OPTIMISATION OF MOBILE APPS FOR USER ENGAGEMENT AND CONVERSION

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Abstract

As the number of mobile phone users exceeds that of PC users in many countries, how to optimize PC-based web sites for mobile phone users becomes an important issue. This article reviews several popular ways and introduces some methods that has been developedto helps in conversion rate. Major advantages of this methods are that firms can use the mobile phone-based Web sites that can get the layout and content that best fit their devices. The paper presents examples to illustrate the features of the optimization process.

Keywords: Mobile optimisation , User interaction, Conversion

Introduction

Mobile optimisation for business firms are adjusting their app and online sites according to visitors convenience for better experience in their mobile devices. Day by day mobile commerce s increasing , and customer wants hustle free and user friendly shopping experience . As Generation Z and millennials are capturing major part of Mobile commerce it very necessary for business firms to design their site and marketing campaigns accordingly.

The role mobile plays in today's digital marketing world will likely keep growing as mobile usage continues to skyrocket. By implementing key mobile optimisation tactics and strategies, marketers can deliver exceptional experiences through every channel and every device.

Optimising for mobile includes the entire customer experience, and when done properly, it compliments every interaction a customer has with your brand. Mobile optimisation enhance user experience and they tend spend more time on website. It will also helps in conversion.

There is high usage of social media on mobile, requires continuous improvement, which makes it simple for users to access social media apps on daily basis , irrespective of time and place.

Mobile optimisation is need of time if business firm are looking for reach out global audience. Business firms should optimise their e-commerce sites.

Sometimes mobile apps have bugs and glitches that can cause lower engagement on apps.It it to be designed to keeping user engaged for longer duration.

Review of literature

ReetikaSwaroop Srivastava, Arjun Manohar, 2020

The paper attempts to explore the need to optimize the web interface on the mobile platform. There has been previous research on the need for optimizing the websites to be user-friendly, however, there has not been adequate research on the need for optimization on mobile devices. With attention spans

narrowing it is important that websites are able to convey their value in few seconds else the user will bounce off to another website that represents information better. The problem goes deeper, most of the businesses

MeriKoponen, 2020
The objective of this study was to identify the best practices of how to create engaging mobile-optimised video ads for social media. Nowadays, an increasing number of people access their social media from mobile devices. Hence, it is valuable for brands to understand how they can leverage mobile-optimised video advertising on social media.

IntaKotane, DainaZnotina, SerhiiHushko, 2019
In recent years, the environment in which we live and work has changed radically. If the emergence of the Internet was revolutionary in the way we communicate and obtain information, currently the availability and mobility of technologies affects consumers' habits and promotes the transformation of classic business models. Aim of the study: to explore and learn about the development trends of digital marketing.

Satwinderjit Singh, IzzalAsniraZolkepli, Cheah Wen Kit, 2018
There is minimal study that investigates the importance of attitudes towards mobile commerce as antecedents mobile commerce adoption using Technology Acceptance Model (TAM), especially in the Malaysian market. These factors are crucial since the population of online users are massive and their influence is forming the untapped potential for marketers. By knowing the factors that drive the use of mobile commerce, this study seeks to facilitate marketers on how to use the findings and intensify the growth of online business in Malaysia.

JieRen, Ling Gao, Hai Wang, Zheng Wang , 2017
This paper has presented an automatic approach to optimise mobile web browsing on heterogeneous mobile platforms, providing a significant performance improvement over state- of-the-art. At the heart of our approach is a machine learning based model that provides an accurate prediction of the optimal processor configuration to use to run the web browser rendering process, taking into account the web workload char- acteristics and the optimisation goal.

Victoria Magrath, Helen McCormick, 2013
Whilst some may argue that e commerce design literature can be applied to the designing of mobile commerce channels, it is an assumption that may come at the expense of the retailer. The purpose of this paper is to identify which marketing design elements could be integrated within a retailer's mobile strategy and suggest the importance of empirical testing. An academic or practitioner must primarily understand the abundance of marketing tools that can be integrated into a mobile strategy before they can begin to investigate the consumer effects.

Cindy Krum, 2010
Mobile Marketing Finding Your Customers No Matter Where They Are Use Mobile Marketing to Supercharge Brands, Sales, and Profits! Using brand-new mobile marketing techniques, you can craft campaigns that are more personal, targeted, immediate, measurable, actionable–and fun! Now, one of the field's leading pioneers shows exactly how to make mobile marketing work for your business.

Objective of the study :

⌡To study the concept of mobile phone optimisation

⌡To study the impact of mobile optimisation in conversion rate customers

Concept of Mobile Optimisation

Mobile optimisation means adjusting apps according to mobile devices for user friendly experience. Mobile optimisation is the process of adjusting and updating website content to ensure visitors are accessing up to date information from their mobile devices.

Mobile websites are users first interaction with business firm. If it is not optimally designed then user left it quickly without showing any interest in their site. User will be annoyed and stressed if sites take too much time to load and buffer .Even if your marketing strategies are strong but website is not mobile optimised then it will not convert visitor to buyer.

A mobile optimised site looks different from desktop sites . For example text are short and simple , images are lighter, content loads easily , minimum scrolling time, videos should be easily played on mobile devices. Mobile optimisation refers to theupdating your website to deliver an ideal and engaging experience to users who are visiting the site from their mobile device. Truly optimised content offers amazing experiences across channels including both desktop and mobile devices.

Significance of the Mobile optimisation

It should beconsidered that mobile user behaviours are different from desktop. That means the strategies you will use for mobile should also be different than desktop.

The main benefit of a custom mobile app is that it serves to enhance the customer relationship in a great way. Each update on the products and services will reach the customer fast and directly. With the app, the business can receive feedback on the products and services from the customer through the app and take appropriate steps to improve customer satisfaction.

Image source :the next scoop.com

Methodology of the study:

In order to accomplish above objective, secondary sources, available literature, reports and data have been used. The data has been obtained from various journals, reports, magazines and websites.

Factors affecting conversion rate

⌡ **The impact of page load speed on mobile conversion rates**

Page load speed is a critical factor that can have a significant impact on mobile conversion rates. In today's fast-paced world, users have little patience for slow-loading websites, and they are likely to abandon a site if it takes too long to load. This can result in decreased engagement and lower conversion rates.

In contrast, a fast-loading website provides a smooth and enjoyable user experience, which can help to improve engagement, increase customer satisfaction, and boost conversion rates. In addition, fast-loading websites are more likely to be ranked higher in search engines, which can help to drive more traffic to the site.

〕 **Integrate On-Page Product Recommendations**

Percentage of all global web pages served to mobile phones from 2009 to 2018
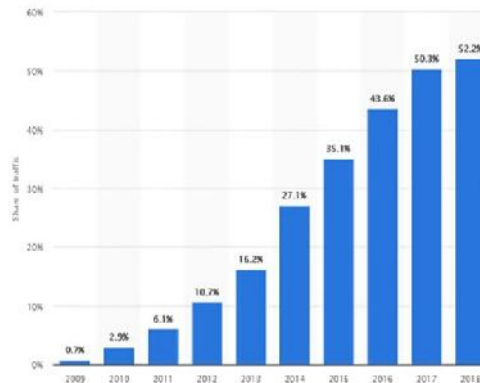
One of the best ways to go about on-page product recommendations is suggesting products similar to what a customer is viewing or has recently viewed.

〕 **Provide E-wallet Payment Method**

Due to payment method distrust, customer abandon their carts. With the abundance of financial information stored on smartphones, buyers want to be sure their financial details are secure.

The best way to address such concerns is to offer e-wallet payment methods such as Android Pay, Apple Pay, and PayPal.

〕 **Poor product data**

For international websites, it's especially vital that translations be accurate and tailored to the respective country. But that's not all: language-independent factors such as the thoroughness of technical information also play a role.

〕 **Understand When Did Someone Use an App/Mobile Site**

When considering mobile eCommerce conversion rate, it's also helpful to know when users interact with your site or app. For example, if you notice that customers who visit after 5 pm convert at higher rates than others, you can tailor your strategy to when it matters most.

Some smartphone features that decrease conversions

〕 **Screen size isn't optimal for shopping**

This is the obvious difference. Desktop displays generally have much more screen real estate for displaying information, and that extra space benefits ecommerce. It's much easier for desktop users to view side-by-side comparisons of products.

They can more easily see information that supports a purchase decision, such as background information, reviews, and multiple images of products. Tools that help users navigate choices, such as filter buttons, are usually easy to find.
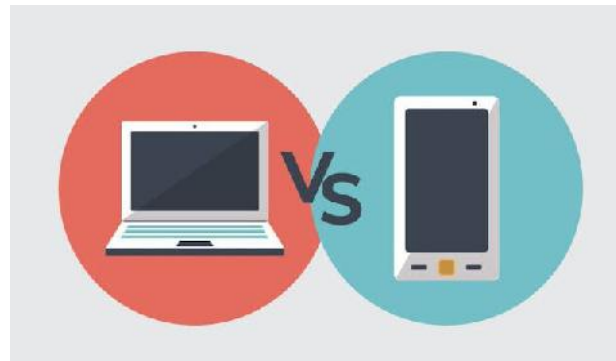
) **Network speed makes for (uncomfortably) slow shopping experiences**

This is the other characteristic of mobile devices that limits conversion. Most desktop computers are connected through cables or WiFi to high-speed network connections. In contrast, most smartphones connect through the cellular data network.

Although cellular network speeds have increased substantially in recent years, they're still not as fast as most wired connections. And, as we've noted before, speed matters a great deal to conversion rate optimization.

Tools for Mobile Optimisation

A mobile optimised site helps in the conversion process easier and less stressful on the user. Some of the hallmark features include the following:
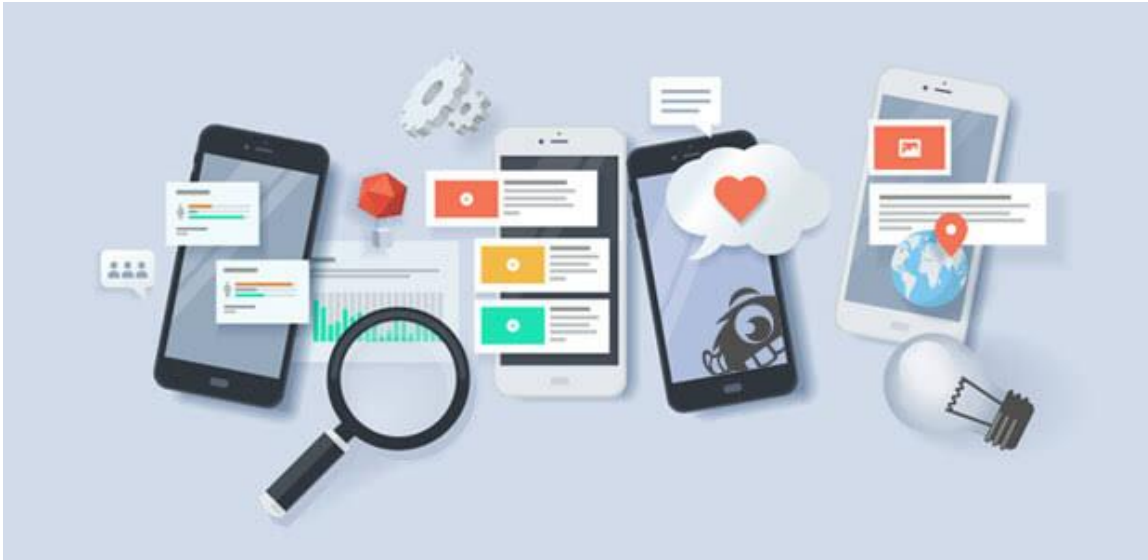
-) Larger buttons
-) Compressed images
-) Auto-fill form fields
-) Auto-detect location settings
-) Guest checkout option
-) Multiple screens instead of scrolling
-) Reduce the number of pop ups
-) Turn off auto correct on form filling

Conclusion-

As you can observe, the impact of the mobile app is huge and as a business owner, you can find visible profits in no time. If you wish to optimize your conversion rate, you'll need more than just attractive prices and enticing pictures. On the one hand, you'll have to put yourself in your customer's shoes, and make the user experience as smooth and dependable as possible**.** On the other hand, while doing the above, you'll want to keep an eye on how these same criteria are evaluated by the main search engines**,** and avoid corresponding SEO and conversion killers.

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