

# Analyzing usage of mobile application

[Technology](#), [Mobile Phone](#)



**Abstract:**

Here, The mobile application field has been receiving astronomical attention from the past few years because the growing number of application downloads and due to the revenues being engendered. with a sudden powerful forwarding the number of applications and the number of failing applications has been growing. nowadays the each nation has a different intrest so we give the devolopment of applications like his intrest. and the developers concerns the merits and demerits of the mobile apps and there is an technical issues , inadequate marketting efforts and high prospects of the consumers . the developers to understand the usage patterns of the mobile apps used on these devices Android apps in network traces using mobile in-app advertisements. Our preliminary experiments with real world traces show that this technique is promising for large scale mobile app usage pattern studies. We also present an analysis of the official Android market place from an advertising perspective.

**INTRODUCTION****MOBILE APPLICATION**

In recent years , thre be so many changes to the way of users behave , interact and utilize the network and applications . More and more users are accessing the data via the mobile devices by the internet . by the recent statatics by canals , 488 million smart phones have been sold in the year 2011 compared to 415 million computers. these devices typically download applications this provide a specific funcionality an increasing number of research works that analyze the network traffic to understand usage

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behaviors of mobile apps. techniques for app identification which are not applicable for android apps having access to the android devices and monitoring the specific devices . Apps are available via distribution platforms on concrete app stores There are free as well as paid apps. There are few apps which initially are available for free, but later a minimum fee is required to relish premium benefits. The iphones powerful software, revolutionary user interface, and powerful development platform had driven an almost overnight explosion of apps

Originally mobile apps were offered for informational and productivity purposes that included email, calendar, contacts, calculator and weather information. the developer implements expanded into other categories such as mobile games, GPS, banking, ticket purchases, social media, video chats, factory automation, location based services, fitness apps and recently mobile medical apps

## PROBLEM STATEMENT

To ease presenting the problem of predicting mobile applications usage patterns

By analyzing the past mobile application usage patterns hiding in the usage logs, we can predict the future usage patterns with some methods. Since we focus on the methods that are suitable for running on each smartphone, the following discussion just depends on the usage logs of the specific user. As have said, the application usage logs mainly contain when and which the application is used by the specific mobile user. Segmenting the logs into the

equal time slot, the time series of application usage numbers can be generated.

the prediction results, the smartphone can effectively manage the mobile applications to improve its performance and enhance user experience, and meanwhile avoid the wastage of both energy and memory. According to the top negative reviews and statistics 44% verbally express they would expunge a mobile app immediately if app did not perform as expected. The numbers clearly point out that there are good apps, and lamentable apps in the app market. very critical for the developers to understand the criterion for good apps vs. bad apps and develop accordingly.

The each countries expect different kinds of applications example music , games , food , online shopping , movies , social medias , ex.., these kind of different applications are there . so only peoples want the different kind applications . each people want the different applications and this is the problems so the developers are develop the application based on public wants and usage

## OBJECTIVE

The main objective of this work is to improve the mobile applications based on the reviews and people wants(or)usage. the developers only develops the applications. People often have a very clear idea of exactly the kind of features that they would like to include in their mobile applications.

The following are the set of objectives:

1. The developers develop the applications based on the reviews(or)ratings because were the people likes the application otherwise dislike the application so only the application running.
2. Then the each country likes the different taste likewise here the each country likes the different types of application so here also we develop the application what they wants then only application downloads higher.
3. Mainly awarness nowadays the child was also using the smart phones and tablets . so there is People often have a very clear idea of exactly the kind of features that they would like to include in their mobile app.
4. There is other important thing is interaction. how long do they stay. Additionally do they perform the action that you envisaged. e. g. upload photographs, chat, buy, share etc?

All of this information will be hugely beneficial internally but also for communicating with our mobile app development company or in-house developers.

### Literature Review

Today, there are at least five important platforms (iPhone, all the platforms will be impractical.

Also, a large portion of the mobile markets in the world are currently iPhone and Android .

Thus, only the two platforms were reviewed.

Paper 3 – Smart Smartphone Development: iOS versus Android

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The aim of the paper was to compare two of the leading platforms in the world to contrast the difference in developing environments.

Comparisons of the two platforms are summarized in Table 1:

## SUMMARY

Here, the Mobile application prediction Four areas that can be helpful in starting mobile development for have been reviewed. Couple of issues were raised in the software engineering section without solutions. hence the applications were developing by the peoples need . Android and iOS were compared. Both platforms have advantages and the choice between the platforms will depend on the target market of the application