

Alumni

Guest Lecture on
Challenges in Developing Mobile Apps

22nd Nov 2023

Organized by Department of Computer Science & Engineering

Participants:

II Year B.Tech – Computer Science & Engineering Students – MITS

Resource Person: Mr. Mohan Babu Raja (Alumnus of CSE 1999-2003 Batch),
Working as System Architect at HID Mobile Apps Team, Chennai



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Guest Lecture on

" Challenges in Developing Mobile Apps "

DATE
22.11.2023

Time
3:00 PM to 4:00 PM



IEEE



Resource Person

Mohan Babu Raja

System Architect
HID GLOBAL, Chennai

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Alumni Coordinator

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A Guest Lecture on “**Challenges in Developing Mobile Apps**” was organized by the Department of Computer Science & Engineering for II B. Tech students.

The inauguration of the Guest Lecture was started at 3:10 P.M in Seminar Hall – B, the dignitaries were Dr. R. Kalpana, HOD – CSE, Mr. Mohan Babu Raja (Alumnus of CSE 1999-2003 Batch), Working as System Architect at HID Mobile Apps Team, Chennai, Mr. Bhanuprakash Alumni of 99-03 batch.

The lecture was started with opening remarks by, Dr. R. Kalpana who thanked Management for this great initiation of creating an opportunity to invite the Alumni members of the institute and enabling them to interact with the students and enlightening them with the current developments in the corporate world.

Mr. BSH. Shayeez Ahamed has introduced about the speaker and invited him to share his valuable experiences to the students. The number of students participated in the lecture were around 128.

After inaugural session, the main session was started at 3:30 P.M, Mr. Mohan Babu Raja explained about Challenges in Developing Mobile Apps.

Nowadays, several companies are realizing the importance of having a well-developed app. Due to this, there is an increasing demand for mobile app development services and mobile application development company. Sensing this demand, several smartphone app development companies claim to offer great services. Hence, in the growing ecosystem of applications, it is important for developers to know what works best and what doesn't work.

What Are the Biggest Challenges Faced by Mobile App Developers?

1. Developing a world-class app

There are numerous apps available and developing an app that stands out from the crowd is tough. However, if you want to save your app and work through mobile app development challenges, there is a need to include intuitive design, usable features and graphics for a wonderful experience.

2. Cross-platform apps

Standard devices, single operating systems or screen size are not the only things to check while developing apps. This is because users are using devices with varying screen dimensions. In this regard to overcome the mobile app development challenges, developers should adopt a responsive design at the time of developing an app.

3. Interactive apps

There is no denying that developing interactive mobile applications is a great way to attract customers. With built-in sensors, apps can become more useful as well as interactive. This can be very challenging, but to make the process easier, interactions should be there during the design phase.

4. Involving end user

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5. Battery consumption and performance

Both these factors are very important in the mobile app development process. A good app is one that consumes less battery without compromising the performance. In this regard, you can create a beta version and get it rigorously tested until it performs smoothly without battery issues. If there are issues, you will face challenges in mobile application testing, thus make sure to be vigilant and careful while testing.

6. Keep it simple

Making a mobile app simple and understandable to users is yet another challenge faced by the developers. As shared earlier in our guide around overcoming the app development challenges, this can be achieved by implementing a simple structure and adding quick tutorials and instructions, wherever required.

7. Marketing the app

Developers don't care about marketing the app because of the challenges while taking it to the market. However, you should not forget that a successful app is a combination of 90% marketing and 10% development. You should look for the right tools as well as platforms that can help you in marketing.

8. Choosing development technology

Picking a main, valuable, and appropriate development technology for an application are the main consideration for the developers. This gives you a thought of whether to make a native, hybrid, or a cross-platform application. Developing an application that is adaptable and versatile as per the customer's need is really a difficult task.

9. Security

Security issues are a worry for developers and are yet another real challenges in mobile app development. The application ought to be free from malware issues, or else, it can make software or hardware disintegrated which will require additional time and expense to resolve such issues.

10. Features of the App

With the tech progressions, advancement, and innovativeness, there has been a boost in the mobile market. It's not only about the functional features of the application but about the whole app. The apps should be designed, keeping in mind the user-friendly features. Aside from recognizable designs and colors used, the application should be able to attract the user's attention effectively with valuable features.

11. Get Your App Noticed

Getting noticed is the biggest challenges for mobile apps. Thus, an application should contain high affecting and functioning features. The mobile applications should perform quickly to fulfill the user requirement. As the competition is high, there are cases that other organizations have fostered a similar mobile application with better features and designs that have better appreciation in the market niche. With the most recent tech advancements, the designers and developers need to create the best applications according to the latest trend.

The session is completed at 4:40 P.M, and he clarified the queries of enthusiastic young minds with a great zeal during the interaction time.

The resource person was honored by a token of respectable appreciation by **Dr. R. Kalpana**, HOD – CSE and all faculty members of the department.

Vote of Thanks: **Mr. BSH. Shayeez Ahamed** proposed a vote of thanks to Resource person, HOD and Alumni Relations Officer for attending the function. He extended his thanks to the Principal, and the Management for their support to conduct the training.



Alumni Coordinator

CSE-HOD

Alumni Relations Officer