Quality Excellence: State of Mobile Applications
The Quality of your products, services & experiences directly correlates to user feedback

In today’s hyper-connected world, customer feedback is your biggest asset. Your customers leave feedback across thousands of public channels like app stores, Twitter, Facebook, or Instagram and private channels like Zendesk, SurveyMonkey or Gong, just to name a few. Customer feedback is real time, unsolicited, and given in magnitudes of billions of pieces of feedback everyday. This feedback tells you what your customers like and dislike about your product or service, what product features they’d like to see more of, their overall sentiment, and how likely they are to stay loyal.

We live in the age of free customer information and until now, thanks to AI and other innovations, it’s been nearly impossible to capture user feedback, make sense of it, and share it with the right teams to deliver quality experiences to your customers at scale.

unitQ’s Spring 2023 Quality Excellence: State of Mobile Applications benchmarking report shows you just how valuable it can be to listen to your customers. Our report analyzes real time customer feedback from some of the world’s most popular applications.

Brands that take action on real time customer feedback see:

- 50% Decrease in user churn
- 50% Faster issue resolution time
- 40% Reduction in support tickets
- 30% Reduced support costs
- 18% Boost in NPS
- 100% Increase in user retention

With a single source of truth for all customer feedback, product leaders can understand what features to focus on, engineering leaders can identify bugs faster, and support leaders can address issues proactively, allowing companies to deliver higher quality experiences, reduce churn, increase loyalty and drive revenue growth.
About this benchmark report

unitQ has analyzed 22,225,825 pieces of publicly available Google Play Store and Apple App Store user reviews for 5,318 top Android and iOS mobile applications in Spring 2023. Real time insights from user feedback were translated, categorized and summarized using unitQ’s proprietary AI and ML algorithms to surface:

- Top Quality Issues
- Top feature requests
- Trending 4-star reviews on brink of a 5-star review
- Top 50 apps driving quality excellence

Challenge:

Companies struggle to understand the quality of their product, service, and customer experiences and have spent more than a combined $82 billion on market research and surveys that become outdated quickly.

Solution:

With the power of AI, companies can analyze real time customer feedback from any source, public or private, to automatically parse and categorize user pain points, product gaps, trending issues and bugs to deliver high-quality products, services, and experiences.

Key Findings

Insight #1

Top user complaints across all verticals are slow performance, force closing or crashing, and too many advertisements with a combined total of 421,954 pieces of user feedback left for these issues.

Insight #2

Top Quality Issues by vertical are nuanced with unique categories appearing such as “Subscription too expensive” for education apps, “Can't transfer funds” for finance apps, and “Excessive storage usage” for gaming apps.

Insight #3

unitQ AI parsed 487,000 feature requests from users in Q1 2023. Among them, gamers wanted more individual analytics about their performance while top requests for education apps included a more customized user experience.

Insight #4

Of the 22,225,825 pieces of feedback analyzed, 4,073,957 surfaced Quality Issues affecting the user experience.

Insight #5

Apps with the highest quality excellence in Spring 2023 include: Tiktok, Coursera, Rocket Mortgage, Turo, 23andMe and more. See the Top 50 Quality Excellence Awards winners here and get your free unitQ score to see how you compare.
4,073,957 Quality Issues surfaced, see what user feedback shows

Here's what your customers are complaining about, but before we jump in, let's define a Quality Issue. A Quality Issue is a type of user feedback that identifies a defect or other deficiency in a product, service, or experience that affects user satisfaction. A Quality Issue arises when the user experience does not match user expectations, therefore creating user friction.

1,241,173 or 30% of top Quality Issues fell within these categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Quality Issues reported</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slow Performance</td>
<td>201,216</td>
</tr>
<tr>
<td>Failing To Launch</td>
<td>132,885</td>
</tr>
<tr>
<td>Too Many Ads</td>
<td>118,450</td>
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<tr>
<td>Force Closing Or Crashing</td>
<td>102,288</td>
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<tr>
<td>Freezing</td>
<td>96,475</td>
</tr>
<tr>
<td>Can't Download Or Install</td>
<td>92,336</td>
</tr>
<tr>
<td>Can't Log In</td>
<td>88,245</td>
</tr>
<tr>
<td>Can't Update App</td>
<td>73,714</td>
</tr>
<tr>
<td>Account Locked Or Suspended</td>
<td>70,366</td>
</tr>
<tr>
<td>Ad Interrupts Playback</td>
<td>39,189</td>
</tr>
<tr>
<td>Can't Pass Gaming Level</td>
<td>35,309</td>
</tr>
<tr>
<td>Difficult to Navigate UI</td>
<td>34,622</td>
</tr>
<tr>
<td>No Response or Help Received</td>
<td>32,840</td>
</tr>
<tr>
<td>Excessive Storage Usage</td>
<td>30,602</td>
</tr>
<tr>
<td>Subscription Too Expensive</td>
<td>26,037</td>
</tr>
<tr>
<td>Can't Sign Up</td>
<td>24,955</td>
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<tr>
<td>Blank Screen</td>
<td>21,691</td>
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<tr>
<td>VPN Connection Issues</td>
<td>19,953</td>
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<tr>
<td>Vertical</td>
<td>Issues</td>
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<tr>
<td>-------------------</td>
<td>------------------------------------------------------------------------</td>
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<tr>
<td><strong>Social Networking</strong></td>
<td>Account Locked Or Suspended</td>
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<tr>
<td></td>
<td>Someone Else Using Account</td>
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<tr>
<td></td>
<td>Poor Image Quality</td>
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<tr>
<td></td>
<td>Can’t Login With Facebook</td>
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<tr>
<td></td>
<td>Difficult to Navigate UI</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>Can’t Change Language</td>
</tr>
<tr>
<td></td>
<td>Charged During Free Trial</td>
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<tr>
<td></td>
<td>Ads Interrupt Playback</td>
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<tr>
<td></td>
<td>Can’t Cancel Subscription</td>
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<tr>
<td></td>
<td>Can’t Move to Next Level</td>
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<tr>
<td><strong>Finance</strong></td>
<td>Payment Failed or Rejected</td>
</tr>
<tr>
<td></td>
<td>Transferred Funds Not Received</td>
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<tr>
<td></td>
<td>Account Locked</td>
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<tr>
<td></td>
<td>Can’t Transfer Funds</td>
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<tr>
<td></td>
<td>Card Not Received</td>
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<tr>
<td><strong>Food &amp; Drink</strong></td>
<td>Missing Items in Delivery</td>
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<tr>
<td></td>
<td>Order Not Delivered</td>
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<tr>
<td></td>
<td>Order Arrived Damaged</td>
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<tr>
<td></td>
<td>Order Delivered Late</td>
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<tr>
<td></td>
<td>Can’t Redeem Gift Cards, Credits</td>
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<tr>
<td><strong>Gaming</strong></td>
<td>Slow Performance</td>
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<tr>
<td></td>
<td>Can’t Pass New Game Levels</td>
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<tr>
<td></td>
<td>Ads Interrupt Playback</td>
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<tr>
<td></td>
<td>Excessive Storage Usage</td>
</tr>
<tr>
<td></td>
<td>Excessive Battery Drain</td>
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</tbody>
</table>
Here’s a look into Quality Issues by *vertical*

### Health & Fitness
- **App Crashing**: 5,612
- **Difficult UI to Navigate**: 5,286
- **Notifications Not Received**: 2,545
- **Charged During Free Trial**: 2,252
- **Device Not Compatible**: 1,157

### Music
- **Album Stops Playing**: 5,652
- **Wrong Playlist Plays**: 5,426
- **Music Not Playing Offline**: 5,136
- **Difficult UI to Navigate**: 3,155
- **Search Bar Not Working**: 2,880

### Photo & Video
- **Poor Image Quality**: 7,271
- **Slow Performance**: 7,265
- **Blank Screen**: 4,354
- **Difficult UI to Navigate**: 3,502
- **Somebody Else Using Account**: 3,322

### Shopping
- **Order Delivered Late**: 5,924
- **Missing Items in Delivery**: 4,581
- **Can’t Redeem Gift Cards, Credits**: 4,204
- **Order Arrived Damaged**: 3,001
- **Order Out of Stock**: 1,891

### Travel
- **Charged Multiple Times**: 2,871
- **Subscription Too Expensive**: 2,688
- **Hidden Fees**: 2,270
- **Account Locked, Suspended**: 1,617
- **Can’t Sign Up**: 1,308
566,796 feature requests surfaced, see what user feedback shows

Typically, organizations leverage user reviews to gauge customer satisfaction and identify and resolve Quality Issues across various touchpoints of their applications, products or services to improve the customer experience. But user reviews contain much more than just Quality Issues:

If parsed and summarized by AI, user reviews also reveal invaluable insights that can enable organizations to anticipate customer needs via feature requests without having to rely on focus groups, surveys, or manual analysis of user feedback. Armed with feature requests, organizations can more easily prioritize product roadmap efforts to drive higher quality products and services.

Highlighted feature requests by selected vertical

**Social Networking**
- Improve swiping sensitivity to prevent accidental friend requests
- Allow users to reorganize photos
- Make location information more accessible
- Add a photo optimizer
- Add language translation

**Education**
- Add new languages
- Option to track progress and set goals
- Option to customize learning experience based on skill level and learning style
- Add offline mode
- Add ability to customize interface

**Finance**
- Ability to choose a PIN
- Better transaction history layout
- Faster availability of pending deposits
- Option to customize notifications
- More convenient transfer options

**Food & Drink**
- Improve search and filter capabilities for recipes
- Offline access
- Option to scan recipes from photos and magnify food images
- Easier way to filter out ingredients
- Categorize meals saved in collections
### Gaming
- More free clothing and hair options for female players
- Downline content for offline viewing
- Create and save custom playlists during gameplay
- More details and insights of individual player analytics
- Add more games

### Health & Fitness
- Improve accuracy of sleep tracking
- Display sleep time on watch
- Improvement in marking the circuits when racing
- Better fitness record keeping
- Integrate better with other tools and platforms

### Music
- More options of the app with different color backgrounds
- Better search for song search
- Ability to exclude artists from recommendations
- Ability to use songs as ringtones
- More music sharing options

### Photo & Video
- Improved folder organization
- Desktop app version
- Improved image quality, lighting and focus
- Faster loading and processing of images
- Option to rate and sort photos

### Shopping
- Dark mode to reduce eye strain
- In-app product reviews
- Improved sizing suggestions for clothing
- Improved search
- Make it easier to track deliveries

### Travel
- Add more languages
- Option for drivers to see how many times user has canceled trip
- Simplify interface
- Shorten time for drivers to accept trip
- Improve voice input recognition
Here’s a look at **4-star reviews** with Quality Issues that prevented a 5-star review

Getting a 4-star review is great, but hidden inside these reviews are clues as to why your product or service didn’t receive a 5-star review. In short, you can identify how to move from good to great if you pay attention to these clues to increase user usage, user retention, and the quality of user experiences.

**Highlighted 4-star reviews with Quality Issues by selected vertical**

**Social Networking**
- Improvements to matching algorithm
- Fix bugs related to missing matches
- Create a running catalog for who a user liked
- Free access to important safety issues
- Get more free likes

**Education**
- More challenging content
- Ability to adjust practice speed
- Better explanation and introduction to the app
- Less cringey voice lessons
- More language options

**Finance**
- Accounts for children
- Maps of local ATMs
- Round up payments to save
- Real-time display of account balances, transactions
- Ability to contact support in the app

**Food & Drink**
- Add more restaurants to the app
- Easier customization of tips
- Fix GPS issues that cause drivers to get lost
- Streamline user experience for setting delivery, pickup options
- Reduce popup adds
**Gaming**
- Address issues with rude players
- Provide better server access for international users
- Provide better support for reporting in-game bugs
- Increase the availability of mobile versions for popular games
- Make app compatible with low-end and mid-range devices

**Health & Fitness**
- Include accuracy of sleep tracking
- Automatic workout identification
- Snore detection feature
- Improved food logging
- Better step accuracy when using a walker

**Music**
- Decrease file size for downloaded songs
- Faster loading time
- Ability to find original versions of songs
- Fix deleted songs reappearing in playlists
- Improve volume control

**Photo & Video**
- More free effects and features
- More tutorials
- Increase hardware compatibility
- Fix stability issues
- Improve image quality when exporting

**Shopping**
- More accurate and consistent sizing across all items
- More plus-size options
- More transparency in reviews
- Faster, more reliable shipping
- Improve quality of products

**Travel**
- More accurate and reliable bus schedules
- Real-time bus location tracking
- Notifications for delays
- Updated fare information
- Ability to find alternative routes
Bringing it all together, quantifying the Quality of your user experience with the unitQ Score

So how do you measure the impact of all of these Quality Issues? It can feel overwhelming, especially if you lack a single source of truth and are still relying on manual processes like collecting user feedback from surveys, support tickets, or product review sites. But fear not, this is where the unitQ Score comes in.

The unitQ Score analyzes real time user feedback from all public and private channels to reflect user sentiment and satisfaction. It’s a leading indicator of the share of an organization’s users who have a frictionless experience with your company’s product or service and represents the gap between what users expect and their actual experience. The higher your unitQ Score, the higher your customer satisfaction across every touchpoint of your customer journey.

A unitQ Score of 90 means that, for every 100 reviews, just 10 of these reviews surfaced a Quality Issue. Ratings are based on an unbiased, machine-generated score and rate from poor to epic.

The average unitQ Score for all 5,318 applications analyzed in Spring 2023 was 67 or “fair” which means there’s still room for improvement on the level of quality companies can be delivering to their users.

It’s important to note however, that these Quality Issues for this report were only surfaced from public app store reviews. Companies can get a more accurate unitQ Score by analyzing all user feedback channels — public and private.

Want to see how you compare? Click here to sign up for free and get your unitQ Score or see this year’s Spring 2023 Top 50 Quality Excellence Awards winners.

unitQ score rankings

**Epic: 90-100**

**Good: 70-89**

**Fair: 51-69**

**Poor: 1-50**

Conclusion

There is one group testing and providing feedback on the world’s leading brands, products, and services everyday. This group is a company’s user base. They are actively telling companies what is and isn’t working across every channel, in every language, for every device, application, or product.

Fortunately, with insights into real time user feedback across every channel, companies can take a measured, data-driven approach to drive higher quality experiences across all touchpoints with the unitQ Score.
As the leading real time customer feedback platform, unitQ empowers companies with AI-powered, actionable insights from user feedback to help them craft high-quality products, services and experiences. unitQ centralizes feedback from all sources and automatically groups it into thousands of granular categories to help organizations discover what matters most to users — all in real time. Category-leading companies like Spotify, Bumble, Pinterest, Chime and HelloFresh rely on unitQ to drive growth, reduce churn and build brand loyalty.

Please visit [www.unitq.com](http://www.unitq.com) for more information.