



# **UX TIPS - APPS EDITION**



**5 UX TIPS TO IMPROVE  
USER EXPERIENCE**



**CONTENTSQUARE**

# UX Tips - Apps Edition

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Contentsquare For Apps,  
The Most Comprehensive View of Users' Mobile  
Experience

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# WELCOME TO CONTENTSQUARE FOR APPS

## TIP #1 PERFORMANCE

Did you know that a mobile page takes on average **15.3** seconds to display fully? And did you know that a delay of **just one second** in app loading time can **reduce conversions by up to 20%**?

To promote their apps and products, mobile marketing specialists are investing in compelling omnichannel and data-driven promotional campaigns, but their results are still falling short. **The reason: users can't find what they're looking for fast enough.**

As technology makes experiences ever faster and more convenient, user patience is dwindling just as quickly.



It takes an average of **15.3** seconds to fully load a mobile page!

Google has discovered that in the retail sector, a one-second delay in page loading time can reduce mobile conversions by up to 20%. Marketing teams spend a lot of time and money optimizing their ads and creating the perfect navigation route through their apps, but these apps' slow loading times are to blame for low mobile conversion rates.



A one-second delay in loading a mobile page can reduce conversions by up to **20%**.

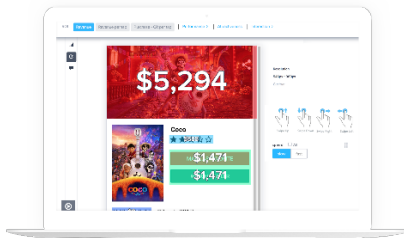
Do users of old iPhones give up on content-heavy pages more frequently than hipsters with the latest models? Do users on the 3G network find it difficult to make purchases? Why not go further, and segment according to user?



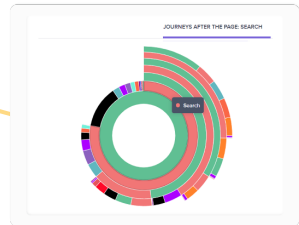
HERE'S HOW CONTENTSQUARE FOR APPS CAN HELP YOU

Use Contentsquare's **Journey Analysis** feature to identify the screens on which your users stop browsing, then segment the user base according to the type of device or the network they used to access the app.

With Contentsquare for Apps, surface performance issues and identify which segments abandon the purchase journey due to slow loading times. Optimize poorly-performing screens and customize your app for low-speed connections: you're bound to see conversions go up!



Contentsquare for Apps



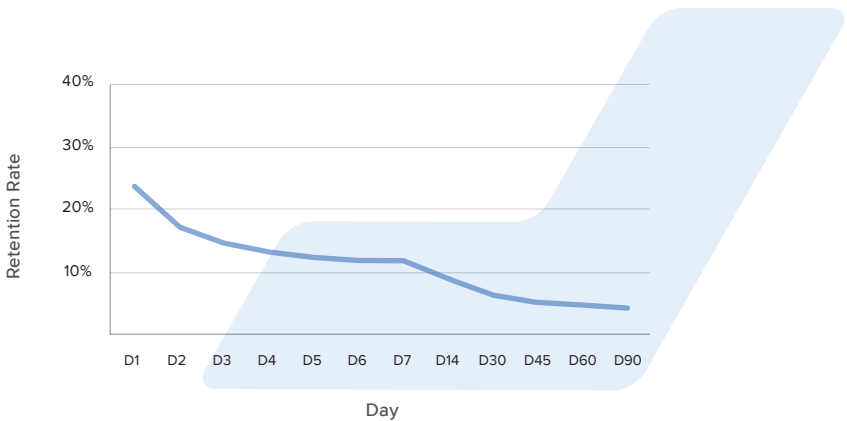
Journey analysis

Remember: it has been proven that a **one-second delay** in page loading time can lead to a 20% drop in conversions!

## TIP #2 ONBOARDING, THE FIRST HURDLE

Did you know that apps offering a perfect onboarding experience are more efficient than all their competitors, over every metric?

Onboarding describes the phase during which a user discovers and becomes familiar with an app. This stage is crucial on many levels: a poor onboarding often translates to a poor customer experience and ultimately may lead to app abandonment.



Did you know that according to Fortune magazine, 75% of users who install an app never come back to it? **And did you know that only 5% of apps installed are used regularly 3 months later?**

Loyalty is no longer guaranteed... at least as far as apps are concerned.



*“Users try out many apps, but decide which ones they want to “stop using” in the first 3-7 days. “Successful” apps tend to be the ones that people use for 7 days: they remain loyal for much longer. The key: hook users during this critical period between 3 and 7 days”*

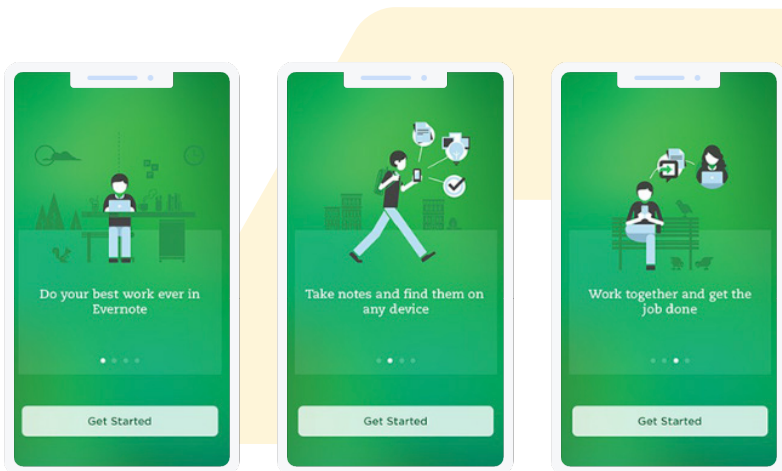


**Andrew Chen**, Managing Director of Andreessen Horowitz

If you provide users with a seamless, informative and intuitive experience, they'll probably choose to stick around. App designers rely on a myriad onboarding techniques: from demonstrating the app's value or benefits (why should you use the app) to highlighting its unique features (encouraging the user to interact and discover the app's functionalities).



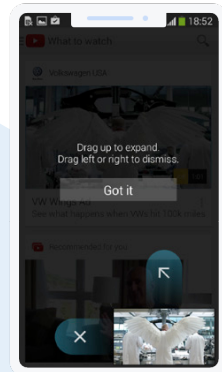
Take the example of Evernote: its approach of outlining the benefits starts with a three-screen tutorial outlining why the app is worth using, without focusing on the features at all:



Users can choose to skip any step of the onboarding to start browsing the app. Perhaps it would be interesting to optimize this onboarding scenario by analyzing the app's engagement rate based on user interactions with onboarding?



Another example: the Youtube app favors an approach focused on interactions rather than benefits. Each feature is explained, as the visitor uses it for the first time.



Whichever strategy you use, it is generally accepted that onboarding improves user retention. Use **Contentsquare for Apps** to optimize your onboarding and generate higher revenues.



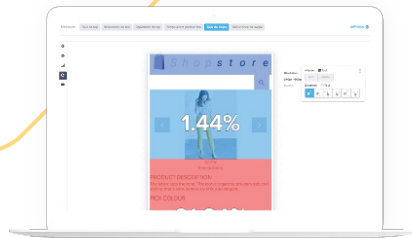
## HERE'S HOW CONTENTSQUARE FOR APPS CAN HELP YOU

Start by analyzing how users navigate each step of the onboarding process. **Journey Analysis** can let you know how far the user gets in the onboarding process before signing up.

Then create segments based on users' onboarding journeys (e.g. did they stop at step 2 or 5 before signing up? How engaged are users who completed onboarding compared to those who did not?)

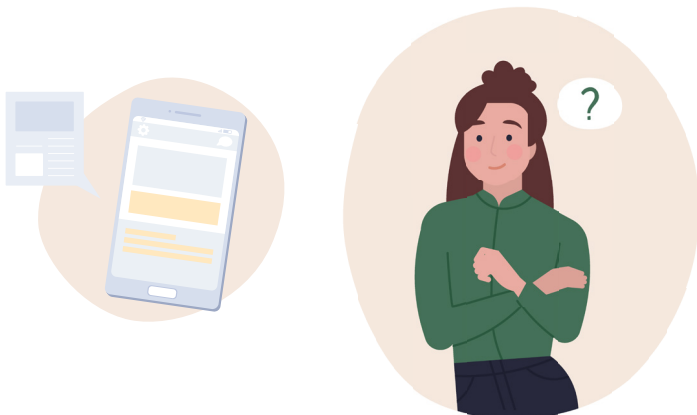
These segments can be used alongside the **Zoning Analysis** comparison feature to compare “onboarded” users to those that did not complete the process. For example, is the conversion rate for “onboarded” users higher than that for other users? Are they spending more money?

It can also be interesting to use screen metrics to compare sessions in terms of length, time spent and conversion rates.



Zoning

By taking advantage of this information, **Contentsquare for Apps** customers are able to optimize their onboarding strategies in order to maximize appeal as well as adoption rates, and ultimately increase conversion rates.



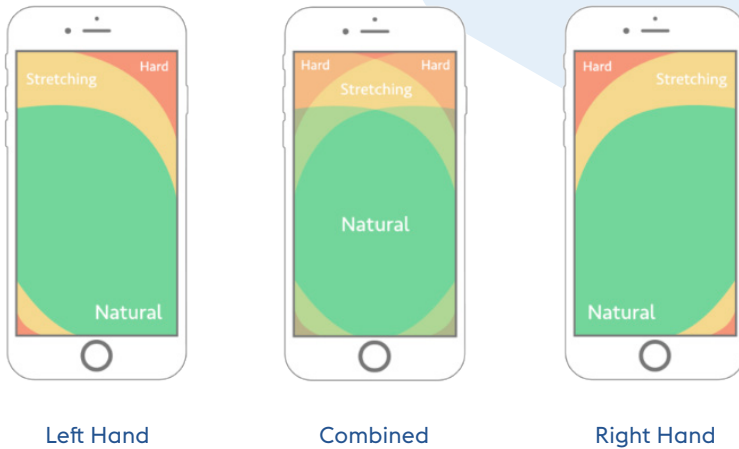
### TIP #3 THE THUMB

You already know that creating a mobile app is a considerable challenge. And did you know that the user's thumb size can affect conversion rates and an app's usability?

The interface design is crucial, but app designers and developers must also take into account the shape of users' hands, in particular the size of their thumbs!

A design that takes the thumb into account not only has to ensure that interactive areas are large enough, but should also consider the way users hold their devices in their hand.

**Did you know that on most devices, only about 1/3 of the screen is easily accessed by a average-sized thumb?** Experts call this area the thumb zone. Using the other parts of the screen requires users to stretch their finger or realign their grip on the device.



Of course, the larger the screen, the more flexible (and larger) the zone



App designers should ideally follow a set of simple rules: use the **green area** for navigation options, interactive controls, share buttons and calls to action (CTA); use the **red area** for destructive buttons, for example deleting, signing off etc.

Placing CTAs outside the **green area** is a common error in the customer experience (CX), making engagement with key functions such as CTAs harder. Ensuring optimal placement of controls based on the physical attributes of the user's hand and screen size will improve the overall user experience and ultimately its attractiveness as well as adoption and conversion rates!

Use **Contentsquare for Apps** to analyze user navigation and ensure the smoothest, most perfect experience, while achieving the best possible productivity for your brand.

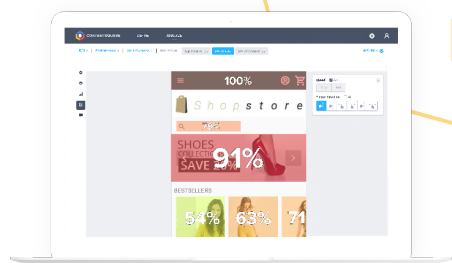


## HERE'S HOW CONTENTSQUARE FOR APPS CAN HELP YOU

Use **Zoning Analysis** to analyze engagement with page controls such as CTAs and share buttons. Is the CTA easy to access once a product has been added to the cart? Is the conversion rate lower on larger screens?

It may be useful to use segmentation to filter by screen size (or type of device), then to use the **Zoning Analysis** segment comparison feature to compare rates between different devices and screen sizes. Who would have thought that simply repositioning a CTA into the thumb zone can have a significant impact on your conversion rate and profitability?

For brands, the user engagement analysis that **Contentsquare for Apps** gives you can be the key tool in your app optimization arsenal. With our unique **Zoning Analysis** and segment comparison features, our customers can be confident that their apps' UI provides the best user experience and maximum conversion rates – even if the user's thumb is tiny!



*Zoning*

## TIP #4 MOBILE GESTURES

Think about gestures if you want to be sure of an optimal user experience and conversion rate.

It all began a long time ago, in a place far, far away, where only the “Touch” function existed; it was all alone in the world... Back then we were happy. Everything was so much easier!

Touch technology has evolved rapidly over time, from the rudimentary capacitive technology (initially developed in the 1940s and seen in “2001: A Space Odyssey”, released in 1968) to the current state-of-the-art multi-touch gesture interfaces, where virtual objects can exhibit physical behaviors.

Display technology’s progress goes hand in hand with the increase in the number and range of gestures that can be used (and forgotten) to perform almost any action on a mobile or tablet. Despite these extraordinary advances, the wide range of gestures made available to app designers poses a considerable challenge: **only making use of gestures that create added value and render an app friendly and ultra-intuitive.**

Another thing to bear in mind is that only the most natural gestures should be used so that actions can be performed with one hand. This is – in part – because gestures are also hidden controls!

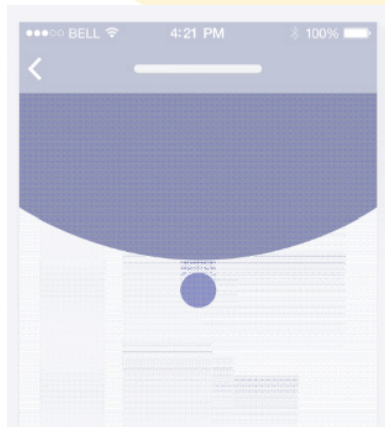
Within the industry, a control is an on-screen item such as a CTA button, a hamburger menu, a date picker, etc. Gestures can be used to perform the same actions as virtual on-screen controls.



For example: a swipe to the right to show interest in a person is identical to touching the Like button; although one is a gesture and the other is a control, both perform the same action.



Another example: do you remember the Refresh button on apps? Today it's ancient history. A downward swipe is enough to refresh the data on the screen. This gesture is also a hidden control.



Each time a visible control is replaced by a gesture (hidden control), an app's learning curve progresses, which in turn impacts on its attractiveness, adoption rate and conversion rate.



## HERE'S HOW CONTENTSQUARE FOR APPS CAN HELP YOU

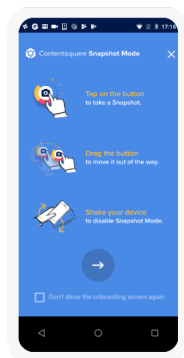
**Contentsquare for Apps** supports the most common gestures used in most apps: be it the tap gesture (including multiple taps) or the swipe (of varying speeds, directions and repetitions).

The use of gestures informs us about how users are engaging with an app; it can also flag up what their expectations are about the way an app should work.

Many apps, for example, use a carousel to display product images (some claim that this technique is a bit too twentieth century... but that's another conversation). On some apps, users engage with the carousel via the left/right buttons (strange idea, if you ask us) while on other apps, users swipe left or right to browse the carousel's content.

Our customers can use **Contentsquare for Apps** to identify the most natural gestures for specific screen controls. For example, if a high proportion of users swipe to engage with the carousel when it requires a tap, the app designer should either consider adding a swipe control or clarifying the user interface to make it easier for the user to identify the gesture expected of them.

With **Contentsquare for Apps**, brands can visualize how users move through the app, screen by screen, from entry to exit, but also optimize the usability of the app's gestures. This analysis can help design better-performing, more user-friendly apps, measure the attractiveness of improvements as well as the adoption rate, and more importantly, increase the conversion rate.



## TIP #5 THE FIRST FOUR MINUTES ARE CRUCIAL

Create an experience that pushes the user through the conversion funnel in the shortest amount of time.

M-commerce is booming and shows no sign of slowing down. If revenue is your metric, m-commerce has already taken over the Internet. **According to Statista, m-commerce will represent 72.9% by the end of 2021.**

The growth of m-commerce is largely due to emerging markets which, with the proliferation and low cost of mobile devices, tend to become leading mobile economies. These growth engines have essentially evolved in the post-internet world.

Yet according to Statista, users spend only **4 minutes on an m-commerce app, compared to 6 minutes back in 2017!**

So brands have just **4 short minutes** to win users over.

	Share of e-commerce sales
2016	52.4%
2017	58.9%
2018	63.5%
2019*	67.2%
2020*	70.4%
2021*	72.9%

*Percentage of m-commerce in total e-commerce revenue*

So here's the challenge: how can brands take advantage of m-commerce's brilliant potential and develop in both new and existing markets, when users are less patient than ever, spending less and less time on apps? These brands must offer attractive and intuitive app experiences to ensure conversions take place in record time. Emphasis, then, must be placed on the speed of conversion, making the process as smooth as possible.



## HERE'S HOW CONTENTSQUARE FOR APPS CAN HELP YOU

The objective KPIs of conversion and time spent in screen metrics allow you to compare conversions and non-conversions as well as helping identify any bottlenecks in the conversion funnel.

Contentsquare's expert advice: group different screens in the conversion funnel using the new favorites feature, then sort them by time spent to find out where users are spending time in the funnel.

Search screen Select a conversion goal: Reach Cart

SCREEN	VIEWS	SESSIONS	VIEWS/SESSION	LANDING	BOUNCE	EXIT	TIME SPENT ↓	CONVERSION
★ Cart	36,602	19,857	1.84	0.00%	0.00%	0.00%	4.47%	100%
★ Checkout	19,857	19,857	1.00	0.00%	0.00%	76.9%	2.1%	100%
★ Confirmation	4,666	4,666	1.00	0.00%	0.00%	33.3%	2.05%	100%

Screen metrics in Contentsquare for Apps.

Once the bottlenecks have been identified, use **Zoning Analysis** on the screens pinpointed as problematic by the metrics. Then filter by users who did not convert in order to identify the reasons for non-conversion. You may find that the problems in the funnel are caused by gestures that are not intuitive (remember them?!) or you may even find that swipes and taps are very common on these problematic screens, which can signify performance problems for certain user segments who are on older devices or operating on high latency networks etc.

Contentsquare for Apps reveals how visitors interact with each part of the screen and allows them to leverage unique metrics to tell a story about how customers see each screen and how it influences behavior. This in turn helps teams optimize journeys to give users a seamless, quick, intuitive path to purchase.



# CONTENTSSQUARE FOR APPS

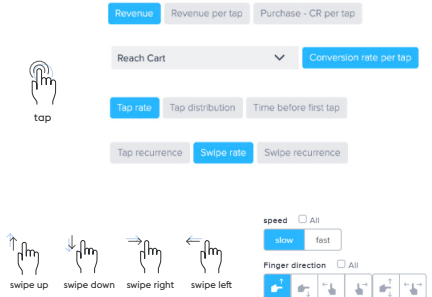
## The best overall view of your users' mobile experience

### Explore your users' behavior in depth in your app

Find out how and why mobile users interact with your app thanks to our mobile gestures tailor-made for apps.

Our key mobile metrics go far beyond the simple “touch” and “press” functions analyzed by conventional solutions. User behavior is studied in depth as well as its impact on your goals and conversion rates.

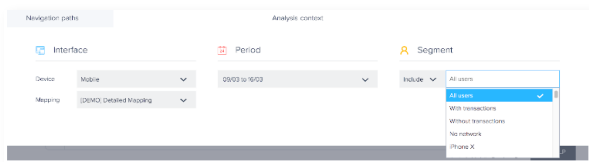
Easily reveal whether your users are taking the time to read content (with a slow swipe) or if they move quickly between screens (with a fast swipe).



### Precise user segments, a streamlined mobile experience

Analyze your users' digital experience in depth thanks to Contentsquare's unique segmentation features. You can filter by connection type, app version, operating system, device and even by behavior e.g. pressing the “add to cart” button.

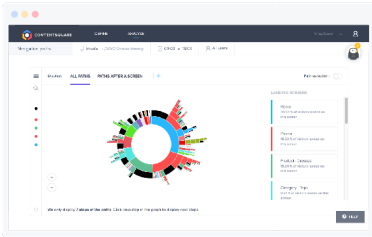
Gather information and determine how your users interact with your app, according to the segment of your choice. Discover which elements of the interface generate conversions and turnover, and which put users off.



### Go back in time to find out about your users' past behavior

You can't always know in advance the event type that you'll want to use to analyze your users' interactions. With our systems for comprehensive data collection and automatic detection of interaction events, this is no longer a problem. There's no need to tag to ensure that mobile gestures are collected: the data is available straight away! You'll never have to wait for an answer again and all your burning questions will be answered!

## Key information for the entire mobile team



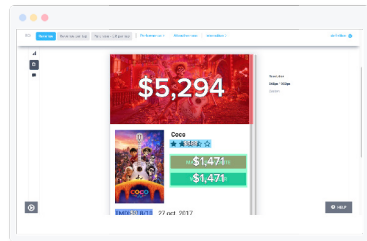
Record how users interact with your interface and use this information to create intuitive visuals, alerts and dashboards that your mobile team members can easily understand and use to make the necessary changes. Equip your digital teams with key data to make the right decisions and facilitate collaboration. You'll improve user experience and increase engagement, retention and conversion rates.

## Comprehensive, practical and easy

Even advanced analytics should be simple and accessible. Our SDK is so lightweight that it won't affect your app's performance. Focus your energies on improving user experience. It's as simple as that.

## Get a head start!

Contentsquare delivers the same features across all digital platforms. Compare your app and web users without having to struggle to learn how to use a range of analytics solutions.



## Our SDK - unique and easy data collection

### Easy to install

CS APPS SDK can be easily integrated with just a few lines of code using the most common developer tools (Cocoapods, Maven)  
Interactions are collected automatically — no need for additional tagging  
Interactions are collected automatically  
No interaction tagging required

### No visible impact on performance

Small SDK  
Low RAM usage

### Supported technologies

Native iOS (UIKit)  
Native Android (Java & Kotlin)  
React Native

### Maximum security and data protection

Zero effort required to block your PII: our unique architecture saves you any headaches.  
Be secure in the knowledge that you are 100% compliant with data protection standards (GDPR, CCPA, Apple Store).

## ABOUT CONTENTSSQUARE

Contentsquare empowers brands to build better digital experiences. Our experience analytics platform tracks and visualizes billions of digital behaviors, delivering intelligent recommendations that everyone can use to grow revenue, increase loyalty and fuel innovation.

Founded in Paris in 2012, Contentsquare has since opened offices in London, New York, San Francisco, Munich, Tel Aviv, Tokyo and Singapore. Today, it helps more than 700 enterprises in 25 countries deliver better digital experiences for their customers.

**Visit [contentsquare.com](https://contentsquare.com) to find out more.**

[contact@contentsquare.com](mailto:contact@contentsquare.com)

