User Experience (UX) determine the success of any mobile application.

If the UX is bad, it can quickly lead to uninstallation:

- 71% if the app regularly crashes
- 65% if loading time is poor
- 48% if navigation is hard

UX OPTIMIZATION: THE KEY TO MOBILE APPLICATION SUCCESS
UX FOR CUSTOMER SATISFACTION

UX is about improving user happiness by working on usability, accessibility and tech specifications all along the project.

AZOT measures the UX of mobile apps through 3 KPIs:

- **Usefulness**: Does feature make sense for users?
- **Ergonomics**: Is navigation understandable?
- **Tech Performance**: Is there latency or unknown crashes?
AZOT: THE ANSWER

AZOT is a User-Experience SaaS analytics. It is integrated in the source code of a native mobile app as a SDK.

Transparent: no impact on tech performance
Quick and Easy: One line needed in the source code
Secure: informations are sent and hosted securely
Flexible: SaaS mode or «on premise» mode available
Customizable: the SDK can be managed from the dashboard
# FEATURES

<table>
<thead>
<tr>
<th>Feature usefulness</th>
<th>Ergonomics</th>
<th>Tech Performances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management of builds</td>
<td>Gesture responsiveness</td>
<td>Crashanalysis</td>
</tr>
<tr>
<td>Time between two sessions</td>
<td>Heatmaps</td>
<td>Video of the crash</td>
</tr>
<tr>
<td>Sessions and Time spent in the app</td>
<td>Permissions</td>
<td></td>
</tr>
<tr>
<td>Users in-App feedback</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
BÊTA-TESTING

AZOT fits perfectly into a continuous innovation process through TryMyApp. A platform that links your app to early-adopters. During A/B testing campaign, your application is submitted to a panel of representative users and their in-app behaviour is analysed through AZOT.

www.trymyapp.azot.io

TryMyApp is a platform that allows you to use awesome mobile apps before anyone else!