



The Effect of Mobile Network Performance on Mobile App Users

What mobile app developers should know about user experience, expectations and behavior

December, 2017



INTRODUCTION

The global mobile app market continues to surge and present new revenue opportunities for mobile app developers.

This rapid growth also brings new challenges: intense competition and time-sensitive users with low tolerance to slow loading or unreliable mobile apps.

This report highlights the correlation between mobile network performance and mobile app user expectations and behavior.

To study this we surveyed over 2,000 mobile app users, in partnership with mobile ad platform Tapjoy.

EXECUTIVE SUMMARY

PacketZoom's Mobile Network Performance survey focuses on the importance of download time and connection quality to mobile app users. The findings show the importance of mobile app performance to users, and just how quickly they are to get frustrated when mobile apps fail to load or perform poorly.



86% experienced network performance issues in the past six months



66% consider network performance very important



71% expect mobile screens to load within 3 seconds

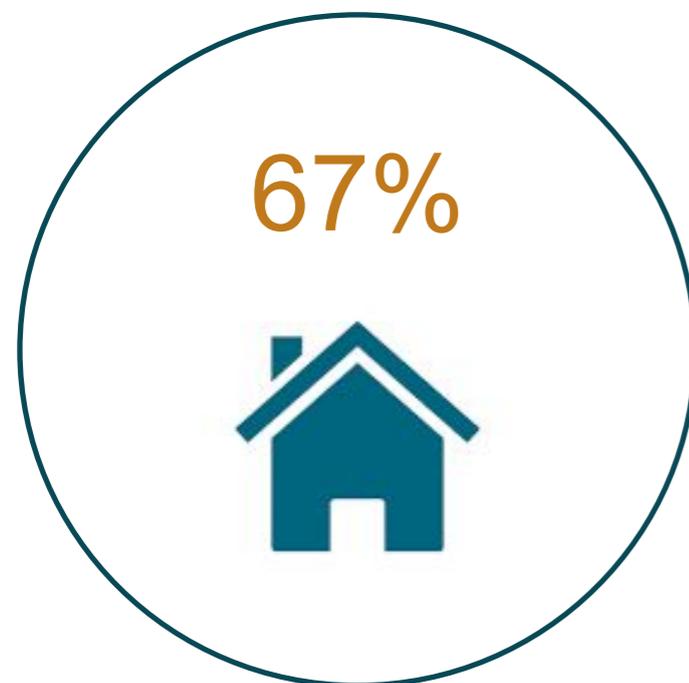


63% would abandon an app that fails to start within 5 seconds

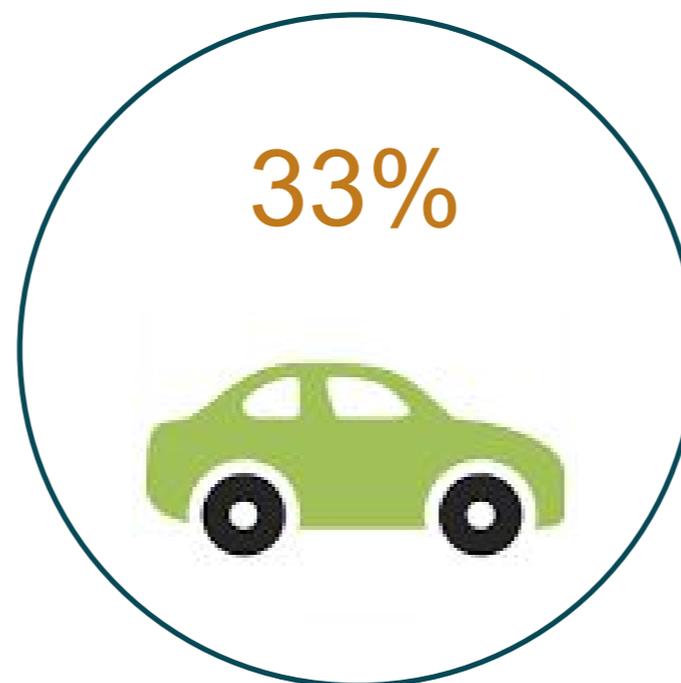


55% would use a fast and reliable app again

WHERE DO YOU USE MOBILE APPS?



AT HOME

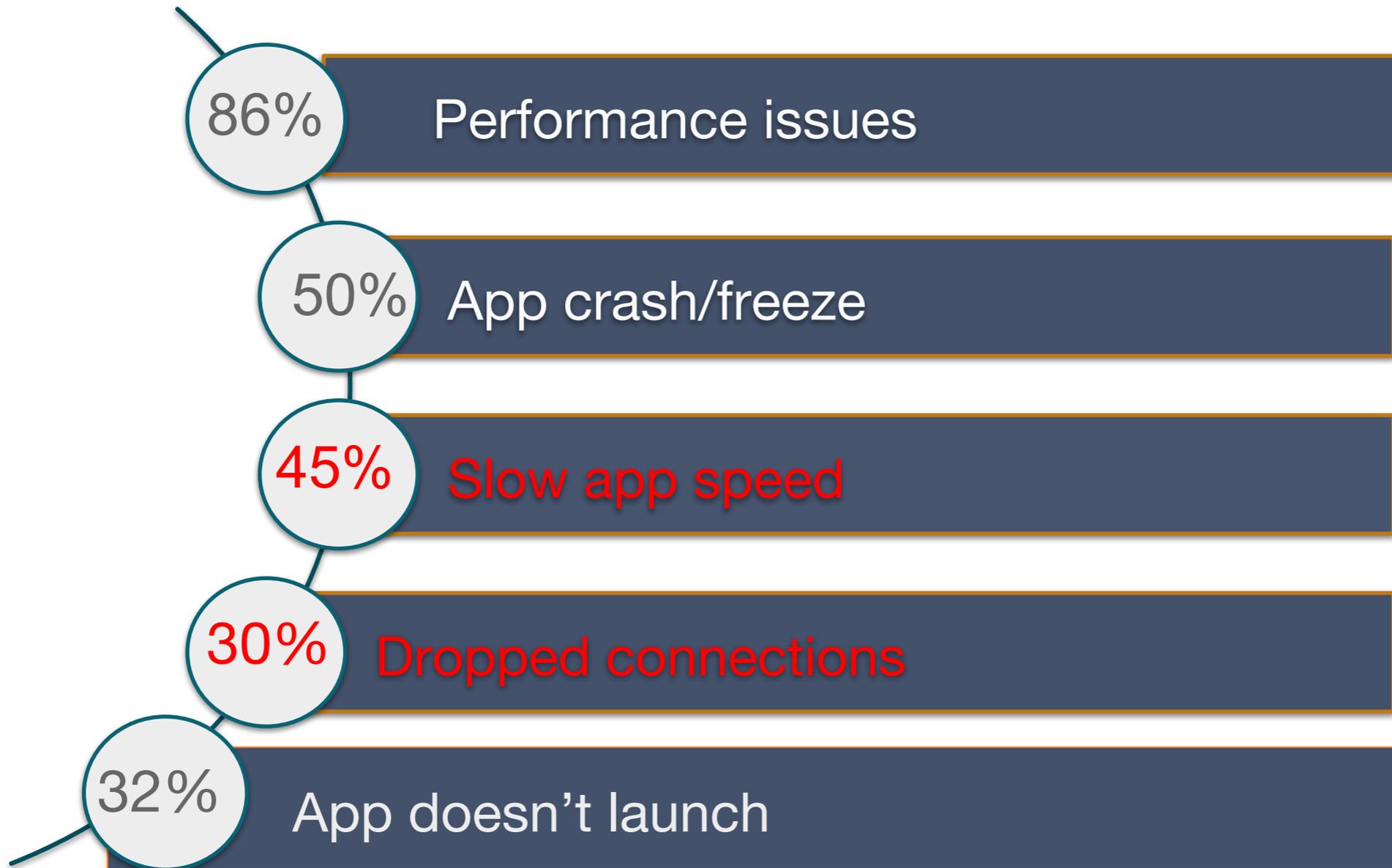


IN CAR



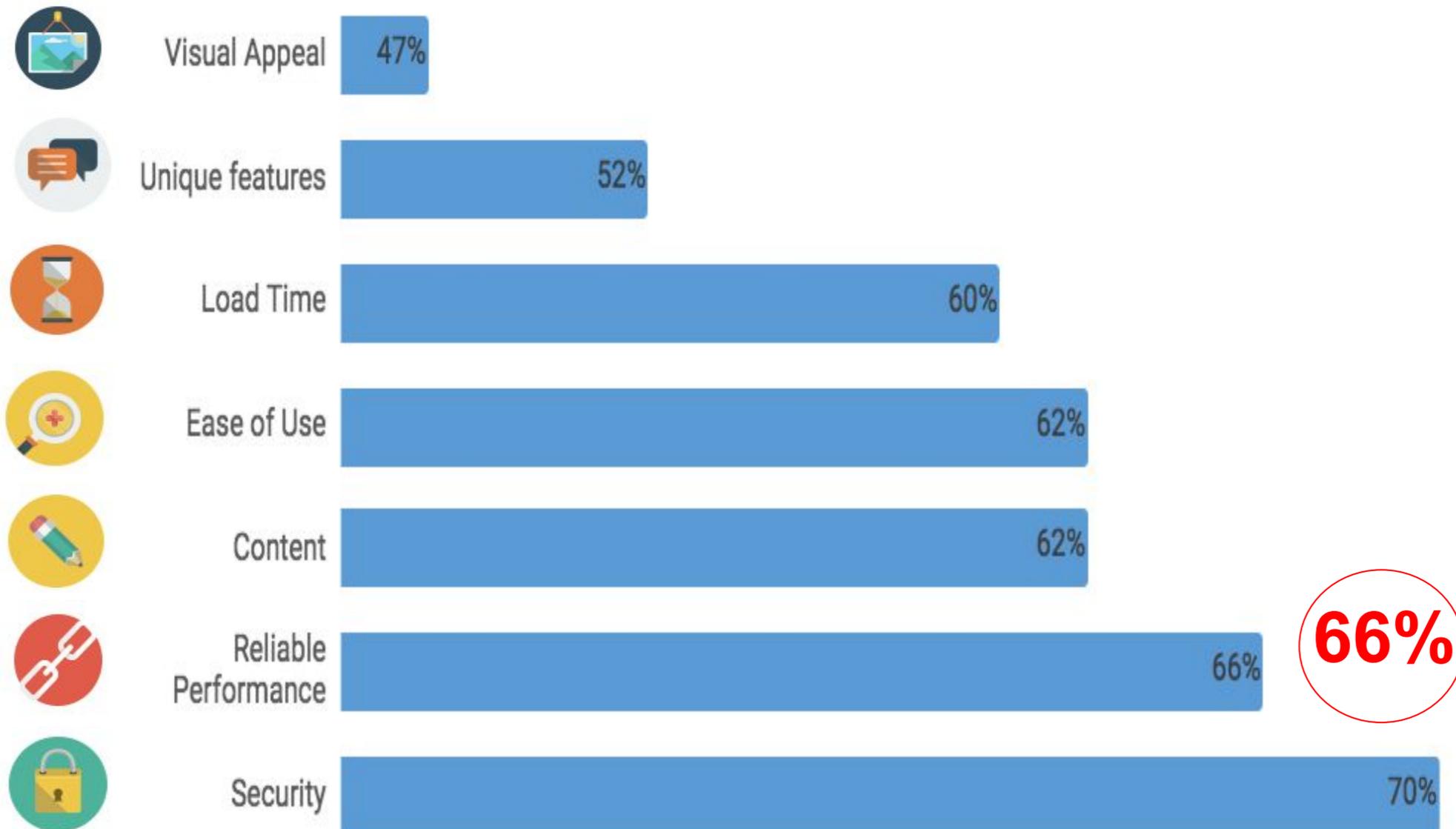
WHILE
SHOPPING

WHAT APP ISSUES HAVE YOU EXPERIENCED IN THE PAST SIX MONTHS?



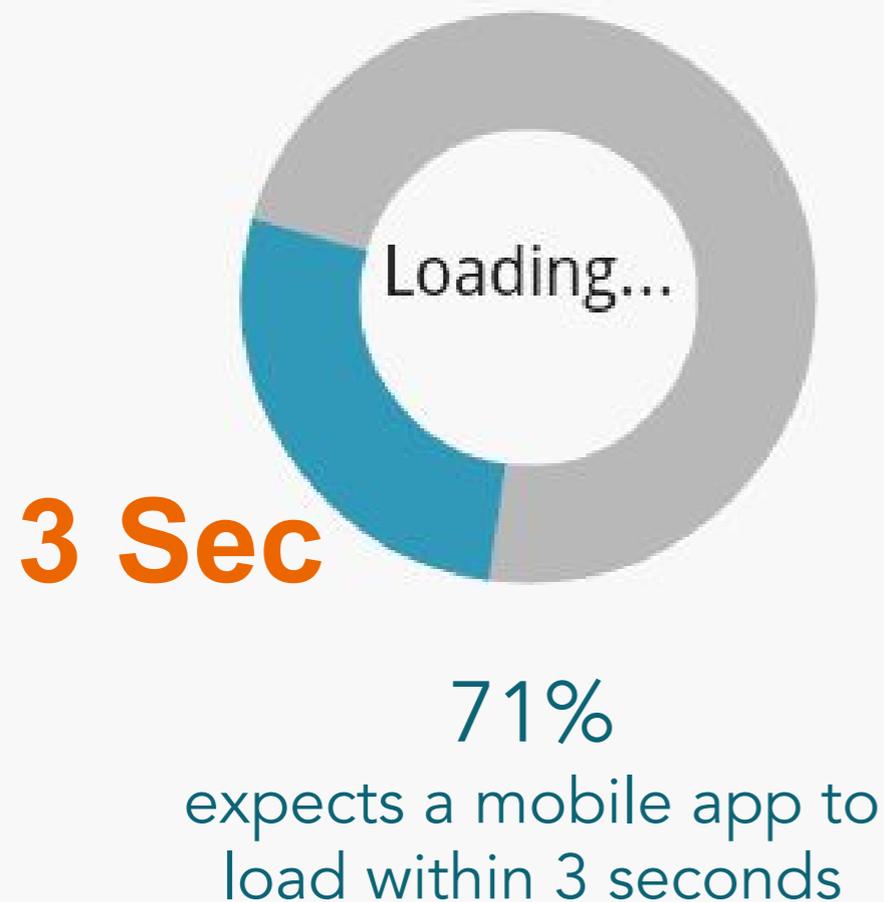
86% of users experience performance issues with mobile apps
75% of these issues are network related

HOW IMPORTANT ARE THE FOLLOWING MOBILE APP TRAITS?



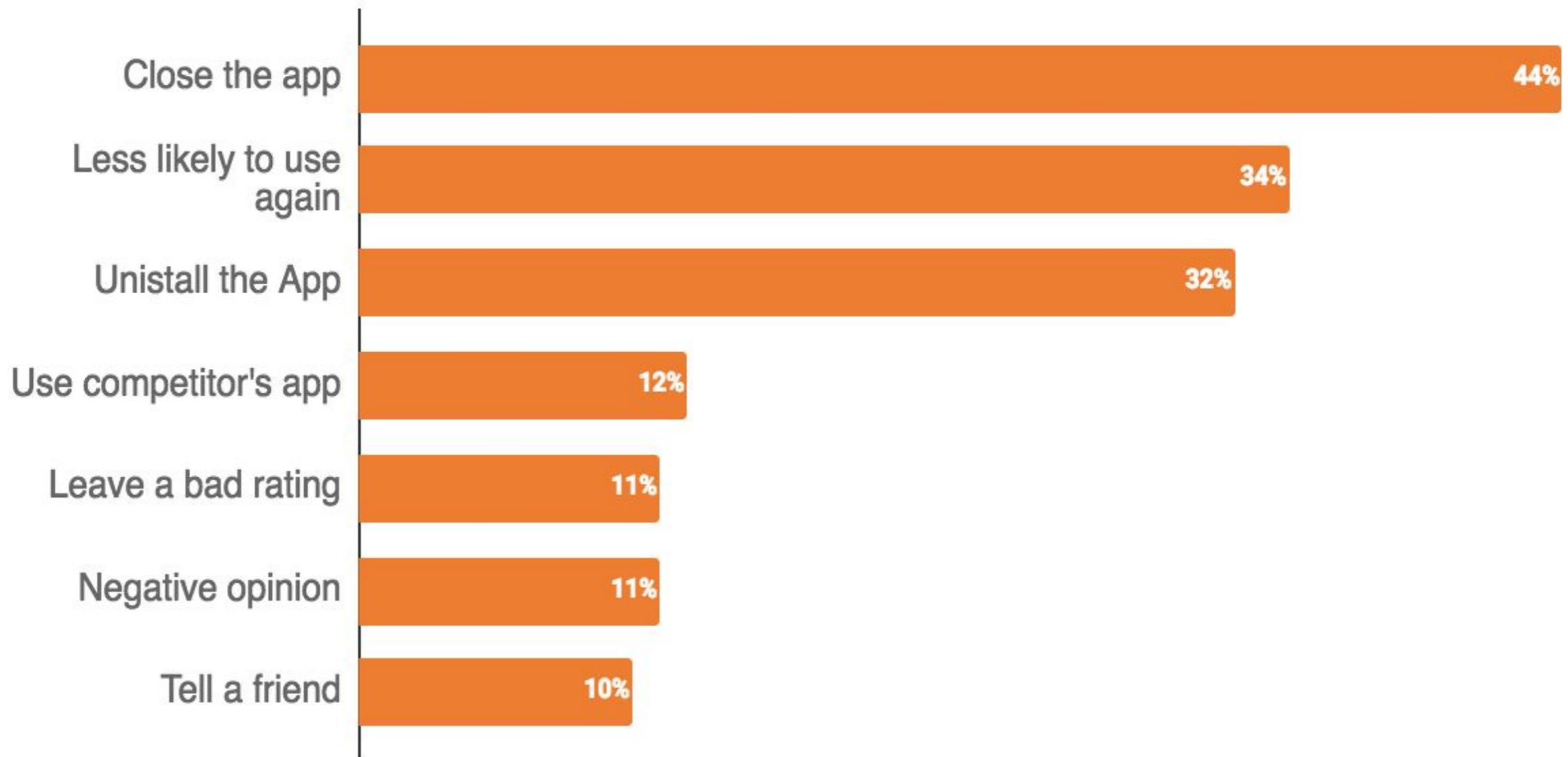
High performing app is the **SECOND MOST IMPORTANT** trait for users

HOW FAST IS FAST ENOUGH?



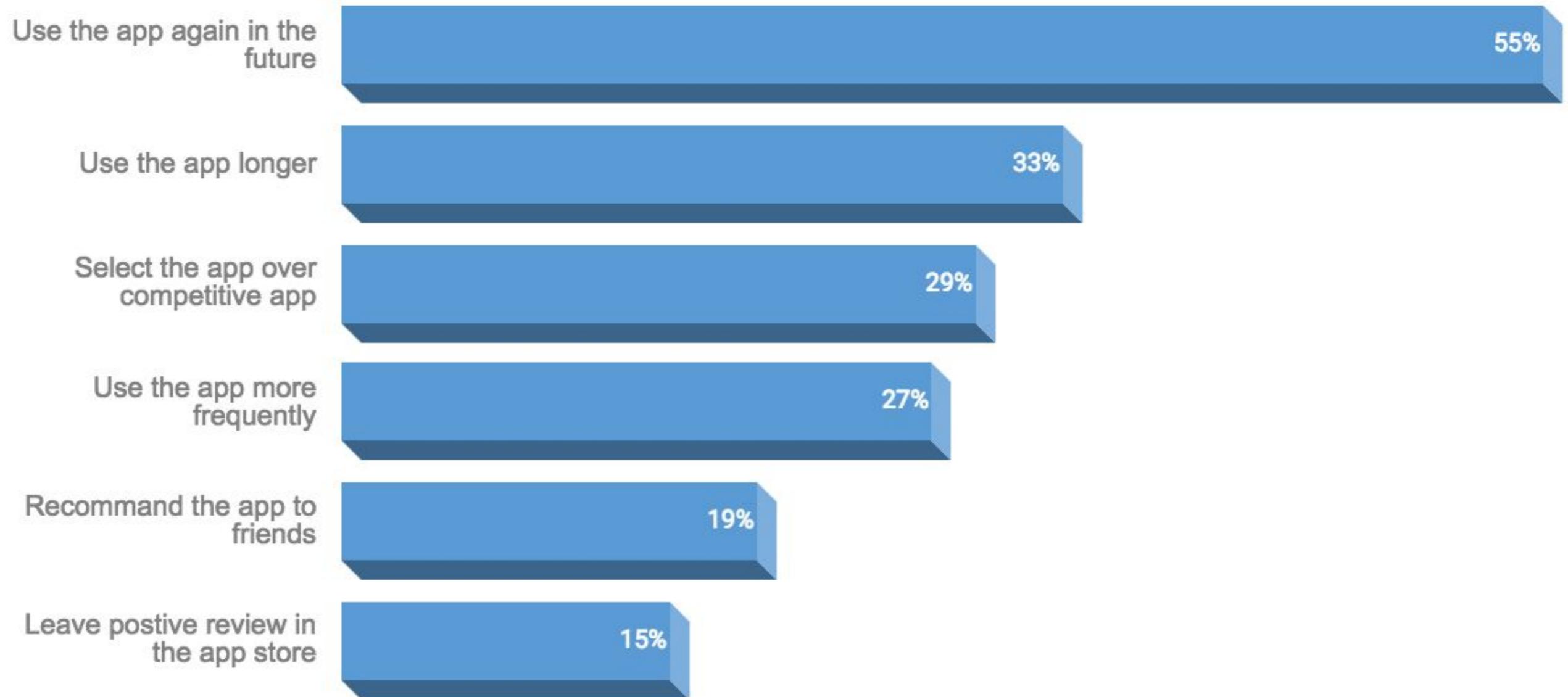
The majority of users will abandon an app that takes more than 5 seconds to load

HOW USERS REACT TO POOR PERFORMING MOBILE APPS ?



The most common reactions to poor performing apps are closing the app (44%), not using it again (34%), and uninstalling the app (32%)

HOW USERS REACT TO WELL PERFORMING MOBILE APPS ?



Users experiencing fast and reliable mobile apps are more likely to reward them with loyalty, frequent visits, and positive reviews

METHODOLOGY

Packetzoom surveyed 2,000 consumers in the US, ages 18 and older during November, 2017.

Survey was distributed and collected in partnership with mobile ad platform tapjoy.

Thank you!

