



White Paper

Are Smart phones making us Smarter?

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Are Smart devices getting extra Smart?

Are the smart devices getting smarter or we humans are getting dumb? It's an interesting fact that despite of prolonged recession, mobile devices growth reached record levels in the past few years. Now people are exploring world through smart devices. In 2007, Apple brought the most revolutionary mobile device, i.e. iPhone.

Why?

A major reason of this outstanding growth in the smart phones during recession was because of the boom of social media. Most people claim that the social media boom in the world let the mobile companies increase the potency of their products by providing smart features to mobile devices.

Gartner Says Worldwide smart phone sales soared in 4th Quarter of 2011 with 47% growth.

Smarting ways of being Human

Can Paying bills, access to social media, responding to emails on the go and ordering products through cell phones be referred as a change in our lifestyle?

Yes, but now smart phones have something big on their account. Humans are embedding smart phones into their lifestyle. Ranging from professional commitments (video con. Meeting management, Client relationship Management) to most personal tasks as, smart phones are helping humans in losing weight, to find convenient routes to their destiny. Smart phones are smarting ways of being human.



They are becoming second brain that's changed how people process information.

With latest addition in iPhone (4S), Apple came up with a revolutionary app SIRI (Speech Interpretation and Recognition Interface) that works as an intelligent virtual assistant for humans. This exhibits how technology outsmarting our lives.

Why should I go for an app?

According to Washington post, more than 70% consumers in USA, use their cell phones to research products they consider purchasing.

After the advent of smart devices, world is shifting more towards mobile commerce. Smart phones are facilitating businesses in building direct affinity with the consumer through interactive apps.

With easing the lifestyles. Smart phones have provided an equal ground to the SME's (Small and Medium Enterprise) to compete with their counterparts. It's been a great tool especially for the growing companies to flourish into the market.



It's a question that whether businesses want to land into the market either by jet (smart phone app) or by ship (simple web app).

How would I Grow?

Expectations for 2012 are for the overall market to grow by about 7%, while smart phone growth is expected to be at least 39 %.

(Annette Zimmermann, principal research analyst at Gartner.)

How do we leverage what we do well and build an app for our business? , this is the most anticipated question that boils in the head of every business owner.

Before going to make an app, one should have a sound knowledge about the mobile space. iOS and Android are the biggest platforms for smart phones, i.e. why many businesses prefer them to target their consumers.

Businesses go with innovative ideas for apps that complement their services, to create a direct bond with their consumers.

Every business is unique and has its own USP (Unique Selling Proposition) that can be highlighted to create the right blend for the consumers.

Businesses prefer to consult IT companies to assist them in creation of their mobile applications that can uplift their sales or promote their services virally.

What should I do?

These are the preliminary steps that a business should take before going into the smart devices.

Goal

What you really want to achieve through an app? The goal has to be clear before engaging yourself into the real specifications of the app. For some companies, the goal is to drive in app purchases or create in-store traffic.

Understanding Mobile consumer Behavior;

Once you define your goal, continue your mobile app research by considering how best achieve your goal. Consulting IT service providers at this stage is also found beneficial as they have a close eye on the changing trends of Smart phones market.

Identifying Key features of the App.

In the presence of all the gathered data, analyzing the various mobile platforms (iOS, Android, Blackberry, and Windows Phone), target audience, key business features, one can derive key features and functionalities of the app that could perfectly complement their business and let the consumers sing their song.

Searching the right Vendor

After identifying key features of the app, the next step would be to search for reliable app development service provider. While searching a vendor one must be quite vigilant, as only a specialized vendor can give rightful meaning to your dreams and define each parameter into that app.

Devising a strong relationship with the vendor is quite essential before going into the development phase.



Application Development& Launch

After choosing the vendor, now you should discuss the entire model with vendor to finalize the functionalities of the app.

At this stage communication is the key to achieve the right results; it's been observed that Businesses who keep themselves well connected with the vendors during the entire development process (from prototype to final built) get more desirable results.

