



2:15 AM

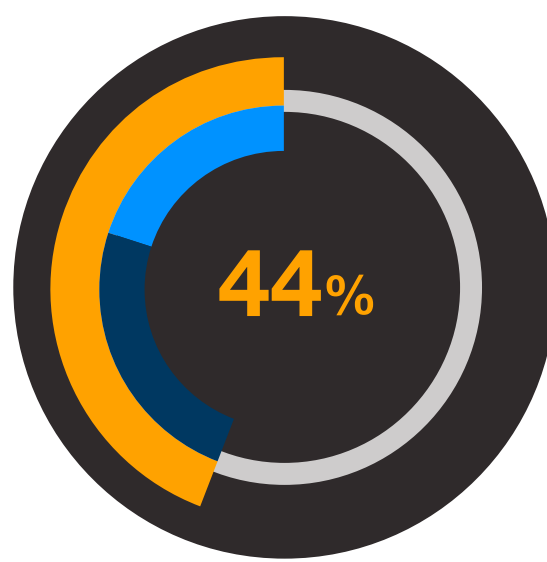
# FAILURE TO LAUNCH

## WHY ARE YOUR MOBILE APPS FAILING?

Many organizations are looking for guidance to better understand the challenges involved in mobile app development and testing. Almost one-third of mobile application issues are identified by customers after being released. Are you treating your customers as part of your testing team?

**"AFTER TWO BAD EXPERIENCES, I'LL TRY SOMETHING ELSE"**

**44% OF THE DEFECTS**  
ARE FOUND BY THE CUSTOMER



**20% PUBLIC CUSTOMER REVIEWS**  
(e.g. in app stores)

**24% DIRECT CUSTOMER FEEDBACK**

### WHY THIS HAPPENS

**INSUFFICIENT DEVICE COVERAGE**

**63%**

**LACK OF RELIABLE AUTOMATION**

**48%**

**NEEDS MORE TIME FOR TESTING**

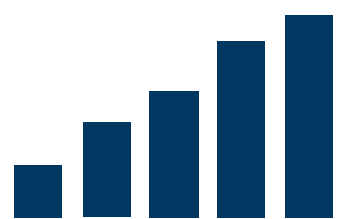
**47%**

### USER FRUSTRATIONS



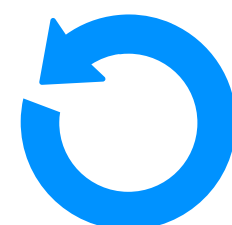
**58%**

**USER INTERFACE ISSUES**



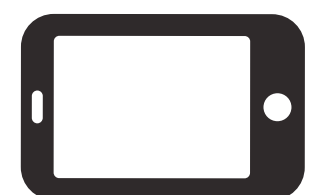
**52%**

**PERFORMANCE**



**50%**

**FUNCTIONALITY**



**45%**

**DEVICE COMPATIBILITY**

### HERE'S THE SOLUTION

THE TOP 3 MOST CRITICAL MEASURES TO REDUCE MOBILE APP DEFECTS ARE:

**MORE FUNCTIONAL TESTING**  
+  
**MORE DEVICE/OS COVERAGE** = **FEWER CUSTOMER ERRORS**  
+  
**MORE PERFORMANCE TESTING**



[www.perfectomobile.com](http://www.perfectomobile.com) 781-205-4111 [www.perfectomobile.com/WhyMobileAppsFail](http://www.perfectomobile.com/WhyMobileAppsFail)

Perfecto Mobile 2014 Benchmark Survey, Why Mobile Apps Fail, 2014. Results based on responses from 900 survey respondents from a variety of industries including High Tech, Financial Services and Telecommunications.

