IMPACT ON MOBILE APPLICATIONS AND IT'S WIELD

R. Anandavally[1], M.Sc., M.Phil.,
Assistant Professor, Dept. of Computer Science,
S.S.B.S. Tamil Arts &Science College,Tamilnadu., India.

Dr. C.Anuradha[2], M.C.A., M,Phil.,SET, Ph.D.,
Assistant Professor, Head, Dept. of Computer Applications,
S.S.B.S. Tamil Arts &Science College,Tamilnadu., India.

Abstract

In the modern Scenario the rapid evolution of Mobile Technology plays a vital role among the technology users. Here, the study enhances and involves Mobile Communication, Mobile hardware and software. In this contemporary age of information mobile apps rapidly developed and occupy its status of need in communication. This requirement has been undergoing great innovation with the introduction of new software's, and these changes leads to service platforms to be appeared like Google with Android and Apple with iOS. Moreover, this paper also brings out the analysis on the evolution of mobile application with statistical data from the beginning, to till today situations and how an individual user benefit by mobile devices. Hereby, this abstract shows 'Impactof Mobile Application and it'swield'.

Keywords: Mobile apps Software, Android iOS, GPS, Google play store, Social Network Apps.

1. Introduction

Mobile application is a software application designed to run on mobile devices like smartphones and tablet computers. Each app provides limited and isolated functionality such as a game, calculator or mobile web browsing, mobile games, GPS and location-based services, order tracking, and ticket booking, etc., and now there are millions of apps available. Apps are generally downloaded from application distribution platforms such as App Store (iOS) or Google Play Store [1]. Although applications may have avoided multitasking because of their limited hardware resources of the early mobile devices, now they specify their desirability because they allow users to handpick what their devices are able to do. A mobile application also may be known as an app, web app, online app, iPhone app or smartphone app [2]. However, the interesting area for research is about the mobile application development and their impacts.

2. Mobile Application Services

There are apps designed for the users to use mobile for their requirement. The need of the users was fulfilled through the mobile app service provided by the developers according to the,

2.1 Native App

It is built for a specific operating system. These apps are developed for iOS operating system won't work on Android devices and vice-versa. The native platform can be advantageous because it tends to optimize the user experience. Because it was developed specifically for the platform, so it can operate more quickly.

2.2 Mobile Web App

These apps are used to view the web applications on web browsers running in mobile devices. These apps redirect a user to URL and offer "install" option by simply creating a bookmark to their page. Software's used to develop these applications are generally using these languages HTML, CSS, JavaScript, JQuery.

2.3 Hybrid App -Web

Hybrid Web Apps are designed and available, it's up to the users to install it according to their needs and usage.For example, Social Networking Apps (Facebook, Twitter), Instant Messenger (Skype), E-commerce (Flip kart), etc.

2.4 Hybrid App- Mixed

It is a combination of both native and mobile web apps. This type of application has cross-platform compatibility but can still access phone's hardware. Apps are developed using these languages are generally HTML, CSS, JavaScript, JQuery, Mobile JavaScript frameworks, Cordova/Phone Gapetc. If u need to install the application in your device you may require Internet. For example, online games – you may play alone or with multiple players.

3. Goals of Mobile Application

The developed Mobile Applications should have the appropriate quality and purpose, so that maximum users across the world use it. In this regard, the goal for developing mobile application is to provide conditions when maximum number of users use applications for maximum time. The goals are listed below,

- User –friendly

- Easy to engaged with customer

- Time Saving

- Acquire more customers

- Ease of Payment

- Develop Customer Loyalty

- Capability to be secure [6].

- Serving the purpose of Users

- Customer Satisfaction with their service

- Save Cost

4. Software for Building Mobile Application

Create your mobile site and application using one of the following software with a small investment. The software names are listed in Table 1.

Table 1: Software for Mobile Apps

Apps Building software	
• Appy Pie	• Mobile Roadie
• Alpha Anywhere	• TheAppbuilder
• iBuildAp	• Zoho Creator
• Adobe PhoneGap	• Flutter
• AppMakr	• Mendix
• GameSalad	• Appian
• Kony	• Sencha Touch
• Appery.io	• Bizness Apps
• AppMachine	• Good Barber

5. Challenges in Mobile Application Development

While developing a mobile application, the focus should be more on "what not to do" rather than "what to do". While working on a new application developer facing several challenges. Some of them are listed below.

- **Small screen size**:Users have different hardware devices where the screen sizes vary to great extent. So, you have to ensure your app works on a smartphone as well tablet and

other devices and keep attention to various aspects of screen resolutions, sizes, and pixel densities.

- **Lack of windows:** We can see many windows at a time on a desktop. However, it can hardly be realized on a mobile platform.

- **Navigation:** Most mobile devices has limited flexibility for navigation. E.g. Lack of mouse

- **Speed:** The speed of processing and connectivity of mobile platforms is slow.

- **Size of messages or email**: Many devices support limited number of characters in message or email.

- **Development Approach:** There are numerous development frameworks and platforms to choose from. Sometimes it becomes difficult for developers to choose the option. You have to consider nature of work whe5ther to go for hybrid or native development, or even just web based mobile app development. Because a right start can direct you in the right direction.

- **Performance vs. Battery Life:** The main challenge is to design an application that is bug-free and using minimum possible amount of battery. It is essential as mobile devices have limited processing as well as power as they run on energy derived from batteries. If your app consumes too much power, there are high chances of user abandon the use of app and trying for similar app to save battery power.

- **Cost:** The cost for cellphones, mobile applications and Internet connection is high.

6. Categories of Mobile Applications

6.1. Gaming Apps

It's quite not a stir surprising know that 24% apps in app store are playing games and most population spent their leisure time in gaming apps. The App developers create new games and versions of eminent stationary games. Examples, Candy Crush Saga, Angry Birds, Temple Run, Solitaire, etc.

6.2 Business App

This app is known as productivity App and it's a demanded App next to gaming app. From buying to tracking work progress. Yet more varieties of Apps are available. The goal of

these apps is to increase and reduce expenses for a business. It's a most convenience for customers in the market pool. Examples of business apps are Adobe Acrobat Reader, Facebook Pages Manager, Indeed Job Search etc.,

6.3 Educational App

Educational App was designed to help kids to enjoy while learning, it's a reformative concepts and methodologies. This educational are for teachers for organizing a teaching process better, educating themselves, etc. Example Smart Vocabulary, Edmodo, Kahoot, Socrative Student, Near pod Duolingo, TED, etc.

6.4 Lifestyle App

This App plays a very vital role from shopping, fitness, workout to weight loss, virtual fitting room and so on. These apps related to their working tasks and other Lifestyle problems. Examples, The Daily Horoscope, Get the Flight Out, Swarm, Divvy, Slice, Snap guide.

6.5 Utility App

This particular apps are majorly used by us one day-to-day lifestyle modification such as booking a cab, home service to healthcare, trackers and so on. The users are benefited by this instant facility of apps. Examples of lifestyle apps are Bitmoji, flashlight, GasBuddy, GoogleMaps First Aid – American Red cross, etc.

6.6 Travel App

This app is being a part of every users, because it was designed to make travelling easier and more comfortable. Some of them turn your smartphone into universal travel diary, some can literally guide you through the unknown sites using maps. Examples Google Earth, Uber, Fly Delta, United Airlines, etc.

7. Superior Apps in 2020

Some of the popular Social Networking Apps that are accessed by users in the year 2020 which is given in Table 2. [7].

Table 2: Top Downloaded Apps in 2020

Rank	Overall Downloads	Google Play Downloads	App Store Downloads
1	TikTok	TikTok	TikTok
2	WhatsApp	WhatsApp	YouTube
3	Facebook	Facebook	Instagram
4	Instagram	Instagram	WhatsApp
5	Messanger	Messanger	FaceBook
6	Likee	Likee	Messanger
7	SHAREit	SHAREit	Netflix
8	TikTok Wall Pictures	TikTok Wall Pictures	GoogleMaps
9	Snapchat	Snapchat	Gmail
10	YouTube	UC Browser	Kuaishou

8. Impact of Mobile Application

In this modern world everyone is equipped by mobile and mobile apps from the moment everyone wakes up at morning and until they go to sleep. Even these apps help to cover the users and fill their pockets with their needs quickly and entertainingly. Thus, Mobile Apps influenced all. The impact of Mobile Apps can be classified into two types,

(i) Positive Impact

(ii) Negative Impact.

8.1 Positive Impact

Positive Impact such as Communication,Entertainment, Daily Utilities and Organization purposes. Because Communication plays a major part and it's a basic root for every individual. Nowadays communication became very easy and accessible to link people together like WhatsApp, FaceBookMessanger etc. Users enjoy looking through video and feel close to the person to whom they interact. Even in education field this Educational Apps leads to Online tutor facility and live conference classes, which links a faculty from far away country. Thus, communication interlink and being an advanced technology. In past, Entertainment is an act

which can be done when a person left free and leisure after work. But nowadays entertainment becomes a part of one's life through Entertainment Apps. For example, Game apps breaks a thought of playground facility to play cricket anywhere and anytime possible through Game Apps. Nest to watch movie never need to spend time in booking tickets and to reach Mall or Theatre they can enjoy through online at home or at anywhere. Furthermore apps, which creates positive effects among users as its own importance & status among the users.

8.2 Negative Impact

Negative effects of Mobile Apps such as Addiction, Waste of time, Depression and Distraction. Initially we have to accept and agree one thing firmly that every advancement and enjoyment of technology, there lies a hidden flaw and tragedy behind. For example, Development of Mobile Apps enriched and sophisticated the users. Every userbelieved it's a boon. But this boon turned their life into tragedy like it makes a user to admit that life without a mobile phone impossible. This particular Addiction is a thing which created a "Nomophobia", here 50% of teens being addicted to their phones and facing the consequences. Every user spends too much of time with mobile for their entertainment. Entertainment App leads the users to avoid face to face communication and they corner themselves and live an isolated life. With Mobile technology. In one particular stage of addiction unknowing they became a prey to the technology trap. Finally, it leads to the consequences by effecting their psychological and physical health. One stage the users thought to think and feel that without mobile is being without oxygen and get depressed and leads to the stage of depression.

Conclusion

Internet and Technology was created by human for his/her need. It was brought out in thought of advancement and to support an individual to do long process into short term process. Thus, the technology has its own evolution and rapidly developed and attained universally and now everywhere it's been digitalized process of work. Mobile phones have changed our world completely. People use them for leisure time, business, and education. This impact leads to nurture of new apps and developers yet producing apps under the concern of updation. This paper brings out the overview of Mobile Application, services, building software apps, challenges and also the impact of Mobile Apps in general. But the effect of Mobile Apps id depends upon the user state of mind and needs.

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