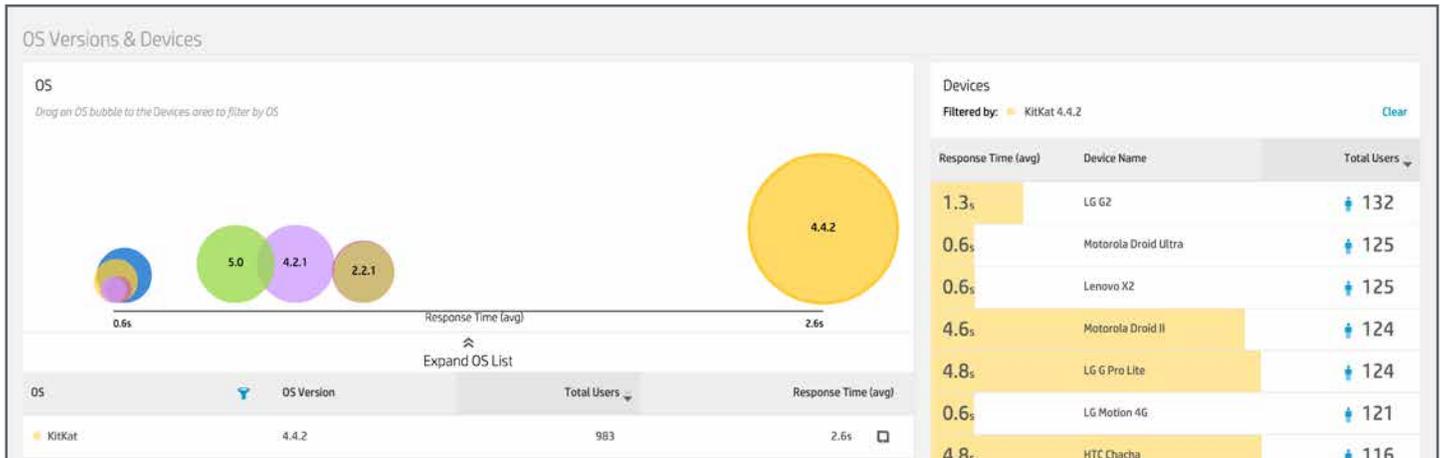


HP AppPulse Mobile

Measure the user experience, understand the business impact.



49% of mobile app users expect an app to respond in 2 seconds or less.

53% will uninstall a mobile app for stability issues like crashes and errors.

55% hold the app responsible for performance issues.

36% stop using an app if it has heavy battery or data consumption.

At a glance

User-focused, developer-friendly

HP AppPulse Mobile software is the first self-service SaaS solution that tracks the real user experience of your mobile apps, with a single meaningful score.

User experience is everything. So measuring and monitoring the user experience from the user's perspective is key when you're seeking to achieve a five-star mobile app. HP AppPulse Mobile monitoring software measures everything the user does, everywhere the user goes within the app, and everything that happens along the way. It does so automatically, with no code changes or tags required, just minutes after you add AppPulse Mobile to your app. And the information it collects provides mobility teams the actionable data they need to optimize the user experience.

Measure, focus, improve

HP AppPulse Mobile measures what users care about most, so mobility teams can focus on the performance and stability issues having the greatest user impact and continuously improve the user experience of mobile apps.

Figure 1. FunDex shows a numerical score, from 0 to 100, that summarizes the average user experience based upon performance, stability, and resource usage.

82
Average FunDex Score
What's this?



It allows you to focus in context of the user, so you can know how many users were impacted by which user action, OS, device, and app version. Next, you can improve the health of your mobile app by analyzing and sharing crash reports with the development team. You can also quickly understand the health of your mobile app with dashboard features such as:

- **FunDex:** a single score from 0 to 100 that encapsulates the average overall user experience. You can see your color-coded FunDex score in real time, any time. You can tell what's causing your score to go up or down, like launch times, crashes, errors, and resource usage. You can monitor your FunDex trend, your FunDex score by app version, and more.
- **User Flow:** a graphical view of user engagement that follows the user's interaction with your app screen by screen. It lets you follow the user's interaction with your app, drill down into data about user actions, and understand when and why users exit your app—so you can design and build better flows and constantly improve the user experience.

AppPulse Mobile: continuous measurement and tracking of relevant metrics

Performance

Launch time

Measures both start time and resume time.

UI response time

Measures UI response time as experienced by the user. Each user action is identified automatically and measured. You can quickly identify poor-performing actions and view breakdowns of response times by device, OS, and more.

Stability

Crashes

Shows the user actions that caused a crash; counts the number of unique users affected by this crash; and provides detailed information such as the crash log so developers can fix the problem.

Errors

Tracks the user action that resulted in an error and lets you see the data needed to isolate the problem: device, OS, domain, and more.

Resource usage

Battery usage

Measures the percentage of battery life consumed per minute of app usage, by device type and by app version.

Cellular data usage

Pinpoints which user actions consume the most cellular data; also displays the percentage of data consumed by specific user actions, the total amount of data per cellular hit, and much more.

Figure 2. AppPulse Mobile takes you to the root cause of your crashes.

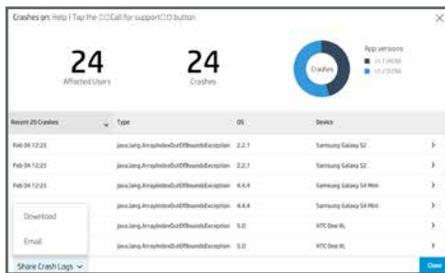
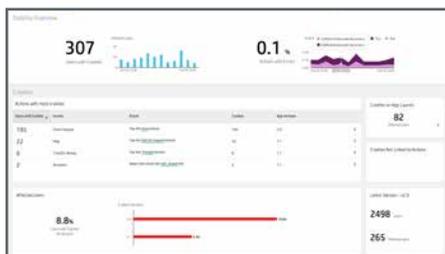


Figure 3. AppPulse Mobile automatically detects the slowest user actions and measures the UI response time from the user perspective.



User Flow: follow their journey through the funnel

The User Flow feature presents a data-driven, graphical view of user engagement that follows the “funnel” of user interactions with your mobile app, screen by screen. For each screen, it shows you key metrics such as the total number of sessions, the number of users abandoning the mobile app at that screen, and the most popular user actions. You can drill down into metrics such as user actions that were slow, errors, and crashes—so you can quickly see how to optimize the application and keep users fully engaged.



To start an AppPulse Mobile Trial click [here](#). Download the “Measure What Matters” white paper.

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