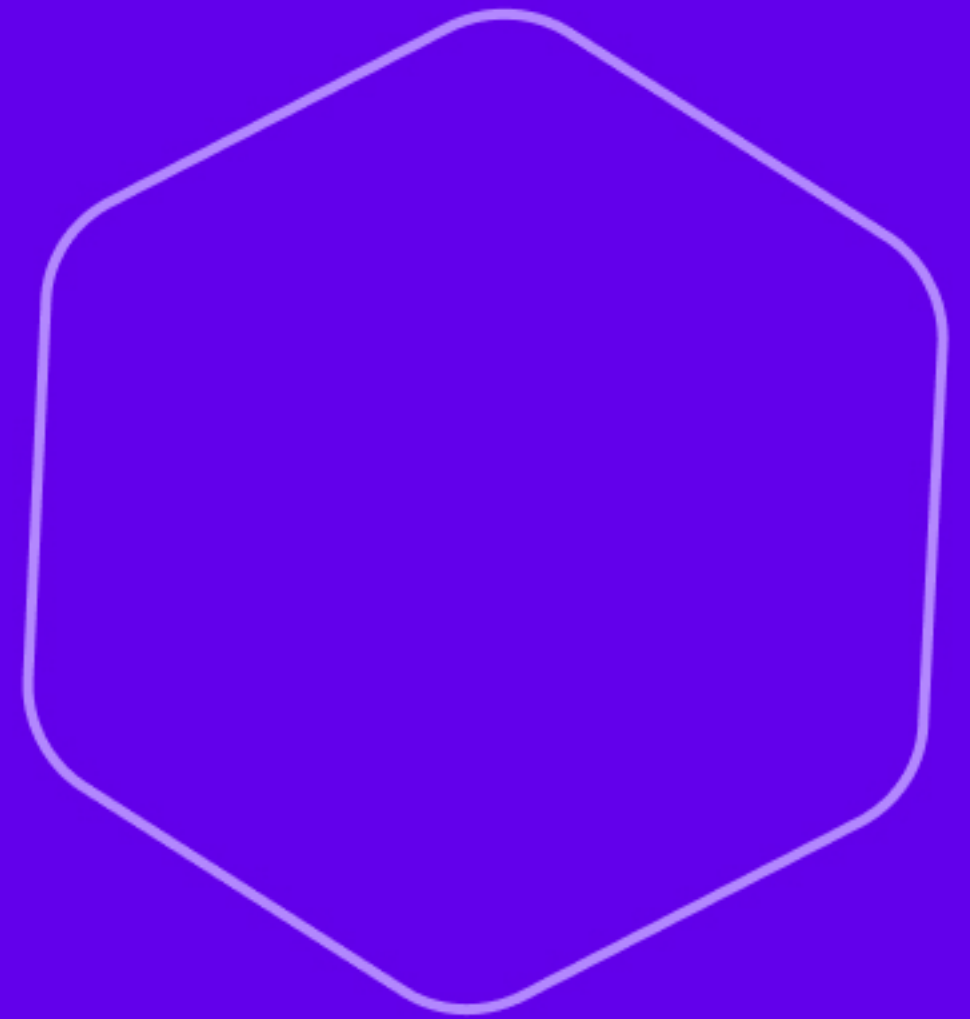# Builder.ai®

How to:

# Pick the right features for your app

Picking the right features for your app is one of the most important decisions you'll make when developing a mobile application.

It can mean the difference between a memorable app experience and an average one. Features can ensure your success by meeting and exceeding user expectations.

66% of smartphone users prefer using apps with a wide range of features according to Google[1]

So let's look at some tips and tricks to ensure you select the best features to enhance your customers' experience and, most importantly, increase your chances of success.

[1]Hootsuite

HOW TO PICK THE RIGHT FEATURES FOR YOUR APP
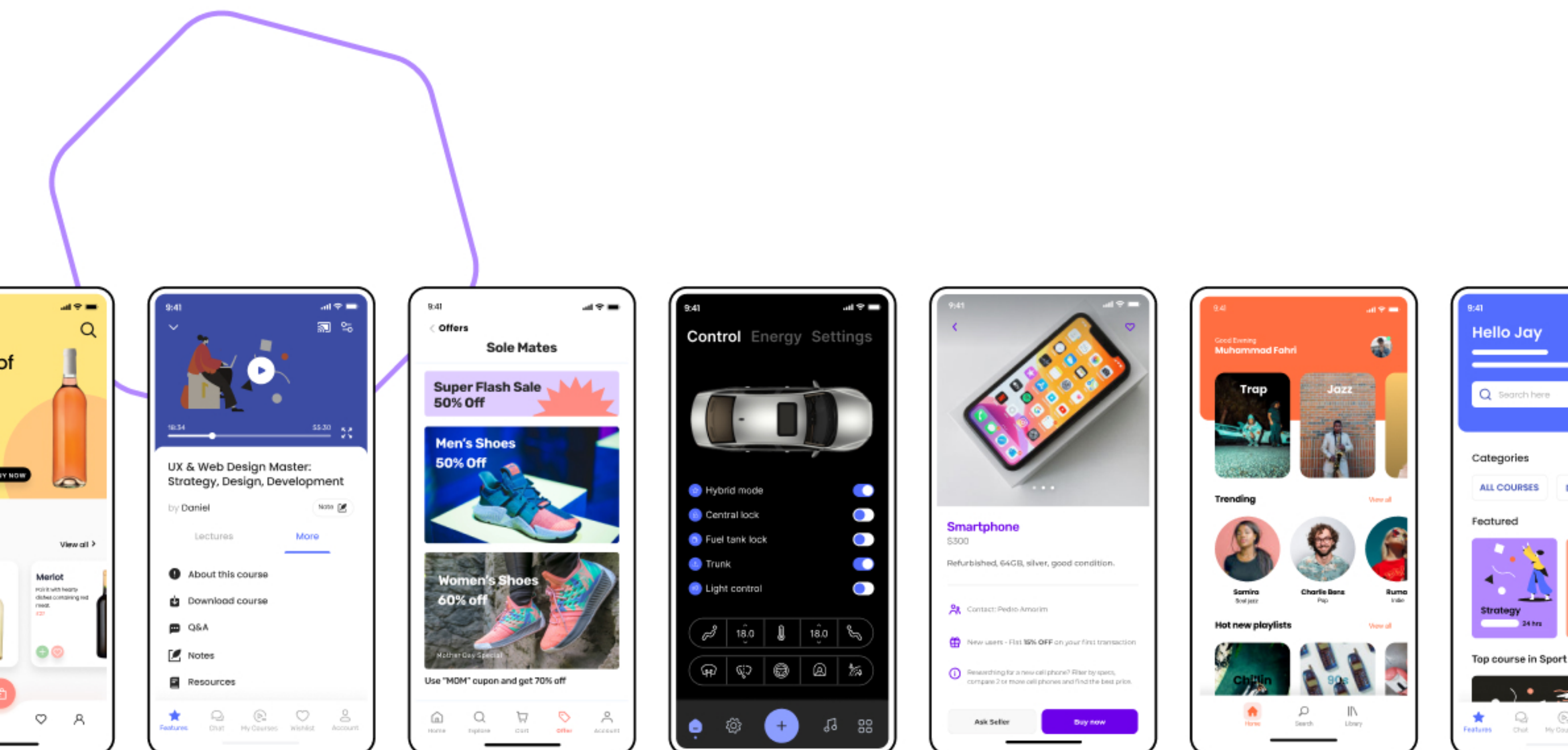
Do your research

The first step in choosing which features your app should have, is to define who it is intended for – your target audience. Knowing your audience is imperative for developing an effective app.

Researching the type of apps your audience uses, and understanding why they use them will help you identify what a good user experience looks like from their standpoint.

The million-dollar question here is: what do app users want?! Learning everything there is to know about your audience demographics, from where they're based globally, to their age, gender and shopping habits - will become increasingly important as you start to select your features. Determine what sets your audience apart from others so you can focus on adding specific features that create value for them and make your app unique.

There are numerous ways that you can gather this research, quickly and fairly cost-effectively:

1 Focus groups

Bring together a group of your target audience personas to discuss their app needs, wants and desires. This can be done virtually or in person.

2 3rd party surveys

Working with a research house like Censuswide, YouGov or Ipsos Mori will get your questions out to your target audience without you having to lift a finger - but of course, it is not free!

3 DIY surveys

If you have a strong enough database and you're keen to save cash - it is possible to create your own survey (we're looking at you Google forms and Survey Monkey) and run the research yourself. Make sure you have a plan for analysing the data and complete clarity in what you're hoping to learn.

4 Social media polls

Make your channels work for you - if you know what social channels your audience is using then you can meet them at the source and ask questions/post polls directly. This works better for collecting smaller amounts of information.

ᵗThink with Google Statistics

Competitors

When deciding on features and elements of design, take time out to look at what other apps in your industry/area are doing well. Researching your competitors can seem like a daunting task but you'll gain valuable insights into what your potential customers are drawn to. Keep a list of the features they use well or can do better in – it's within the gaps of coverage that you may your sweet spot.

You can identify ideas and features that work favourably for them and integrate these ideas into your own solution. This is particularly helpful if you can identify which competing services are outperforming their rivals in terms of downloads and usage.

You can also revisit the social media side of things here too; are your competitors using social platforms effectively? Pay attention to the types of marketing they're doing, the features they're using to link to social media platforms, and even the results they're getting. Then, use that information to help shape your own strategy.

Learn from mistakes and copy (but improve) some of their successes – no shame in drawing inspiration from others!

Making the user experience exciting

User experience (also referred to as UX) is a paramount consideration in any feature development plan. Regardless of how fun and sleek your features are, they must be accessible, intuitive and purposeful. Usability and delivering a smooth user experience are vital to ensure your app shines through - nearly 90% of users will delete an app due to poor performance[2]. Long loading times, confusing navigation and complex homepages are dangerous steps towards being deleted. The ideal loading time for a mobile app is about two seconds. However, according to a study for every additional second that the app consumes, the conversion rate declines by 7%[3].

Being considerate towards people is the best way to approach your user experience. Think about global considerations like language capabilities and consider the finer details such as font types and colours.

There are 3.8 billion smartphone users worldwide, so if you're building a global app - you have a lot to think about

The 3-Click Rule

Users expect to reach the item page they desire in 3 clicks or less

Captivating design needs to go hand in hand with utility and accessibility. The 3-click rule has become the unofficial web design rule concerning overall website navigation. After all, it's the small things that matter.

[2]APMDigest
[3]FreeCode Camp

Feeling social?

Love it or hate it, social media is one of the most powerful and effective keys to the success of any small business. Including social sharing icons in your app can help with connecting you directly with your targeted audience on various social platforms including Facebook, Twitter, Instagram, Whatsapp, TikTok and others.

90% of people are much more likely to trust a brand that comes recommended – even if that recommendation is from a stranger on social media![5]

Social media platforms give app users an avenue for creating an active and open community by engaging and connecting together. This can lead to one of the most successful sales promotions in existence - user-generated content (UGC). Encouraging users to share content on their personal profiles (and tagging your brand) can help build brand awareness and trust while bringing leads and buyers without even purchasing ads. Free promotion - win!

Of course, if you do have some budget to share here, using social media influencers and paid, targeted ads can be highly effective.

*SemRush

Payment gateways

Different types of apps generally have different requirements when it comes to payment gateways. And some don't require a payment getaway at all (if that applies to your app, you can scroll on by).

By 2024, digital wallets are expected to account for over half – 51.7% of worldwide ecommerce payment choices[4]

Most people have heard of Stripe, Paypal, ShipRocket and even the up-start staggered payment plans of Klarna - these big names automatically generate trust between customers and the provider because they are familiar and proven through the test of time as viable, safe options. It's important to make sure that whichever payment gateway you choose is secure and compliant with relevant industry standards - and that it also inspires confidence in your user. Consumer trust is easily gained by using a popular and trustworthy provider. Your users will feel comforted knowing their data is encrypted and safe.

If you're developing a subscription-based app like a beauty box or a repeat pet food ordering system, you need a provider that offers recurring billing options. Especially one that uses reliable tech to securely store your customers' payment information. And if your app involves purchasing physical products you should also consider a provider that specialises in shipping and returns processes.

Additionally, every country is different, so the popular payment provider in one country– may not be as widely used in another. Builder.ai can help with this. We stay on top of the payment provider preference of each localised market, as a result, we currently partner with Stripe in the UK and Razorpay in India, offering these options as direct integrations. Focusing on your audience demographic and geography earlier on in your development plan will inform your payment gateway selection later on.

**Stripe** **Razorpay** **Shiprocket**

[2]Aarkasoftwares

It's okay to start small(ish)

An app is an ongoing process and requires a lot of investment of time and money from creation to launch. Businesses regularly re-visit their designs and features as they grow to keep improving and evolving.

One way to keep things fresh and updated is to base feature updates on your customers' feedback. Using your audience as a direct research source you can then add new elements that solve pain points or remove unused features to cut costs. Some features may not fit within your initial budget - but later could become integral to your development plan.
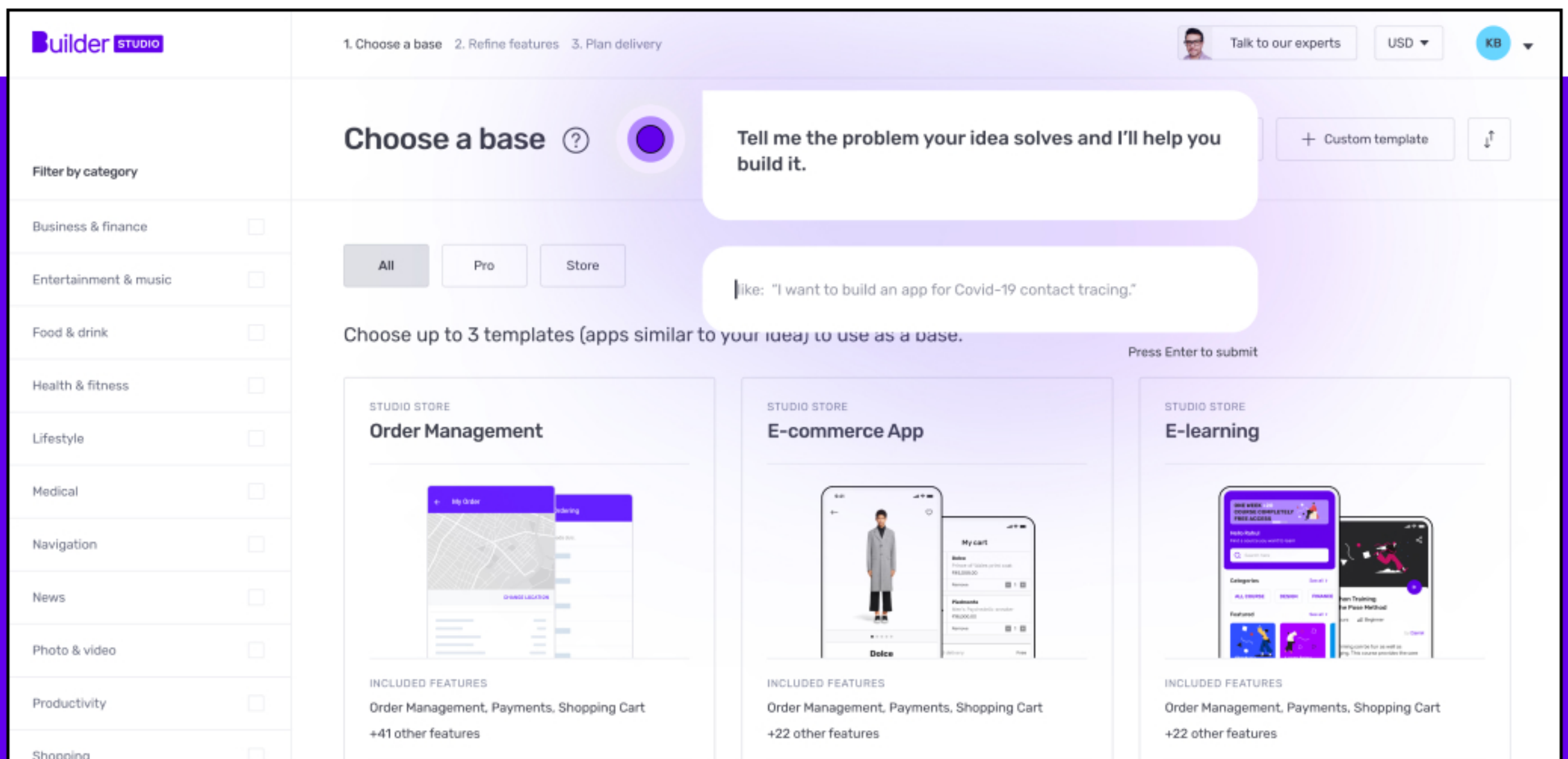
Builder.ai offers a unique way to see how each feature directly impacts your final development cost.

Using our free prototype building tool, you can add or remove as many features as you'd like with live pricing and timelines reflected instantly.

And our unique AI project manager, Natasha, will even make recommendations based on your selections and budget.

Ultimately, as your brand scales and continues to grow - so can your features.

Wrapping up

The key to creating a successful mobile app lies in the features that you choose.

You need to select features that focus on solving specific problems and serve a direct purpose. Regardless of how excellent and extraordinary your app is, you need to begin by choosing core features that are simple and easy to use.

In the initial stages of your app-building process, focus your efforts on correctly defining your product and the user experience it delivers, creating a clear map of what you and your customers need.

Visit the **Builder Studio** to create your own free prototype and see what features would work for you

Take a look

Add to Cart

Timeline

Price

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Total

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Order Success!

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