

COLUMNS

4 reasons why your app keeps getting deleted

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Even in today's technologically advanced world, memory on smartphones continues to be relatively limited. Between all the photos, videos, and applications competing for space, each device is like an exclusive nightclub that has a strict "one in, one out" policy.

In other words, if a user wants to download an app, it is likely that another one will have to be deleted.

Given that just 200 apps make up more than 70 percent of all app usage, it can be awfully challenging for brands outside of that elite group to create something that sticks.

Making the cut

Designing an app that users will like and want to use is obviously easier said than done.

However, ensuring that your app makes a positive impression from the moment it is launched is a great starting point.

If it crashes every other time it is opened, you will quickly find yourself on the chopping block.

Once users make it past the launch screen, it is often the small UX and design features that make an app worth keeping.

Contrarily, however, these same subtle features can easily turn into annoying or even creepy elements that cause your app to get axed.

Here are four of the most common reasons apps get deleted:

Too many notifications: The first time users open an app, they face a big decision regarding notifications: Do they trust that the brand will send a tasteful number of relevant notifications, or do they fear that they will be bombarded by notifications that have nothing to do with their interests?

If a user says "yes" to your notification prompt, avoid getting deleted by creating easy navigation. For example, incorporate the ability to change preferences in two taps or less.

Questionable location queries: Another big decision that users face the first time they open an app is whether to allow their location data to be collected.

The verbiage of this request can come across as creepy, especially if location does not appear to be an essential piece of information like it is on a weather app, for example.

Some apps allow you to set location services as "always" or "never," but if you enable a third option of being able to add location "while using the app," users will not think you are Big Brother watching their every move.

Poor usability: Apps often require users to jump through too many hoops to accomplish tasks.

A common example of this is how cumbersome it can be to make credit card payments in some banking apps. There is a screen to enter payment details, then there is a confirmation screen, and then there may even be an authorization screen.

Further, not all apps automatically launch a big, user-friendly number pad when requesting numerical information.

Users are stuck with the iOS-native keyboard that has the numbers horizontally aligned along the top.

Ultimately, redundant screens and inconvenient usability will frustrate users and cloud the purpose of your app. While apps and their processes do need to be secure, they also need to be streamlined.

Inconsistent design: You can sometimes tell that an app has made an effort to reduce its dependence on text and provide a clean, modern look.

However, after a little navigation, you will see that these efforts were limited to the home screen.

The rest of the app is an inconsistent, wordy mess that looks like it was created 10 years ago.

App developers should shoot for consistent style and design on all screens throughout their apps, no questions asked.

IF YOUR APP'S UX is not up to par from the moment it is launched, you will likely find yourself standing at the back of a long line outside an exclusive nightclub.

The only way the bouncer will let you in is if your app looks great, does what it is supposed to, and adds value to users' lives.

All told, focus on creating a smooth, consistent, and capable app that fulfills its designated purpose, whether that is providing information, solving a problem or simply offering entertainment.

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