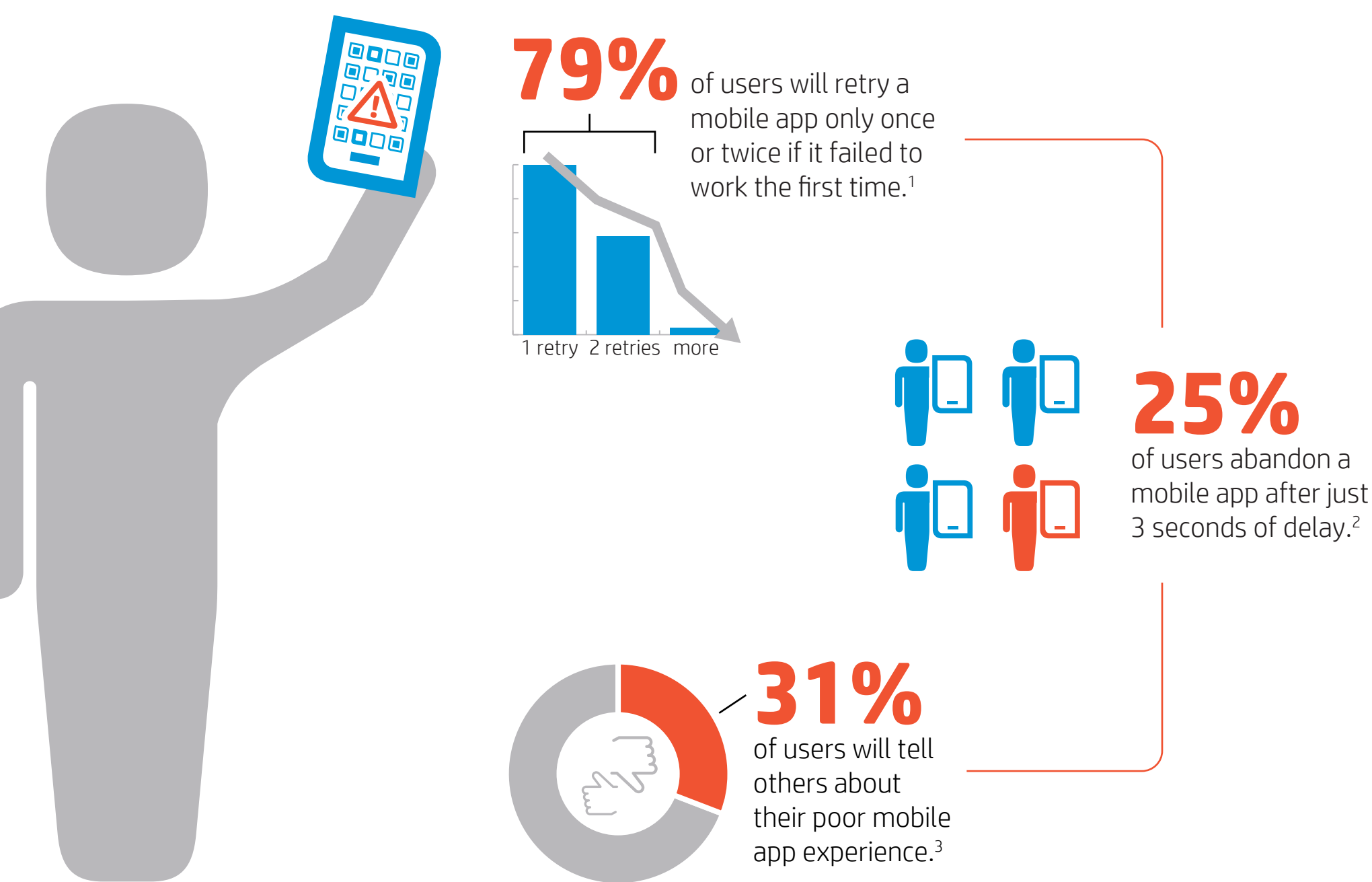


3 keys to a 5-star mobile user experience



User experience isn't everything. It's the only thing.

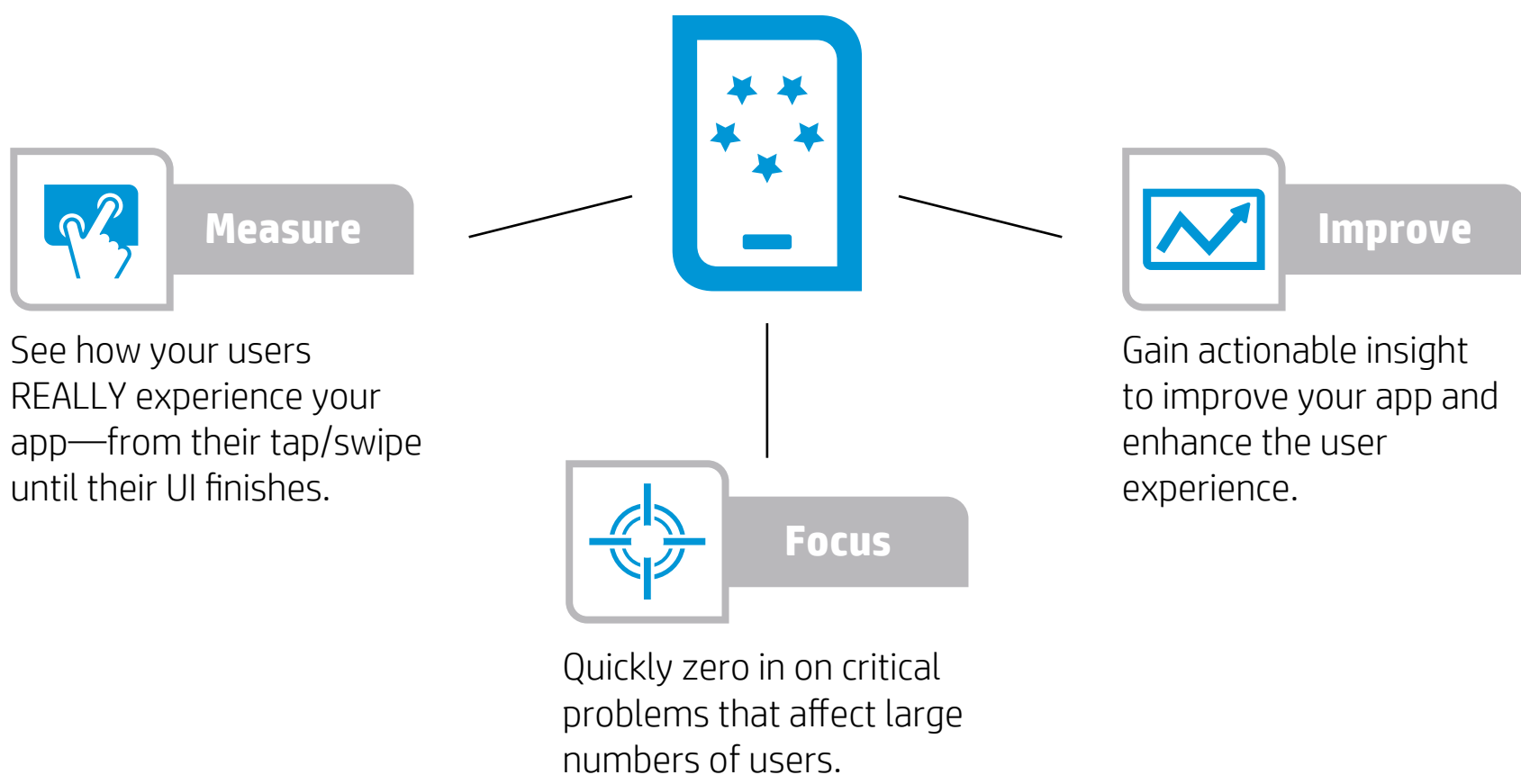
Mobile users demand a flawless experience. When that doesn't happen, they are quick to abandon the app and give **poor user ratings**.



“In the end, no number of green lights on a performance management dashboard will matter if end-users are dissatisfied with a mobile app’s performance and usability.”
—Aberdeen Group⁴

Deliver a **5-star mobile user experience** with HP AppPulse Mobile

HP AppPulse Mobile application management



“No user really cares how the network is running, they only care if the applications that they rely on are performing well and providing good usability.”
—Aberdeen Group⁴

How **HP AppPulse Mobile** makes your application stand out

FunDex

hp AppPulse Mobile

FunDex overview

82 Average FunDex Score

Good

Last 7 days

Score: 86

Dec 14, 20:11 Dec 21, 18:11

Improve your FunDex

- UI performance: 11 Points lost
- Stability: 2 Points lost
- Resource usage: 5 Points lost

A single score—from 0 to 100—summarizes the user experience. FunDex:

- Shows a summary score incorporating launch times, action times, and crashes
- Connects performance and stability issues to user actions and app versions
- Identifies specific areas for user experience improvement

Crash analysis

Detailed mobile analytics help you improve your app’s stability.

HP AppPulse Mobile:

- Associates user actions leading to Android and iOS app crashes
- Segments application crashes by: actions, device, OS, application version

No code change

Implementing HP AppPulse Mobile is simple—there’s no need to change code or add tags.

5-star user experience is just 5 minutes away

Expand your view with HP AppPulse Mobile. See your application from the user perspective.

Start your HP AppPulse Mobile trial.

1. Equation Research, October 2012.
2. The Aberdeen Group, “First Class Mobile Application Performance Management,” August 2012.
3. Equation Research, October 2012.
4. Aberdeen Group, “First Class Mobile Application Performance Management,” August 2012.