

Title A: What Can Make or Break Your Phone App

Phone apps are a big deal, but what is the recipe for success?

Title B: The Key Ingredients to a Successful Mobile Application

These things can make or break a phone app.

Title C: Here's Makes or Breaks a Successful Mobile App

The key ingredients to creating a phone app with a future.



[Source](#)

We live in a world where it's possible to connect with friends, shop, conduct research, work, and consume content almost any time, anywhere.

Today, the on-the-go mentality reigns supreme, and mobile apps are more popular than ever. In fact, according to Gartner, more than [268 billion mobile downloads](#) will generate an income of \$77 billion in 2017.

There's no doubt about it – mobile apps hold an incredible amount of potential, particularly if you're a retailer looking to boost engagement and interact with your customer base on a deeper level.

However, to enjoy mobile app success, you need to get it right. But what exactly can make or break a phone app?

Performance

A one-second delay in page response can decrease customer satisfaction by up to [16%](#). Mobile apps are no exception.

If a phone or mobile app takes ages to install or its performance is sluggish, most people will delete it with haste. Typically, consumers only use [three to four apps](#) on a regular basis, so to enjoy success, yours will need to perform with maximum efficiency to offer value to users.

By ensuring your developers keep app coding as methodical and functional as possible, you will prevent weighing down the back-end of your app and slowing it down.

User Experience (UX)

A catchy hook and visually stunning design are doubtlessly essential elements of a successful phone app, but the user experience is even more so.

[88% of online consumers](#) are less likely to return to a site after a bad experience. Again, this applies to apps as well.

Now more than ever, providing users with a flawless UX is critical. By developing an app that is intuitive and easy to navigate, you will ensure an exceptional user experience, increasing your chances of success ten-fold. To achieve this, carrying out a series of design test phases before signoff is essential.

Security

[Cyber fraud](#) is on the rise, and in today's world, trust coupled with security is everything.

Before you decide your app is complete, you will need to guarantee it is secure by allowing ample time for QA and user testing to make sure your database is watertight and built to last.

If your app asks users for personal information, you need to be certain that it will be safe; breaches in security could severely damage trust, ruin your reputation, and render your app useless. So, when developing your phone app, make sure security is a priority.

Must-Have Features of Your Phone App

The factors above are vital to the success and longevity of your mobile app – but what must-have features should you include to get the best results?

- **A feedback system:** Providing a way for users to leave feedback on your app is essential. Whether it's a button that takes the user to a feedback thread or a link to an email screen, offering this functionality will show that you're willing to listen to your consumers and keep improving your service.
- **Custom settings:** Today's consumer thrives on personalization. To offer the most personal user experience, include functionality that allows the user to change design elements of their app, including background color, screen type, or font.
- **Provide social media logins:** People love to share their thoughts, feelings, and opinions with their peers on social media. By adding buttons that connect with the user's social media accounts, you'll encourage them not only to spend more time on your app but also to share info about it with their respective networks.

- **Add analytics:** We live in a time where there is a wealth of data we can use to our advantage. Integrating [analytics](#) into your app will allow you to track how users interact with it. This, in turn, will allow you to make fundamental tweaks and changes that will enhance your app's UX and help you stay one step ahead of the competition.

Mobile apps are still the way forward for the ecommerce businesses of the future. Make sure you focus on performance, usability, and security while remaining open to feedback – you'll have a successful app in no time.