

App Store Challenges

Caixa  Mágica
Software



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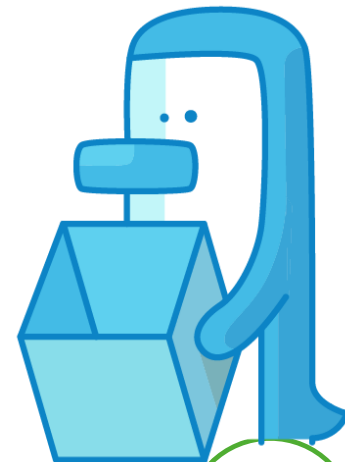
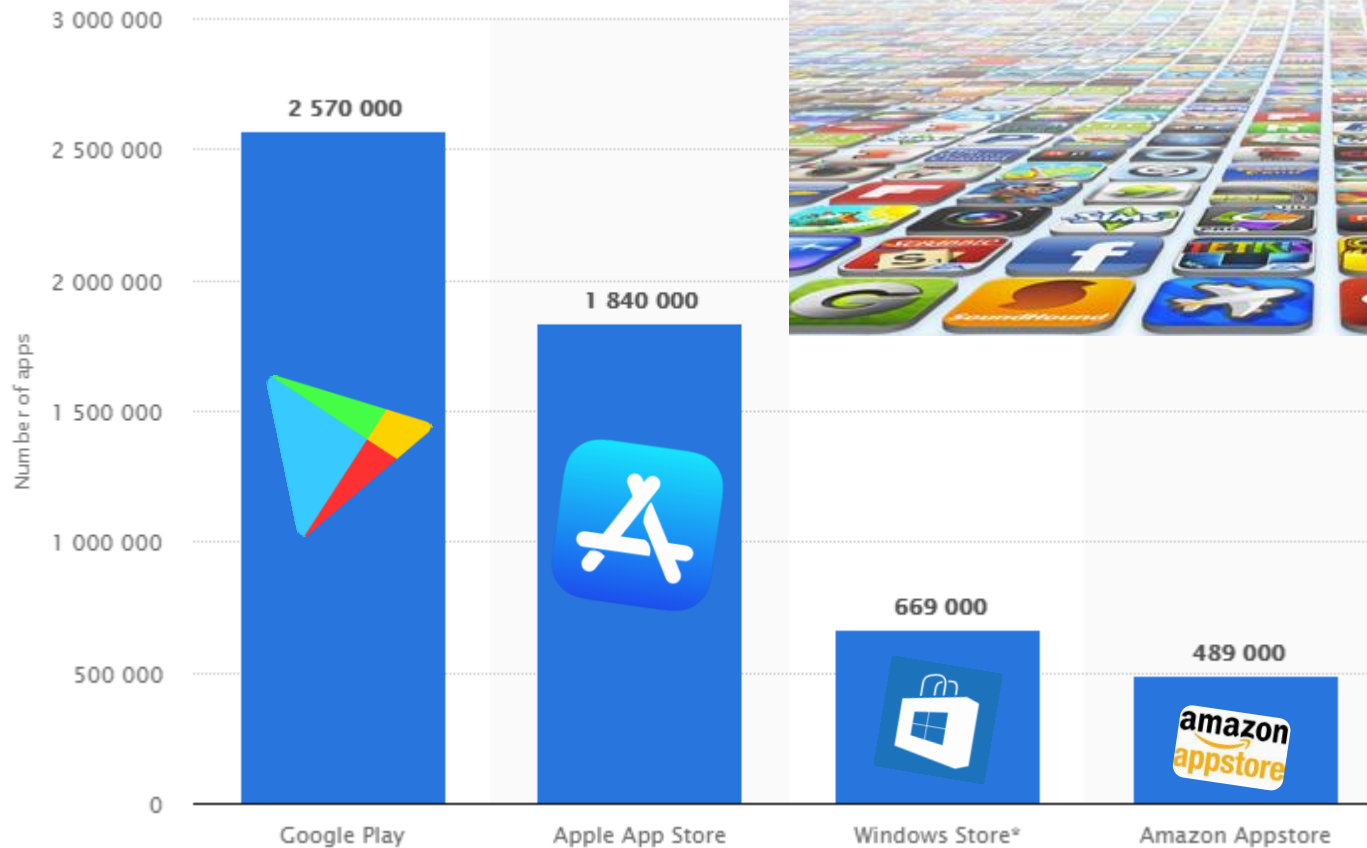
App Store Basics

- Software Distribution
- Centralisation
- Standardisation
- Versioning
- App control
- Security – Static & Dynamic
- Monetisation



App Stores Figures

Number of apps available (end of 2019)

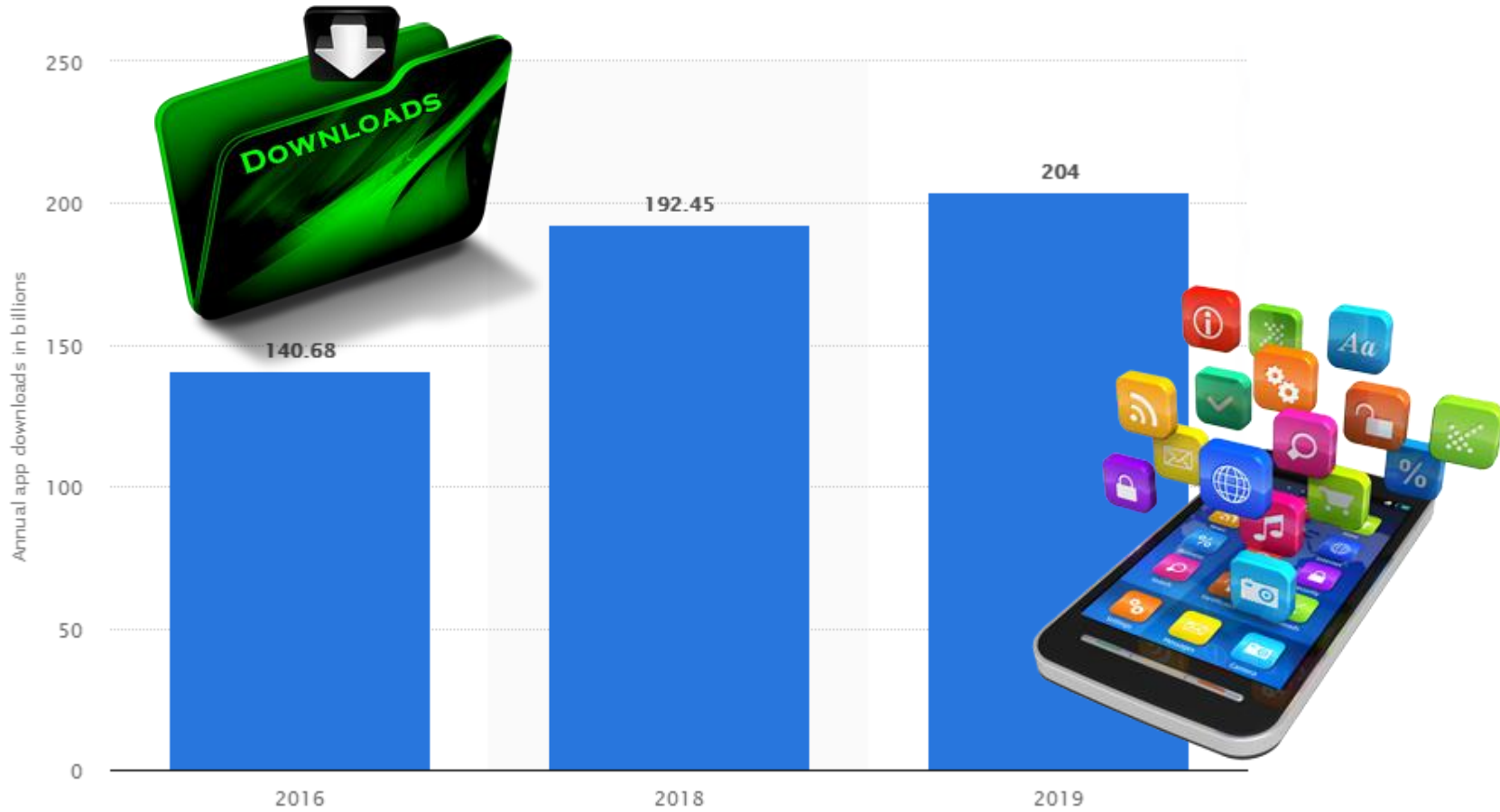


Source: Statista

<https://www.statista.com/statistics/276623/number-of-apps-available-in-leading-app-stores> (2020-03-01)

App Stores Figures

Evolution of Number of apps downloads (2016-2019)



Source: Statista

<https://www.statista.com/statistics/271644/worldwide-free-and-paid-mobile-app-store-downloads> (2020-03-01)

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App Store Control

- Approval lifecycle
 - ✓ Establish simple and clear steps
 - ✓ Ensure high availability
 - ✓ Build formal communication channels
 - ✓ Develop strict rules
- Typical Review Topics:
 - Safety
 - Performance
 - Business
 - Design
 - Legal



App Store Control

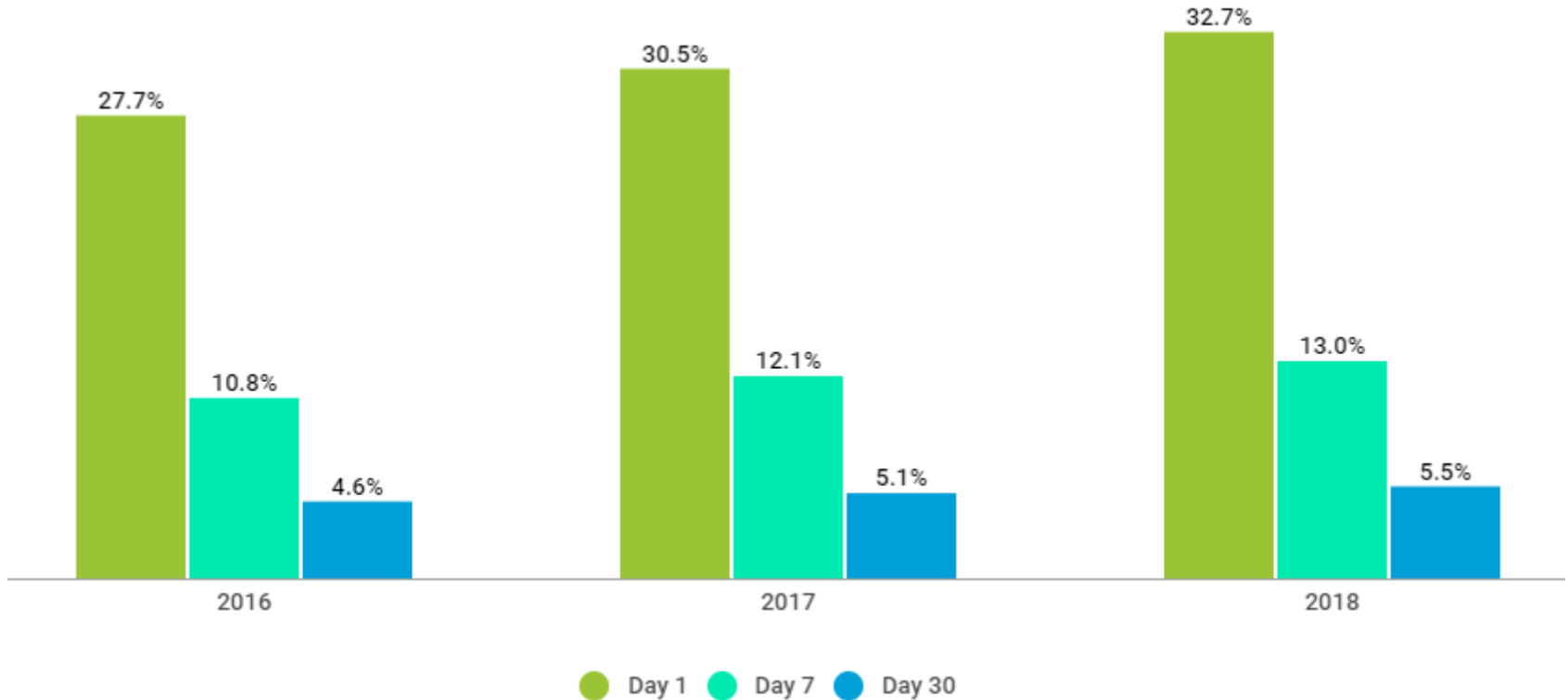
- Approval lifecycle
 - ✓ Establish simple and clear steps
 - ✓ Ensure high availability
 - ✓ Build formal communication channels
 - ✓ Develop strict rules
- Actual Review lifecycle challenges
 - ✗ Review Guidelines poorly enforced
 - ✗ Developers try to find ways to abuse
 - ✗ Review sandboxes
 - ✗ Review SLAs and TTM





Apps Retention Rate

Evolution of apps retention by users (2016-2018)

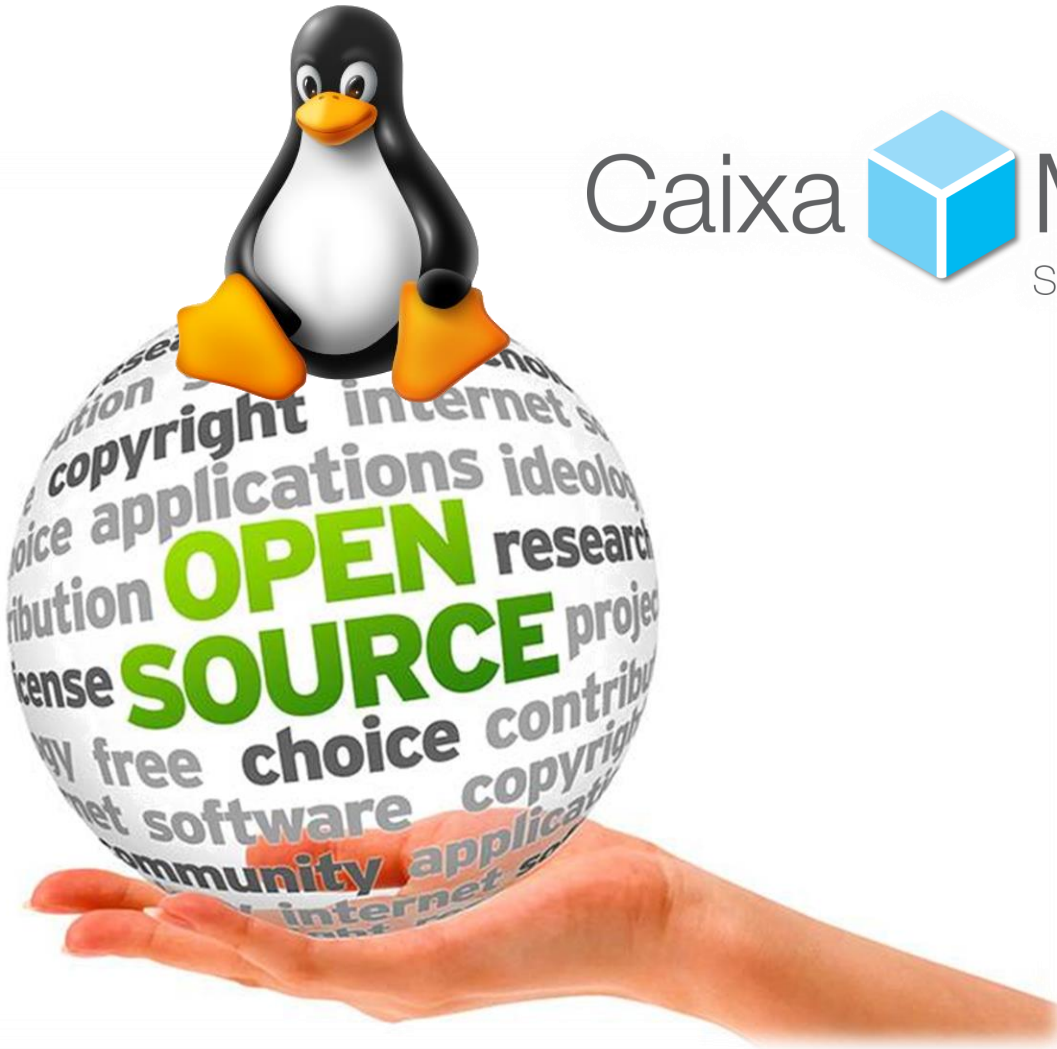


Source: AppsFlyer

<https://www.appsflyer.com/resources/ecommerce/getting-started-user-acquisition-apps-complete-guide/app-market-user-acquisition-challenges> (2020-03-01)

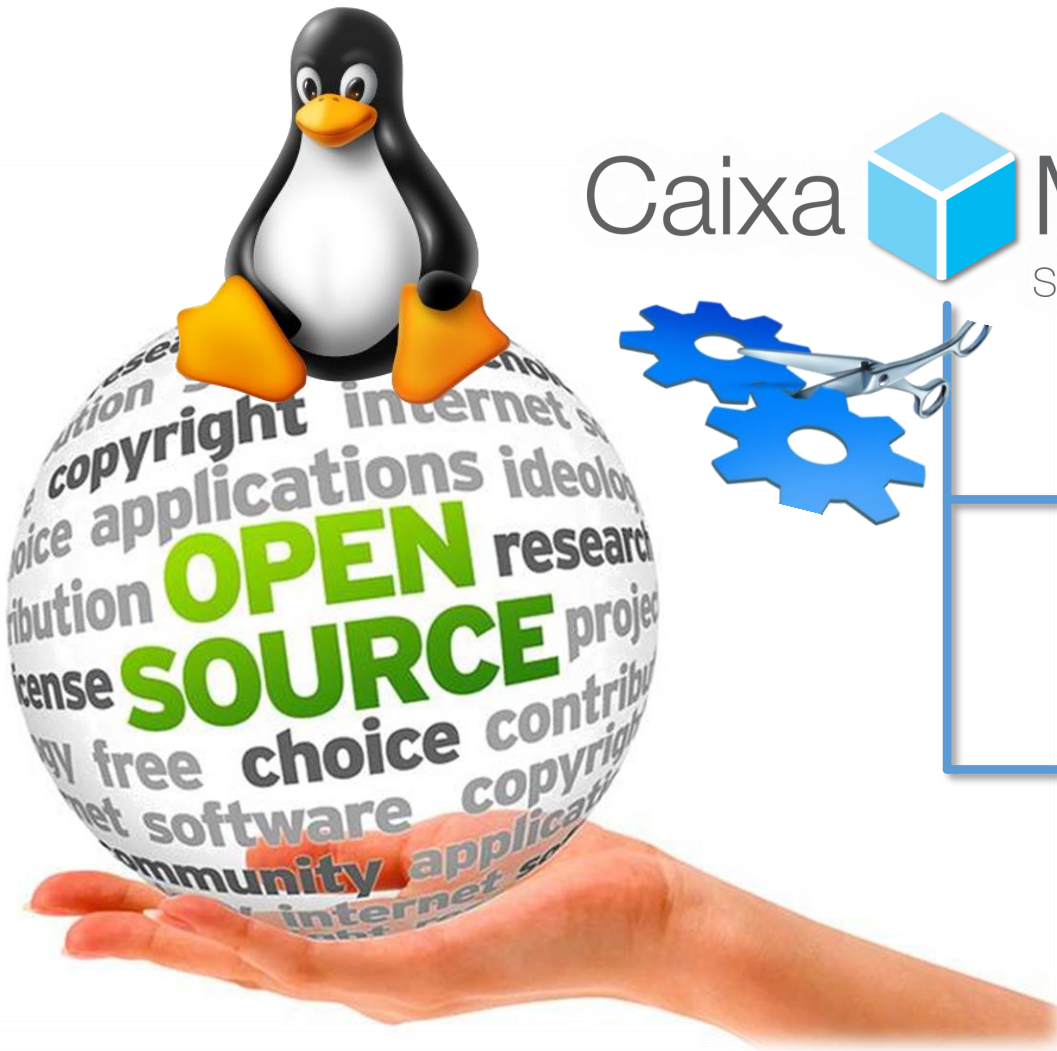


About



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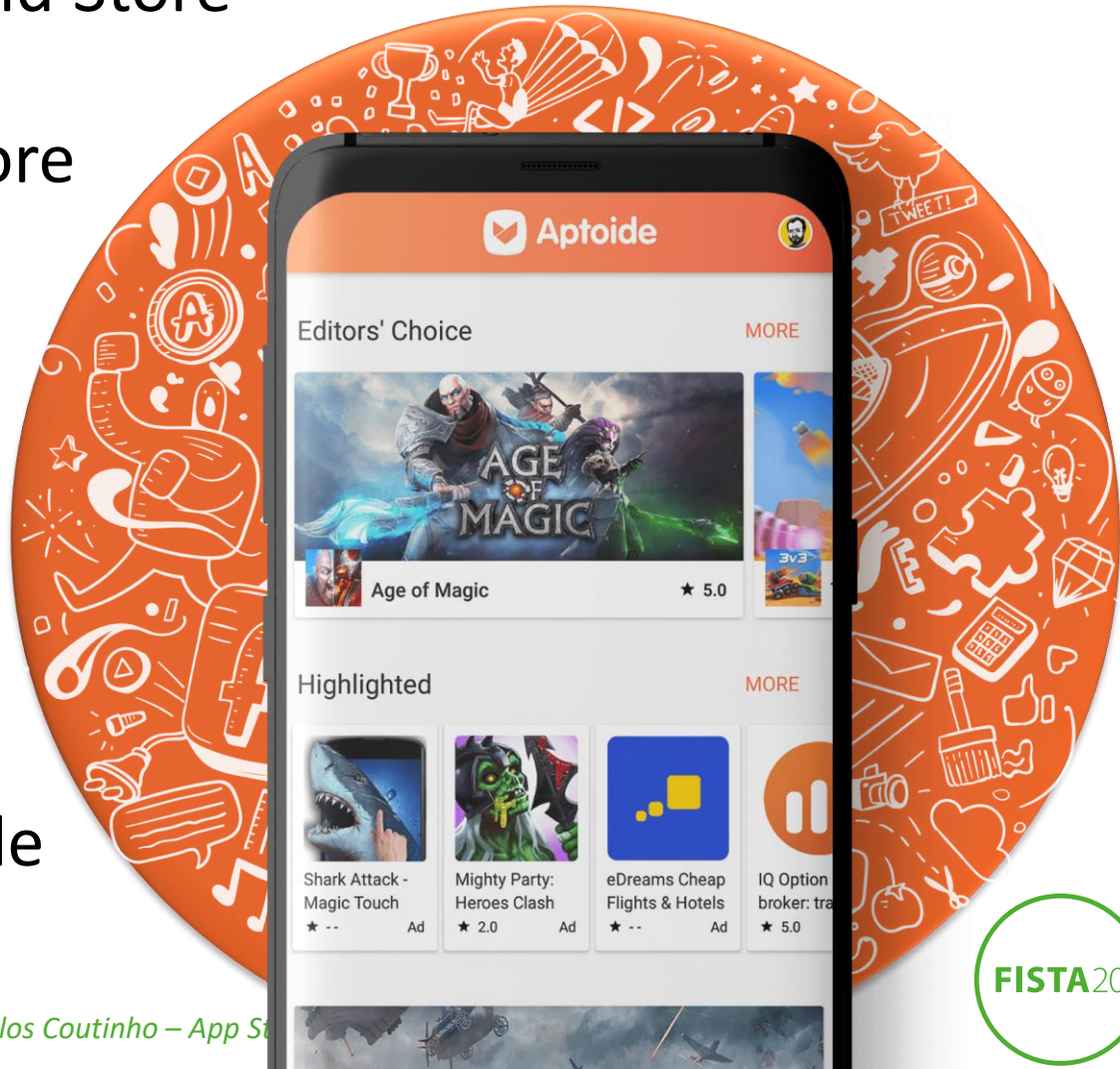
Aptoide
Your Android App Store





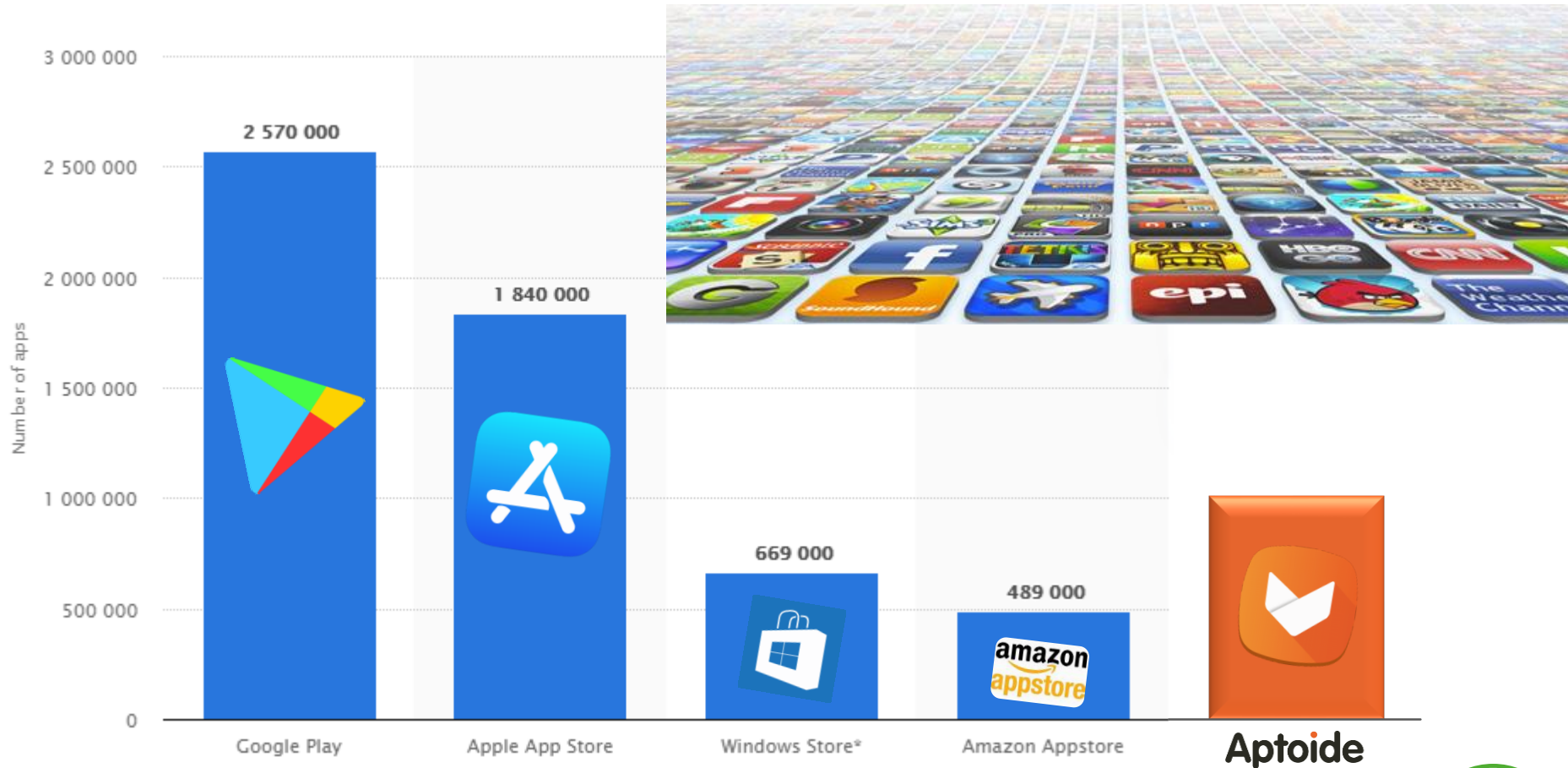
Aptoid App Store

- Independent Android Store
- Customised App Store
- 7 Billion downloads
- 150 Million users
- 1 Million apps
- 3rd largest worldwide



App Stores Figures (**Aptoide**)

Number of apps available (end of 2019)



Source: Statista + Aptoide

<https://www.statista.com/statistics/276623/number-of-apps-available-in-leading-app-stores> (2020-03-01)



App Store for the Automotive

faurecia



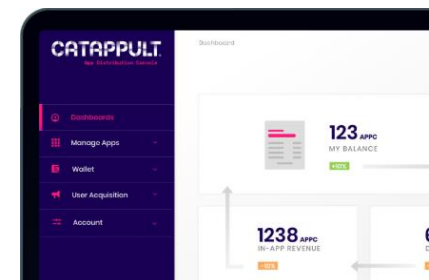
faurecia aptoide
Automotive App Store



Aptoide
Your Android App Store

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Alibaba Group



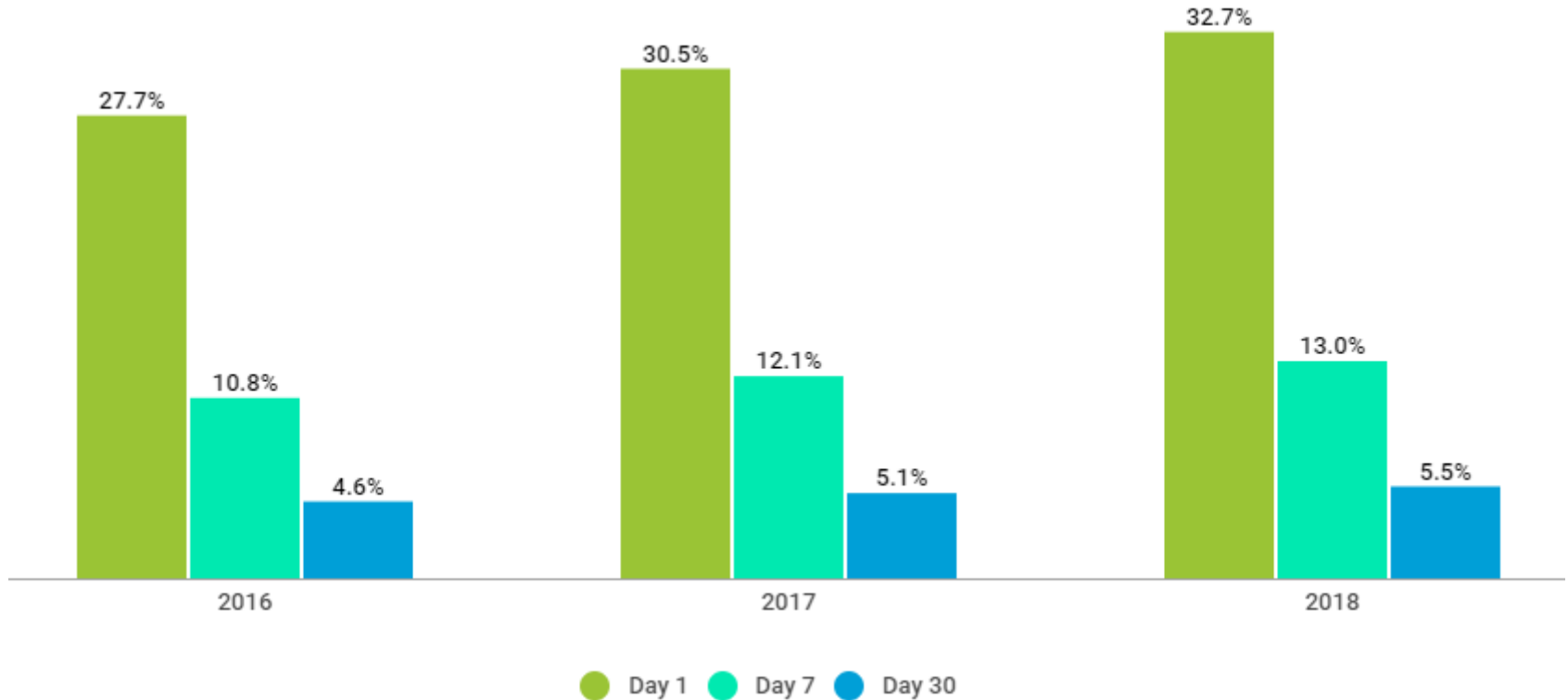
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Problem: Apps Retention Rate

Evolution of apps retention by users (2016-2018)



Source: AppsFlyer

<https://www.appsflyer.com/resources/ecommerce/getting-started-user-acquisition-apps-complete-guide/app-market-user-acquisition-challenges> (2020-03-01)



AppRecommender Project

- P2020 Project
- Recommendation System

APP
Recommender

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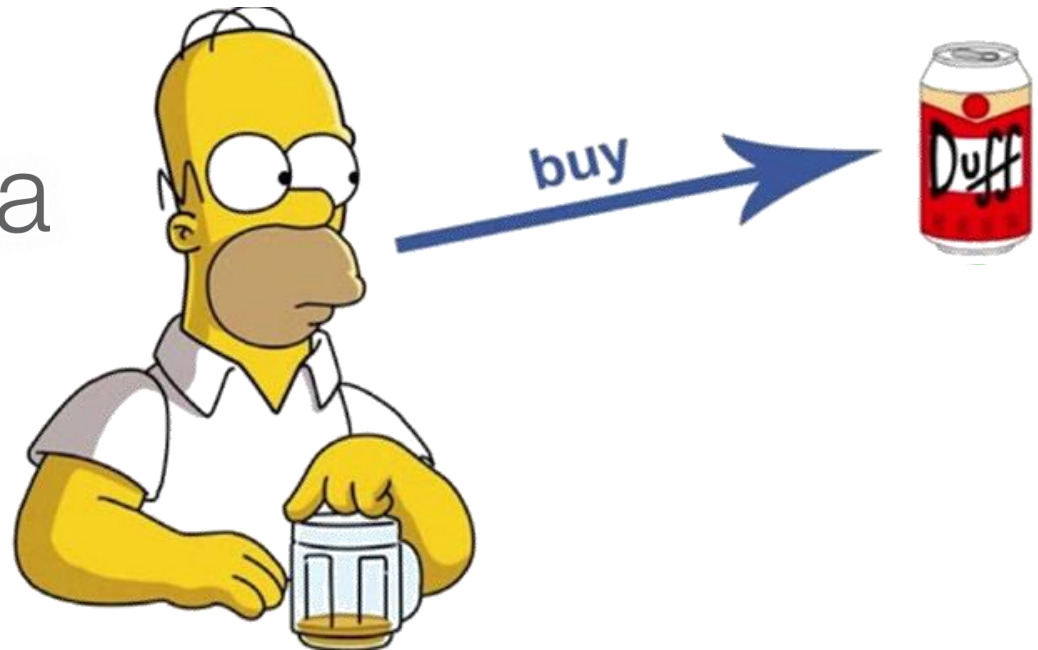
AppRecommender Project

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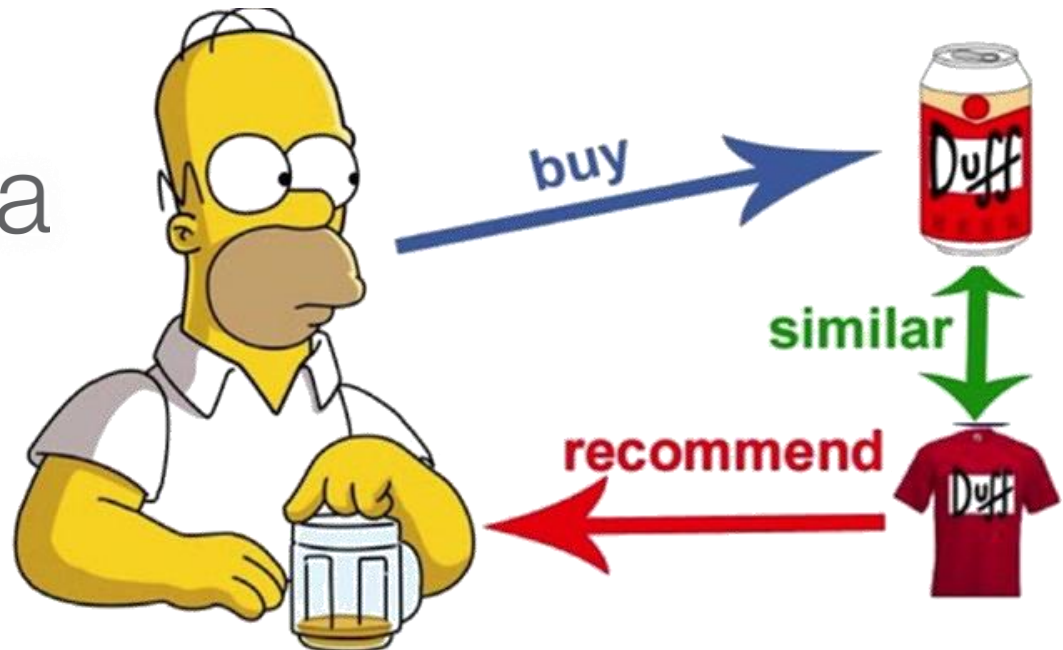
AppRecommender Project

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Recommender

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AppRecommender Session

APP Recommender

- 300 billion apps expected to be downloaded in 2020. However, many apps downloaded are never used and, in 77% of the cases, apps are never used again 72 hours after the installation.
- Considerable misalignment between the apps offered by the app stores and the finding of the right app from the consumers according to their needs (discovery).
- Gartner predicted that less than 0.01% of mobile developers had commercial success by the end of 2018, due to this misalignment and the massive competition among mobile apps.
- 52% of the apps are discovered through word-of-mouth, and only 40% are discovered using app store's digital services.

These inefficiencies make the distribution and discovery of apps a considerable and important challenge on an industry with massive penetration in societies that is still growing fast.

Goal

Research and develop technologies capable of offering the right app to the right user at the right time, optimizing thus the current app distribution and discovery services, and allowing companies to get closer to their target customers.

Approach

Develop a fusion-based recommender system and a semantic search engine.

Impact

The project aims to have impact on the mobile app consumers, mobile app publishers and on the Aptoide app store, though Caixa Mágica, current lead promoter of this project that will bring the results to the market.

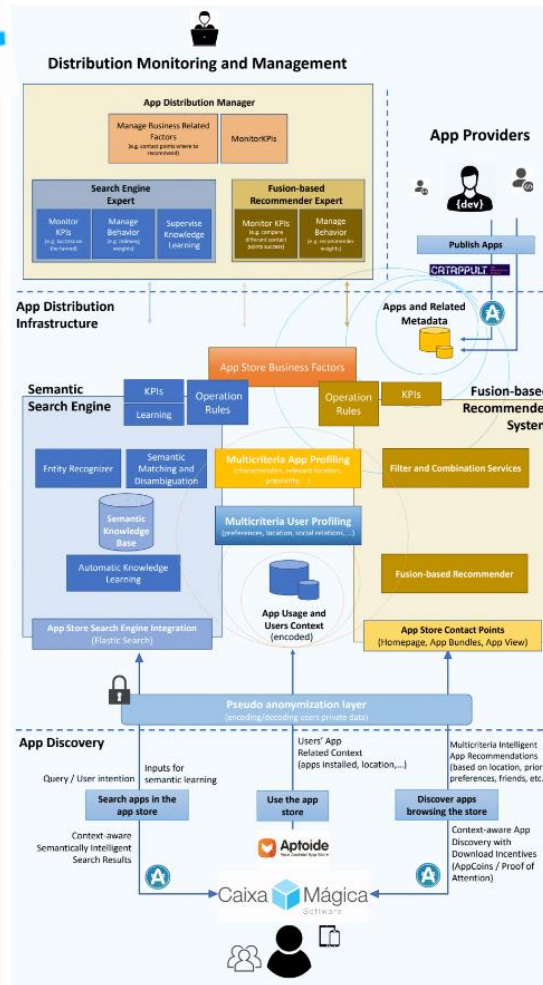
For the consumers, the impact will be in the ease of use, efficiency and satisfaction in the discovery of apps, because of the improved alignment between their needs, characteristics and context with the apps offered by the app store.

For developers and companies that promote mobile apps, the impact will be in the improved proximity to their targeted audience, optimizing the user acquisition and retention, and inherently the commercial success.

For Caixa Mágica and Aptoide, the impact will be on the optimized quality of service provided to consumers and companies, and in the consequent increase of the number of apps submitted to the store, active users and revenue.

Intelligent App Distribution Towards an Optimised App Discovery

<http://apprecommender.iscte-iul.pt>



R&D – EU Research Projects



eIDAS



HealthEID



eIDAS



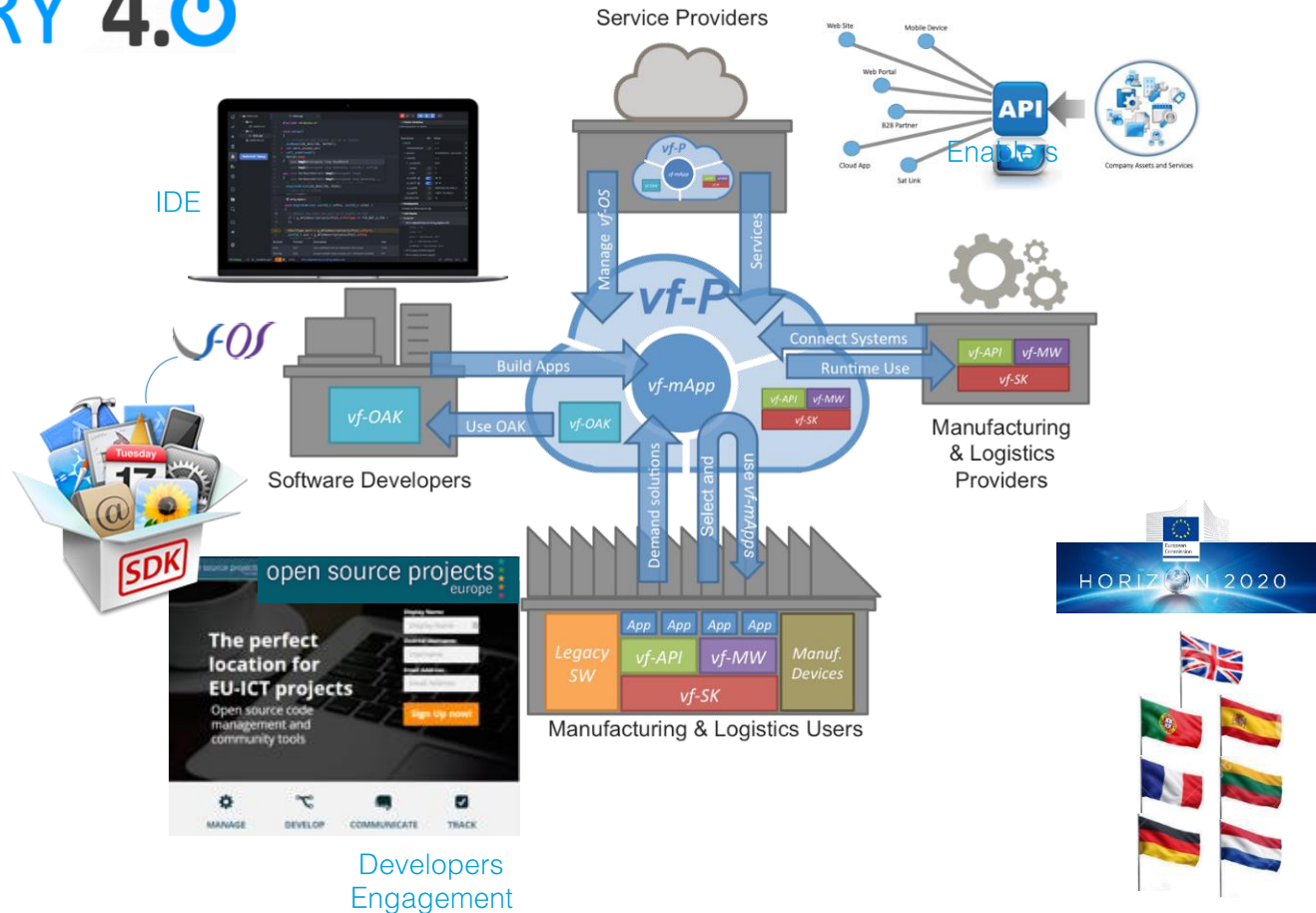
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INDUSTRY 4.0

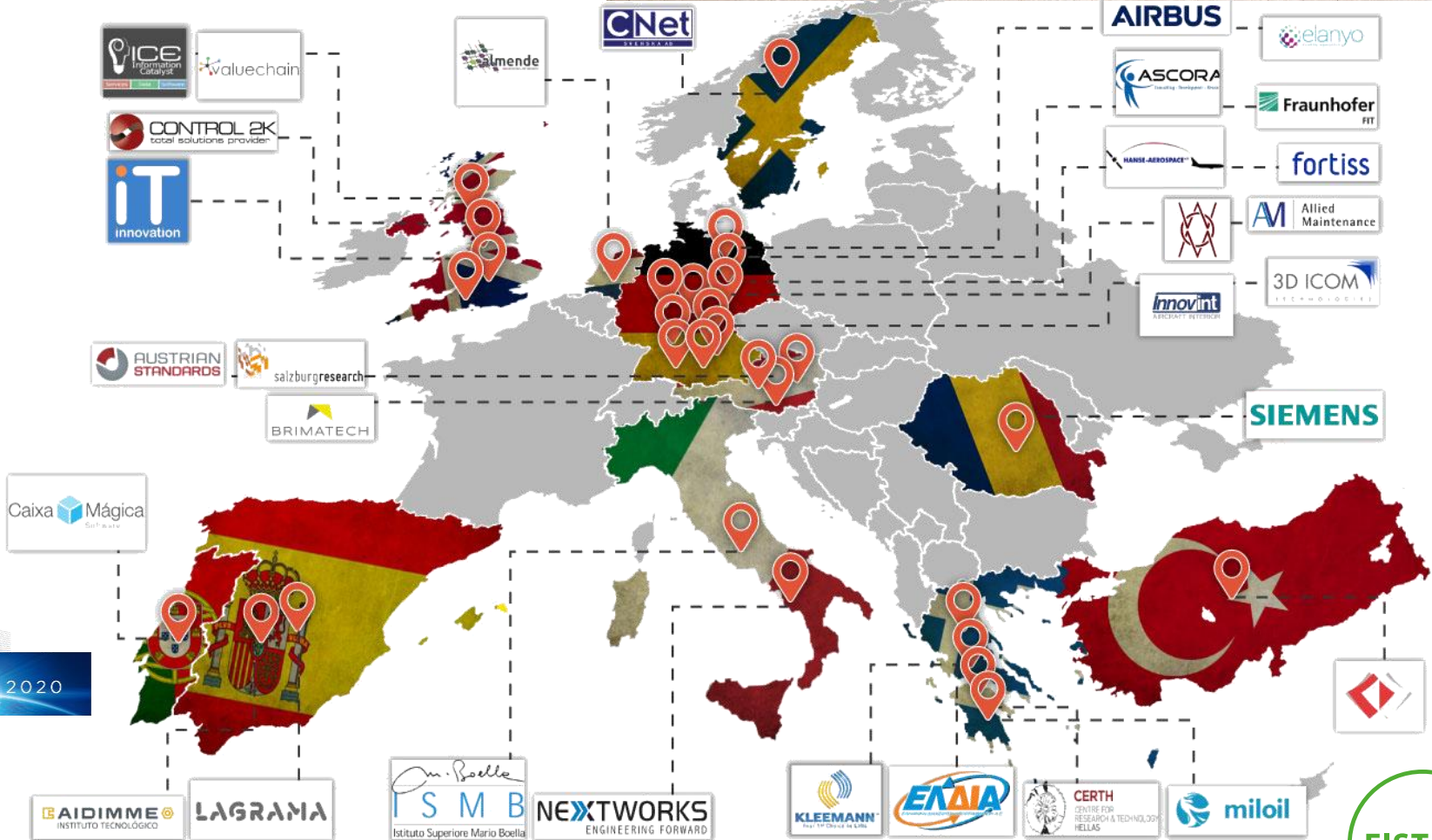


Manufacturing
Building Blocks



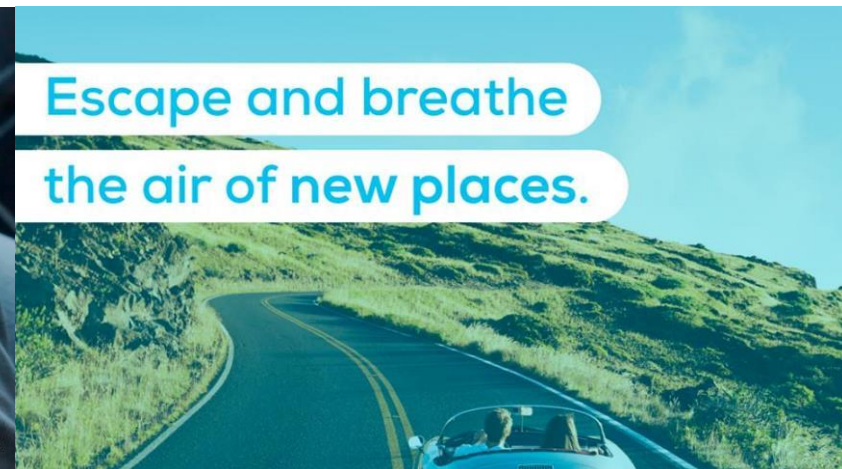
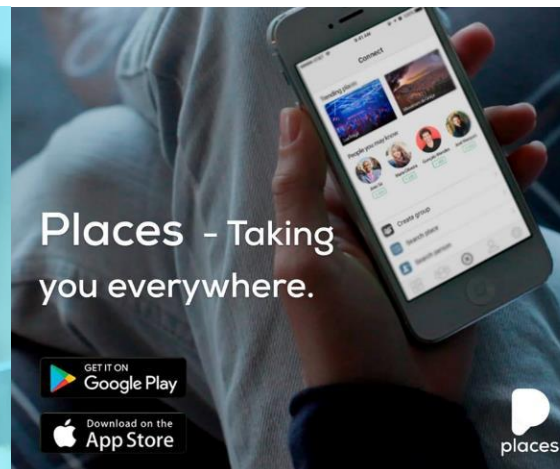
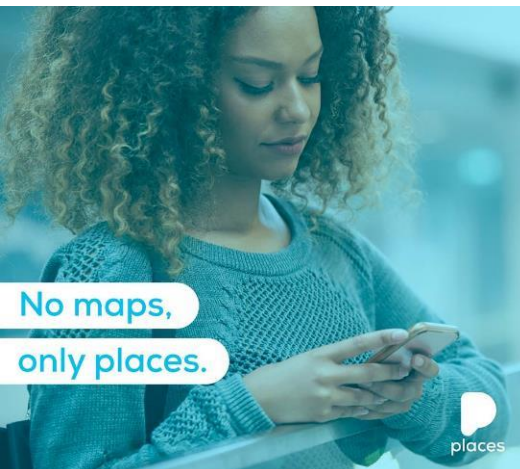
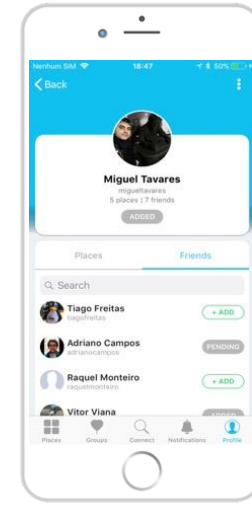
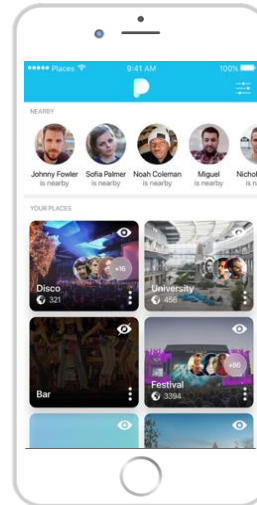
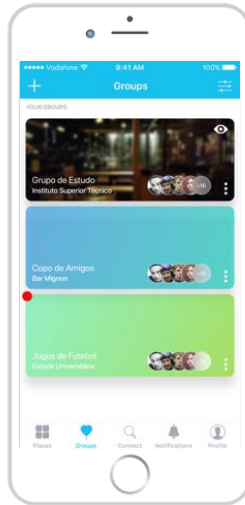


INDUSTRY 4.0



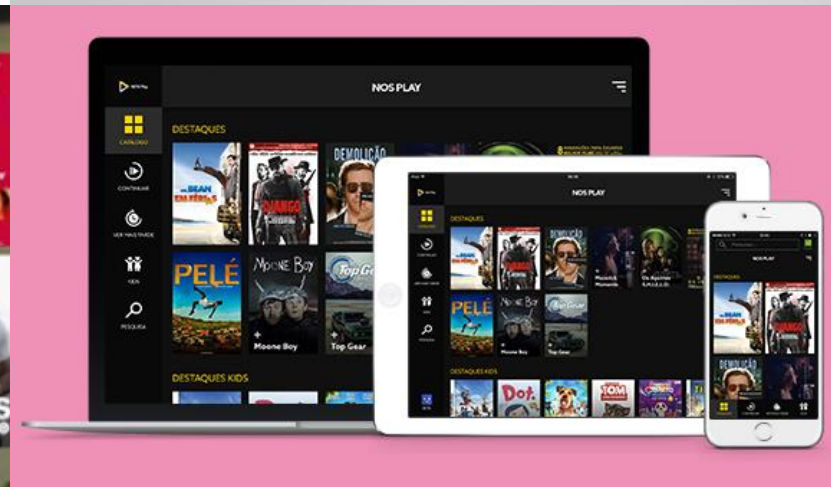


Places – Mobile Social Network





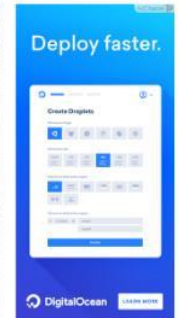
NOS – Set Top Box & Apps



NOS – Set Top Box & Apps



SAPO Internet Services



EDP – Online Simulators



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Simule grátis e saiba quanto pode poupar

Receba por email a sua solução

Direção *

Potência contratada (kW) *

Tipo de tarifa *

Tipo de instalação elétrica da sua casa *

Valor médio mensal de faturação elétrica *

Costuma ter pessoas durante o dia em casa durante a semana? *

Costuma passar o fim de semana em casa? *

Quantas semanas em média por ano passa de férias fora de casa? *

Tem internet fixa no local de instalação? *

* Campos de preenchimento obrigatórios.

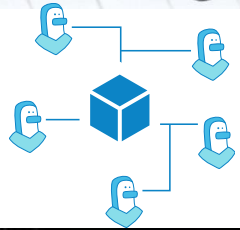
[Poupar](#)

(1) Soluções de Energia Solar EDP aplicam-se para clientes residenciais com contrato de fornecimento de energia com a EDP Comercial. Pagamento em 36 mensalidades na fatura de energia, disponível para análise até 8 junho.

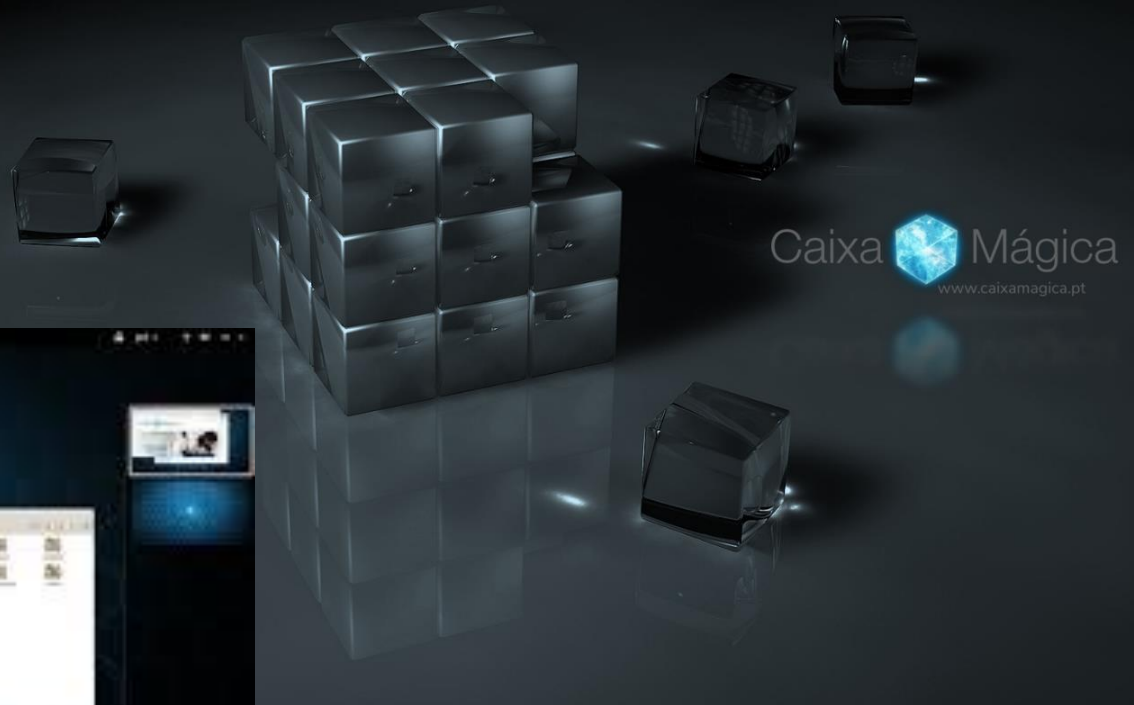




LCM – The Linux Caixa Mágica

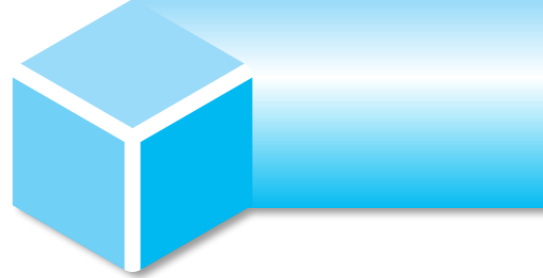


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Caixa  Mágica
www.caixamagica.pt





Join **us**. Be part of **our** solution.





Our Magical Team (well... part of it)





Thank You!

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<http://www.linkedin.com/in/carloscoutinho>

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We are the source to **empower** your solutions

