time" by configuring times of the day they don't want to receive notifications or perhaps entire days. For example, to ensure no messages are delivered between 9am and 5pm, Monday – Friday. Also, make them aware of how to opt out. Use one of your first notifications to new users to let them know that you are sensitive to their needs and where to find these options.

### 2. Don't Over Deliver

Many apps these days have a tendency to send out notifications every time something happens, which for the user, can be pretty tiresome. When planning your communications, organise your messaging so that you are only sending when it's really worth it.

A good place to start is less than two pushes per week, this way you know you aren't becoming a pest and you can use consumer feedback to judge whether to increase or decrease your messaging.

### 3. Great Things Come in Small Packages

Push notifications are relatively limited in the amount of content you can actually send, but remember that when the mobile user sees it, it may only be for a matter of seconds. During that time they will decide whether or not they are interested in what you have to offer.

Keep your pushes as short as possible to ensure they can be consumed in the miniscule period of time available and make as big an impact as possible. Remember that should they click on the notification they will launch the app anyway, where they can get as much information as they'd like!

### 4. Make Sure They Know What You Want

As with all short message solutions, it's your top priority to make your call to action as simple, straightforward and obvious as possible.

When writing your message make sure it is clear to the reader immediately, what exactly it is that you want them to do, and what they will get if they do it. A call to action is after all, an exchange of sorts; you are making an offer to the user, which if they respond, will benefit them in some way.

## 5. Always Add Value

Your messaging, as it is in other channels, should be driven by what you already know about the customer. Use their purchase history, previous interactions through other channels and CRM information to create a personal journey for each customer. You should create a personal relationship with every user on your app, and broadcast "shouts" at your customers, with standard content aren't likely to make those sorts of connections.

## 6. Grow and Evolve

Once you've sent out a few push notifications it will be easy to tell which ones have been a success and which ones, well, not so much. Make sure you use this information to your benefit and fine tune your communications to make sure your users replicate that positive behaviour

## 7. Fill the Missing Link

Every brand has a voice, whether it comes from print, online, in-store or mobile. Make sure your app has the same voice. Your app is a mobile extension of your business which is available 24 hours a day. Brand objectives are the same in the mobile space as they are elsewhere, just make sure they don't miss your users' expectations and that you continue to be responsive to the fact that mobile is a separate channel.

<http://www.mobiledonky.com/blog/7-best-practices-for-good-push-notifications>

## Does and Don'ts

### Do:

Narrow your idea to something genuinely useful. If your app isn't something that people are going to use multiple times a day, ditch it.

**Build features that provide feedback.** There is no surer way to irk users than to force them to stare at a static screen for a while. Incorporate progress bars and animations to keep users' attention while features are loading, says Tomer Kagan, chief executive of app-search service Quixey Inc.

**Test wisely.** Unlike websites, you can't tweak apps on the fly. So the stakes are high for getting it right from the start, making testing all the more important. Services like TestFlight App Inc. help distribute an app to a group of testers before release in an app store.

### Don't:

**Stick to one business model.** The days of choosing between making a free app or a paid one are over. Developers are blending the two aggressively, from free apps with in-app purchases to apps that charge for premium features.

**Update too frequently.** So your app is out. Now come the fixes and updates. There is no rule of thumb on how long to wait in between new version releases. But the pros suggest waiting until you have a feature that is genuinely new, as opposed to fixing every error you find.

**Build an app when you can build a website.** Don't let the buzz around apps blind you. If your service is heavy on content, like a blog, a website will do fine. Save yourself time and hassle by building a mobile website that can be accessed across many different devices.

"You can go through all the trouble of building an app," says Mr. Underwood. "But you'll probably get the same value from a website."

### Ten fundamental app effects

Media development in the twentieth century has magnified life itself. News, engagement, discussion, justice and injustice, entertainment, consumption and globalization have landed in the same crucible. It has culminated via the *World Wide Web* into the *Web of the World*, the convergence of information, communication, technology, organizations, individuals, media, things and events.

#### App effect 1 — Surprise: trans-sectoral innovation

The surprise attack on the mobile phone market by computer retailer Apple and the success of apps are eye-openers with regard to this kind of disruption in other sectors. Apple has introduced an “innovation machine” that is contributed to by everyone providing an app. Display devices and apps have created a new form of experience for people with interactive media. Apps on display devices are a real boost for mobile commerce and the digital wallet.

#### App effect 2 — Immediacy: your responsiveness must speed up

Instead of always having to go on the Internet, we now go everywhere and have the Internet to hand. All the previously used technology and media have now merged. Mobile access, social media, audio and video, augmented reality, television, radio, books, photography, speech, games — everything is available on the display device we usually take with us and all thanks to apps and the web. We have gone from having to go somewhere to do something to always being able to do whatever we want, because it is immediately available. That all this can occur immediately is a huge additional speed up. This app effect undermines slow business processes.

#### App effect 3 — Empowerment: Digital Subcultures flourish

Social media plays an important role with relation to apps and society in general. People are and feel empowered and involved because of it. Their opinion matters in our current “conversational” society. They are listened to. They organize themselves into Digital Subcultures or seek like-minded voices and sources of inspiration. Organizations are less able to bypass discussion platforms, twitterazzi, and so on.

This is a significant effect because it allows individuals to gain more power, so that businesses lose sway. When empowered people join hands and work together, it has an evident impact on organizations and their role in existing systems. The banks, countries and companies dealing with financial economics are opening our eyes to this every day and so are the freedom fighters and rioters. Fiascos and abuses are widely publicized and reputed culprits are mercilessly pilloried. Digital applications have made us empowered networkers and that also allows us to create value in the new systems.

#### **App effect 4 — Attack: Countercultures starting confrontations**

Even when we track and trace everything and it appears that there are no secrets, there is something more at work. As institutions and systems appear to gain more control over our lives, it feeds not only frustrated subcultures but also ignites counterforces. The best known example is the whistle-blower organization WikiLeaks. Distrust of the system has led to WikiLeaks collecting huge amounts of confidential information and then disclosing it gradually. The ultimate goal of WikiLeaks is to restore confidence.

#### **App effect 5 — Gadgets: software updates and disposal on the increase**

The functionality of software apps is so practical that the apps are becoming more and more like digital gadgets. These are useful tools for a versatile range of virtu-real usage. The use of mobile apps is usually on a trial and error basis, testing and discarding. If you like an app, you keep it and it may then undergo several automatic updates via the online app store. If you do not like an app, then it is quite easy to discard it. Another “gadget effect” is that people like to show off their apps to each other.

#### **App effect 6 — Perceptualness: less text, more images and movement**

One of the most central aspects of the “upgrade” from web effect to app effect is the step from the graphical user interface to the natural user interface. Naturally, this includes the multi-touch control of display devices. Thanks to tablets and smart phones, it is now a fact that we are more active in our use of videos and photos and use much less text. The app effect has opened our eyes to seeing new ways of dealing with information. A fine example is the *Journal of Visualized Experiments* (jove). Instead of scientific articles that describe exactly how a laboratory experiment is carried out, the Jove website provides video reports. These make it much faster and easier to understand and imitate the experiments.

#### **App effect 7 — Addiction: the power of persuasive technologies**

The most striking effect of the new display devices is that it seems as if we cannot do without them. Studies are piling up that reveal the existence of addictive behaviors such as *smart \ phone craving* and withdrawal symptoms. The positive side of the addiction coin is that people apparently enjoy doing things digitally. *Persuasive technologies* is the new discipline concerned with enticement techniques, tactics and strategies. The social aspects and game elements play a key role in the new insights about behavior and the best way to influence it.

#### **App effect 8 — Personalization: digital behavior and misbehavior**



Social media may have humanized our contact more, but that does not automatically translate into better social behavior. Anyone who follows the messages on Twitter about certain brands, people and events, will notice that the language and discussion are not always civil. Humanization means we have to take the good with the bad.

### **App effect 9 — Dependence: our omniscient display device**

It seems as if we know more and more. Our external intelligence increases, or better said, our dependence on “omniscient” devices and applications. Native apps and web apps exist for everything: calculator, gps navigation, you name it. With built-in sensors and cameras, our devices become our new senses. We can make better decisions thanks to this ingenuity. We can look ahead and know what lies behind a building or product. Nothing is hidden, so long as we have enough external intelligence in our pockets. Does this make us smarter or dumber, or is that not really an issue? Thanks to social media, everyone has to be “on” all the time. In particular, manufacturers, suppliers and service providers are expected to take responsibility for their products and be entirely transparent.

### **App effect 10 — Overload: we crave better filters**

People instinctively know how to handle anything that they encounter. Not anymore. When all the ambitions for products to end up in the consumer’s digital magic box are added up the total is... too much. We will either go collectively crazy and spend all our time processing information, or we just turn off. In the worst case, we get brain freeze. So much information enters our brain that it gets paralyzed, so to speak, and any kind of stimulus to take action cannot get through. This has led to endeavors to create better filters so that the right information finds us in our own context rather than us getting lost in the information that we are searching through.

Ref: “The App Effect” – Sogeti-2012

### **Apps from Indian political parties:**

BJP, AAP, INC, NCP have apps

[http://www.business-standard.com/article/technology/party-apps-of-the-political-kind-114031000035\\_1.html](http://www.business-standard.com/article/technology/party-apps-of-the-political-kind-114031000035_1.html)

### **There is an app for India Election 2014:**

Description

Vote suitable candidate in PM election 2014.

Know more interesting facts about famous politician download this app now.

See what TIME Magazine said about Narendra Modi and Manmohan Singh, why Rahul Gandhi is famous, role of Arvind Kejriwal and Sushma Swraj in politics, why MulayamSingh Yadav is ready for third major alliance in India.

Details given about six most famous politician for prime ministerial candidate of India election 2014.

\*\* Narendra Modi -

\*\* Rahul Gandhi  
\*\* Manmohan Singh  
\*\* Arvind Kejriwal  
\*\* Sushma Swaraj  
\*\* Mulayam Singh Yadav

Newly created Aam Aadmi Party's president Arvind Kejriwal, Congress vice president Rahul Gandhi, Samajwadi party's president Mulayam Singh Yadav, Prime minister Manmohan Singh, BJP has become most famous political party this time and Narendra Modi and Sushma Swaraj most famous politician from that party.

Give maximum rate to your politician and send their details to friends via Email.

<https://play.google.com/store/apps/details?id=com.nationwide.indiapolitics>

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