



Mobile Phones The Call From A New Tomorrow

There's nothing new in getting used to seeing a smartphone in the hands of every second person you meet. Our dependency on smartphones and spending time hovering over applications is the new trend in the modern world. According to Statista, 6,140 apps are released every single day. Studies suggest that the global mobile app revenue forecast for the coming year is a whopping \$189 billion via app stores and in-app advertising. With a massive 66% of online traffic in the USA mobile apps dominate the market shares. Similar trends are being noticed across the globe, businesses are going bonkers over catching their customers on their phones.

Your business too needs a [mobile app development company](#) that focuses on your requirements making you a benchmark among the herd of firms.

What are we looking at

The popularity of smartphones and tablets is exploding among the youth and the old generation is far behind this trend. Mobile application development has its popularity increasing every single day as a popular medium of software creation. As a matter of fact, mobile apps have become an eminent part of our lives, homes, and most of our businesses. Looking at the statistics, revenues are projected to hit nearly \$600 billion in the coming year. This prolific and stretchy industry has attracted businesses from every corner of the globe and as consumers, we detach ourselves from desktops and tune onto mobile devices.

Say, mobile app development

Mobile app development is an abbreviation for the creation of software intended to run on your smartphones. Optimized to take advantage of those product's unique features and hardware.

The types of mobile apps that developers give life to are native apps, hybrid apps, and HTML5 apps.

The [mobile app development](#) business is not just a hunch but a race for being the best.

- Idea: Brainstorming app ideas, some research into it, and speculating problems this app will solve.
- Design: Designing user interface (UI) and user experience (UX) for users to navigate the user through the app.
- Development: Writing the code for the app, developing the code, and starting preliminary testing.
- Testing: Determining its quality, malfunctions if any, and improvements.
- Launch: The bug-free app is ready for Apple App Store and Google Play store.
- Marketing: A marketing strategy to glue users to the app.

Types of mobile apps you see

Native apps

Apps are created for a specific platform, may it be iOS or Android using the software development tools and languages supported by the required OS. iOS uses Xcode and Objective-C, whereas Android uses Eclipse and Java. Developers choose native apps due to their ability to utilize a device's full potential. With smart home devices being a common utility, developers create unique applications that integrate with wearables, Internet of Things sensors, and smart screens for personalized experiences.

HTML5 apps

Based on the near-universal standards of web technologies – HTML5, JavaScript, and CSS – this particular type of mobile app takes a write-once-run-anywhere approach to mobile development. The development framework is compatible with many platforms and requires only minimal changes to ensure complete functionality on each operating system. HTML5 apps can send notifications and trigger interactions through emails and other avenues. Keeping in mind that consumers are more likely to use a native app. A recent study found that millennials spend 90% of their mobile time in apps and 10% in web browsers.

Hybrid apps

The following app entails the creation of a container developed in the native system that makes it credible for it to embed with HTML5 app in it. This allows apps to make use of the diverse and unique elements of each native system. Creating your very own branded app requires the utilizing of existing apps for greater impact.

Why mobile apps?

- 25% of the total global internet traffic is driven via mobile device users.
- The great rise in internet traffic through mobile devices. Statista.com recorded an incredible growth of 72.7% in North
- American mobile internet traffic from May 2020 to May 2021.
- 58% of Americans have smartphones and give a bigger consumer market.
- Android is the most adopted OS today with an 85% global smartphone market share.

The process

- Ideation- Idea has to be feasible, and the feasibility of the idea can be determined by conducting market research, performing a competitors' analysis, and establishing well-defined goals and objectives within a timeline.
- Designing- Working on the conceptualization and visualization of the functionality of the app and its user interface.
- Development- Setting up developer accounts on app stores where you plan on releasing the app.
- Testing- Testing to ensure that it is fail-proof and ready for any user. Test out every feature.
- Launch- Most important of all the mobile app development process steps. Getting a good number of downloads for your app.
- Post Launch- Post-launch monitoring, analytics, constantly updating the app for fixing bugs and crashes, social media listening, checking reviews, and responding to them.

The app development process can be exhausting and even overwhelming. It requires a heavy investment in terms of money, time, and resources. But, if you get it right, from identifying the need to consistently ensuring quality performance post-launch, then it is the most rewarding

process. Find out more about how Polosoft Technologies, a top [mobile app development company](#), can help you choose what's the best fit for your business.