# 2 WAYS TO MEASURE
—
the complex world of UX

Great apps all have one thing in common, a great user experience. But delivering an app that meets user expectations doesn't just happen. You need to measure the user experience, so you can improve upon it – a complex task.

See how to make it easier by reading this infographic, then downloading The Mobile Analytics Playbook.
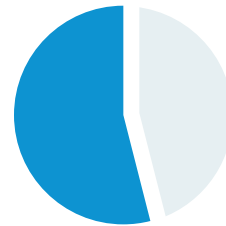
User expectations are on the rise:

49%
expect an app to respond in under 2 seconds
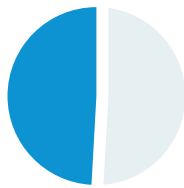
53%
will uninstall an app with performance issues

There are 2 ways you can measure UX:
Testing and Analytics

Mobile Testing is essential in improving the quality of your app and its user experience. It helps ensure the necessary areas of your app are up to par.

- Functionality
- Performance
- Usability
- Maintainability
- Accessibility
- Portability
- Security
- Reliability
- Compatibility

Without testing, a poor performing app will earn you nothing but a poor review:
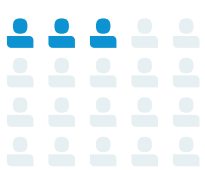
Only **15**%
of users would consider downloading an app with a 2-star rating

Learn about the 4 proven ways to boost app testing.

Mobile Analytics is essential in understanding how users are experiencing your app. Without it, it's nearly impossible to see if your app is successful from a UX perspective.

Mobile analytics is like the SEO for mobile apps.

61% of devs lack visibility from the user action, to the network request to services in backend.
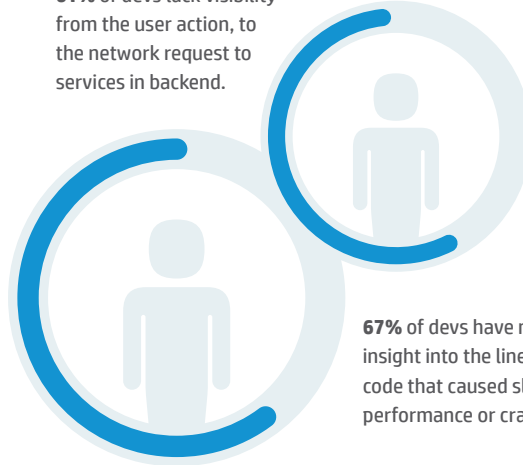
67% of devs have no insight into the line of code that caused slow performance or crash.

Learn about app store feedback, heatmaps and other ways mobile analytics can help improve your app.

Merge testing and analytics for better results

On their own, testing and analytics are valuable, but they have their limitations. Testing alone only collects a small sample of data and is unlikely to represent how the larger population perceives an app, while analytics alone does not provide the full picture. They bring significant value when they are combined.

Value to businesses:
Reduced cost and time in getting apps to market

Value to users:
Higher quality apps, in turn providing you with higher ratings and usage

Value to testers:
Additional data to apply their work with results that can be seen in near real-time

To learn more about the emerging topic of applying mobile analytics to improve testing, download *The Mobile Analytics Playbook* at www.themobileanalyticsplaybook.com