Introduction

How can app stores revolutionise software engineering?
Help research, design and build the proper tools for you.

We want to provide developers, like you, with predictive analytics and data models that will provide you the information you need to gain and retain the success of your app.

We recognise that app stores are solely designed to answer to end-users needs. App stores, with the large historical data they contain, should also be used to support your needs as a developer.

How to fill this survey
Think about your practices when interacting with the app store. The survey is arranged to take you through the journey of building an app starting from conception and ending with performance metrics. Finally, we'll ask you about demographics before concluding the survey.

More About This Study
This is an exploratory study conducted by a team of researchers in the Systems Software Engineering research group at University College London. This phase in the project aims to explore and understand the current practices of developers which will lead to a better informed research and the design of better tools.

App Store Effects on Software Lifecycle

We'd like to know more about you..

1. What is your age?

○ 18 to 24

○ 25 to 34

○ 35 to 44

○ 45 to 54

○ 55 to 64

○ 65 to 74

○ 75 or older

2. In which country are you based?

Idea Conception and Requirements Gathering

3. I survey the app store to validate the viability/feasibility of my app idea (main functionality)

Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	*Not Applicable*
○	○	○	○	○	○

4. I explore other apps in the app store for GUI design ideas and trends.

Very rarely	Rarely	Occasionally	Frequently	Very frequently	*Not Applicable*
○	○	○	○	○	○

Other sources you consider:

_____

5. When I already settle on a main app idea, I gather what other features to include in my app from these sources:

	Very rarely	Rarely	Occasionally	Frequently	Very frequently	*Not Applicable*
Similar apps on the app store	○	○	○	○	○	○
Similar apps in general (web/desktop)	○	○	○	○	○	○
User surveys and focus groups	○	○	○	○	○	○

Other (please specify)

_____

6. If I use the app store to gather features for my app by looking at similar apps, I would pay attention to these elements:

(Rate how interesting these things are for you)

	Not at all interested	Not very interested	Neutral	Interested	Very interested	*Not Applicable*
Icon and name	◯	◯	◯	◯	◯	◯
Developer's Name	◯	◯	◯	◯	◯	◯
Screenshots	◯	◯	◯	◯	◯	◯
Description	◯	◯	◯	◯	◯	◯
User feedback and reviews	◯	◯	◯	◯	◯	◯
Rating	◯	◯	◯	◯	◯	◯
Version number	◯	◯	◯	◯	◯	◯

Other (please specify)

[   ]

7. Other comments regarding gathering requirements?

[   ]

Call-To-Action [Part 1]

Call-to-action: a pop-up within your app asking the user to rate/review the app in the app store.

* 8. Do you have a call-to-action within your app for users to rate it?

  ◯ Yes

  ◯ No

Call-To-Action [Part 1]

Call-To-Action

Because you answered 'Yes'

9. I only trigger the rating call-to-action when I'm confident the user is enjoying the app (e.g. after several uses)

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	*Not Applicable*
○	○	○	○	○	○

10. My app asks the user for their rating and only directs them to insert their rating in the app store if it is high enough.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	*Not Applicable*
○	○	○	○	○	○

Alpha/Beta Testing [Part 1]

* 11. Do you release Alpha and/or Beta versions of your app

○ Yes

○ No

Alpha/Beta Testing

Because you answered 'Yes'

12. When releasing an Alpha or Beta version of my app in the app store, I'm interested in:

	Not at all interested	Not very interested	Neutral	Interested	Very interested	*Not Applicable*
Performance issues (non-functional requirements)	◯	◯	◯	◯	◯	◯
Bugs	◯	◯	◯	◯	◯	◯
Feedback on missing features (functional requirements)	◯	◯	◯	◯	◯	◯
Feedback on unwanted features	◯	◯	◯	◯	◯	◯
Generic reception by users (rating/reviews/recommendations/social hype)	◯	◯	◯	◯	◯	◯

13. Other comments regarding Alpha and/or Beta testing?

A/B Testing [Part 1]

A/B Testing: having two concurrent versions of your app in order to compare which versions performs better.

* 14. Do you perform A/B Testing for your app?

◯ Yes

◯ No

A/B Testing [Part 1]

A/B Testing

Because you answered 'yes' to the previous question.

15. I am interested in differentiating the user rating and reviews that my app gets in app stores for both A and B versions.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	*Not Applicable*
○	○	○	○	○	○

A/B Testing

Maintenance Tasks (Bug fixes and enhancements)

16. How often do you receive bug reports from the following sources:

	Very Rarely	Rarely	Occasionally	Frequently	Very frequently	*Not Applicable*
Automatic in-app crash reporting	○	○	○	○	○	○
User-initiated bug reporting functionality inside the app	○	○	○	○	○	○
Private messages from users (emails and direct messages in social media)	○	○	○	○	○	○
User public complaints on social media	○	○	○	○	○	○
User reviews on the Google Play app store	○	○	○	○	○	○
User reviews on the Apple app store	○	○	○	○	○	○
User reviews on other app stores	○	○	○	○	○	○

Other (please specify)

[   ]

17. Of these sources, rate how often you actually fix these bugs based on their source:

	Very Rarely	Rarely	Occasionally	Frequently	Very frequently	Not Applicable
Automatic in-app crash reporting	○	○	○	○	○	○
User-initiated bug reporting functionality inside the app	○	○	○	○	○	○
User reviews on the app store	○	○	○	○	○	○
User public complaints on social media	○	○	○	○	○	○
Private messages from users (emails and direct messages in social media)	○	○	○	○	○	○

Can you explain why? and add any other missing sources if any.

18. I find it easy to extract bug reports from user reviews in the app store.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Not Applicable
○	○	○	○	○	○

If answered 'Disagree' or 'Strongly Disagree' please tell us why?

19. Rate how important are these types of app reviews for app maintenance and enhancement:

	Not Important	Slightly Important	Mild Importance	Important	Very Important	Not Applicable
Generic praise	○	○	○	○	○	○
Usage scenario	○	○	○	○	○	○
Features users like	○	○	○	○	○	○
Bug reports	○	○	○	○	○	○
Features users hate	○	○	○	○	○	○
Features users request	○	○	○	○	○	○

Other (please specify)

20. Other comments regarding bug fixes, user reviews, and maintenance tasks in general?

Release Management [Part 1]

* 21. Have you released an update (or more) of your app?

(I.e does your app have more than one release)

◯ Yes

◯ No

Release Management [Part 1]

Release Management

Because you have answered 'Yes' to the previous question.
Questions regarding your decision making after the initial release.

22. When you are planning on enhancing your app by including new features, how often do you use these sources to find new features to include?

	Very Rarely	Rarely	Occasionally	Frequently	Very frequently	Not Applicable
Initial app strategy and vision	○	○	○	○	○	○
User surveys and focus groups	○	○	○	○	○	○
Private messages from users (emails and direct messages through social media)	○	○	○	○	○	○
User reviews of your app in the app store	○	○	○	○	○	○
Similar apps in the app store	○	○	○	○	○	○
User reviews of similar apps in the app store	○	○	○	○	○	○

Other (please specify)

[   ]

23. How frequently is a new release triggered by these events (i.e. main cause of new release)

	Very rarely	Rarely	Occasionally	Frequently	Very frequently	Not Applicable
Bug fixes	○	○	○	○	○	○
Performance improvement	○	○	○	○	○	○
Adding new feature / removing unwanted feature	○	○	○	○	○	○
Packaging changes (to change name, icon, screenshots and/or description)	○	○	○	○	○	○

Other (please specify)

[   ]

24. I have changed how I plan releases because of the app store reviewing and approval period.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree	*Not Applicable*
◯	◯	◯	◯	◯	◯

How did you change your plan?

25. Other comments regarding releasing new updates of your app in the app store?

Emerging New Skill sets

26. How do you define 'success' in the app store?

27. I find it clear how to reach that success in the app store.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	*Not Applicable*
◯	◯	◯	◯	◯	◯

28. How do you measure the success of your app?

Based on your defined success goal

29. Rate how important are these factors to build a successful app:

	Not Important	Slightly Important	Neutral	Important	Very Important
App's Novelty	◯	◯	◯	◯	◯
The quality of the UX (including app performance)	◯	◯	◯	◯	◯
The quality of the code (well coded and well documented)	◯	◯	◯	◯	◯
Having a good brand (attractive page on the app store) and marketing strategy (including user engagement).	◯	◯	◯	◯	◯
App visibility (easy to discover by users).	◯	◯	◯	◯	◯
Luck.	◯	◯	◯	◯	◯

Other (please specify)

30. It is important to have someone in the team responsible for marketing and business intelligence.

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
◯	◯	◯	◯	◯

31. Think of the person in the team who is responsible for any of app marketing tasks (could be you).

(App marketing tasks: writing description, screenshots, video promo, user engagement, app analytics, ad campaigns, monetisation, etc.)

This person..

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	*Do Not Know*
..is dedicated to these tasks (i.e. have no other roles)	◯	◯	◯	◯	◯	◯
..has formal training in marketing and/or business intelligence.	◯	◯	◯	◯	◯	◯
..is self-taught and relies on experience.	◯	◯	◯	◯	◯	◯
..imitates the strategies of successful apps.	◯	◯	◯	◯	◯	◯
..mainly relies on intuition and common sense in some of these tasks.	◯	◯	◯	◯	◯	◯

Other (please specify)

32. Any other comments regarding new skill nowadays required of development teams to succeed in an app store environment?

Demographics

Tell us more about yourself.

33. How many years of experience do you have..

in developing (web/desktop) applications?

in developing mobile apps?

in dealing with app stores?

34. What is your formal education?

☐ Technical / Engineering

☐ Business

☐ Other (please specify)

35. What app stores have you developed/managed apps for?

You may pick more than one.

☐ Apple app store (iOS)

☐ Google Play Store (Android)

☐ Windows Phone Store

☐ Other (please specify)

About your App

Tell us more about your app. If you have more than one app, think of your primary one, could be the most successful or the current one.

36. My main app is deployed in (or planning to be deployed in..)

You may pick more than one.

☐ iOS app store

☐ Google Play store (Android)

☐ Other (please specify)

37. How many active users are using your app?

38. What is the size of the team working on the app?

Number of people
working full time:

Number of people
working part time:

39. What is your role in the team?

List your responsibilities.

40. What kind of tasks are you outsourcing at the moment?

App Analytics

* 41. We would like to retrieve basic statistics regarding your app. Would you be willing to share the App's page on the app store? Alternatively you can manually enter the statistics.

The name of your app will not be included in the study and we'll ensure your anonymity.

○ I don't mind providing the link to my app

○ I would rather type in the numbers manually

App Analytics

Because you don't mind sharing the link to your app.

 * 42. Link to your app(s):

If more than one URL, please separate with a semi-colon.

App Analytics

Your App's Metrics

Provide approximate numbers to the metrics below.
If you have more than one app, think of the main one you'd like us to consider.

43. Number of downloads:

44. Number of versions:

45. Number of reviews:

46. Average rating:

47. Revenue model:

◯ Free (and no ads)

◯ Free with Ads

◯ Paid

◯ Freemium (in-app purchases)

◯ Subscription

◯ Other (please specify)

48. Price:

Thank you!

49. Thank you for completing the survey!

If you would like us to send you the results of this study, type your email below. Otherwise, click 'Done'.

Your email will not be associated with your answers.