

The user experience is everything

Give users a great experience or they'll **give you the finger.**

Statistics don't lie:¹ Mobile users have zero patience for poor performance, crashes, and battery-hogging mobile apps. Fix it or they'll delete you.



49% expect a mobile app to respond in 2 seconds or less.



36% stop using mobile apps because of heavy battery usage.



53% uninstall or remove the mobile app when it stops responding or crashes.

A lousy experience doesn't just kill your mobile app. **It kills your brand—then your business.**

They blame the mobile app, turn into haters, and take it out on your company.



55% hold the **mobile app** accountable for poor performance (not the network, not the device!).



69% say mobile app issues caused them to have a lower opinion of the **company** that created the app.



34% choose their apps based on **peer feedback** (more important than price!).

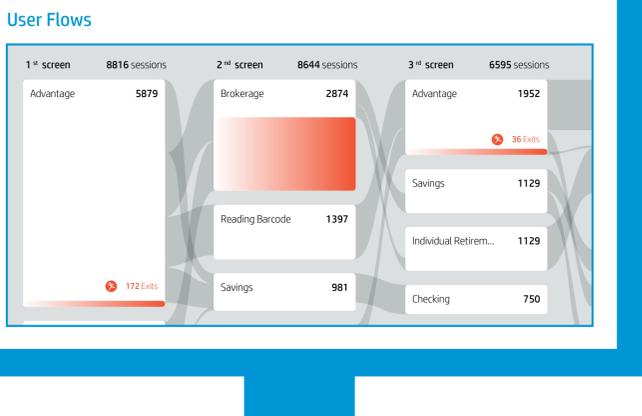
What's a mobility team to do? **Measure, focus, improve!**

Take a closer look at HP AppPulse Mobile monitoring software.



Focus and improve upon what users care about most.

Focus in the context of the user. Know how many users are impacted by which user actions, on which OS, device, or mobile app version. Improve by analyzing and sharing reports with the mobile app development team.



Drill down and see metrics by OS, device type, mobile app version, and more.



Focus on user interaction with your mobile app, screen by screen, with the User Flow feature. Follow the user journey and drill down to specific user actions. Understand where users exited or abandoned your mobile app.

Improve the health of your mobile app by sharing crash reports with the mobility team.

Track your **FunDex.**

The FunDex is a single score from 0 to 100 that encapsulates the average overall user experience. It unifies all aspects of the user experience measured by HP AppPulse Mobile and provides an accurate, relevant metric that can be used to prioritize development efforts for mobile apps according to business impact.



Everyone wants a 5-star mobile app. Elevate your ratings with HP AppPulse Mobile monitoring software.

See for yourself!

Start your [AppPulse trial](#) now. For more information, read [Measure What Matters](#), an HP white paper, or visit hp.com/go/apppulsemobile.

1. OK, some statistics lie, but not these statistics, which are from the new study by Dimensional Research, "Mobile App Use and Abandonment," January 2015. HP will vouch for them because we sponsored the research. © Copyright 2015 Hewlett-Packard Development Company, L.P. March 2015