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.
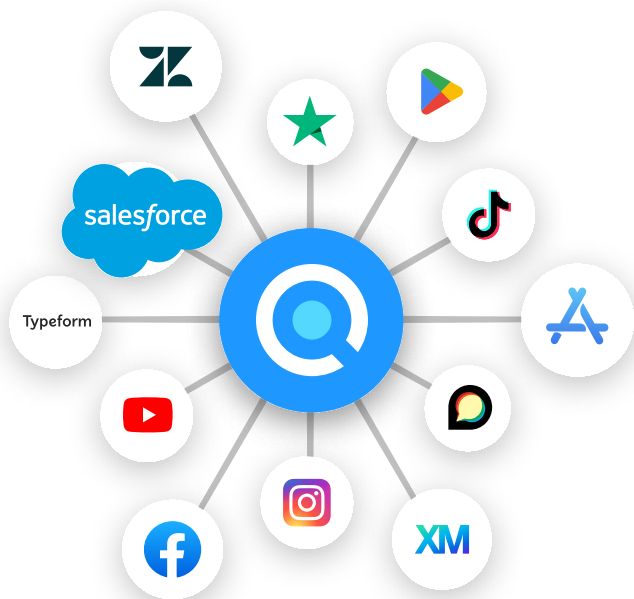
About this benchmark report

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 unitQs 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**

Authors

Lance Miles
Sr. Data Engineer, unitQ

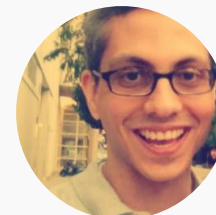**Bryan Harakh**
Sr. Machine Learning Engineer, unitQ

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

Category	Quality Issues reported
Slow Performance	201,216
Failing To Launch	132,885
Too Many Ads	118,450
Force Closing Or Crashing	102,288
Freezing	96,475
Can't Download Or Install	92,336
Can't Log In	88,245
Can't Update App	73,714
Account Locked Or Suspended	70,366
Ad Interrupts Playback	39,189
Can't Pass Gaming Level	35,309
Difficult to Navigate UI	34,622
No Response or Help Received	32,840
Excessive Storage Usage	30,602
Subscription Too Expensive	26,037
Can't Sign Up	24,955
Blank Screen	21,691
VPN Connection Issues	19,953

Here's a look into Quality Issues by vertical

Social Networking

Account Locked Or Suspended	30,782
Someone Else Using Account	5,766
Poor Image Quality	4,572
Can't Login With Facebook	4,320
Difficult to Navigate UI	4,183

Education

Can't Change Language	1,743
Charged During Free Trial	1,202
Ads Interrupt Playback	925
Can't Cancel Subscription	871
Can't Move to Next Level	794

Finance

Payment Failed or Rejected	6,068
Transferred Funds Not Received	5,905
Account Locked	5,119
Can't Transfer Funds	4,095
Card Not Received	3,651

Food & Drink

Missing Items in Delivery	7,657
Order Not Delivered	6,769
Order Arrived Damaged	6,748
Order Delivered Late	5,991
Can't Redeem Gift Cards, Credits	4,946

Gaming

Slow Performance	128,285
Can't Pass New Game Levels	34,324
Ads Interrupt Playback	25,995
Excessive Storage Usage	24,257
Excessive Battery Drain	12,952

Here's a look into Quality Issues by vertical

Health & Fitness

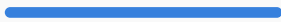| Issue	Value
App Crashing	5,612
Difficult UI to Navigate	5,286
Notifications Not Received	2,545
Charged During Free Trial	2,252
Device Not Compatible	1,157
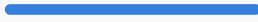
Music

Issue	Value
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

Issue	Value
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
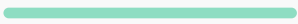
Shopping

Issue	Value
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

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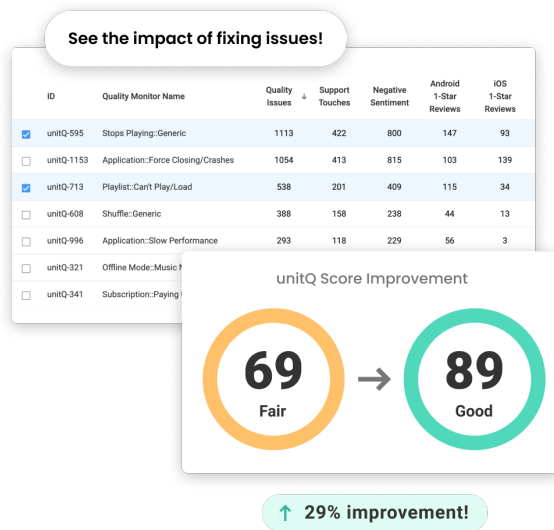
The average unitQ Score for all 5,318 applications analyzed in Spring 2023 was 67 or "fair" which means there's still room for improvement on the level of quality companies can be delivering to their users.

unitQ score rankings

Epic: 90-100

Good: 70-89

Fair: 51-69

Poor: 1-50

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.

See the impact of fixing issues!

ID	Quality Monitor Name	Quality Issues	Support Touches	Negative Sentiment	Android 1-Star Reviews	iOS 1-Star Reviews
☑ unitQ-595	Stops Playing::Generic	1113	422	800	147	93
☐ unitQ-1153	Application::Force Closing/Crashes	1054	413	815	103	139
☑ unitQ-713	Playlist::Can't Play/Load	538	201	409	115	34
☐ unitQ-608	Shuffle::Generic	388	158	238	44	13
☐ unitQ-996	Application::Slow Performance	293	118	229	56	3
☐ unitQ-321	Offline Mode::Music N					
☐ unitQ-341	Subscription::Paying					

unitQ Score Improvement

69 Fair → **89** Good

↑ 29% improvement!

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 touch points with the unitQ Score.

Trusted by category-leading companies

About unitQ

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
for more information

Follow us on LinkedIn and Twitter:

Awards and recognition

CTO
BOARDROOM MEDIA

unitQ Co-Founder and CTO awarded top CTO

CBINSIGHTS
AI
100
2022

Ranked top innovative AI and customer feedback analysis startup

FAST COMPANY

Awarded Fast Company's Next Big Things in Tech awards

---

unitQ a proud AWS partner

Available on AWS Marketplace ⊙

aws

Read customer testimonials ⊙

Check your unitQ score ⊙

Book a custom demo today ⊙

---

unitQ