There’s an app for that

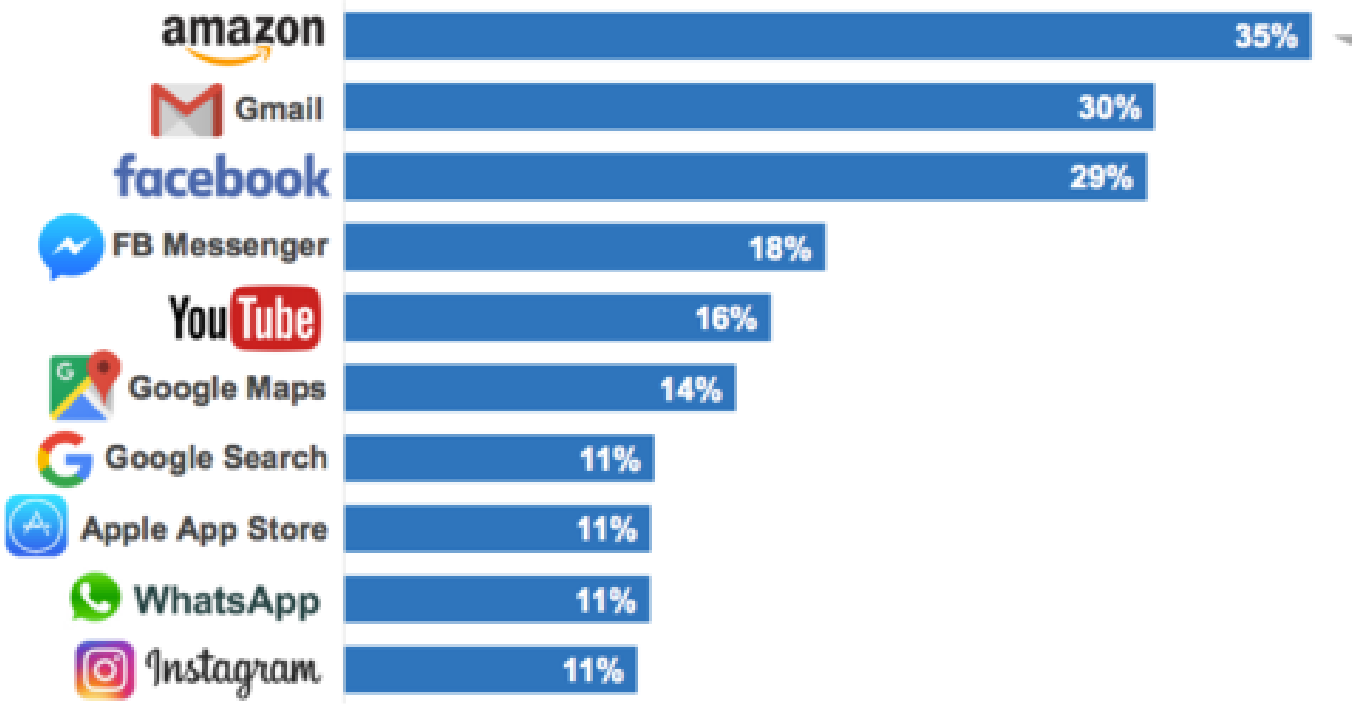
Find out how to use it

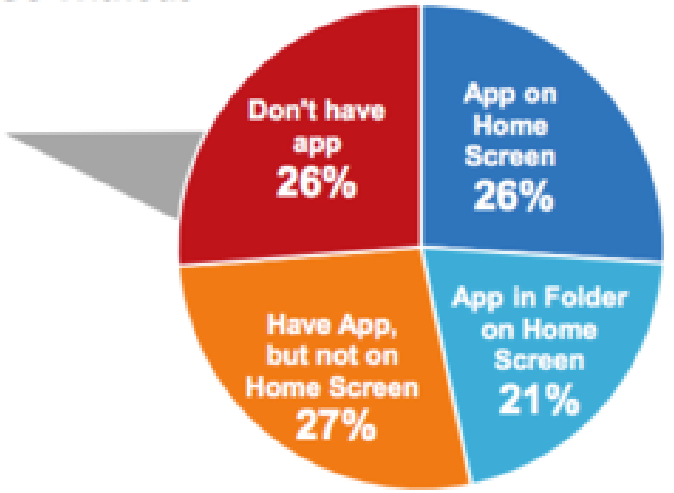
What is an App?

- an application, especially as downloaded by a user to a mobile device.
- "I've just installed the app on my phone“
- The word **app is a** noun, and it's short for “**application**.” ...
- For most of us, it's sufficient to think of an **app** this way: an **app is a** software **program** that you use online or on mobile devices.
- **Apps** often have a specific narrow use, such as a “shopping **app**” for your smartphone.
- But that's not always the case…

Most Essential Apps 18-34 Year-Olds Said They 'Can't Go Without'

Source: comScore Custom Survey, U.S., Age 18+, 2017 Wave





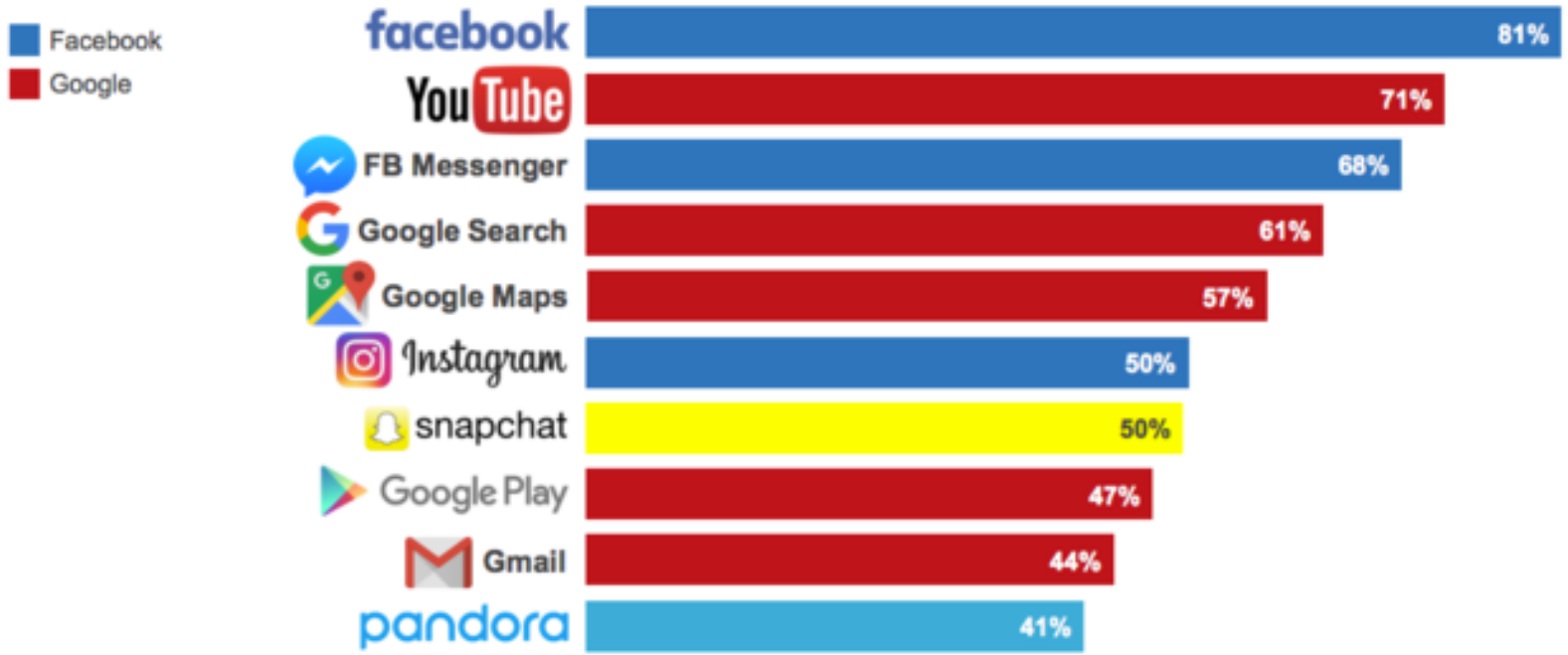
comScore

* Survey respondents were asked to select their top 3 'most essential' apps (i.e. the apps they couldn't go without) of the apps they own.

© comScore, Inc. Proprietary.

Top 10 Mobile Apps by Penetration of App Audience

Source: comScore Mobile Metrix, U.S., Age 18+, June 2017

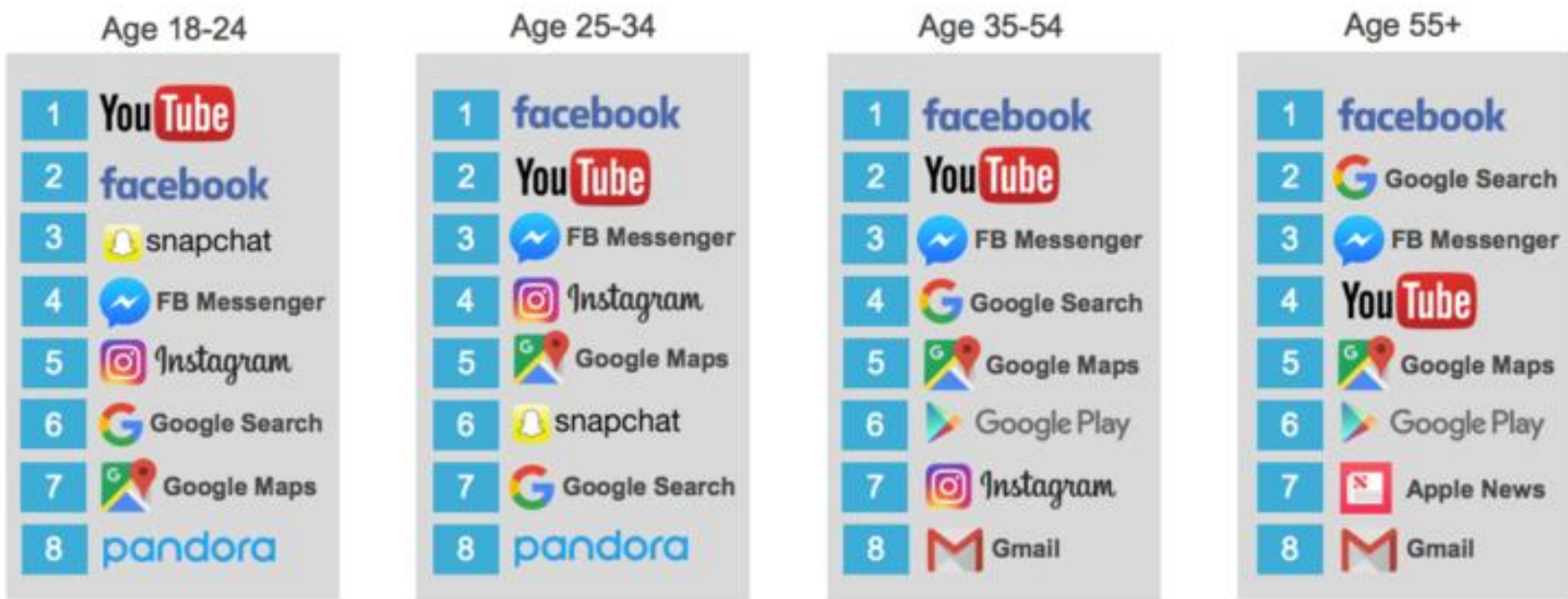


comScore

© comScore, Inc. Proprietary.

Top Apps by Unique Visitors

Source: comScore Mobile Metrix, U.S., Age 18+, June 2017



comScore

© comScore, Inc. Proprietary

What does App mean?

- An app is computer software, or a program, most commonly a small, specific one used for mobile devices.
- The term app originally referred to any mobile or desktop application, but as more app stores have emerged to sell mobile apps to smartphone and tablet users, the term has evolved to refer to small programs that can be downloaded and installed all at once.
- There are thousands of apps designed to run on today's smartphones and tablets.
- Some apps can be downloaded for free, while others must be purchased from an app store

Types of Apps

- There are three main types of apps: desktop, mobile, and web.
- Desktop apps are usually much fuller than mobile apps and consist of all the features of a program, whereas the mobile equivalent is a simpler and easier-to-use version.
- This makes sense when you consider that most desktop and web apps are built to be used with a mouse and keyboard along with a large display, but mobile apps are intended to be accessed with a finger or stylus on a small screen.

Types of Apps

- Web apps might be full of features too, but they have to leverage the capabilities of the internet connection and web browser program, so while some are heavy duty and can perform well like mobile or desktop programs, most web apps are lightweight for a reason.
- If an app is a mix between a web app and desktop app, it might be called a hybrid app. These are apps that have an offline desktop interface and direct access to hardware and other connected devices, but also an always-on connection to the internet for quick updates and access to internet resources.

Mobile App

- A **mobile app** or **mobile application** is a computer program designed to run on a mobile device such as a phone/tablet or watch.
- Mobile applications often stand in contrast to desktop applications which run on desktop computers, and with web applications which run in mobile web browsers rather than directly on the mobile device.
- In 2009, technology columnist David Pogue said that newer smartphones could be nicknamed "app phones" to distinguish them from earlier less-sophisticated smartphones.
- The term "app", which is short for "software application", has since become very popular; in 2010, it was listed as "Word of the Year" by the American Dialect Society.[2]

Overview

- Most mobile devices are sold with several apps bundled as pre-installed software, such as a web browser, email client, calendar, mapping program, and an app for buying music, other media, or more apps.
- Some pre-installed apps can be removed by an ordinary uninstall process, thus leaving more storage space for desired ones.
- Where the software does not allow this, some devices can be rooted to eliminate the undesired apps.
- Apps that are not preinstalled are usually available through distribution platforms called app stores.
- They began appearing in 2008 and are typically operated by the owner of the mobile operating system, such as the Apple App Store, Google Play, Windows Phone Store, and BlackBerry App World.

Overview

- However, there are independent app stores, such as Cydia, GetJar and F-Droid.
- Some apps are free, while others must be bought.
- Usually, they are downloaded from the platform to a target device, but sometimes they can be downloaded to laptops or desktop computers.
- For apps with a price, generally a percentage, 20-30%, goes to the distribution provider (such as iTunes), and the rest goes to the producer of the app.
- The same app can, therefore, cost a different price depending on the mobile platform.
- Apps can also be installed manually, for example by running an Android application package on Android devices.

Overview continued

- Mobile apps were originally offered for general productivity and information retrieval, including email, calendar, contacts, the stock market and weather information.
- However, public demand and the availability of developer tools drove rapid expansion into other categories, such as those handled by desktop application software packages.
- As with other software, the explosion in number and variety of apps made discovery a challenge, which in turn led to the creation of a wide range of review, recommendation, and curation sources, including blogs, magazines, and dedicated online app-discovery services.

Overview

- In 2014 government regulatory agencies began trying to regulate and curate apps, particularly medical apps.
- Some companies offer apps as an alternative method to deliver content with certain advantages over an official website.
- Usage of mobile apps has become increasingly prevalent across mobile phone users.

Overview

- A May 2012 comScore study reported that during the previous quarter, more mobile subscribers used apps than browsed the web on their devices: 51.1% vs. 49.8% respectively.
- Researchers found that usage of mobile apps strongly correlates with user context and depends on user's location and time of the day.
- Mobile apps are playing an ever-increasing role within healthcare and when designed and integrated correctly can yield many benefits.
- Market research firm Gartner predicted that 102 billion apps would be downloaded in 2013 (91% of them free), which would generate $26 billion in the US, up 44.4% on 2012's US$18 billion.
- By Q2 2015, the Google Play and Apple stores alone generated $5 billion.
- An analyst report estimates that the app economy creates revenues of more than €10 billion per year within the European Union, while over 529,000 jobs have been created in 28 EU states due to the growth of the app market.

What is the difference between and app and a website?

- Both **apps** and mobile **websites** are accessed on a handheld devices such as smartphones (e.g. iPhone, Android and Blackberry) and tablets. ...
- **Apps** are actual applications that are downloaded and installed on your mobile device, rather than being rendered within a browser.

There's an app for that

- Everyone makes the joke, but it's true. Here's a selection of interesting apps and the inspiration behind them.
- https://www.ted.com/playlists/629/there_s_an_app_for_that
- Get your next eye exam
- Happy Maps
- An app that knows how you feel from the look on your face
- Every piece of art you've ever wanted to see
- The awful logic of land mines and how to avoid them
- Make it fun to pick up litter

App explanation

- An app is just software.
- Originally software that you installed on a computer as a program was labelled as an application - or the shortened name of app.
- However, the common usage of "app" versus "application" now generally refers to the distribution through app stores where the download and installation happen with a single action.
- While you were always able to download software, this method of distribution is a new development.
- Apple's App Store and Google's Android Market are two examples of popular app stores.
- The downside of apps installed this way is the app store all have the ability to remove or discontinue the use of the software remotely.
- The user has no option and must just suffer the loss of data.

Explaining Apps

- According to a 2010 study by the Pew Institute, one in four adults in the United States was using mobile apps.
- Apps were most commonly used to take pictures, send or receive text messages, access the Internet or play games.
- The apps market is considered a major and growing part of the smartphone market.
- Apps are easy and inexpensive to purchase and can be installed and removed from a device almost instantly without affecting the device's systems or other apps.
- Finally, the vast majority of apps are for mobile devices, but an app can be for a non-mobile device as well.

Explaining Apps

- It's a piece of software that can run through a web browser or offline on your computer, and on a smartphone phone, tablet or other electronic devices, including smart TVs and smartwatches.
- Apps may or may not have a connection to the internet.
- App is a modern term for software application, and it is most often used in reference to a mobile app or a small piece of software that runs on a website.
- It's typically used to describe anything that isn't a full-fledged software program, but even that line has become blurred.

Examples of Apps

- Some apps exist in all three forms and are available as not only mobile apps but also desktop and web apps.
- The Adobe Photoshop image editor is a full software program that runs on your computer, but Adobe Photoshop Sketch is a mobile app that lets you draw and paint on a portable device.
  - It's a condensed version of the desktop application.
  - The same is true with the web app called Adobe Photoshop Express Editor.
- Another example is Microsoft Word.
  - It's available for computers in its most advanced form but also on the web, by subscription, and via a mobile app.
- Those two examples are of apps that exist in all three app forms, but that isn't always the case.
- For example, you can get to your Gmail messages through the official Gmail.com website and Gmail mobile app, but there isn't a desktop program from Google that lets you access your mail.
- In this case, Gmail is both a mobile and web app but not a desktop app.
- You can add it or remove it as desired.
- Others (often games) are similar in that there are both mobile and web versions of the same game but maybe not a desktop app, or there might be a desktop version of the game, but it's not available on the web or as a mobile app.

Where to get apps

- In the context of mobile apps, almost every platform has a repository where its users can download both free and paid apps.
- These are normally accessible through the device itself or a website so that the app can be queued up for download the next time the user is on the device.
- For example, the Google Play store and Amazon's Amazon Appstore are two places where Android users can download mobile apps.
- iPhone, iPod Touch devices, and iPads can get apps through the App Store straight from their devices.

Where to get apps

- Desktop apps are more widely available from unofficial sources such as Softpedia and FileHippo.com, but some official app repositories include the Mac App Store for macOS apps and the Windows Store for Windows apps.
- Web apps load within a web browser and don't need to be downloaded, unless you're talking about something like Chrome Apps that are downloaded to your computer but then run as small web-based apps through the chrome://apps/ URL, such as Video stream.
- Google refers to its online services as apps, but the company also sells a specific suite of services known as Google Apps for Work.
- Google has an application-hosting service called Google App Engine, which is a part of the Google Cloud Platform.

Distribution

- **Google Play** *Main article: Google Play*
- Google Play (formerly known as the Android Market) is an international online software store developed by Google for Android devices.
- It opened in October 2008.[16]
- In July 2013, the number of apps downloaded via the Google Play Store surpassed 50 billion, of the over 1 million apps available.[17]
- As of September 2016, according to Statista the number of apps available exceeded 2.4 million.
- The store generated a revenue of 6 billion U.S. dollars in 2015.

Distribution

- **App Store** *Main article: App Store (iOS)*
- Apple's App Store for iOS was not the first app distribution service, but it ignited the mobile revolution and was opened on July 10, 2008, and as of September 2016, reported over 140 billion downloads.
- The original AppStore was first demonstrated to Steve Jobs in 1993 by Jesse Tayler at NeXT World Expo[18] As of June 6, 2011, there were 425,000 apps available, which had been downloaded by 200 million iOS users.[19][20]
- During Apple's 2012 Worldwide Developers Conference, CEO Tim Cook announced that the App Store has 650,000 available apps to download as well as 30 billion apps downloaded from the app store until that date.[21]
- From an alternative perspective, figures seen in July 2013 by the BBC from tracking service Adeven indicate over two-thirds of apps in the store are "zombies", barely ever installed by consumers.[22]

Distribution

- **Microsoft Store** *Main article: Microsoft Store (digital)*
- Microsoft Store (formerly known as the Windows Store) was introduced by Microsoft in 2012 for its Windows 8 and Windows RT platforms.
- While it can also carry listings for traditional desktop programs certified for compatibility with Windows 8, it is primarily used to distribute "Windows Store apps"—which are primarily built for use on tablets and other touch-based devices (but can still be used with a keyboard and mouse, and on desktop computers and laptops).[23][24]

Others

- Amazon Appstore is an alternative application store for the Android operating system. It was opened in March 2011 and as of June 2015, the app store has nearly 334,000 apps.[25] The Amazon Appstore's Android Apps can also be installed and run on BlackBerry 10 devices.
- BlackBerry World is the application store for BlackBerry 10 and BlackBerry OS devices. It opened in April 2009 as BlackBerry App World.
- Ovi (Nokia) for Nokia phones was launched internationally in May 2009. In May 2011, Nokia announced plans to rebrand its Ovi product line under the Nokia brand[26] and Ovi Store was renamed Nokia Store in October 2011.[27] Nokia Store will no longer allow developers to publish new apps or app updates for its legacy Symbian and MeeGo operating systems from January 2014.[28]
- Windows Phone Store was introduced by Microsoft for its Windows Phone platform, which was launched in October 2010. As of October 2012, it has over 120,000 apps available.[29]
- Samsung Apps was introduced in September 2009.[30] As of October 2011, Samsung Apps reached 10 million downloads. The store is available in 125 countries and it offers apps for Windows Mobile, Android and Bada platforms.
- The Electronic AppWrapper was the first electronic distribution service to collectively provide encryption and purchasing electronically[31]
- F-Droid — Free and open Source Android app repository.
- Opera Mobile Store is a platform independent app store for iOS, Java, BlackBerry OS, Symbian, iOS, and Windows Mobile, and Android based mobile phones. It was launched internationally in March, 2011.
- There are numerous other independent app stores for Android devices.

Mobile Application Management

- Mobile application management (MAM) describes software and services responsible for provisioning and controlling access to internally developed and commercially available mobile apps used in business settings.
- The strategy is meant to off-set the security risk of a Bring Your Own Device (BYOD) work strategy.
- When an employee brings a personal device into an enterprise setting, mobile application management enables the corporate IT staff to transfer required applications, control access to business data, and remove locally cached business data from the device if it is lost, or when its owner no longer works with the company.
- Rather than controlling an employees entire device, containerization apps create isolated and secure pockets separate from all personal data. Company control of the device only extends to that separate container.

App Management

- Especially when employees "bring your own device", mobile apps can be a significant security risk for businesses, because they transfer unprotected sensitive data to the Internet without knowledge and consent of the users.
- Reports of stolen corporate data show how quickly corporate and personal data can fall into the wrong hands.
- Data theft is not just the loss of confidential information, but makes companies vulnerable to attack and blackmail.
- Professional mobile application management helps companies protect their data.

Top Ten Apps

- 10 41% of app users use Pandora.
- 9 44% of app users use Gmail.
- 8 47% of app users use the Google Play app.
- 7 50% of app users use Snapchat.
- 6 50% of app users use Instagram.
- 5 57% of app users use Google Maps.
- 4 61% of app users use Google Search.
- 3 68% of app users use Facebook Messenger.
- 2 71% of app users use YouTube.
- 1 81% of app users use Facebook.

Top Ten Apps People keep on their home screens

- 10 23% of people have the App Store app on their home screen.
- 9 24% of people have Instagram on their home screen.
- 8 26% of people have the Google's Play Store on their home screen.
- 7 32% of people have Google's Search app on their home screen.
- 6 33% of people have YouTube on their home screen.
- 5 34% of people have Facebook Messenger on their home screen.
- 4 35% of people have the Amazon app on their home screen.
- 3 37% of people have Google Maps on their home screen.
- 2 41% of people have Gmail on their home screen.
- 1 46% of people have the Facebook app on their home screen.

Texting Apps

- Free Texting Apps
- Free Texting Apps Take 2
- IOS and Android Texting Apps
- HeyWire. Get a real U.S. phone number for free with HeyWire and start **texting without** the hassle of a monthly **text** plan. ...
- **Text** Me! **Text** Me! ...
- text Plus. text Plus offers free SMS **texting** to any U.S. or Canadian phone number, as well as cheap international and local calls. ...
- Tango. ...
- Viber. ...
- KakaoTalk. ...
- TextFree. ...
- Pinger for Android.

Maps

- Google Maps
- Apple Maps
- **Top 5 Navigation Apps for Traveling Abroad**
- Google Maps - The All-In-One. If there is any app on this list that you shouldn't travel without, it is Google Maps. ...
- Waze - The Social GPS. ...
- Sygic - The Professional. ...
- Komoot - The Trekkie. ...
- HERE WeGo - The City Slicker.
- The Best GPS apps for your iPhone

Uber

- Uber is a ridesharing app for fast, reliable rides in minutes—day or night.
- There’s no need to park or wait for a taxi or bus.
- With Uber, you just tap to request a ride, and it’s easy to pay with credit or cash in select cities.
- Whether you’re going to the airport or across town, there’s an Uber for every occasion.
- Uber is available in more than 500 cities worldwide—download the app and take your first trip today.
- https://www.uber.com/en/us/ride/

Fit Bit

- https://www.fitbit.com/app
- Day & Night
- The Fitbit app has a purpose for every part of your day.
- All-Day Activity
- View progress towards your daily goals for steps, distance, calories burned and active minutes, and see your trends over time.
- Sleep Goals & Tools
- Use a Fitbit tracker to record your sleep at night. Then, use the sleep tools in the app to set a weekly sleep goal, create bedtime reminders and wake targets, and review your sleep trends over time.
- Mobile Track
- If you want to track your activity but don’t have a Fitbit tracker, you can use your smartphone to record basic stats like steps, distance and calories burned.
- Multi-Tracker Support
- Connect multiple trackers to one account and the Fitbit app will automatically detect when you switch between them. So you can wear Fitbit Surge during workouts and use Fitbit One to discreetly track your day.

Activity & Workouts

- Find more insights on your performance and the motivation to keep moving.
- Mobile Run®
- Enhance runs, walks and hikes by using the Fitbit app on your smartphone to track pace, time and distance. You can also control your music and use voice cues to stay in command. Learn more.
- Exercise Calendar
- Logged workouts will pop up in your exercise calendar so you can look back on what you've accomplished, and use data & trends to make progress toward your goal.
- Track Exercise
- Use your Fitbit tracker to record workouts or log them in the app, then see all your exercise stats, their impact on your overall day, and how your performance is improving.
- Exercise Sharing
- Use the Fitbit app to share a view or a selfie once you've reached the peak of your workout. Your pic and stats can be sent to friends and followers on any social channel, or through email and text.

Motivation & Friends

- Stay inspired on your fitness journey by sharing stats and challenging friends and family.
- Get Notifications
- Notifications will pop up on your smartphone to give you a gentle push in the right direction and keep you moving towards your goal.
- Earn Badges
- Whenever you hit a milestone or crush a goal, you'll receive badges to share and keep you motivated to earn more.
- Challenge Friends & Family
- Stay encouraged to move more by using your steps to climb the leaderboard, or compete with friends and family in Fitbit Challenges.
- Stay Connected
- Use Facebook and email to find and connect with Fitbit friends so you can send motivational messages, share stats and cheer each other on.

Weight & Nutrition

- Get the guidance and tools you need to stay on track toward nutrition and weight goals.
- Track Weight
- Use the Aria® Wi-Fi Smart Scale to automatically send weight stats to your dashboard, or log your numbers manually in the Fitbit app, to stay on track and see your trends over time.
- Measure Hydration
- Regularly log your water intake and, before workouts or throughout the day, check the app to see if you're properly hydrated.
- Log Food
- Keep your calorie intake in check and get nutritional insights by logging meals with the barcode scanner, quick calorie estimator and meal shortcuts.
- Reach Weight Goals
- Work toward your ideal weight by choosing a goal like Lose, Gain or Maintain, and get Calorie Coaching on your calories in vs. out.

Access your dashboard from a desktop.

- See every stat, goal, insight and more from the convenience of your computer.