HOW TO DESIGN MOBILE APPS THAT ENSURE SUCCESS?

An average user indeed uses only a few apps every day, no matter how many applications are there on his device. Hence, if you don't want your app to rest in the corner of users' devices, you have to think about a way that ensures a high user engagement and low possibilities of your app uninstallation. Whether you are aware of it or not, the design of an app plays a crucial role in engaging the users. It represents a need to design mobile apps based on UX principles as these are effective in attracting viewers and users in this rapidly advancing era.

UX TIPS TO DESIGN IMPROVED MOBILE APPS

1. PERSONALIZE YOUR APP UX FOR TARGET USERS

Even though all users don't have a similar mind set, it is beneficial to design your app with a target market in mind. The one-size-fits-all is no more an effective method in regards to app UX, so ensure providing every user with a customized experience by utilizing the power of data. Knowledge about location, usage behaviour, and settings can prove helpful in this instance. One crucial thing is to design the app UX after comprehending the needs and goals of your users. Think from the users' perspective and find out what you are hoping to get done as soon as the app opens up. Most of the time, an impactful app is the result of no gimmicks but only the simplicity of sufficing the users.

2. CATER TO ALL SCREEN SIZES

Many developers usually forget that the user experience on mobiles is quite different from that on desktops. Some functions and design practices that work effectively on desktops may not perform well on mobiles. Hence, while developing your mobile app, you should make sure to optimize it for different screen sizes. All app elements, including text, photos, and even the CTA (call-to-action) button should be designed to fit all screen sizes. Moreover, as the usage of mobiles may get interrupted due to network issues or any other reason, you need to design and develop apps that allow the users to start from where they left as soon as they reopen the app.

3. EMPHASIZE SEAMLESS MICRO-INTERACTIONS

One of the best ways to boost your mobile app UX design and put a good impression on users is to focus on making seamless micro-interactions. It will undoubtedly ensure more engagement and interactive user experience. Note that Facebook, Instagram, and many other famous social media platforms have capitalized on seamless micro-interactions.

4. CONCENTRATE ON SIMPLIFYING AND MINIMIZING

At times when you are not sure, it is better to simplify and minimize. Minimalistic designs, which have been in conversation for some time now help the users to focus on the core message without getting overwhelmed or distracted. Taking the rule of thumb into consideration is of paramount importance when working on your mobile app for content, graphics, or navigation. No app user likes to read an instructional handbook to know how to use your app, therefore make sure to turn your menu bar more intuitive and easy to use. Experimenting with visual iconography to save space can also be a good step.

5. BE FLEXIBLE TOWARDS UPDATES AND CHANGES

If you wish to design and develop a perfect app, then remember that there is no such app. It is because of the updates that keep on bringing opportunities to enhance the user experience by improving your app features. Hence, the last but not the least tip recommends you to design mobile apps that can get modified according to the updates and advancements in technology. Being flexible to changes and updates will help you to attract and satisfy more and more users as most people nowadays love staying up-to-date.

Hopefully, these tips will aid you to improve your user retention app such that it can meet all the expectations of your target users.