

Innovation Accelerators:

The Future of Mobile Apps

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3 mobile paradigms



1
**replacing
paper**



2
**creating new
experiences**



3
**bundling
content**

A Mobile App can Cross Paradigms

Paradigm 1

Paradigm 2

Paradigm 3

Mobile App A

Paradigm 1 only



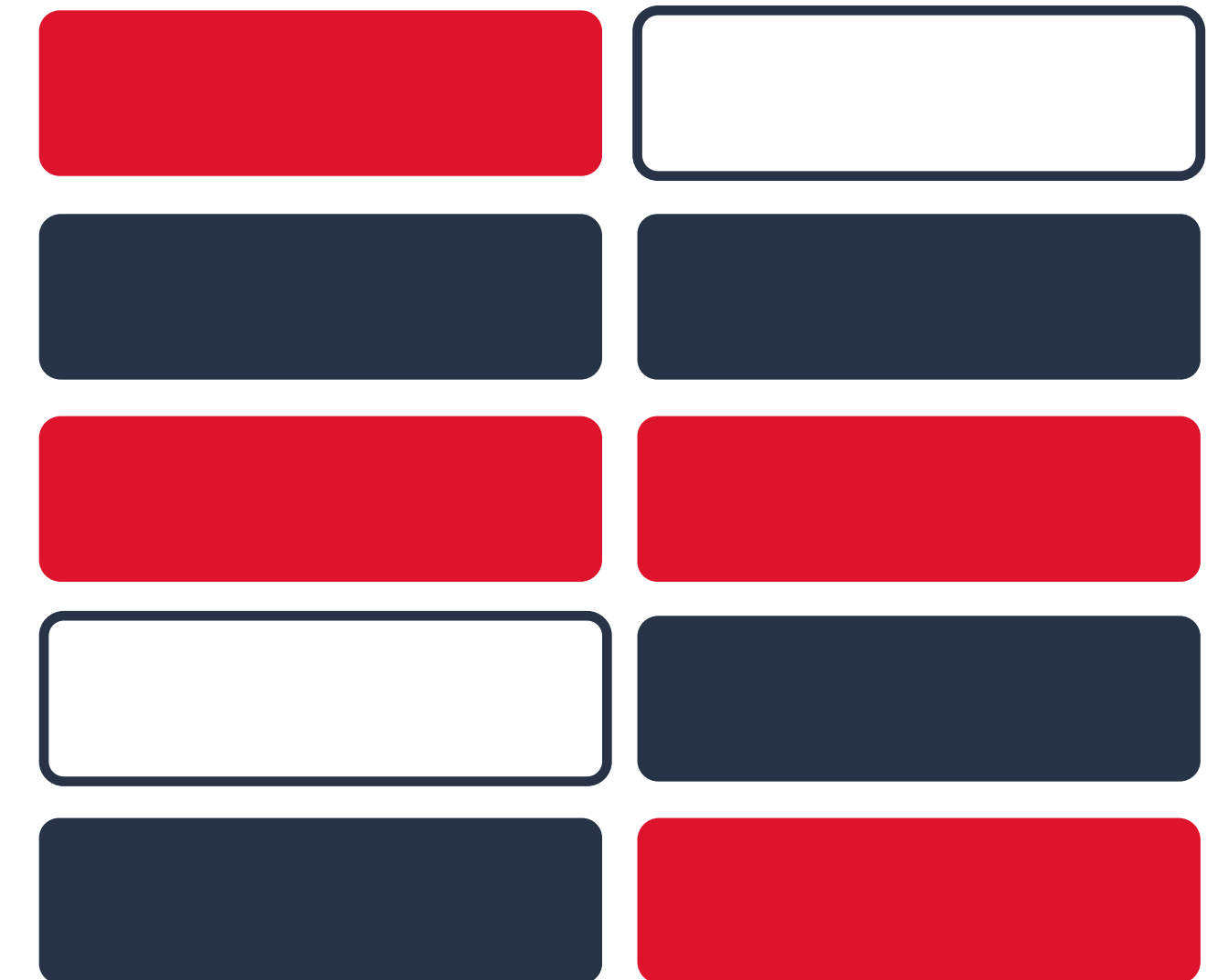
Mobile App B

Paradigm 1 with some Paradigm 2



Mobile App C

Balance of different Paradigms



PARADIGM 1

Paper Replacement



Low Hanging Fruit

Moving data from paper to digital is often a first step in a digital transformation

APP EXAMPLES

- MOBILE FORM ENTRY
- AUDIOBOOKS



Mobile Keyboard and Screen

Smartphones and tablets enabled digital data entry and retrieval in a manner mobilized beyond what laptops comfortably allow

APP EXAMPLES

- FIELD WORK
- MOBILE FACE-TO-FACE SALES

THE FUTURE OF

Paradigm 1: Paper Replacement

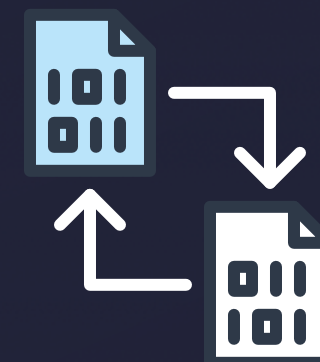


Expanding Industries

Some industries are still reliant on paper and other physical media. They are ripe for digital transformation

Examples:

- Car maintenance
- Lab services
- Electronic Health Records
- IDs



SaaS Products

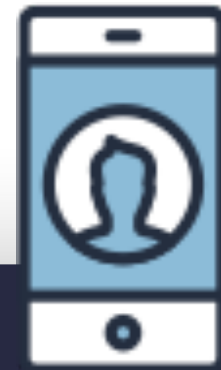
White label solutions to common user applications are becoming more readily available

Examples:

- Low-code/no-code solutions
- Employee records
- E-commerce

PARADIGM 2

Creating New Experiences



Interactive Experiences On-Device

As tools developed and user patterns emerged, UX experts were able to deliver engaging apps

APP EXAMPLES

- MOBILE GAMING
- DUOLINGO



Hardware to Augment Experiences

Hardware enables new experiences beyond what a screen can provide. Camera, GPS location, motion sensors, NFC, and many more

APP EXAMPLES

- UBER
- APPLE PAY AND GOOGLE PAY

THE FUTURE OF

Paradigm 2

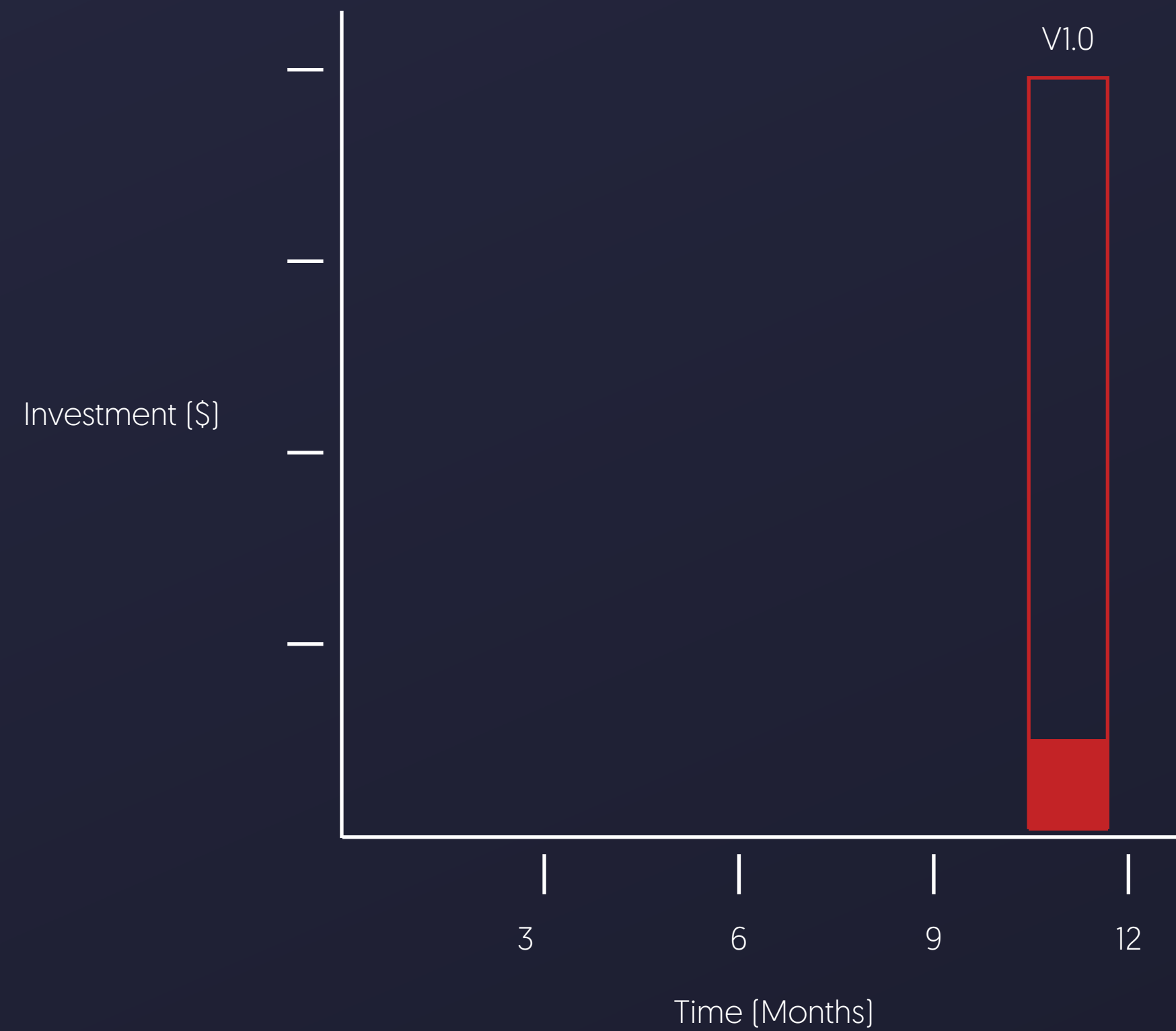
Everyone is looking to innovate and elevate their mobile apps.

The key is to systematically de-risk!



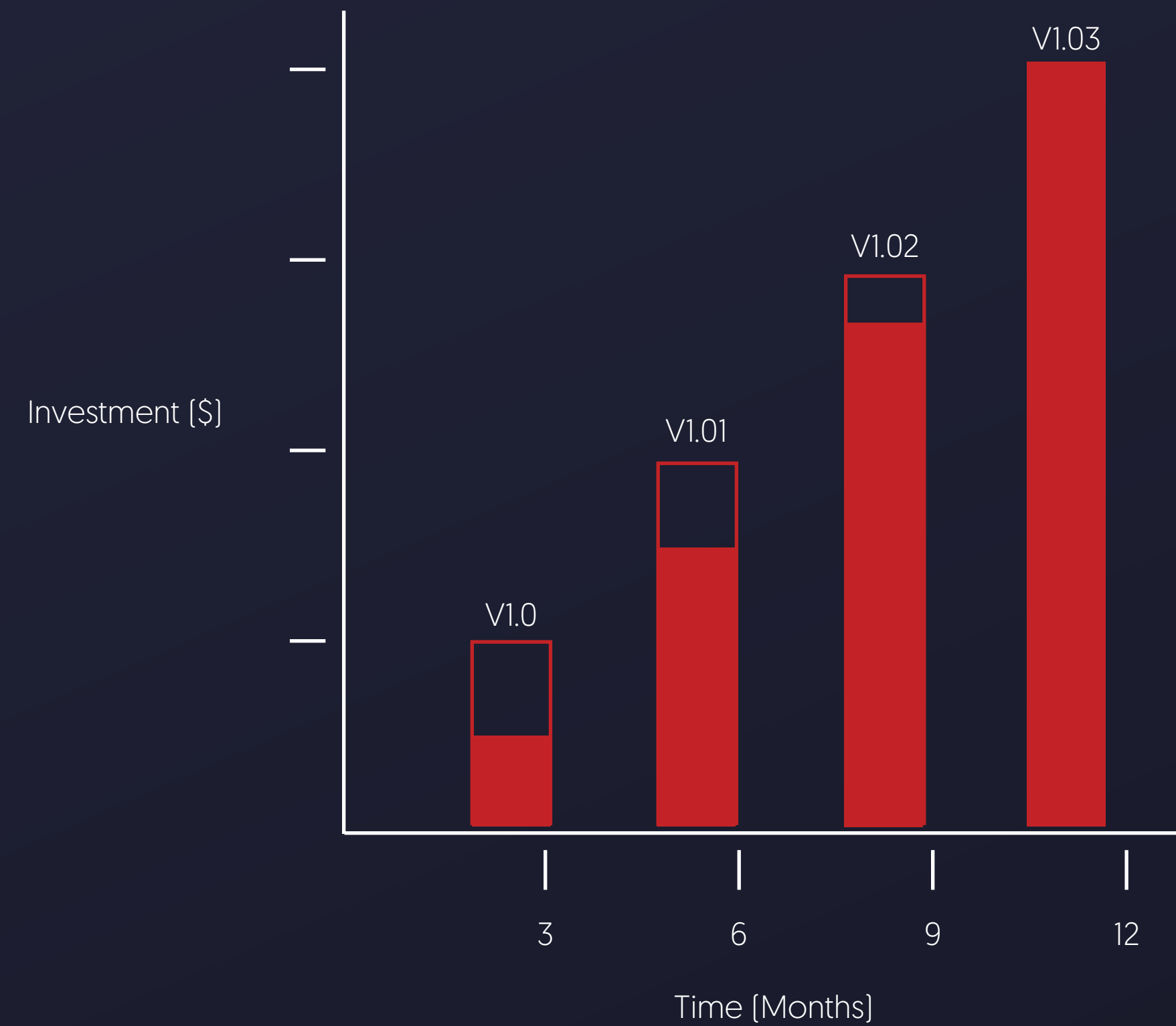
De-risk Through Iteration

Single Release



VS

Iterative



PARADIGM 3

Bundling of Content



Users have too many apps

As more companies have made mobile apps, users face app fatigue. Aversion to hopping between many apps where each have a shard of information

USE CASE EXAMPLES

- STUDENTS
- EMPLOYEES



Third party data sources available

Industry best practices and demand has led software tools to provide APIs that bundler apps can tie into.

API EXAMPLES

- HEALTH DATA (IE HEALTH KIT)
- VIDEO STREAMING DATA (IE REELGOOD)

Two ways to play:

Bundler

OR

Provider

primary user entry point

acquisition of providers

expansion through attracting more users

supplemental data

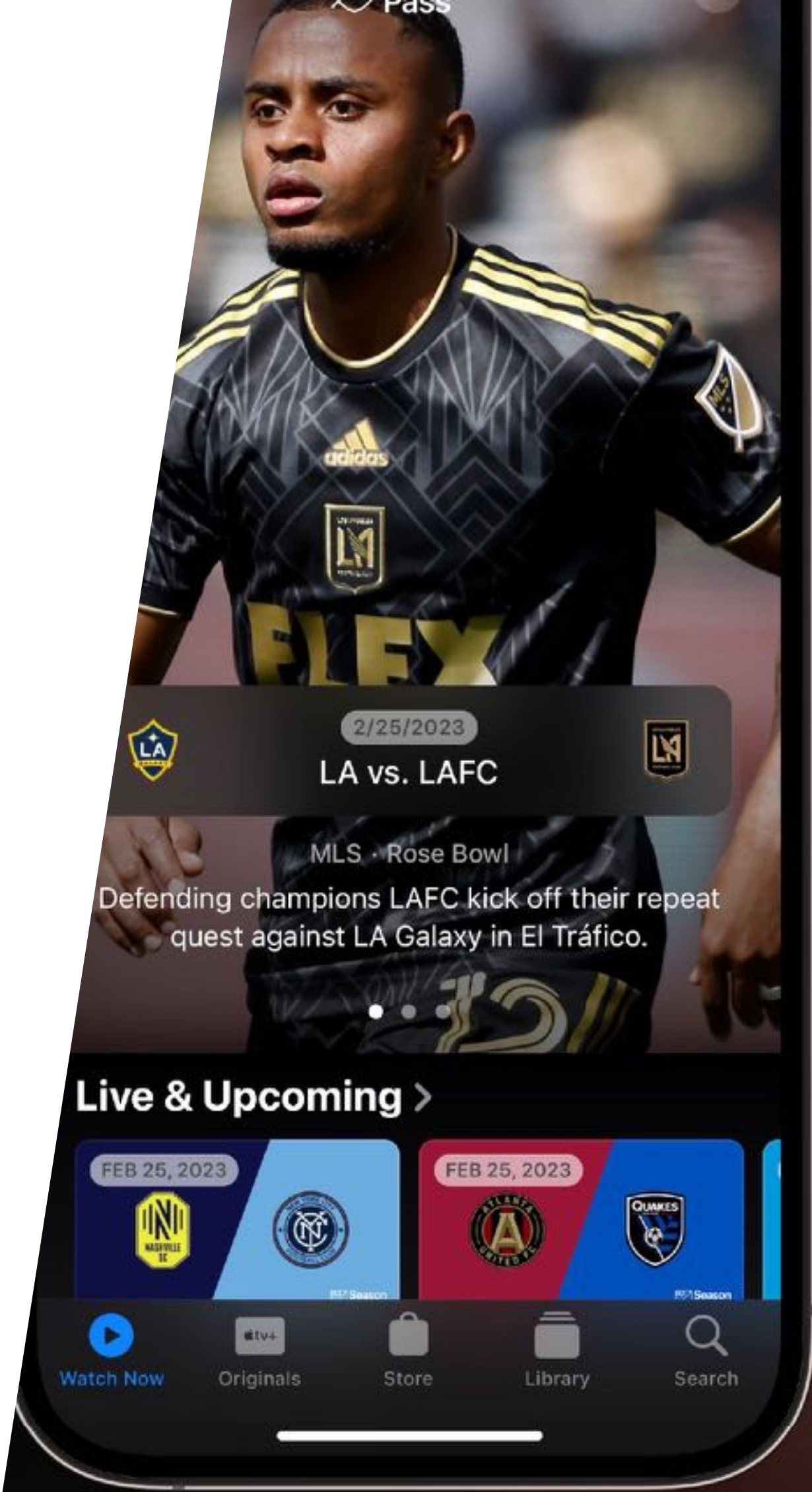
used across many bundlers

expansion through integrating with more bundlers



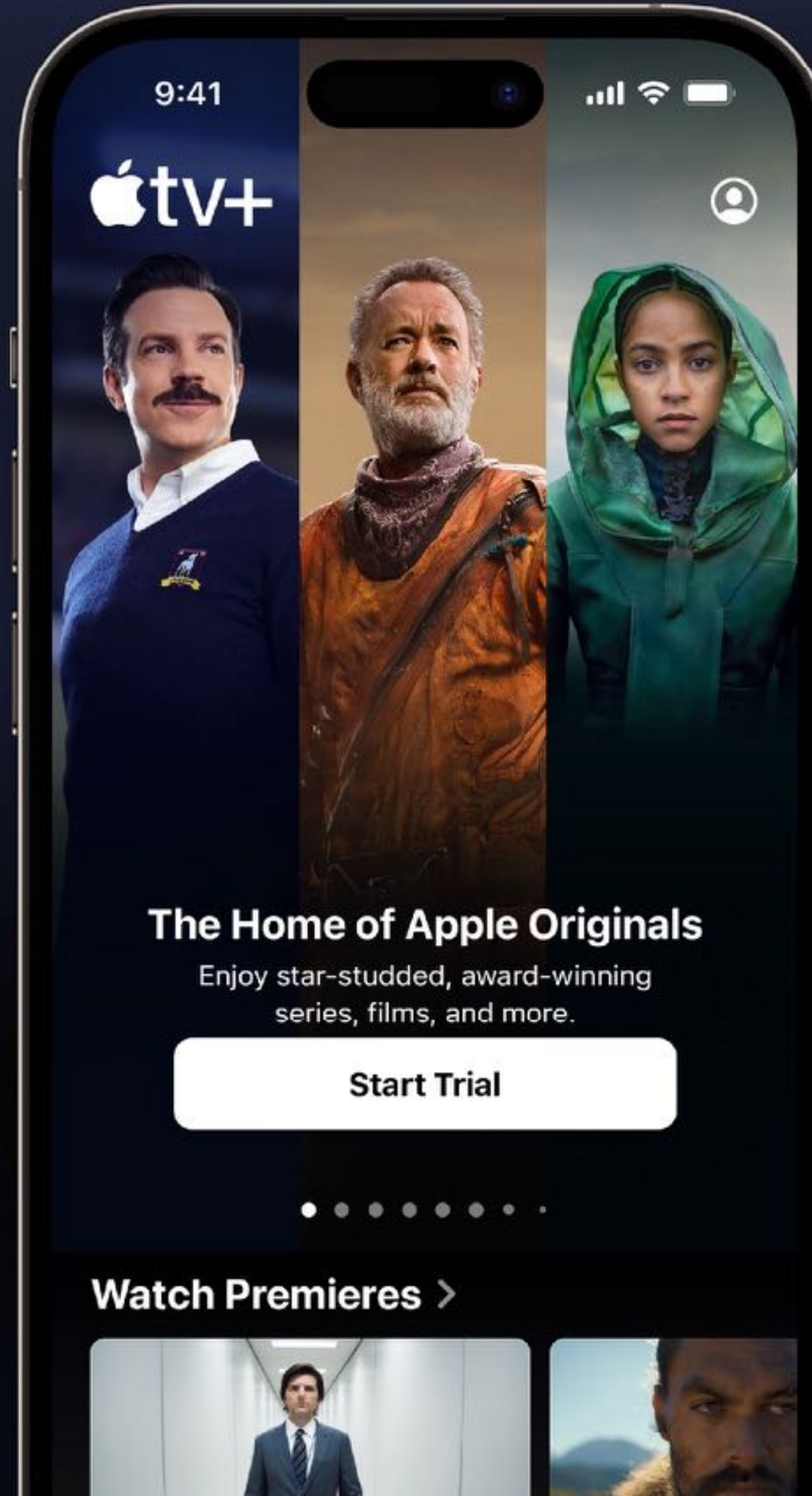
Bundler Example

Get all your favorite TV all in one app.



Watch live sports with
MLS Season Pass
and MLB on Apple TV+

The home of
Apple TV+



The Home of Apple Originals

Enjoy star-studded, award-winning series, films, and more.

Start Trial

Watch Premieres >



Add your services to get
one watchlist for everything

THE FUTURE OF

Paradigm 3

- Early days for bundlers and providers
- Expect to see more of these appear and for consolidation to occur



Recap: The Future of Mobile



replacing paper

Paper replacement apps will continue to proliferate and show tremendous value



creating new experiences

The separation between those that do great UX and those that don't will continue to grow



bundling content

Bundler apps will show UX goes beyond a single app, you need to consider the full user experience

What my intuition tells me about mobile app trends...

- SaaS and white label apps will become **more common**
- **Low-code/no-code solutions** will eat into simple cross-platform apps
- **Native apps** will continue to have **top-tier UX**
- **Cross-platform tools** will continue to improve in quality, but the **longevity remains troubled**

The Next Paradigm

Technology, hardware in particular, will change how we apply software in our daily lives.

Mobile will be different.

Modalities Include:

- Generative AI
- AR / MR / Spatial Computing



My advice if you're looking to build a mobile app



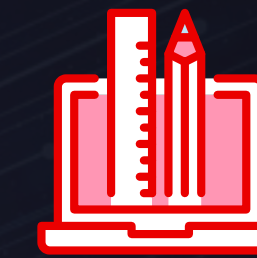
SaaS Products

If an existing SaaS product fits your needs well enough, it will be the most cost effective solution. You do give up flexibility.



Be Wary of No-Code/Low-Code

It may save you time but will have limitations that impose a ceiling to the apps capacity. It also has vendor lock-in.



Custom Development

Custom dev has more cost but has greater flexibility. Gauge the ROI and intrinsic value of a mobile app when making the decision.



Engage with Experts

Digital experts can help you see how mobile apps can affect your business. It's a lower cost entry point to build a road map.



Don't Ignore the Human Element

Not all mobile apps are made equal. Make UX a priority, it will make your life easier in delivery and your user's lives easier in the long term.



Look at Full Cost of Ownership

The cost and risk of mobile apps depends greatly on the underlying platform. One solution may be cheaper now, but be a torpedo in the long term.

Questions? Get in touch!



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