Top 5 Mistakes Developers Make When Going Mobile

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Mistake # 1

Trying to fit a desktop experience onto a mobile device

Mobile devices lack the facilities of a PC including

- large display for easy viewing
- a robust in memory cache for fast data process
- external keyboard for easy typing

Developers try to build overly complex capabilities into mobile devices:

- cluttering the screen
- draining device resources
- impacting the end user experience

How to avoid it

- identify the high value actions within the app that are most likely to be used
- design only for these requirements
- ensure users can complete them with minimum taps
- set a maximum tolerance for the no. of steps a user has to take to complete an action

Mistake # 2

Not making the mobile user experience your top priority

- with hundreds of thousands of apps your users have lots of choices
- if your app is not easy to use people will avoid it
- users don’t not come back after a poor initial user experience

How to avoid it

- focus on a good user experience design
- show key users prototypes of the app on actual mobile devices
- ensure users can complete them with minimum taps
- ensure that you have satisfied their main requirements before releasing the app

Mistake # 3

Letting too much get between the app, the OS and the Hardware

You must shave every possible millisecond off response time and utilize all relevant capabilities offered by the device
A mobile app development platform that abstracts away device details delivers only the common denominator of functionality across devices

How to avoid it

- build a true “Native App” meaning your app is not only built for a particular operating system
- a Native App is optimised for the particular hardware
- skip wrappers like JVMs that abstract away control of fine grained capabilities and code directly to the device whenever possible

Mistake # 4

Building separate apps for different platforms

Building different apps with separate codebases for different platforms can lead to multiple issues

- many of your end users own multiple devices
- your app may perform differently on each device
- with separate apps features get released and bugs get fixed at different times
- results in out of sync scenario – confusing to users
- Managing multiple codebases results in extra development work an higher overhead

How to avoid it

Leverage a single codebase that is complied and optimised for different platforms and device form factors

- you will deliver a more consistent user experience across all devices
- realise significant savings with fewer resources required for development, QA and bug fixes using a single codebase

Mistake # 5

Not doubling down on security

Relying on device or network security measures to protect your app data can be hazardous

- the app must take active measures to protect data that is resident to the device
- the app must take active measures to protect data passed in comms. and service calls that happen within the app
- Java and JavaScript are notorious hacker targets

How to avoid it

- for key interactions code directly to the device
- include your own security precautions to reduce the risk of third party attacks
- encrypt sensitive data stored on the device