

APP-ETITE FOR MOBILE

DAILY MOBILE USERS ON DOWNLOADS & DELETES

A 2017 Phunware-sponsored study surveyed more than 680 daily smartphone and tablet users in the U.S. about how they use mobile today and what they expect from the technology in coming years. These daily users reported spending **6 hours per day on mobile devices**, primarily on smartphones.

We can learn a lot from these users about what makes a mobile app valuable and worth keeping. Here's what they had to say about the kinds of apps they use most—and **what drives them to keep an app or hit Delete**.

Daily mobile users have:

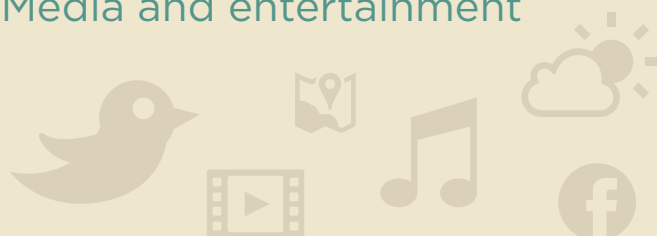
17 smartphone apps

12 tablet apps



Top 3 for daily usage:

1. Social media
2. Utility apps (maps, weather)
3. Media and entertainment



TAKEAWAY: With only a handful of chances to grab homescreen real estate, make sure your app provides value in the form of utility or entertainment.

Top 5 download motivators:

- Free **88%**
- User-friendly **65%**
- Fast and easy download **55%**
- Mobile-only features or offerings **49%**
- Friend recommendations **45%**



TAKEAWAY: Users follow the path of least resistance, so don't create unnecessary obstacles to downloading or engaging with your app. Make it free, intuitive to use and "uniquely mobile"—provide an experience they can't get on a desktop or other device.

Key brand concern: App dormancy

72%

have apps they haven't used in **30+ days**



27%

forget those apps are there



Why have you deleted an app?

- Not useful to me **84%**
- Too many disruptive ads **81%**
- Poor user experience **80%**

But

59% delete apps they know they might re-download in the future.



TAKEAWAY: Drive users back to your app—and avoid uninstalls—with creative messaging and compelling content updates.

Consumers juggle dozens of apps, so when storage starts to max out, some apps get the axe. Make sure you're delivering a high-value experience for your app users to keep your brand top of mind.

Download the full survey report for more eye-opening findings: <http://bit.ly/2o07tCh>

Source: Phunware "Mobile Future" Study, 2017

Contact Phunware for options that fit your budget, timeline and mobile maturity.

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