



# Smart&Soft

L'agence software qui stimule  
votre expérience mobile

## The life of an app after its deployment on stores

22nd March 2017

# Introduction

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## Who are we ?



**Adrien Vitti**

- Android developer @ Smart&Soft
- Engineering degree from Efrei and UQAC in 2014
- 6 years of experience in mobile
- Member of Paris Android User Group

Join me : [adrien@smartnsoft.com](mailto:adrien@smartnsoft.com)



**Amélie Chappelin**

- Project manager @ Smart&Soft
- Graduated from Neoma Business School in 2013
- 3 years of experience in digital
- Marketing missions for Ricard, LCI, ePresse, Euronews

Join me : [amelie@smartnsoft.com](mailto:amelie@smartnsoft.com)

# Smart&Soft

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# Smart&Soft

Smart&Soft is a software development agency.

Since 2009, we design, develop and manage the mobile applications of our clients.

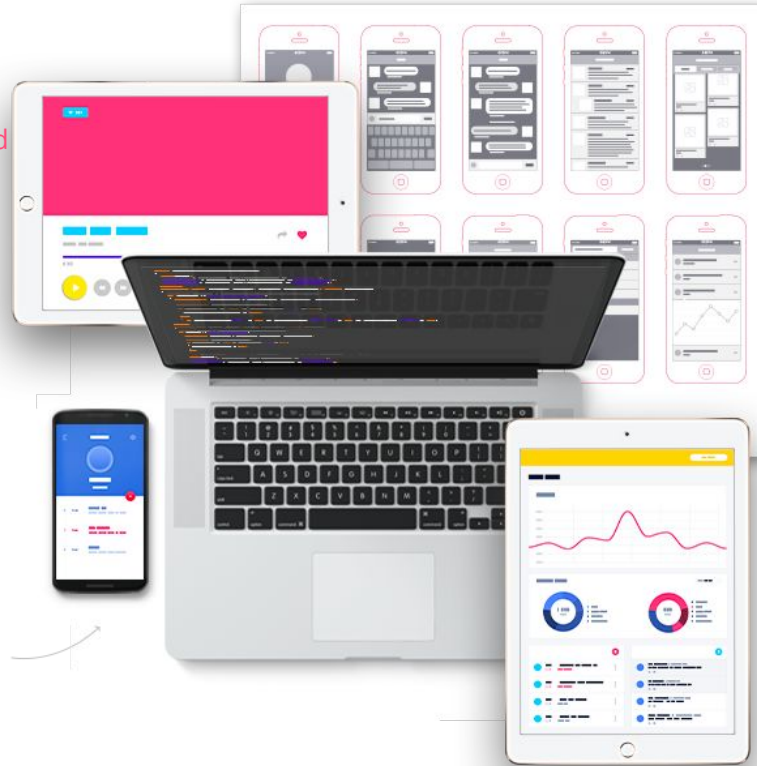


**User centric**  
Qualitative and reliable  
applications



**Focused on performance**  
Solutions to manage your  
applications

To reach an optimized graphic design  
**GRAPHIC**



To go from the idea to the execution  
**DESIGN & UX**

To lead your performance

**LEAD**

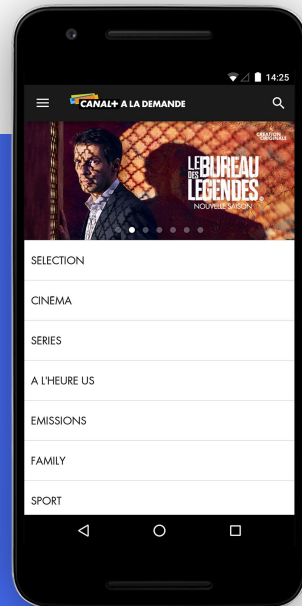
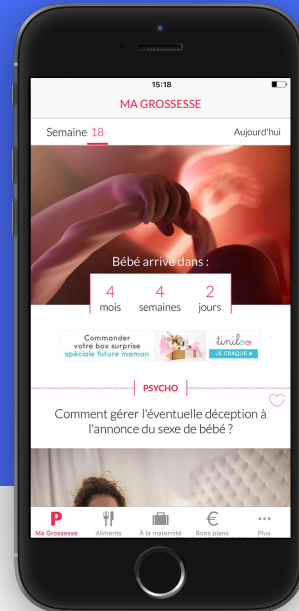
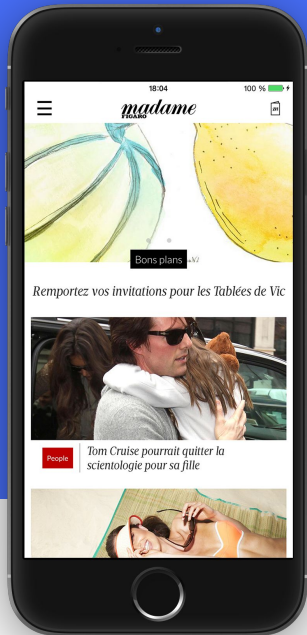
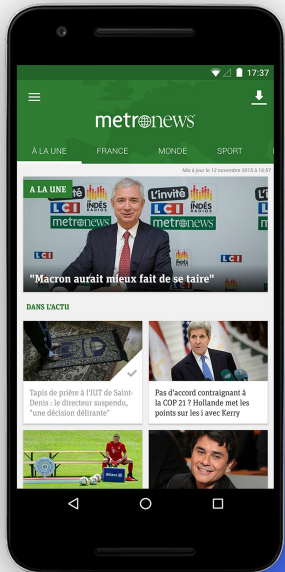
To maximize your development  
**EXECUTION**

Our clients can be found in many economic sectors

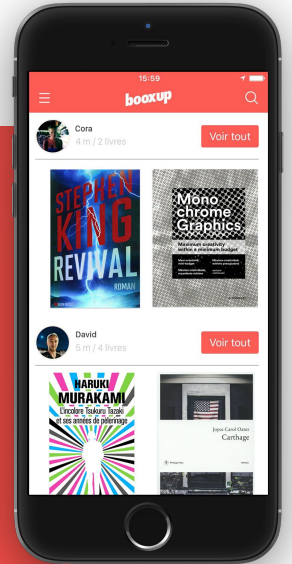
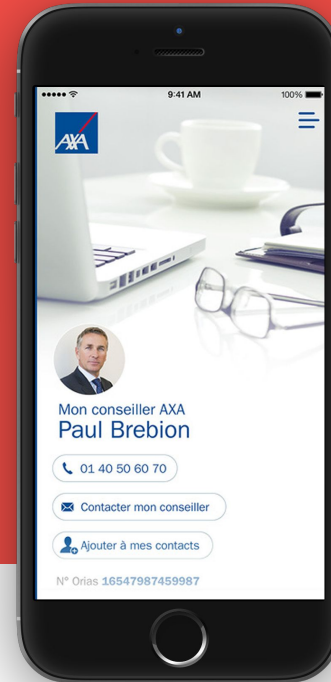
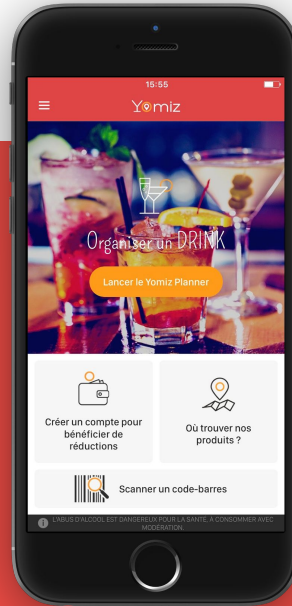
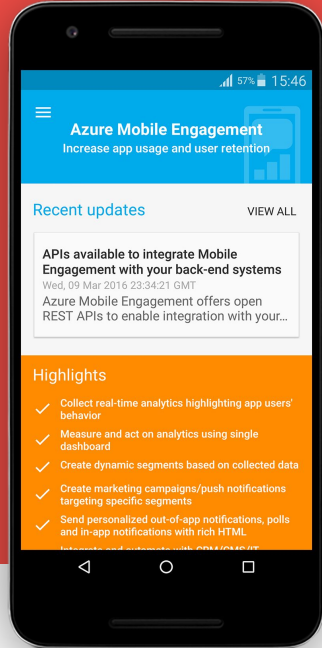
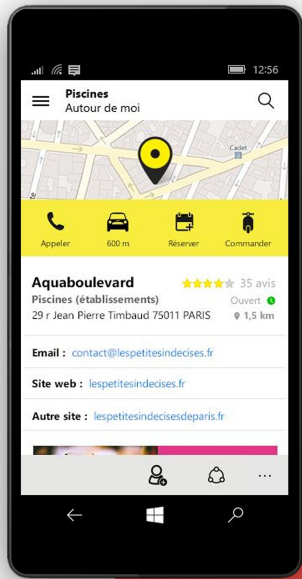


L'ORÉAL









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1. Anomaly reporting
2. Add, change, improve or remove features
3. Re-engage users
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5. How to acquire new users ?
6. Going further

# Anomaly reporting

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**So, you tested your  
app before release.  
What could go  
wrong ?**



Sweet roll soufflé candy canes cake  
marzipan



Jujubes cacke soufflé candy canes  
cake marzipan



Pie gummies cake pastry gummies  
lollipop



Brownie chocolate cacke  
marshmallow toffee dragée



Sweet roll soufflé candy canes cake  
marzipan



Jujubes cacke soufflé candy canes  
cake marzipan

**Almost everything.**

**Real conditions are  
not so perfect.**

## Potential issues

- OS released with errors
- Really bad or imprevisible network conditions
- Server down or migration fails
- etc

## How to handle issues ?

- Is your app crashing ?
- Is the app still usable ?
- Do you know where they come from ?
- Do you have technical informations about them ?



# Reporting tool platform insight

Last 14 days



All



Select a Version



## Crashes for Candy Crash - Android

5

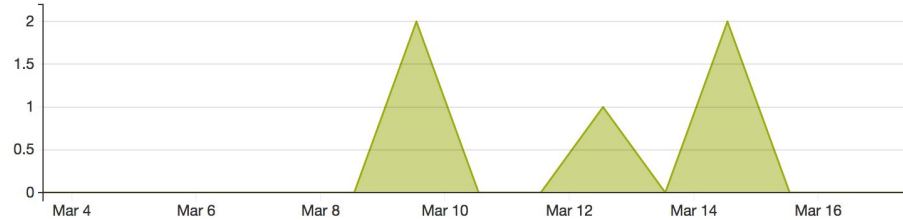
Crash count

17.86%

Crash rate

↑ 17.86%

Compare your app against global benchmarks at [data.apptelligent.com](https://data.apptelligent.com) →






1 crash groups in the last 14 days (data may be delayed by up to two minutes)

Search Crashes...

Contact [support@apptelligent.com](mailto:support@apptelligent.com) if you need any sentinel crashes resymbolicated.

10 20 50

| Error   | Last Occurred | First Occurred             | Occurrences | Users Affected | Status     |
|---|---------------|----------------------------|-------------|----------------|------------|
| <p>NullPointerExceptionFragment.java line 91<br/>           java.lang.NullPointerException<br/>           Something wrong happened while attempting to display an item in...<br/>           com.smartnsoft.candycrash.fragment.NullPointerExceptionFragm...</p>    | 3 days ago    | 8 days ago<br>Mar 10, 2017 | 5           | 2              | Unresolved |

## Userflows Summary

Last 7 days



All Versions



### Success Rate

31.82% - 12.92%

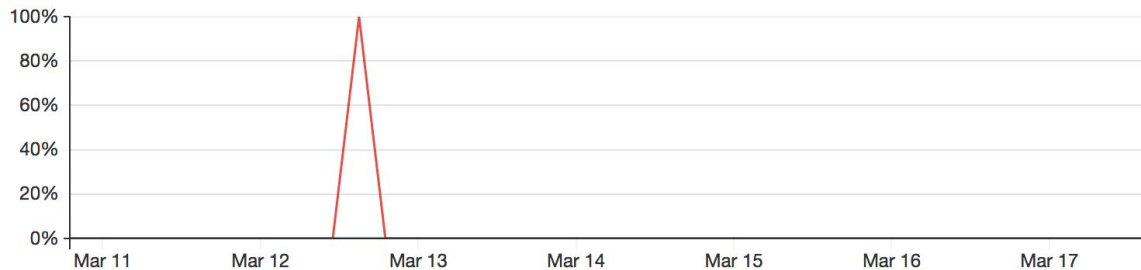
### Fail Rate

68.18% + 12.92%

### Revenue at Risk

\$37.50 - 28.57%

### Top 5 Failed Userflows



## Userflows

| Name/Type ▲ | Volume | Foreground Time | Failed | Fail Rate | Successful | Revenue at Risk               |
|-------------|--------|-----------------|--------|-----------|------------|-------------------------------|
| addToBasket | 15 ▼   | 0.862s          | 15 ▼   | 100%      | 0          | \$37.50                       |
| App Load    | 7 ▼    | 0.957s          | 0      | 0%        | 7 ▼        | <a href="#">edit userflow</a> |

# What to expect from an anomaly reporting tool

- Display the issue stack trace
- Mark a bug as resolved
- Send automatic alerts
- Track lost revenue

**Add, change, improve or remove  
features**

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**How can I match my  
users expectations ?**

**How can I match my  
users expectations ?**

**Analytics !**

# What is the purpose of analytics

- How many Active Users ?
- How do they use your app ?
- What are they looking for ?
- What are they buying ?
- Which type of user are using a specific feature ?
- etc



## Remove a feature

- If it's not ready...
- Or misleading...
- Or not used at all !

## Change or improve a feature

- Simplify user flow in your app
- Change your UI to make it more visible to non power users
- Improve feedback

## Add a feature

- Make something possible
- Match platform guidelines
- Make some users come back

# Analytics platforms

We integrate Analytics platform such as :



Google Analytics



TUNE



# Re-engage users

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# Your app, your product

**It's vital to think about the life of the application :**

- How to make my users come back in my app ?
- How to acquire new users ?
- How to gather users feedback to improve my app ?



**How many apps do you  
have ?**

**10% of users are still active  
after installing the app\***

**\*AppsFlyer**



# Push Notification

- What is a push notification ?
- How does it work ?
- Different types of push notification
- Users Agreement
- How to use rich push notification to increase your click rate ?
- Lifecycle push notifications
- Monitor alerts
- How to select a push notification platform ?

# What is a push notification ?

**Today, users access their app more via notifications than the app icon. The notification is an app within the app.**

## Definition

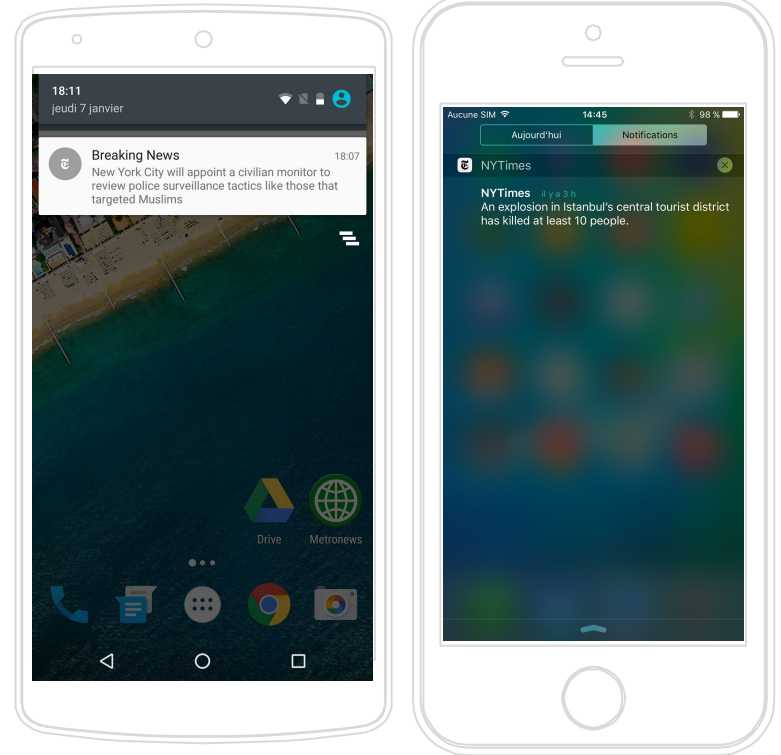
- a message sent in realtime to the user
- without the necessity of the app being opened
- with possibilities of OS-specific design customization
- received when the device is connected to Internet

# Anatomy of a notification

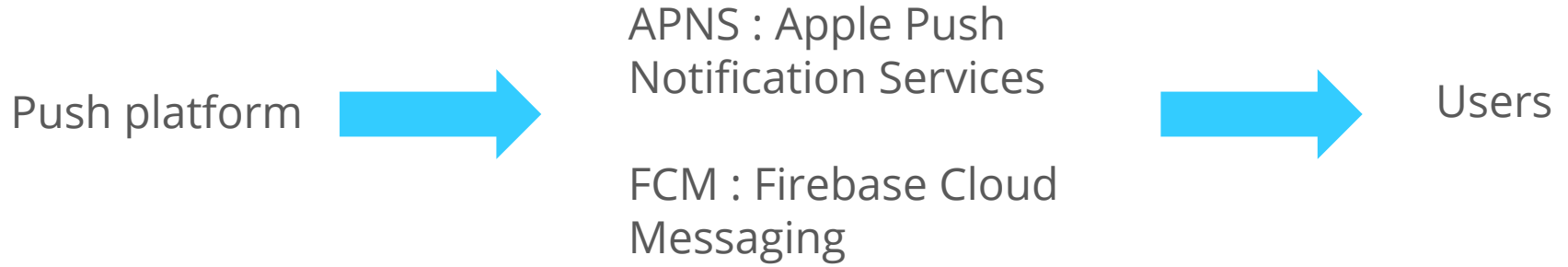
## A notification contains at least :

- a logo
- the app name (on iOS)
- a title
- a message
- a timestamp

It is displayed in the notification center and the lock screen.



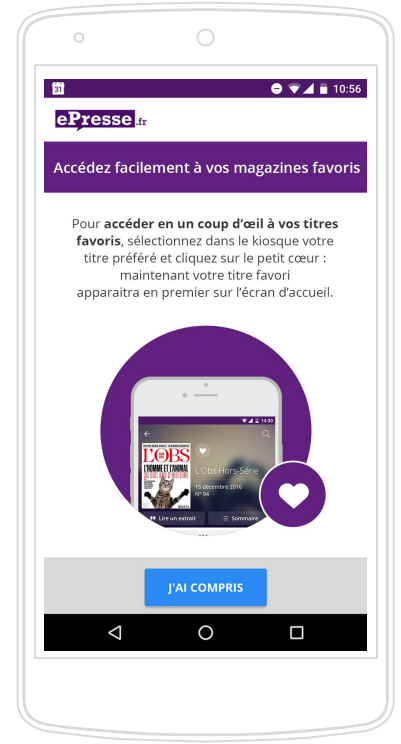
## How does it work ?



# Different types of push notifications

For our clients, we use 4 main types of push notifications :

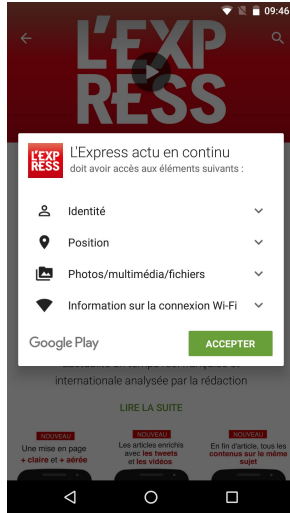
- One time push notification
- Marketing push notification
- Automated push notification
- Lifecycle push notification



ePresse

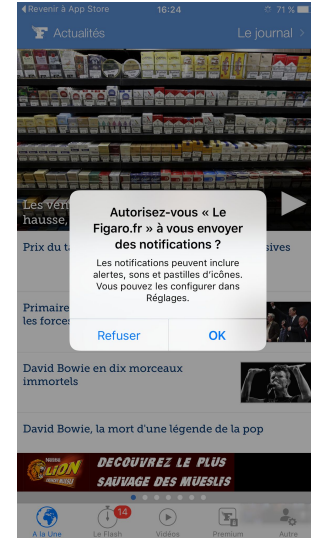
**What is the difference  
between iOS and Android ?**

# User Agreement



## Android

By default, the user agree to receive push notifications



## iOS

The user give its agreement to receive push notifications

In both cases, **the user can modify at all time his choice**, in the app parameters (only for Android) or in the device parameters.

# Contextualize the push agreement

On iOS, we recommend to give a context to ask the push agreement to the user :

- **Show the advantages**

What is the service ? What is the frequency ? What kind of push notifications ?

- **Explain how it works**

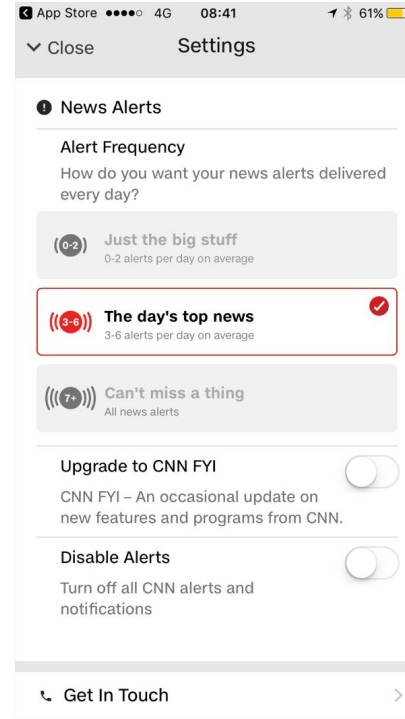
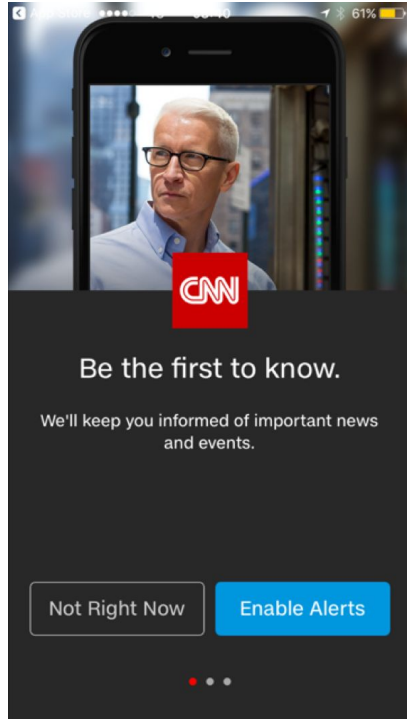
- **Choose the right moment**

- **Define a *call again scenario* for users who answered "later".**





# A very good example : CNN

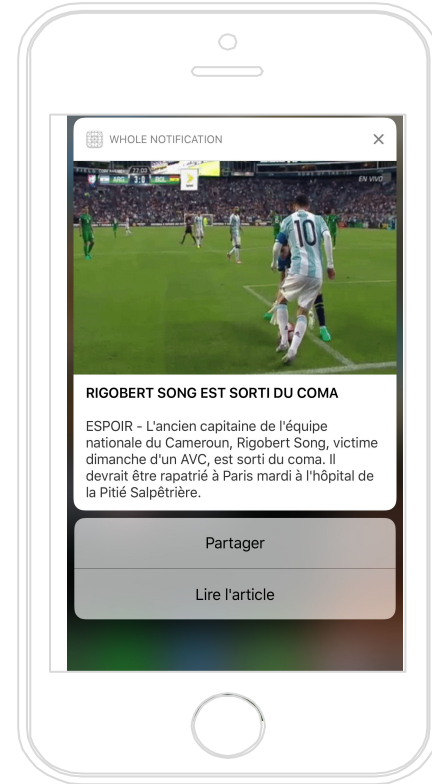


**How to use rich push to  
increase your click rate ?**

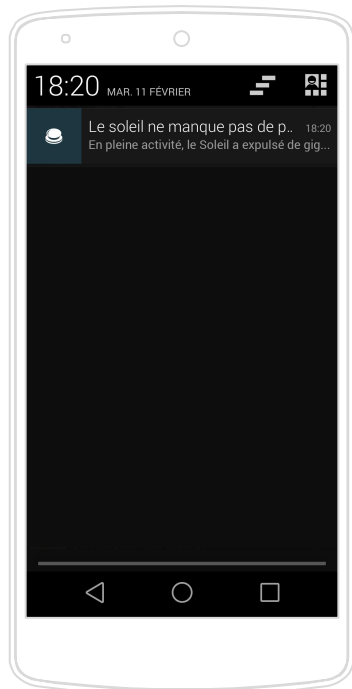
# Use images on iOS 10

With iOS 10, there are more customization options for push notifications :

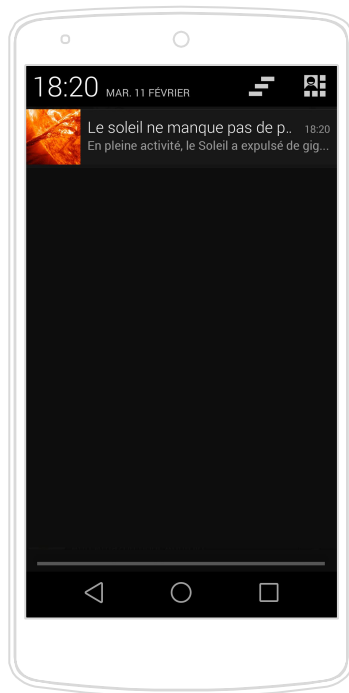
- **extensive** : with the Force Touch (since iPhone 6s) OR with a slide to the bottom
- **media attached** : image, GIF, audio file, movie



# Use images on Android



Icon and text



Miniature image

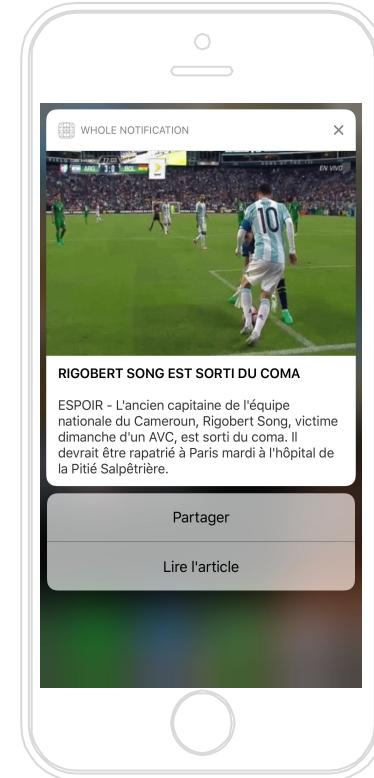
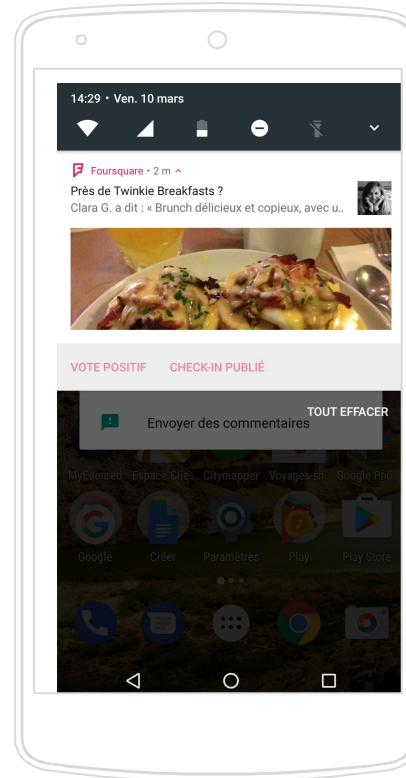


Big image

# Action buttons

## You can also use “action buttons”

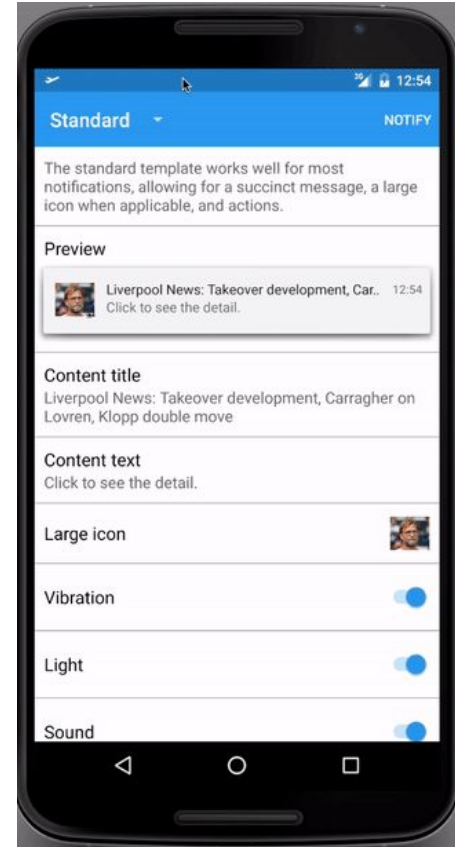
- Action without opening the app
- User interaction
- Available on iOS 10.3 and Android



# Rich formats on Android 7

## Other features on Android 7 for rich notifications :

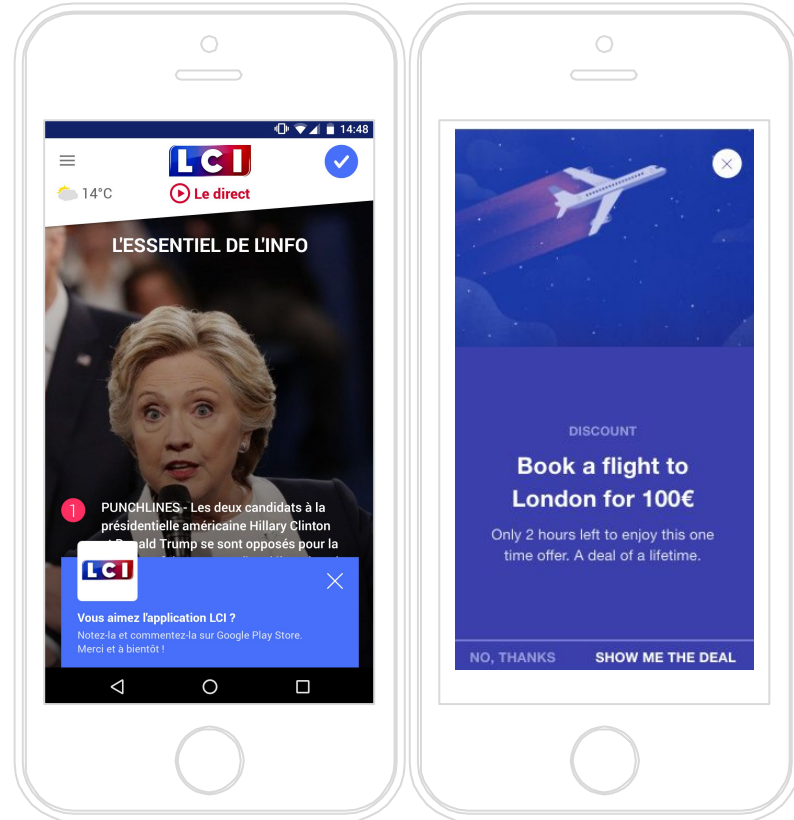
- Message Customization
- Push gathering
- Animated icon



# Other formats of push notifications

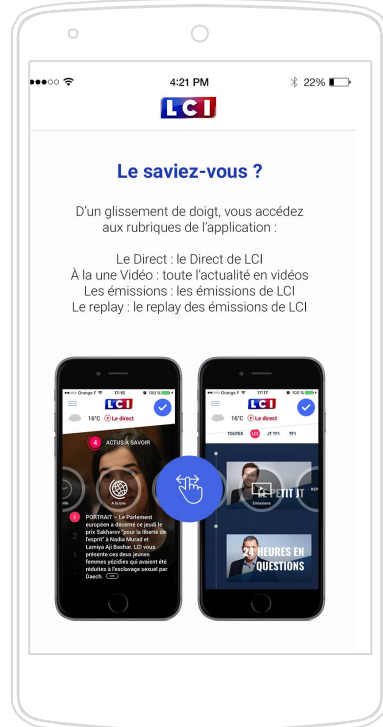
Depending on the mobile platforms, different formats are available :

- In-app
- in-app interstitial full screen
- poll
- intern messaging service (Urban Airship, Localytics, Accengage)



# Tutorials to discover the app

We create in-app campaigns to help users navigate in the app.



LCI



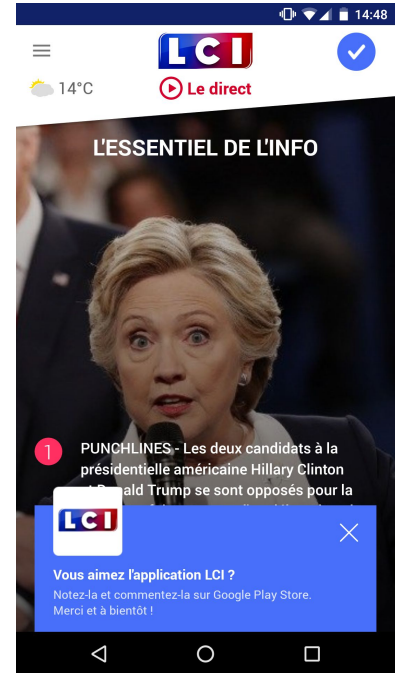
ePresse



# Rating in-app campaigns

To increase the rating in the store, the in-app is a good canal.

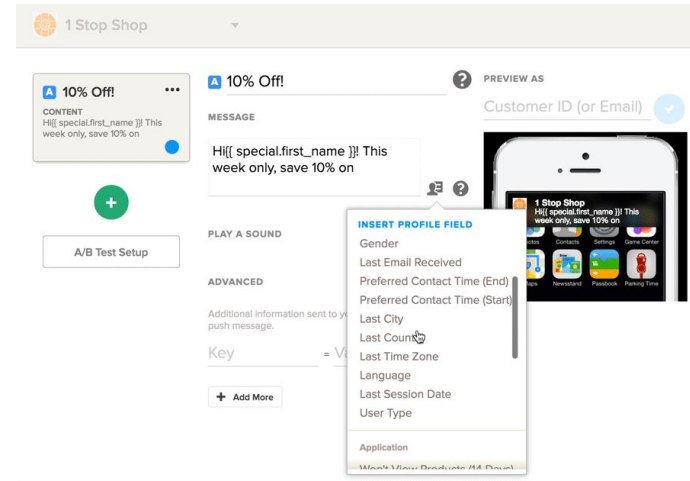
- Start point : benchmark and objective
- Target 5 to 10% of active users
- Activate the campaign
- Analyze results and adjust



# Make your user feel unique

You can use dynamic content to communicate to your user personally.

You get information about the users for example : with the name or an action accomplished.



Localytics- push platform

# Lifecycle push notifications

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# What is a reengagement plan ?

**It is about going with users since the moment they install the app and throughout its usage. The goal is to retain customers.**

Scenarios of push campaigns with different elements :

- When ? The moment : example D+7
- Who ? The target
- Where ? The redirection screen
- How ? The message and the format

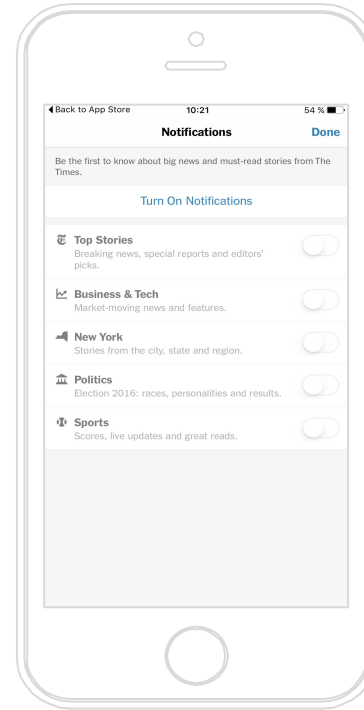
**Are you tired of receiving  
push notifications ?**

# Give the user the power to monitor alerts

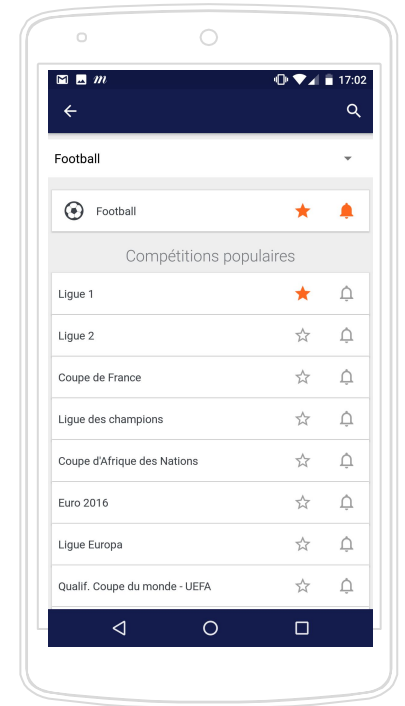
To limit the risk of uninstalling,  
offer the user the opportunity to  
parameter push notifications

Select :

- categories
- subject / teams



New York Times (iOS)



Eurosport (Android)

**Do you know any mobile platform to send push ?**

# Testing the push platforms

We integrate different push platforms to evaluate them



Economic model : MAU



# Firestore Dynamic Links

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**“Firebase Dynamic Links are links that work the way you want, on multiple platforms, and whether or not your app is already installed.”**

# How does it work ?

2 use cases:

- Desktop
  - Display the linked content on your website
- On Android and iOS
  - If your app is not installed, user is redirected to the store
  - Once it's installed or if it was already present, open the linked content in the app

## Why is it so interesting ?

- Re-engage user easily via web content, e-mail, etc
- Handle the “update” scenario
- Allow new users to discover your app

**How to acquire new users ?**

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**63% of people  
discover apps via  
search.\***

**\*Forrester Research**

# Find the right keywords

- Brainstorming the keywords for the apps
- Test the keywords on the store and see the results
- Use mobile platforms to guess the competitors keywords

Au quotidien, vous êtes plutôt...

- Métro / boulot / dodo ?
- Vélo / shopping / apéro / resto ?
- Trotinette / école / yoga / disco ?

Quel que soit votre rythme ou vos habitudes, Mappy s'occupe de tout :

- Comparaison de tous les modes de transport : voiture, transports en commun, taxi, Autolib', Uber, train, BlaBlaCar, autocar, vélo, vélo libre service, piéton ;
- Trafic temps réel : infos trafic ultra-précises actualisées toutes les 2 minutes = itinéraires + temps de parcours garantis !
- Service sur-mesure : Ferrari ou trotinette ? Diesel ou essence ? Baskets ou talons ? On s'adapte à vos habitudes de déplacement ;
- Vues 360° (strite viou maison) ;
- Guidage GPS ;
- Plus de 5 millions de lieux et commerces référencés : hôtels, restaurants, parking, stations-service, mode, fleuristes...

— AU SUJET DU GPS —

- Remarque n°1 : c'est encore en bêta.
- Remarque n°2 : contrairement à l'ancienne application Mappy GPSFree, le nouveau guidage GPS vous offre le trafic temps réel et nécessite une connexion au réseau.

Vous aussi, vous avez quelque chose à nous dire ou à nous suggérer ? N'hésitez pas à nous contacter par e-mail : [contact@mappy.com](mailto:contact@mappy.com)

Cette application est faite avec beaucoup d'amour et d'humour à Boulogne-Billancourt !

Nos partenaires :

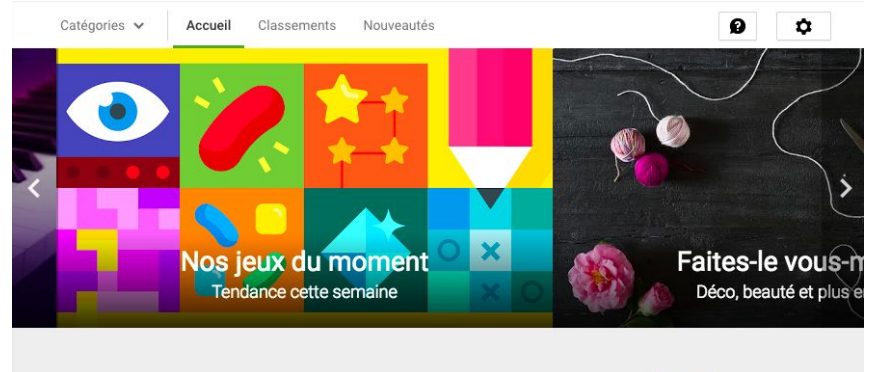
PagesJaunes, AccorHotels.com, Balladins, Best Western, Bons Plans Vacances Camping, B&B Hôtels, Booking.com, Fasthotel, LaFourchette, Mc Donald's  
Autolib', Vélib', BlaBlaCar, DriveMe, Parc Zoologique de Paris, Voyages-sncf.com, Uber  
Century 21, Darty, E.Leclerc, SFR, Auchan, Lidl, Canal+, Les Métaux Précieux  
Réseaux de transports en commun : STIF, RATP, SNCF, Bibus, Le met', SIBRA, TBC, Transgironde, DIVIA, TAG, TCL, RTM, Soléa, STAN, TAN, Lignes d'Azur, TANGO, TAO, STAR, CTS, TISSE0, CITURA, STL, CTRL, Setram, LIA  
Réseau vélo JC Decaux : vélo'v, Vélib', VéloCité, le vélo, VéloToulouse, Cy'cl'ic, Vélam, bicloo, velOstan'lib, Vélo2, Cristolib

Mappy

# How to get highlighted by the Play Store ?

Several factors are taken into account to get highlighted :

- The rating
- The screenshots' formats
- The respect of the platform guidelines
- The badges "Super developer"





# Tips for App Store Optimisation (ASO)

The store page is the showcase of the brand.  
Some tips for ASO :

- A stunning icon
- An effective app store description
- Great app screenshots
- Relevant app updates



Citymapper: Choix de l'équipe Super développeur  
Bus, Métro, Trains

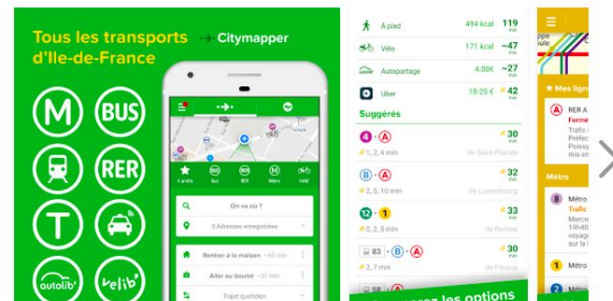
Citymapper Limited Plans et navigation ★★★★★ 52 236

PEGI 3

Cette application est compatible avec votre appareil.

Ajouter à la liste de souhaits

Installer



L'appli des transports en commun réinventée pour faciliter vos trajets quotidiens. Les meilleurs itinéraires à Paris, Lyon, Bruxelles et des dizaines d'autres villes avec tous les modes de transport : métro, bus, RER, Transilien, train, tram, Uber, taxi, Vélib, Autoilb, marche et vélo.

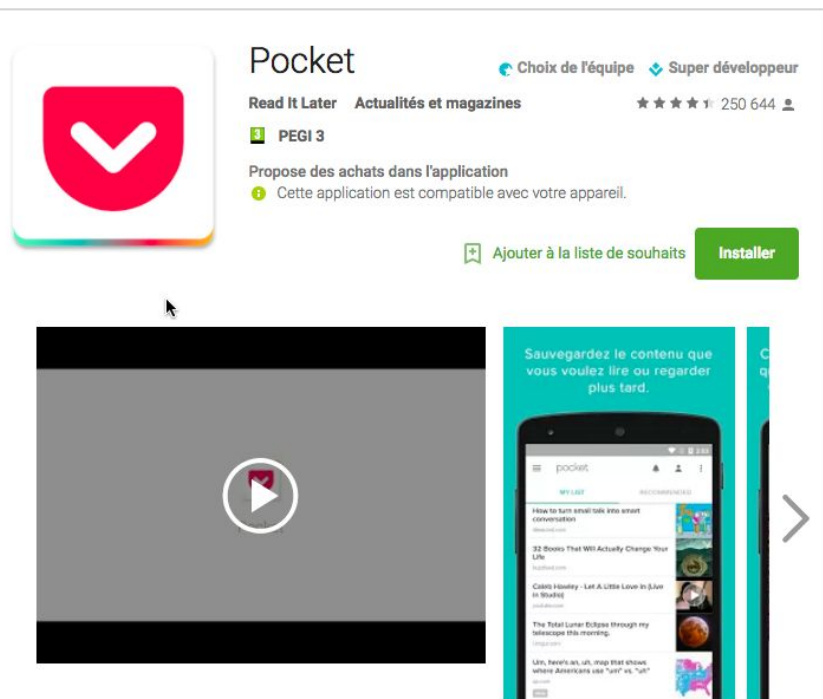
Horaires en temps réel. Alertes en cas de perturbation RATP ou SNCF. Sorties des stations de métro.

LIRE LA SUITE

Citymapper

# A killer app store description

- Understand the purpose in 10 s
- Use keywords
- Use # to structure the description and bulletpoints
- Promote the key features
- Extracts from app reviews
- Access to email for questions or support



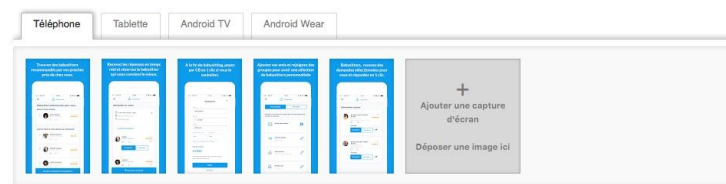
Pocket permet de sauvegarder, découvrir et recommander rapidement les histoires les plus intéressantes sur le Web.

Pocket

# Great app screenshots

Different formats of screenshots are available for devices :


- List out features and write it in the screenshot
- Use all the available slots
- Make sure your first screenshot creates a lasting impression.
- The demo video has a great conversion rate




Téléphone    Tablette    Android TV    Android Wear

Ajouter une capture d'écran  
Déposer une image ici

**icône haute résolution \***  
Par défaut – Français – fr-FR  
512 x 512  
Fichier image PNG 32 bits (avec canal alpha)



**Image \***  
Par défaut – Français – fr-FR  
1 024 (l) x 500 (h)  
JPG ou PNG 24 bits (sans canal alpha)



**Image promotionnelle**  
Par défaut – Français – fr-FR  
180 (l) x 120 (h)  
JPG ou PNG 24 bits (sans canal alpha)

Ajouter une image promotionnelle  
Déposer une image ici

**Bannière télévision**  
Par défaut – Français – fr-FR  
1 280 (L) x 720 (l)  
JPG ou PNG 24 bits (sans canal alpha)

Ajouter une bannière télévision  
Déposer une image ici

**Image stéréoscopique à 360 degrés d'écran de veille interactif**  
Par défaut – Français – fr-FR  
4 096 (l) x 4 096 (H)  
JPG ou PNG 24 bits (sans canal alpha)

Ajouter une image stéréoscopique à 360 degrés  
Déposer une image ici

**Vidéo promotionnelle**  
Par défaut – Français – fr-FR  
Vidéo YouTube  
Veuillez indiquer une URL.

Triboutchou

# Relevant app updates

Go further than just “Bug fixes” but explain precisely the new features of the improvement.



## NOUVEAUTÉS

Cette mise à jour vient se chauffer sur votre nez, telles d'élégantes lunettes, pour faciliter la lisibilité de notre app.

## SUS AUX BUS

Une case « Avec bus » permet d'inclure ou non les bus dans vos recherches. On mémorise votre choix.

## À LA CARTE

Les cartes de réduction et de fidélité sont désormais présentées en liste. Vous pouvez les rechercher par nom en cliquant sur la loupe.

## OPEN BARRE

Retrouvez vos billets dans la barre Google Search. NB : vos billets restent au chaud sur votre appareil.

Trainline

# Iterate thanks to A/B testing on Play Store

You can create variations with different elements :

- app icon
- description
- screenshots

## TESTS

Effectuer un test A/B sur la fiche Play Store de votre application [En savoir plus](#)

### SÉLECTIONNEZ UN TYPE DE TEST

#### International (images uniquement)

- Testez des éléments graphiques dans la langue par défaut de la fiche Play Store de votre application.
- Si vous avez ajouté des éléments graphiques localisés dans d'autres langues, les utilisateurs qui consultent votre application dans ces langues sont exclus de votre test.

Créer

#### Localisé (texte et images)

- Testez les descriptions et les éléments graphiques de votre application dans une langue spécifique.
- Affiché pour les utilisateurs qui consultent la fiche Play Store de votre application dans cette langue spécifique
- Exécuter simultanément jusqu'à 5 tests localisés.

Il reste 5 tests sur 5.

Sélectionnez la langue ⇅

Créer

**Going further**

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## Other important topics

- Ads mediation
- A/B testing in your app
- App Indexing
- etc

**Thank you for your attention !**

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**Vous êtes intéressés par Smart&Soft, contactez-nous,  
Nous recrutons !**



**Smart&Soft**

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