



2:15 PM

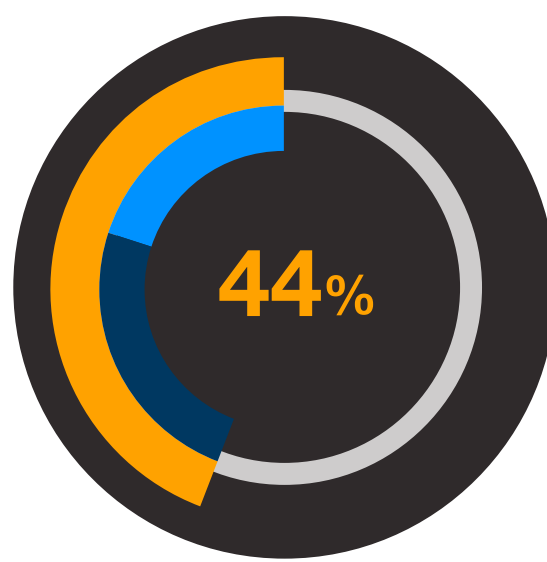
FAILURE TO LAUNCH

WHY ARE YOUR MOBILE APPS FAILING?

Many organizations are looking for guidance to better understand the challenges involved in mobile app development and testing. Almost one-half of mobile application issues are identified by users after being released. Are you treating your users as part of your testing team?

"AFTER TWO BAD EXPERIENCES, I'LL TRY SOMETHING ELSE"

44% OF DEFECTS
ARE FOUND BY USERS



20% PUBLIC USER REVIEWS
(e.g. in app stores)

24% DIRECT USER FEEDBACK

WHY THIS HAPPENS

INSUFFICIENT DEVICE COVERAGE

63%

LACK OF RELIABLE AUTOMATION

48%

NEEDS MORE TIME FOR TESTING

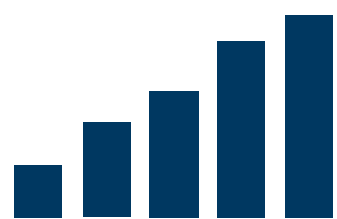
47%

USER FRUSTRATIONS



58%

USER INTERFACE ISSUES



52%

PERFORMANCE



50%

FUNCTIONALITY



45%

DEVICE COMPATIBILITY

HERE'S THE SOLUTION

THE TOP 3 MOST CRITICAL MEASURES TO REDUCE MOBILE APP DEFECTS ARE:

MORE FUNCTIONAL TESTING
+
MORE DEVICE/OS COVERAGE = **FEWER USER ERRORS**
+
MORE PERFORMANCE TESTING



www.perfectomobile.com 781-205-4111 www.perfectomobile.com/WhyMobileAppsFail

Perfecto Mobile 2014 Benchmark Survey, Why Mobile Apps Fail, 2014. Results based on responses from 900 survey respondents from a variety of industries including High Tech, Financial Services and Telecommunications.

