

Emerging trends in mobile app development

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The mobile app development industry has witnessed a lot of changes in recent years, and year 2016 is going to see a revolution. With an increase in demand and market penetration, businesses are bound to launch effective apps that can run on any mobile operating system.

In 2015, the average number of apps developed and submitted by developers on Apple App store was more than 1,000 per day. As new technologies, programming languages and needs are emerging, a new landscape is coming out in the application arena. With cut-throat competition in the mobile world, service providers are investing hugely in improving their apps ecosystem that brings business directly to them.



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From education to shopping, mobile applications have become a significant part of our daily life. More and more, students and educators are using education apps to access content anywhere across the globe. E-commerce companies generate large revenue from mobile apps as users can download their apps and do shopping from anywhere. There has been a tremendous (48%) rise in shopping done using mobile devices last year. Now, some of the trends that are likely to emerge in 2016 are as follow:

Advanced security

Mobile users are quite concerned about their privacy and if you look at the apps being developed these days, most of them fail at basic test level. Both iOS and Android keeps upgrading security protocols in their mobile operating system with latest releases. With increased use of NFC payment, there remains the risk of identity theft or disclosure of sensitive personal information on a public domain.

Apps for smart watches and wearable devices

Google Glasses and Apple smartwatches are the next big thing in the mobile market, so the demand for apps that work on their platform will be there. Many tech companies are developing wearable devices like smart watches and fitness trackers, further revolutionising the mobile device industry.

Extensive use of cloud computing

Cloud computing was introduced with the aim to provide services remotely and to overcome memory space issue in computer devices. It enables ubiquitous and on-demand access to a shared network of configurable computing resources. With the use of Cloud support, developers will be able to develop powerful apps that will acquire less memory space on users' device.

Location based support

Location-based services are likely to be increased in 2016. A lot of apps are already using the location of users through GPS functionality to provide accurate and customised services. Applications like Uber and Urbanspoon track user positions to offer services. Android and Apple developers will be focusing on integrating location-based services in apps to provide real-time suggestions to customers.

Scanty app development cycle

As the competition unfolds in the market, app developers will be forced to adopt rapid development strategies. JIT (Just-In-Time) is one of the strategies that will be implemented in the app development cycle. The advantage of such a strategy is that it will reduce the time taken to design and develop the app. With a shorter app development cycle, maintaining quality and usability in the app will be the challenging part for any app developer.

Enhanced user experience

Mobile apps are all about user experience as their real test is done by the user. From the display of smart watch to the big screen sizes of latest iPhones and Android devices (smartphones and phablets), an app is required to keep its efficiency and functionality across all devices. In the year 2016, more developers will be focusing on developing apps that stand high on the user experience factor.

Use of HTML 5

[HTML 5 was introduced in 2014](#) with the aim to improve multimedia content for computers and mobile device. Unlike native app development, mobile apps will now be developed on hybrid frameworks like ionic, Intel XDK, Sencha touch, etc. With the use of hybrid technologies, developers can reduce the cost of developing an app.

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