



# HOW *NOT* TO DESIGN APPS!

**YOUR GUIDE TO A SUCCESSFUL  
BUSINESS IN 2016**

Expert comments:

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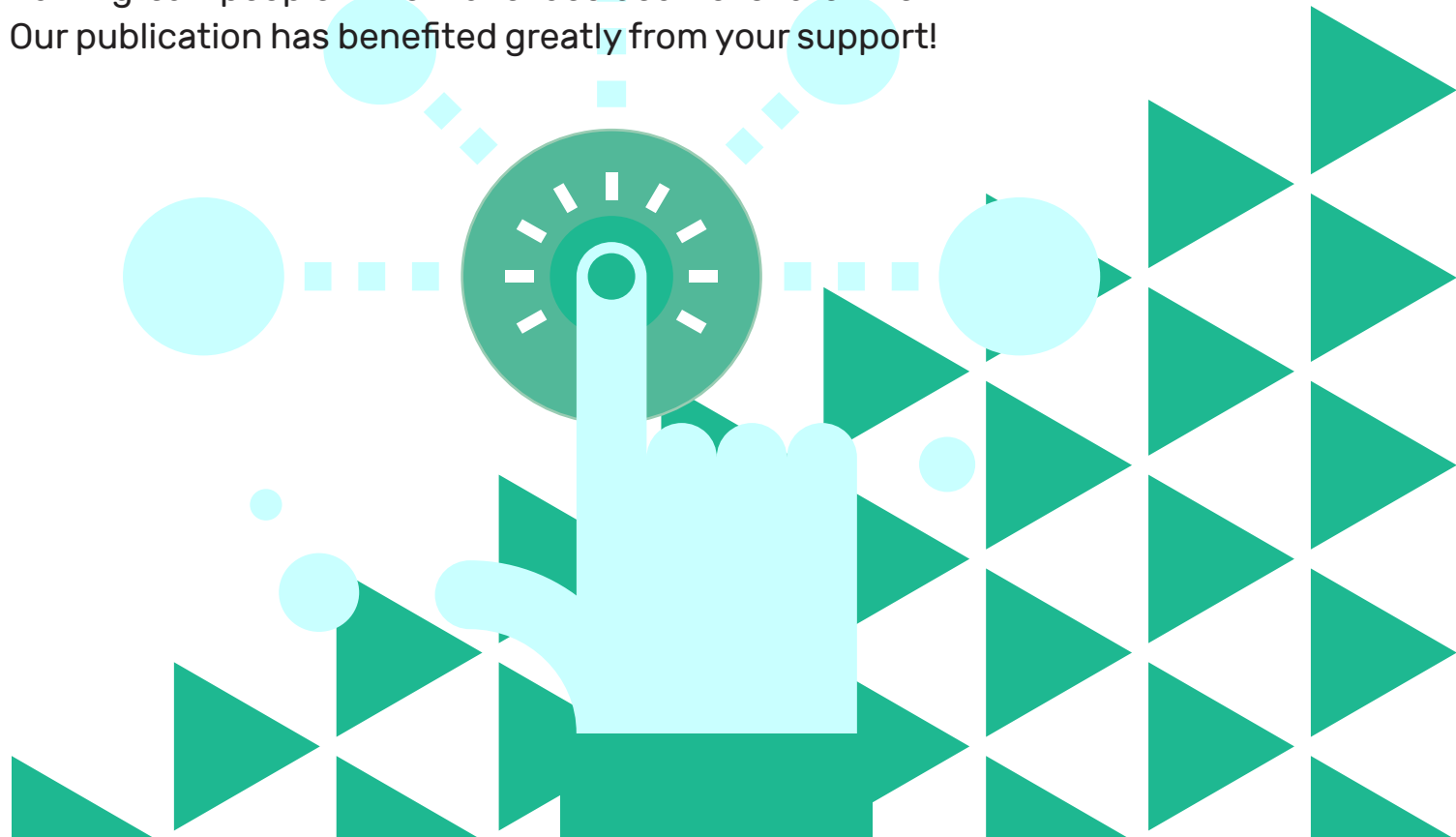


**CODERS***mill*

Learn the hottest trends for **application design** of 2016! We hope that the knowledge and inspiration that you'll find in our publication will lead your business to a **creative success!**

We would like to thank great people who have decided to share their knowledge with us. Our publication has benefited greatly from your support!

Enjoy reading,  
**Coders Mill Team**



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**USER  
OUR LORD AND MASTER**





- ▶ **How to establish a successful business?**  
**Find a human need and a way to satisfy it.**

Applications perfectly fit into this model of conduct. It is extremely difficult to produce one winning business template, because human needs change.

However, there are some similarities. See what unites app users and what must be always taken into consideration. It's the basic knowledge every designer should have!

# PEOPLE WANT APPS!

## ▶ USER / OUR LORD AND MASTER

We'll kick-off with optimistic news. People accept applications and want to use them. Compuware data<sup>1</sup> confirms, that consumers consider them to be comfortable (55%), faster in use (48%) and better to view (40%).

Much of the day is devoted to the use of mobile software. For example<sup>2</sup> - an average American spends 2 hours a day using apps. The younger the person, the time of consumption grows! For Generation Y it's more than 3 hours a day!

### **Amount of time devoted to app usage differs:**

- ▶ 50% of the time is devoted to the use of a TOP app;
- ▶ 88% of the time is devoted to the use of TOP 5 apps;
- ▶ There's very little time left for downloading and testing new apps.

1 [https://info.dynatrace.com/rs/compuware/images/Mobile\\_App\\_Survey\\_Report.pdf](https://info.dynatrace.com/rs/compuware/images/Mobile_App_Survey_Report.pdf)

2 <https://www.comscore.com/Insights/Blog/How-the-Power-of-Habit-Drives-Mobile-App-Usage>

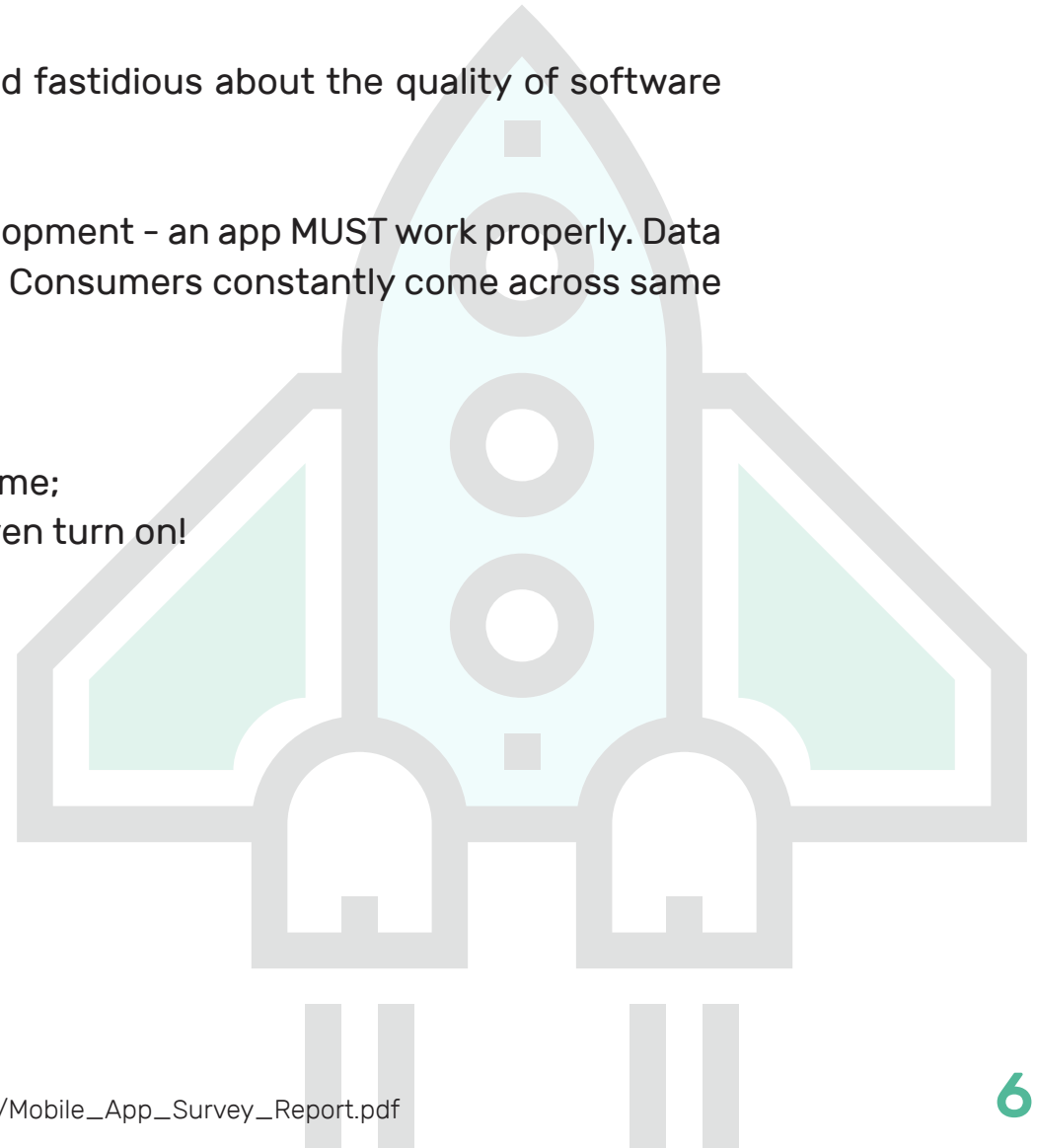
# REQUIREMENTS GROW

## ▶ USER / OUR LORD AND MASTER

Consumers have become demanding and fastidious about the quality of software that they use.

The first and most important rule of development - an app **MUST** work properly. Data shows that not everybody still gets that<sup>1</sup>! Consumers constantly come across same problems:

- ▶ 62% reported a crash, freeze or error;
- ▶ 47% encountered prolonged loading time;
- ▶ 40% dealt with apps that would not even turn on!



# POWER OF RECOMMENDATION

## ▶ USER / OUR LORD AND MASTER

Consumers like to share opinions about the products that they use. If an app's performance is lacking, he or she will certainly inform the online community about that.

Reviews contribute heavily to an overall app's success.

84% of users say that the app score greatly affects their purchasing decisions<sup>1</sup>.

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1 [https://info.dynatrace.com/rs/compuware/images/Mobile\\_App\\_Survey\\_Report.pdf](https://info.dynatrace.com/rs/compuware/images/Mobile_App_Survey_Report.pdf)





## ALEX BARRERA

Contributing editor of Tech.eu, Chief WOWness Officer at Press42.com, co-founder of Tetuan Valley, Global Shaper at World Economic Forum & Sandbox ambassador in Madrid

### ▶ Annoying app functions

- ▶ Preselected push notifications.
- ▶ Inconsistencies between settings/options menus. Many apps arbitrary split commands between them and finding the right one is sometimes super confusing.

### ▶ Great app functions

- ▶ Big buttons and controls.
- ▶ Date/Time pickers like the one used by Sunrise (clock-like).

### ▶ Top Apps of 2015

#### **Instagram**

The flow and usability are extremely simple. It's very easy to consume the major asset which are

pictures, to comment and to like them (special mention of the "double tap to like" command).

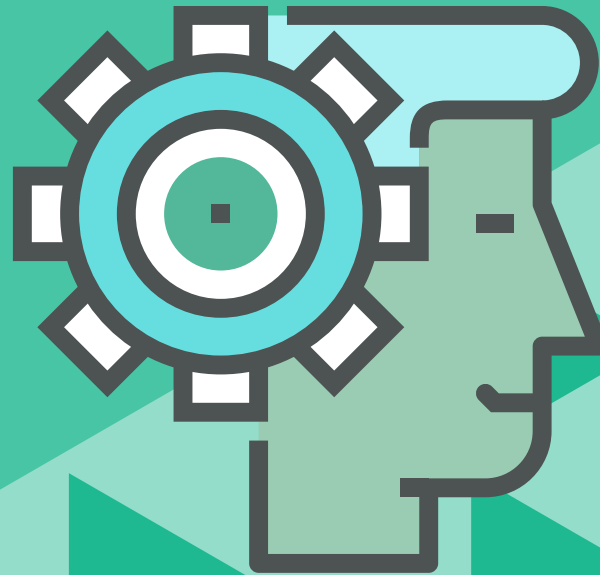
#### **Medium**

Love how clean the interface is. Reminds me to some extent of Circa meets Instagram. I loved Circa, and it's a shame it had to shut down. It also brings in some advanced features you can check through the app, like stats, which in other apps, tend to be left for desktop version only.

#### **F- Secure Freedom**

Probably the best security app I've ever used. Mix between great UI and a superb simplification of the technical side. Brings something what is difficult for many, into a seamless experience for the user.

# TRENDS: USER EXPERIENCE



# INNOVATION RACE SHOULD SLOW DOWN

► TRENDS / USER EXPERIENCE

## What NOT to do?

Believe that innovation alone will ensure the success of an app.

## Instead:

App - user language of communication is already established. There is no need to reinvent basics again.

We think that in 2016 fewer developers will e.g. set off on a journey to find the successors of navigational buttons. Instead, we recommend to concentrate your efforts on making the communication language more efficient and easier to use.

Apps of 2016 will resemble those from the previous year, but will be more efficient and fun to use.

# NOTIFICATIONS STRIKE BACK

► TRENDS / USER EXPERIENCE

## What NOT to do?

Assume that if a person downloads an app, he or she will use it.

## Instead:

The task of a nutrition app is no longer to provide bare information about food products. Nowadays software has to go an extra mile! Nutrition apps should propose meals, create shopping lists and pick best stores to buy groceries in! Software should not wait for the consumers move. It needs to actively use its' own data resources and present comprehensive answers. That's the tricky part because it has to be done, even before user asks a question.

2016 will be a renaissance for app NOTIFICATIONS. People will appreciate them, but only if they'll proceed a valuable message.

# PERSONALIZATION 3.0 (MAYBE 4.0?)

► TRENDS / USER EXPERIENCE

## What NOT to do?

Assume that an app user wants to be fully informed.

## Instead:

An app consumer does not want to know everything! He or she is only interested in information that is important and useful. For this reason, 2016 will be a year of further work on personalization and filtering options.

All apps should be equipped with a broad up to the nines database, but the user must be able to decide about the importance and value of particular pieces of data.

# FEATURES, NOT A FEATURE

► TRENDS / USER EXPERIENCE

## What NOT to do?

Single function apps.

## Instead:

Users are becoming more and more lazy. Therefore, instead of switching between few single function apps, they value mobile software that offers them a wide range of options at once.

For example - WhatsApp started out as a text-based communicator and now enables its users to make telephone calls. Facebook Messenger is at its core a „chat“, but with an enhanced and still growing set of extra functions – recording and sending photos, videos, voice messages etc.

The application of 2016 should be like a Swiss Army Knife. Of course, a thousand functions are also not an option. Usefulness should affect the decision about every new function.



## **ROB BARTON**

Co-Founder & CEO Iotera Inc.

▶ **Annoying app functions**

The only thing that comes to mind is the Apple busy indicator. For some reason it really makes me impatient. I find the Android style much more pleasant.

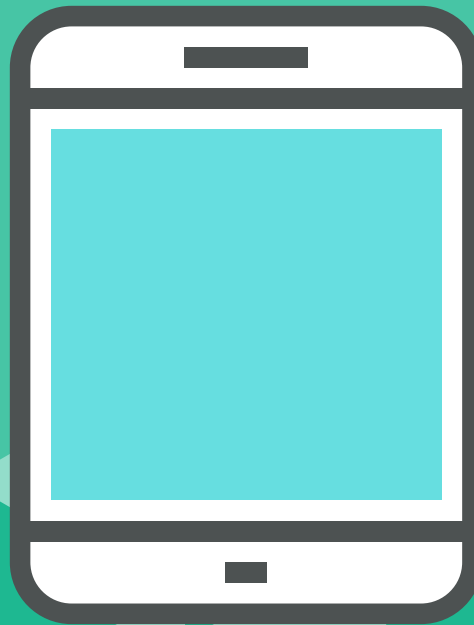
▶ **Great app functions**

I think first time overlays, describing the app interface for users, should be used more often.

▶ **Top Apps of 2015**

One game I really love is Monument Valley, and lately I've enjoyed an app called Brainscape to avoid getting dumber :)

# TRENDS: TECHNOLOGY





# THE APPS ARE FOR MAN!

► TRENDS / TECHNOLOGY

## What NOT to do?

Forget about men.

## Instead:

“Wearables” were the hot topic of 2015. We also dreamed about software controlled objects in the household. We planned to communicate with a refrigerator, washing machine, reading lamp. Somewhere in that overgrown optimism about making a lot of items “smart”, we lost two key concepts: usability and the human himself.

Our advice? The most fantastic ideas about „intelligent” items should be put aside. Leave refrigerators and washing machines in peace. Always design for the user and his or her convenience.

The revolution will come, but not in 2016. A key element of the future’s great change will be a universal device that will surpass smartphones and give us full control over all home equipment. The device will unify the capabilities of numerous existing tools, eg. gate remotes, light and heat regulator switches.

# VIRTUAL REALITY? NOT YET...

► TRENDS / TECHNOLOGY

## What NOT to do?

Believe that 2016 will bring the VR revolution.

## Instead:

The price of Oculus Rift ends (for some time) the discussion about affordable VR device for all. That means no VR market and great demand for interface or software in the nearest future.

Like wearables and “intelligent” household items, the VR will have to wait. In 2016 a lot of effort will be put into balancing the quality of technology and its price.



404



## THOMAS POWER

Chief Digital Officer CDO & Non Executive Board Member NED

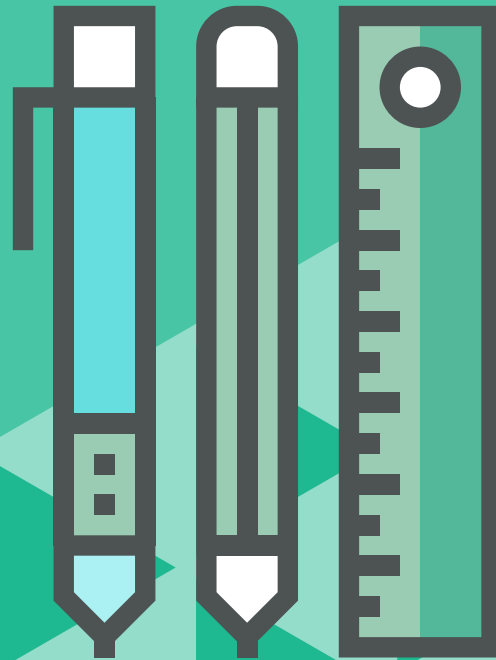
Generally I am very disappointed with apps and use them because I must. I delete all trashy apps immediately (99% of them are trash).

For business social communication I use Twitter, WhatsApp, LinkedIn, Swarm. There are no apps that satisfy my demand for Mobile Community and Physical Events interactions with business friends in cities around the globe.

### ▶ Top Apps of 2015

- ▶ Google Photos and Amazon Photos
- ▶ Cotap
- ▶ Timehop
- ▶ Evercontact
- ▶ Hive
- ▶ Medium
- ▶ Momento
- ▶ Boingo

# TRENDS: GRAPHIC DESIGN



# BREATH OF FRESH AIR IN FLAT DESIGN

► TRENDS / GRAPHIC DESIGN

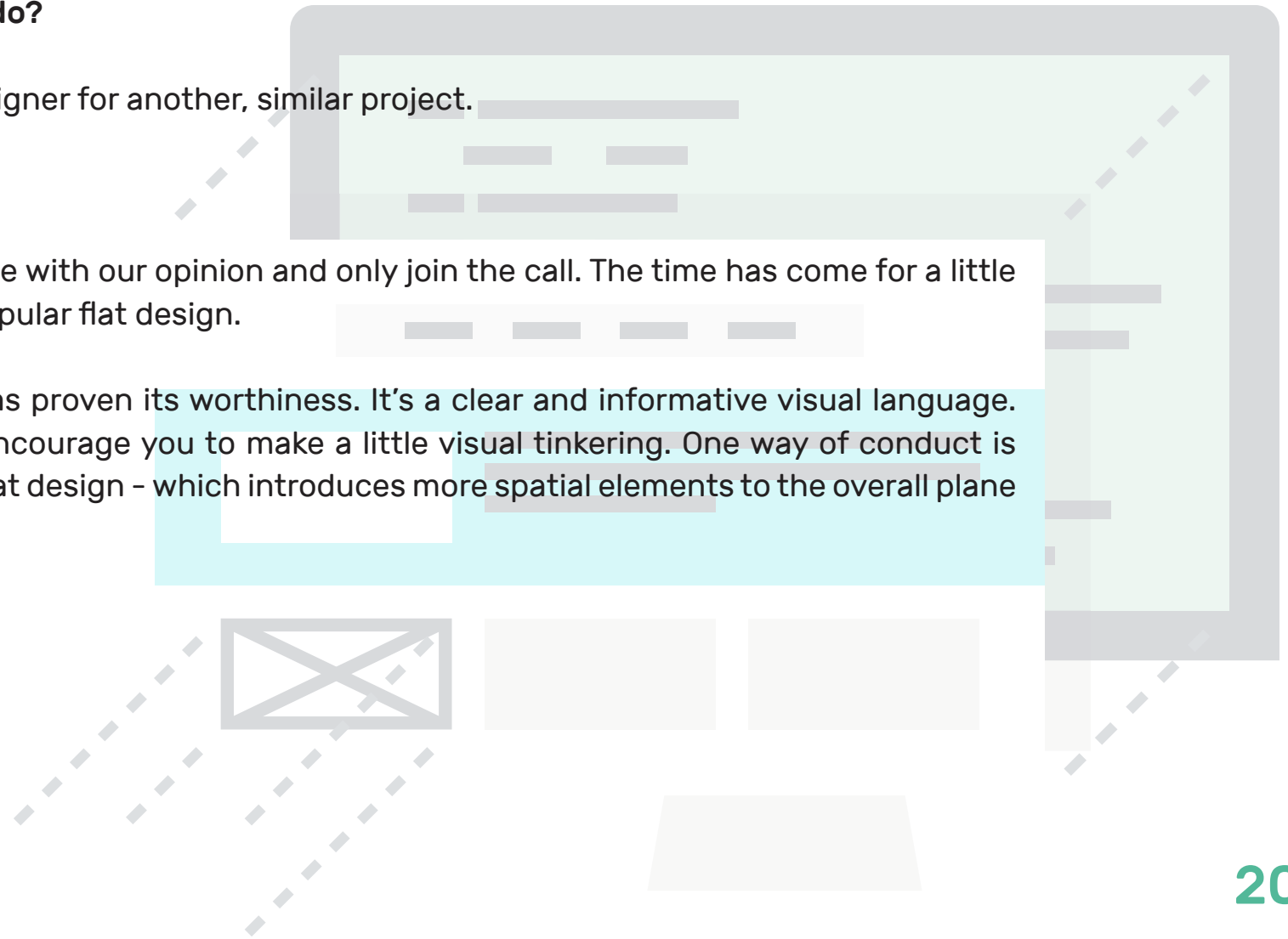
## What NOT to do?

Praise art designer for another, similar project.

## Instead:

We're not alone with our opinion and only join the call. The time has come for a little face-lift of popular flat design.

Flat design has proven its worthiness. It's a clear and informative visual language. In 2016, we encourage you to make a little visual tinkering. One way of conduct is called semi-flat design - which introduces more spatial elements to the overall plane layout.



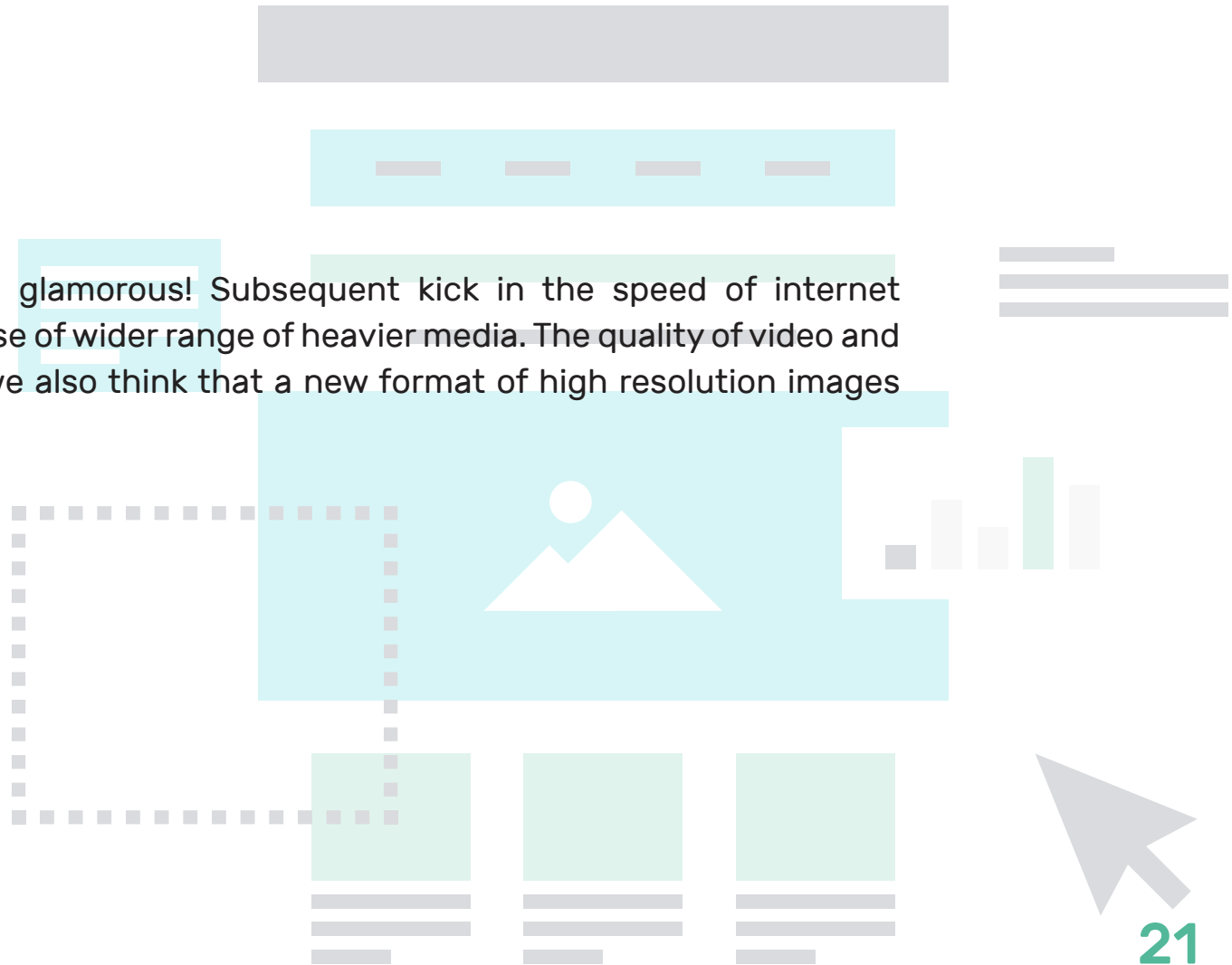
# MORE MEDIA!

## What NOT to do?

Forget about cool layout.

## Instead:

Apps of 2016 should be glamorous! Subsequent kick in the speed of internet bandwidth, enables the use of wider range of heavier media. The quality of video and sound will improve, but we also think that a new format of high resolution images will be introduced.





# ANDRZEJ TARGOSZ

CEO & Founder of Eventory

## ▶ Annoying app functions

Designers often think that guide/tooltip shown during the first use of an app can easily teach the user even a complex functionality. That does not work and the consumer is left with a complex mechanism that he or she can't use. Times have come when we should leave complex functions and offer easy to learn solutions based on well-known standards.

The second design flaw that annoys me concerns menus. I don't like nested menus and the ones that change depending on the content presented. In my opinion, those greatly confuse the user.

## ▶ Great app functions

I'm tired of simultaneously using many apps to achieve one goal! For example, going to an industry event requires me to use FB Messenger to communicate, Foursquare to look for people and then there's a dedicated conference app! We need more apps that combine different functions!

# BEST APPLICATIONS OF 2015 - OUR PICKS





# BEST APPLICATIONS OF 2015 - OUR PICKS

▶ BEST APPS OF 2015

## ▶ Google Calendar

There are thousands of calendar apps, but nobody made a better one than Google. Google Calendar has a great UI/UX and provides integration with other services (eg. Maps).

Its biggest downside is lacking in a version for Apple hardware (but this is, unfortunately, a tradition) and no today extension.

## ▶ WunderStation – Weather from your neighborhood

Great UI based on UICollectionView. Typically, such apps come as complementary software for devices. In WunderStation's case, the situation is reversed. The user receives an API that can be integrated with ANY hardware! The data collected by the device is then displayed in a mobile app.

# BEST APPLICATIONS OF 2015 - OUR PICKS

▶ BEST APPS OF 2015

## ▶ UBER

Great app for a very useful service. The whole thing has a clear and simple design, making it extremely pleasant and intuitive to use.

There's a secure payment system build within the software, so the fee is charged directly from your account. The user doesn't have to worry about whether the money is in his or her wallet.

Uber would not be the same without its marketing activities. We especially like their UberChoinka and UberPączki campaigns in Poland.

Lack of some Uber functions (eg. UberPool, UberX) in Poland spoils a little bit of the overall fun with that app.



## J.D. LASICA

Entrepreneur, Cruiseable founder, strategist, author, speaker, journalist, photographer

### ▶ Annoying app functions

There's no reason for universal apps not to be configured to work with multiple form factors. I just won't use apps on my iPad that were clearly designed with only the smartphone in mind and where no thought has been given to the larger real estate of a tablet. Put in the extra work, people!  
Najlepsze aplikacje mobilne 2015 roku

### ▶ Top Apps of 2015

#### **Periscope**

Periscope has to be the app of the year. The ultimate in real-time mobile video streaming, Periscope helps us return to the idea of personal storytelling to small digital tribes instead of fretting about mass media audiences.

#### **Hopper**

I'm in the travel sector, so the travel app that impressed me the most was Hopper, which saves you money by predicting when flights will be cheapest.

#### **Cruiseable**

And I have to go with Cruiseable, the best cruise discovery app in years (iOS only), helping people find the cruise that's a perfect match for them.



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