



New Trends in Mobile Applications

Presented by iTrobes





Introduction

[Mobile application development](#) is a make-or-break tech business. Even the brightest of ideas might not survive enough to see the light at the end of the tunnel if it doesn't connect as much with the users. And even the simplest of ideas can be a game-changer if it has solved a problem for the customers that have been overlooked previously. As a mobile app developer, getting yourself updated with all the latest trends in mobile applications will give you a better chance at creating a market hit.

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Hello!

We are [iTrobes Technologies](#),

Leading mobile app development company in India.

We are here to present the new trends in mobile applications.

You can find us at [@itrobes2018](#)

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Internet of Things (IoT)

1

IoT simply refers to all electronic appliances being interconnected to a common network for improved data utility and ease of access across multiple devices. There is a steady increase in the improvement of the internet of things rapidly taking over a lot of niches of our life including household utility, health care, and even personal development. If you are going for [android app development](#), then make sure to tap into this vertical and curate applications that can work well with all the IoT devices in place.



2

Wearables

Wearable techs are getting better each day. What started as tracking apps that had sensors for counting the number of steps a person takes, it has come so far now. Be it tracking heart rates, identifying sleeping patterns and now it has even come down to tracking weight, measuring blood pressures, and even calculating body fat percentages. You can curate applications that can be accessible with these wearables since they pretty much come with play store access from which they can be downloaded.



3

Beacon Tech

Beacon tech has become impeccable in its data-driven functionality over the past few years. It basically has a lot of retail applications on storefronts. Now, this has the power to track user behavior at different aisles within the store and can immediately send them push notifications on potential discounts, cashback, or other products that they are looking at at the moment. In addition, this can also be used for data collection to understand the products that a particular shopper is most likely to buy in a repetitive sequence.



4

AR & VR

Augmented Reality (AR) refers to the addition of digital elements to the present environment digitally and usually with the help of the smartphone camera. There are options for trying on a lot of products digitally onto yourself. Like spectacles, clothing, and even accessories. In addition, with Virtual Reality (VR), there are a lot of rooms to experience things without having to actually pay an in-person visit. AR and VR have scope in both android app development and [iOS app development](#).



5

5G Technology

5G network is said to be almost a hundred times faster than that of 4G. If you are into [hybrid app development](#), you should explore the potential of 5G technology in your applications. 5G help you incorporate a lot of advanced functionalities within your application without compromising on the load times and ease of usage. Since 5G offers almost 10x decrease in the latency of application while also increasing the network usage efficiency and traffic influx management, this can be everything you could ask for in a tech-intensive app.



Predictive Analysis

6

It's all about how well you understand your users and personalize their application usage experience. The perfect example for this would be entertainment platforms like Netflix, and YouTube which offer a lot of relevant suggestions for their users depending on their video-watching patterns, and they are proved to be a massive hit. So, it is not just enough anymore to collect data from your users but rather you have to break down these into patterns and predictions.



Conclusion

The trends in mobile applications are rapidly changing and you should keep a keen eye for detail to these changes. It might get a little too overwhelming since there are a lot of tech verticals that you need to pay attention to. To be successful in this ever-challenging industry, you may need the help of an expert [mobile app development company](#).



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Thanks!

Any questions?

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