HOW SMART IS IMPACTING MOBILE
A UST Global POV

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Introduction

Today's information technology landscape is undergoing a rapid transformation driven by Social, Mobility, Augmented Reality, internet of Things (SMART) and other new innovations.

The internet of things (IoT) - for example - is extending the definition of mobility by allowing connections beyond traditional smart phones and tablets. End-points can include anything from RFID tags to wearable health monitoring devices. This proliferation means the definition of mobile expanding; however, it also means that mobile apps must be designed to engage with data from any end-point and infrastructure must be more robust in order to handle large-scale data communications associated with a growing number of intelligent devices.

Hence, we can confidently say that SMART technologies will transform the functionality and use of mobile solutions, and that emerging devices will become a gateway to a new world of responsive and flexible mobile applications.

Whether focused on consumer or B2B solutions, businesses are investing in mobile technologies that leverage SMART and analytics to deliver actionable insights, trigger automated tasks and provide real-time personalized services. Like many new technologies, mobility can no longer be developed in a vacuum. To succeed in a digitally interconnected world, mobility must be considered in the context of SMART, cloud, analytics and other disruptive market trends.

Modernizing Mobile Apps with New Features

To transform mobile apps, infuse new features and improve the end-user experience, it is essential to use modern development tools and back-end services to achieve speed and efficiency. For example, several new mobile development platforms offer in-app analytics that provide real-time metrics with respect to the user experience. At the same time, it is to be noted that the complex new SMART environment makes it imperative for developers and quality assurance teams to put rigorous testing methods. Similarly, operations teams must upgrade underlying infrastructure to ensure mobile apps functional seamlessly in SMART-influenced environments.

Modernizing Apps with Augmented Reality

The vast array of data collected from IoT-enabled and social media-integrated sensors can be leveraged by mobile apps to provide end-users with a range of augmented services.

It's no surprise, therefore, that recently introduced mobile apps offer immersive experiences that provide real-time, contextual information with the help of tools including IoT, social media and augmented reality.

Augmented reality, as well as virtual reality, are adding a touch of excitement and a renewed level of engagement and interaction to existing applications. It has become a new, improved way to communicate and deliver data to users; however, the benefits of IoT and social data are realized only when the right information is provided to the user at the right moment. Augmented reality can achieve this objective by visualizing data from numerous sensors simultaneously and relaying relevant information to the user within an actionable timeframe.

Augmented reality also has the potential to propel the shift from mobile phones to other mobility devices such as wearables. Several commercial applications such as remote assistance with the help of augmented reality glasses or consumer-oriented applications such as augmented reality navigation apps are set to revolutionize the mobility space.

Modernizing Apps with Social Media

With over two billion active users worldwide, social media has disrupted numerous industries. None more so than the mobile industry - as the first apps commonly downloaded and used on

mobile devices are social media apps. This trend has not gone unnoticed, with a tsunami of apps and services now offering registration through social media accounts.

Benefitting from technology advancements, new platforms and steady popularity, the influence of social media will continue to rise. And with the market shifting from a narrow focus on mobile phones to a broader focus on intelligent devices, developers are well-advised to ride this wave, looking for opportunities to stitch social media with IoT, augmented reality and other emerging technologies.

Addressing App Fatigue: Capturing the True Value of Mobility

In addition to considering mobile development in light of social, augmented reality and things, other factors such as analytics and big data are equally important.

To surface the true value of mobility, it is essential to provide users with information they need - without overwhelming or overloading them. Developers have to find the perfect balance between security and usability by leveraging the capabilities of big data, analytics and machine learning to offer contextual information.

The sole objective for any application should be to make work and life simpler and more productive. As such, it is critically important to consider both usability and usefulness, in addition to context, to achieve robust end-user engagement and a superior customer experience.

Emergence of Micro Apps and AI-powered Bots: The Future of Apps

The rise in app fatigue and the increasing integration of machine learning and artificial intelligence is paving the way for micro apps and bots in mobile applications. Users are reducing their interaction with applications and instead interacting with AI enabled bots to accomplish tasks. Micro apps and bots are set to play a bigger role in the mobile world as developers resolve challenges and introduce consumer and business-oriented micro apps and bots with greater functionality. These bots and apps will simplify complicated work flows and lead to significant improvements in productivity in the digital world.

To expand the capabilities of bots to handle diverse use cases, plain text is being replaced by intelligent text that can structure content to enable more efficient and precise communication between the users and bots. As a result, bots are now able to customize text and messages to capture user responses and act accordingly.

The Way Forward

It is paramount to view development in light of making mobile apps and devices freely perform in social, augmented reality and IoT contexts, because this is what will make work and life simpler, better and more productive for digital users. It is also what will separate the products and services that succeed from those that fail

While social, mobile, augmented reality and the internet of things (SMART) have already demonstrated tremendous individual popularity, trends strongly indicate that the future is going to center on holistic development and the interaction between these technology trends.

At the same time, a plethora of interconnected devices and a huge exchange of data will lead to information overload, which can only be addressed by using modern tools and technologies. Analytics, micro apps and AI-powered bots will also play a major role in automating, decluttering and simplifying the overcrowded mobile application space.

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