


Chapter 9

Innovative Methods for Mobile App Evaluation Using Smart Assessment Tools

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ABSTRACT

In this chapter, the methods to mobile app evaluation through smart assessment tools are explored. Traditional methods are not enough to capture user experience and app performance. A collection of smart methodologies that support data analytics and machine learning to enhance the evaluation process are presented here. The smart assessment tools make use of combination of real-time data and user centered design principles. With this combination, these smart assessment tools provide deeper perceptions into app usability and functionality. These methods further result in increased user satisfaction. There are many case studies where these methods are applied across many industries such as healthcare app evaluation, E-learning platforms and E-Commerce mobile apps.

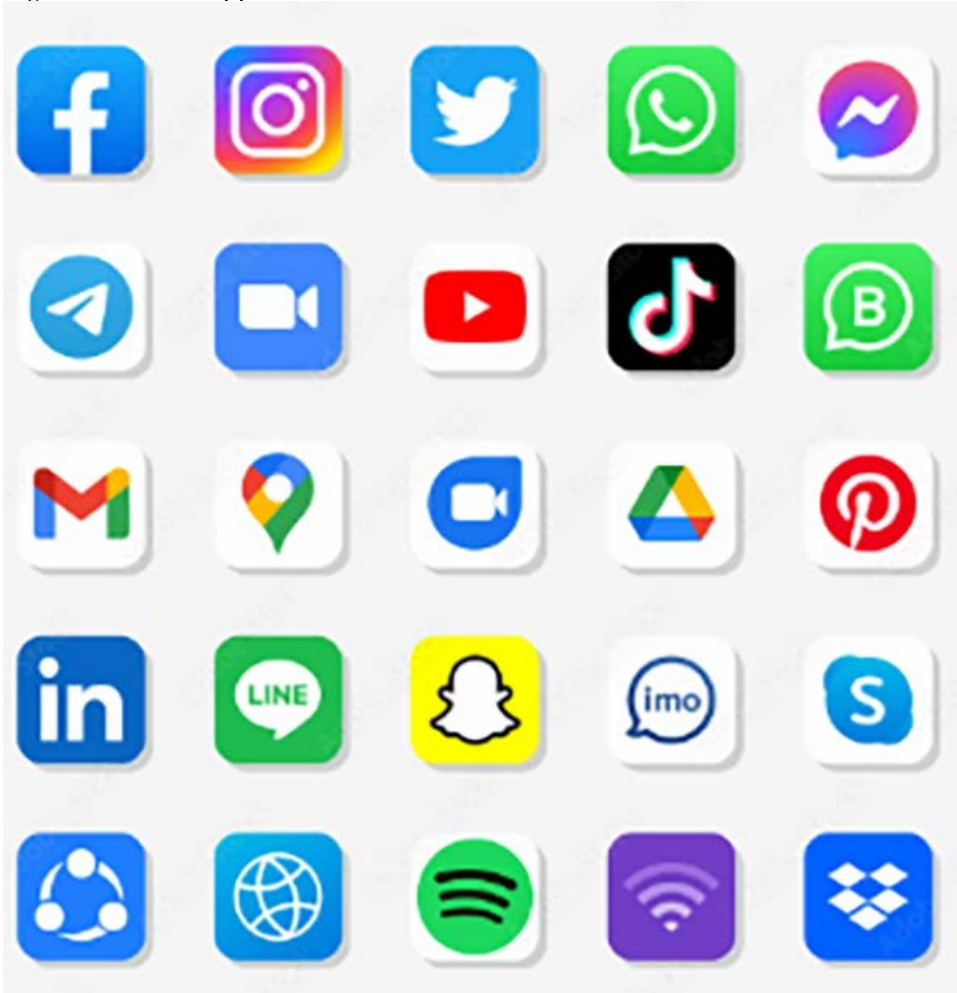
1. INTRODUCTION

Now a days, mobile apps play a very important role in our lives. These apps make our lives easy and convenient. Many tasks can be completed very easily with the help of mobile apps. These tasks include ordering food, managing finances, tracking fitness, connecting with friends etc. The number of apps is available in millions

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now and this number is increasing day by day. So, there is high competition in the market and user's expectation is also increasing. This is the reason that it becomes mandatory to evaluate the mobile apps and thus to know the user's interactions with apps. A sample of mobile apps is shown in figure 1.

Figure 1. Mobile Apps



Traditional methods evaluate mobile apps in terms of number of downloads, ratings and reviews. With this, one can come to know about how an app is doing but it does not give the complete picture. The understanding is required on what users actually experience while using the apps. The developers must know the user's experiences with the mobile apps. This results in the need of smart evaluation

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