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Building a popular mobile application by utilizing user feedback

Wahyono, Teguh; Warnars, Harco Leslie Hendric Spits; Wijaya, Billy Sentosa; Fahri, Ahmad; Sasmoko; Matsuo, Tokuro

a Computer Science Department, BINUS Graduate Program - Doctor of Computer Science, Bina Nusantara University, Jakarta, 11480, Indonesia

b Information Systems Department, School of Information Systems, Bina Nusantara University, Jakarta, 11480, Indonesia

c Primary Teacher Education Department, Faculty of Humanities, Bina Nusantara University, Jakarta, 11480, Indonesia

d Graduate School of Industrial Technology, Advanced Institute of Industrial Technology, Tokyo, Japan

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Developing a popular mobile application which is suitable to the users based on the input that users have given with their feedback is very challenging. There are many new mobile applications with high user feedback but few download rates. Moreover, some users of the application are unwilling to give their feedbacks. This abrupt state is caused by the carelessness of mobile application developers in noticing the importance of user feedback and user behavior. In this paper, we will state several steps and options that could be taken by mobile application developers to popularize their mobile application. This solution is mainly focused on the utilization of user feedback and user behavior, which also include proper use of feedback loop, great advertising, and behavioral change. The objectives of this analysis are to change unpopular mobile applications with high user feedback to become popular mobile application with high user download rate, as well as to encourage users to properly express their opinion regarding the application by giving out their feedback to the mobile application developers. © 2017 IEEE.

Author keywords

Behavioral Change; Download Rate; Feedback Loop; Mobile Application; User Behavior; User Feedbacks

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