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Inspiring Mobile Apps Ideas

YOU MUST CONSIDER FOR
YOUR BUSINESS

(BY INDUSTRY)

Summary

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2. Types of Mobile Apps (descriptions, pros & cons)
3. Inspiring mobile apps ideas for...
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 2. FINANCE & INSURANCE
 3. HEALTH
 4. TRANSPORT & DELIVERY
 5. ECOMMERCE & RETAIL
 6. TOURISM
 7. RECRUITING & HR
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 9. ENTERTAINMENT & LIFESTYLE
 10. ASSOCIATIONS & GOVERNMENT
4. How to start developing a mobile app with Roweb

What Users Expect from Your Business App

From 2011 to nowadays, mobile internet has grown by 504% in daily media consumption. To be more specific: over 4.4 billion people from all over the world are, today, active internet users. Such an impressive number, right?

And this is not all!

Take a look at what stats say about users' behavior in online:

Up to 70% of web traffic happens on a mobile device (CIODive)

The average install-to-register rate of a mobile shopping app increased to 32.8 percent in 2020, up from 29.8 percent in the previous year (Statista);

61% of people trust and like more the brands that offer a good mobile experience. (HubSpot).

Long story short, developing an app for your business is no longer a matter of choice, but rather it's a thing you **MUST DO** next to keep your company relevant on the market.

Until planning to build an app, it's essential to analyze what users expect from your business and, even more than that, what they may expect from your app:

- Modern Design
- Intuitive App Architecture
- Personalized Experience
- Real-Time Information
- Chatbots And Live Chats
- Useful Stuff Only
- App Features That Are Battery-Friendly
- Seamless Logins And Checkout

Types of Mobile Apps: descriptions, pros & cons

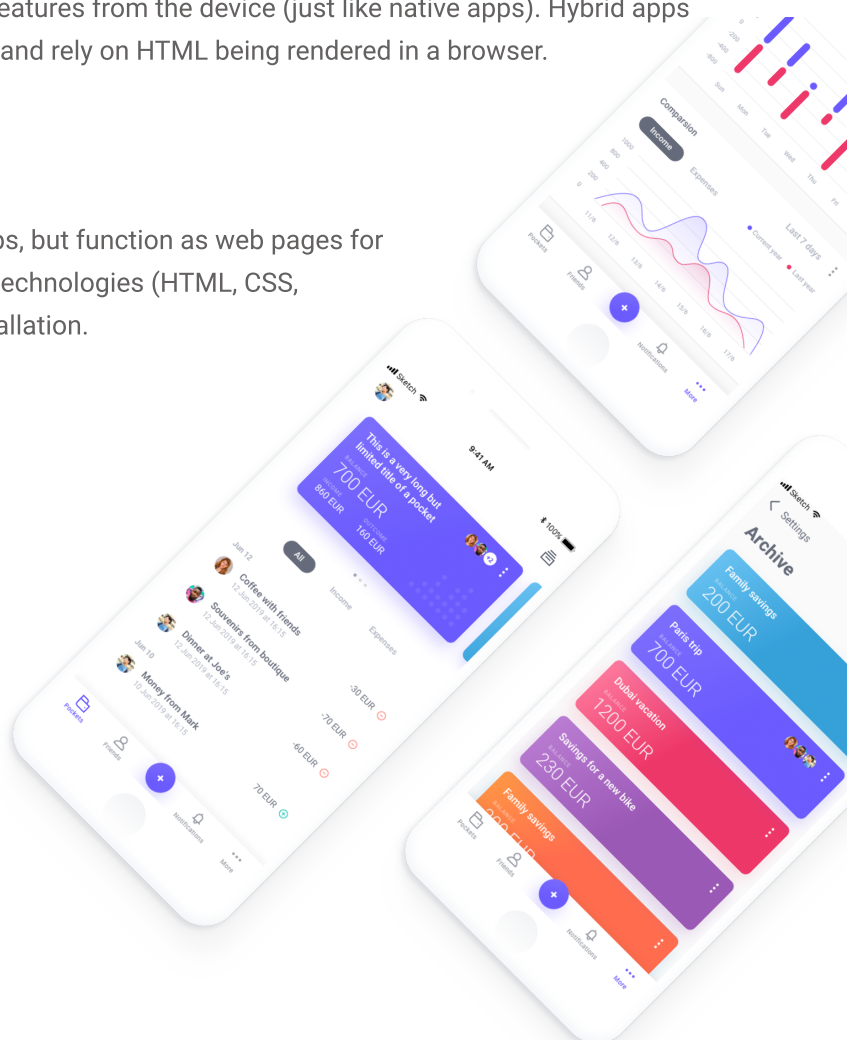
NATIVE APPS - are mobile apps that are developed for a specific OS (operating system). This means that, for instance, a native mobile app developed for the iPhone can't be used on Android. The name of "native apps" reflects the fact that they are developed according to the particularities of a specific device or platform. For accessing a native app, a user has to download it from the store (Apple App Store for iOS apps / Google Play for Android), and then an icon will be placed on the home screen of his phone. (Development language: for Android - Java, Kotlin, for iOS - Swift or Objective-C).

[SEE EXAMPLES FOR IOS APPS](#)[SEE EXAMPLES FOR ANDROID APPS](#)

HYBRID APPS - are a mix of native apps and web apps. These apps can be found in app stores, need to be installed in the device, and can interact with some features from the device (just like native apps). Hybrid apps are typically written in HTML5, CSS, and JavaScript and rely on HTML being rendered in a browser.

[SEE A CASE STUDY FOR A HYBRID APP](#)

WEB APPS - run on web-hosted servers, act like apps, but function as web pages for mobile devices. They are developed based on web technologies (HTML, CSS, Javascript, JQuery) and are accessible without installation.

[SEE A CASE STUDY FOR A WEB APP](#)

Comparative analysis

Native apps vs Hybrid apps vs Web apps

Category	Native Apps	Hybrid Apps	Web Apps
OS flexibility	No	Yes	Yes
Development costs	Higher	Lower	Average
Development time invested	Depends On The Complexity	Depends On The Complexity	Depends On The Complexity
Maintenance	High	Average	Average
Speed	High	Average	Dependent On Internet Quality
Performance	High	Average	Average
Work offline	Yes	Yes	No
UX provided	Great	Average	Average
Interact with device features	Yes	Partially	No
Development skills requested	High	Average	Average
Download	Yes	Yes	No
Instant adaptation to different screen	High	Average	Average
Updates	Frequently	Yes	Always Up-To-Date
Security risk	Low	Average	High

Inspiring mobile apps ideas for...

Real estate

INSPIRING IDEAS OF APP TYPES

1. **Data import plugin** for facilitate data transfer into/from the real estate websites
2. **Automatic completion** of trading documents (e.g. by simply scanning the client's ID card)
3. **Lead management app** - to help agents create efficient follow-up sales campaigns
4. **CRM mobile app** - to increase efficiency from customer relationship management perspective
5. **Property research app** - a hub with useful tools (market research, reports, search properties, etc)
6. **Live presentations app** - to present properties to potential customers from distance
7. **Transaction time calculator** - to calculate the time spent for the real estate transactions
8. **Real estate marketplace** - a real estate hub that puts agents, real estate agencies, and clients on the same page (literally and figuratively)

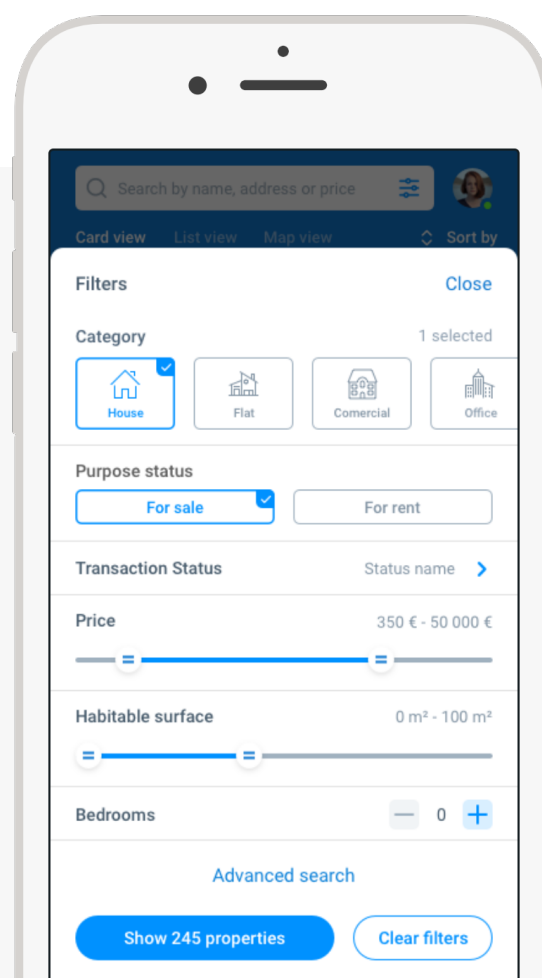
AN ILLUSTRATIVE EXAMPLE:

WHISE CRM

Client's need: Our client needed to replace a desktop solution for real estate companies with a web-based and mobile-first solution, while migrating all of the data.

Result: The new application is adapted and optimized for any Android or iOS mobile device and also allows real-time notifications, making sure that the real estate agents are always up to date with any requests from their clients.

[FIND OUT MORE ABOUT THIS PROJECT](#)



Inspiring mobile apps ideas for...

Finance & Insurance

INSPIRING IDEAS OF APP TYPES

- 9. **Shared wallets** - for easy management of shared expenses
- 10. **Monthly expense tracker** - transactions and spends management
- 11. **Personal financial analyzer** - to track financial goals and gaps
- 12. **Get-your-plan app** - for shortening the process of getting a customized quotation
- 13. **Insurance-broker** - to give users a real-time overview on what insurance companies offer

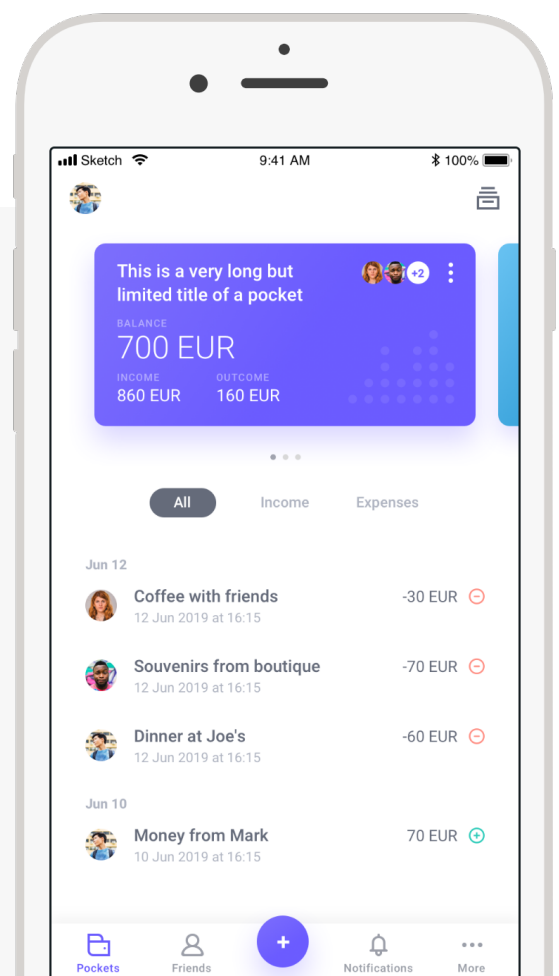
AN ILLUSTRATIVE EXAMPLE:

SHARED POCKETS

App's Goal: to keep track of multiple pockets and share them with family, friends, or business partners.

Result: A collaborative, multi-currency budget app for Android & iOS that enables users to track and organize their income streams and expenses more efficiently, and even identify ways to cut expenses and save more money.

[FIND OUT MORE ABOUT THIS PROJECT](#)



Inspiring mobile apps ideas for...

Medical & Health

INSPIRING IDEAS OF APP TYPES

14. Care coordination app - collaborative app to improve communication and information transfer between different medical teams

15 Triage-app - giving step-by-step guidance to patients for reaching the right medical services

16. Instant customer medical record - when app users become patients, this is the kind of app that can save their lives

17. All-in-one patient's app - allows patients to access test results, make appointments, etc

18. Cluster-services app - allows medical staff to make appointments/track results for their patients

19. Health-monitoring app - allows patients to monitor and pre-evaluate their health based on certain medical criteria

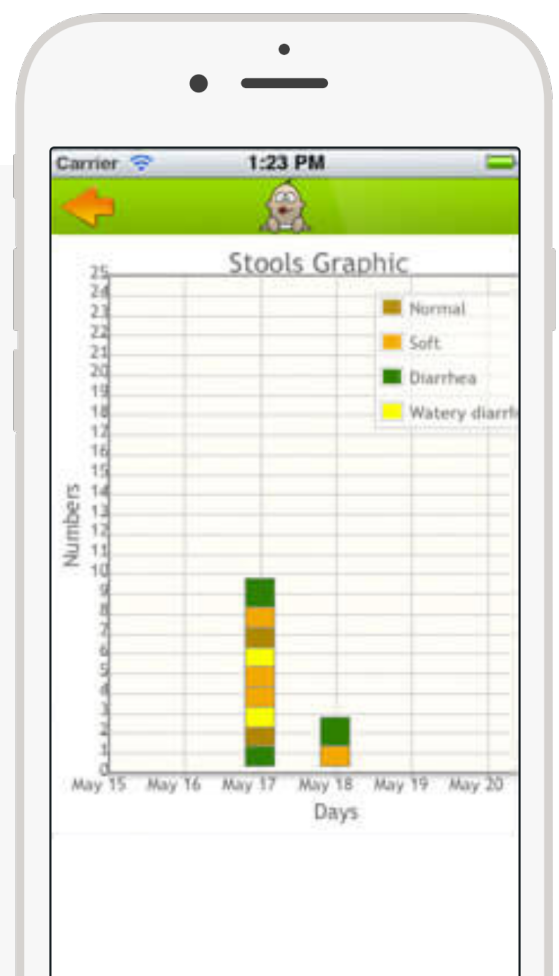
AN ILLUSTRATIVE EXAMPLE:

Baby Medical Care for iOS & Android

Client's need: Our client wanted to develop an app that aims to help parents better monitor an ill child's condition according to general pediatric principles.

Result: Baby Medical Care application was created according to medical information needs, to help parents record and trackback data during their children's sickness episodes, enabling them to monitor medication results, etc.

[FIND OUT MORE ABOUT THIS PROJECT](#)



Inspiring mobile apps ideas for...

Transport & Delivery

INSPIRING IDEAS OF APP TYPES

- 20. Navigating urban transport** - access to suggested routes and transport methods (bus, cabs, trains, etc)
- 21. Match & synchronize app** - matching routes and public transport schedule with users' schedule
- 22. Remote fleet management** for real-time control and access to valuable reports
- 23. Real-time tracking** - for both transport and deliveries, users find the closest service provider and track the ride
- 24. Booking a ride** - helping users to compare costs, buy tickets and book rides
- 25. In-cabin comfort** - remotely manage and control car's devices to increase comfort while travelin

AN ILLUSTRATIVE EXAMPLE:

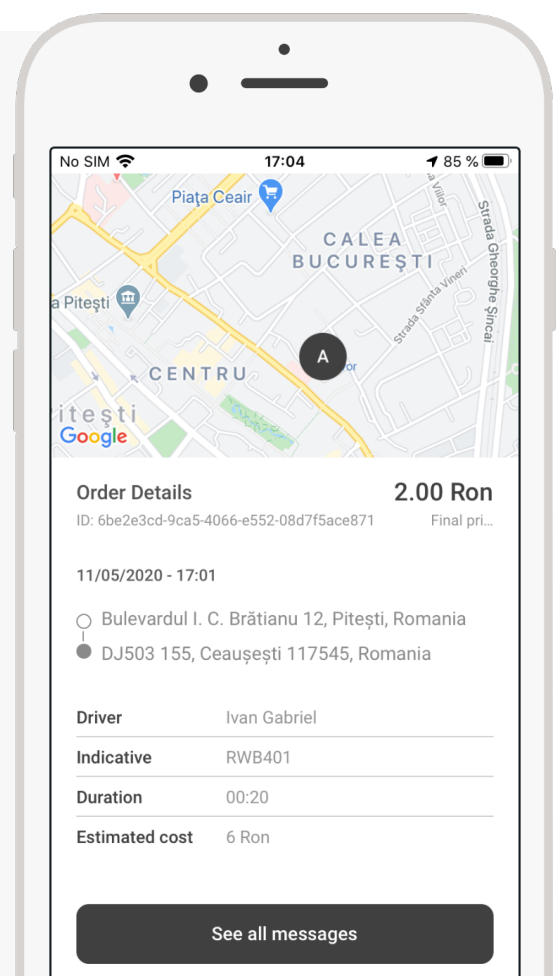
TAXI APP

An APP for online taxi booking that is developed with several dynamic features (for both Drivers and Clients)

KEY FEATURES:

- One-click order booking
- Instant geolocation coordinates
- Real-time communication
- Time and price calculator
- Real-time counter & tracking
- Orders and messages archive

[FIND OUT MORE ABOUT THIS PROJECT](#)



Inspiring mobile apps ideas for...

Ecommerce & Retail

INSPIRING IDEAS OF APP TYPES

26. Multichannel-sales app - that allows users to buy and recommend products through various platforms (WhatsApp, Facebook, Instagram, etc)

27. Client's voice - for real-time feedback from clients, solution deliveries, push notifications, etc

28. Product-discovery app - that allows users to shop something they have discovered somewhere else

29. One-touch experience app - dvance features-based app that offers a complete experience with minimal steps (e.g, scan a barcode)

30. Preferences-filter-based app - that memorizes users preferences and displays only the products that match their interests

31. Marketplace app - bringing vendors and customers on the same page (literally and figuratively)

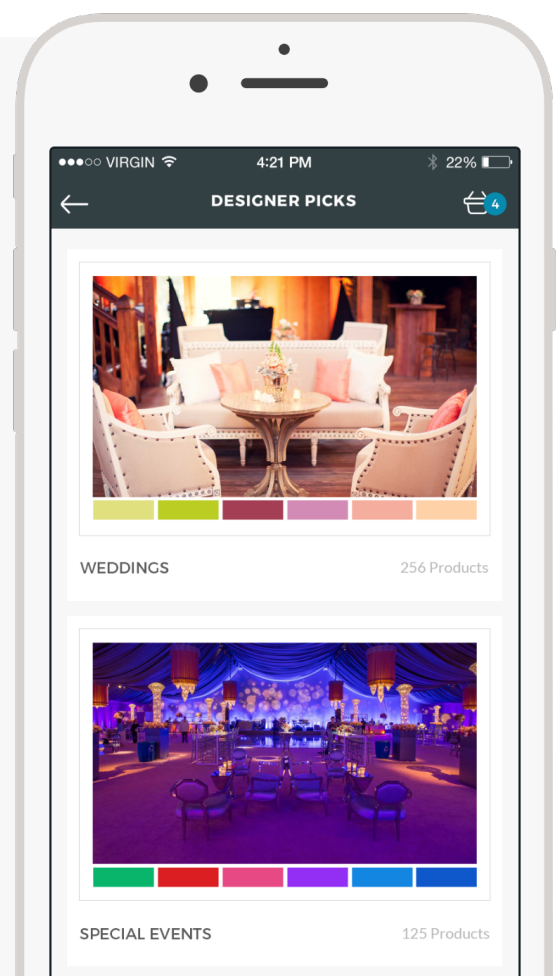
AN ILLUSTRATIVE EXAMPLE:

BLUEPRINT STUDIOS

Product goal: We were commissioned to build an Android and an iOS application that would provide the same user experience as the Blueprint website, which we had built for them.

Result: We built two native mobile apps for Blueprint Studios, a California-based event rentals company. Both the iOS and Android apps enable users to easily find everything they need for any special event. Both apps tie in with the brand's visual identity and offer their customers a wonderful and coordinated online experience.

[FIND OUT MORE ABOUT THIS PROJECT](#)



Inspiring mobile apps ideas for...

Tourism & Hospitality

INSPIRING IDEAS OF APP TYPES

- 32. Reservations app** - that simplifies the booking process through simple and intuitive searches
- 33. Proximity-mapping app** - that help users find hotels close to their point of interests
- 34. Discount-founder app** - push notification-based app for every discount may interest loyal users
- 35. Vacation-rental manager** - that helps customers rent a "vacation home" according to their expectation

AN ILLUSTRATIVE EXAMPLE:

TOURPAQ GUEST APP

Product goal: Continuing our partnership, Tourpaq, decided to build an app entirely dedicated to end-users.

Result: The app offers real-time visitor information, details, updates, linked to the booking and ideas to inspire tourists to enjoy their holiday fully.

[FIND OUT MORE ABOUT THIS PROJECT](#)





Even inspiration needs a break once in a while

So before going any further to discover more inspirational ideas, you may wanna know ...

WHAT IF you need to develop an app, but you have no idea what kind would respond better to your customers' expectations?

You can count on us to get consulting services also. Whenever a client needs an app to stand out on the market, we are ready to offer him [complete services](#) - from consultancy to development.

WHAT IF you have an idea that is original and innovation-driven but you don't have the tech resources to develop it?

Our core mission is to turn customers' needs & ideas into functional solutions.

So, [start to discuss your innovative idea](#) with our experienced developers, and we are going to provide you the tech solution along with a complete dedicated team, ready to take over the entire project development.

GET A FREE ESTIMATION FOR YOUR APP

SEE PORTFOLIO SAMPLES FOR MOBILE APPS

Inspiring mobile apps ideas for...

Recruting & HR

INSPIRING IDEAS OF APP TYPES

36. Process-tracking app - tracking HR activities to improve the onboard of new employees, manage compensation, recruiting processes, etc

37. Employees voice - for delivering a healthy and inclusive workplace

38. 360 app - complete evaluation & feedback for individuals and companies

39. Recruiting hub app - dedicated solution for increasing efficiency in recruiting processes

40. Automation for HR app - focused on eliminating redundant actions and activities

41. Rewarding app - focused on engaging and rewarding performant employees

42. Connector app - to improve communication between different teams that are involved in the recruiting processes

43. Real-time monitoring - for tracking employees' working time

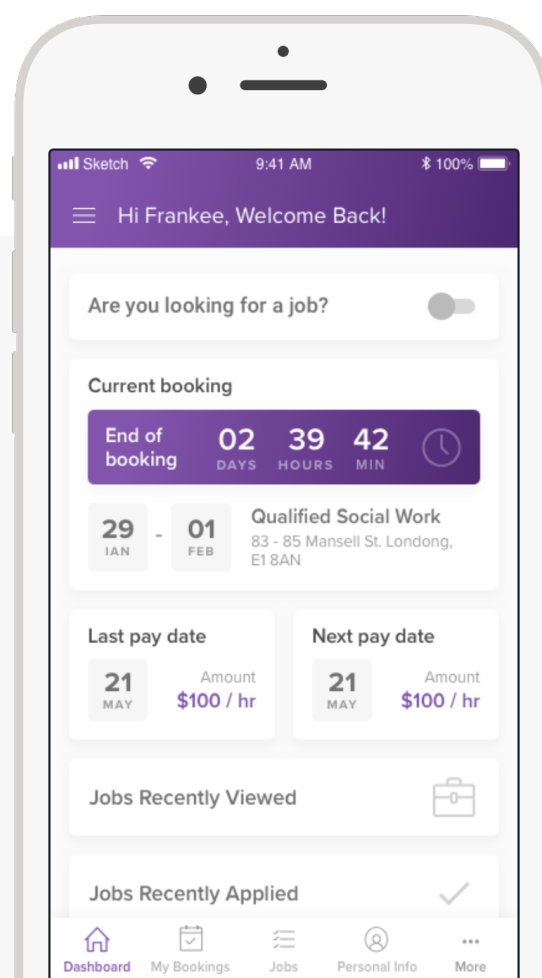
44. Employee lifecycle app - for monitoring each employee's evolution in a company

AN ILLUSTRATIVE EXAMPLE: **nGAGE**

Client's need: Our client wanted to be GDPR-compliant, and also required a solution to manage the relationship between HR and candidates better. The app was designed to solve all types of problems the client encountered before.

Result: Delivering an all-in-one GDPR-compliant HR solution able to keep candidates and recruiters on the same page among the processes.

[FIND OUT MORE ABOUT THIS PROJECT](#)

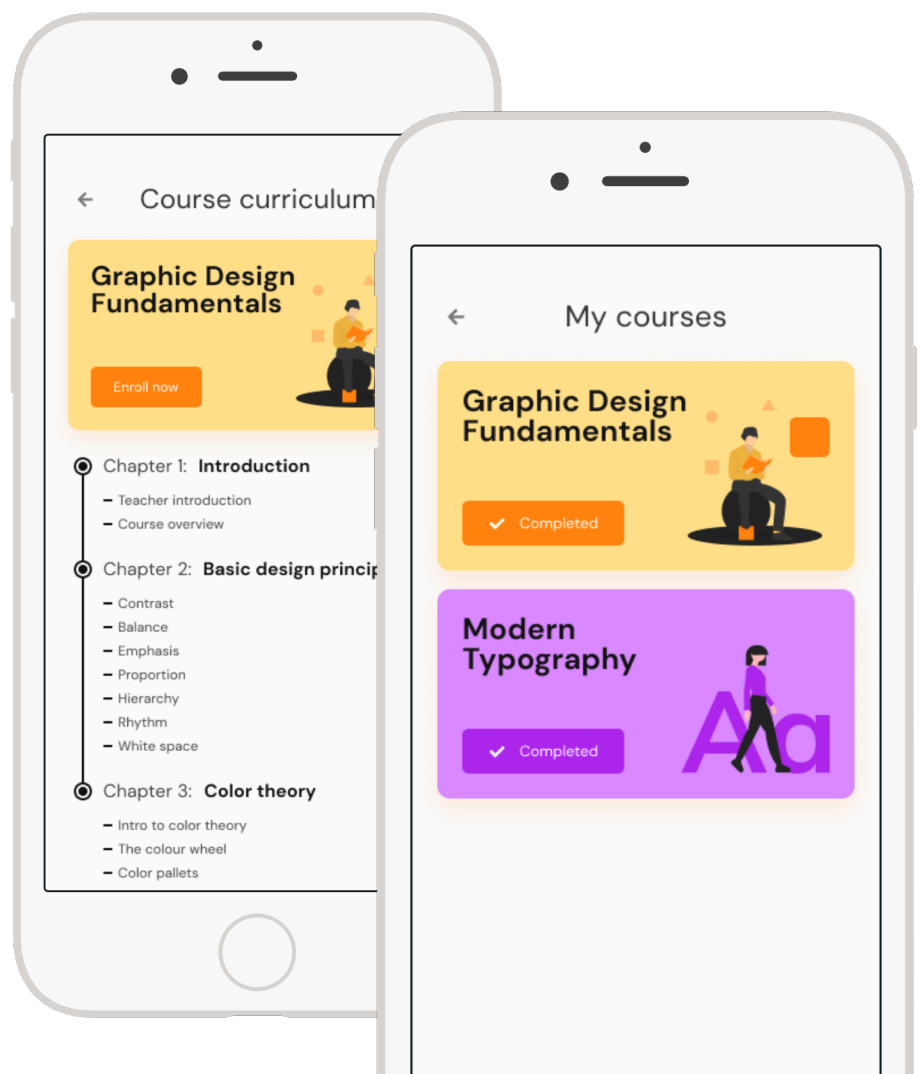


Inspiring mobile apps ideas for...

Education

INSPIRING IDEAS OF APP TYPES

- 45. Mates knowledge exchange
- 46. Educational network
- 47. Library app - for ebooks
- 48. Courses and classes app
- 49. Writing converters
- 50. Quiz app for testing knowledge
- 51. Discovery app based on photos triggers
- 52. Solution-provider app
- 53. Interactive learning
- 54. Learning planner



Inspiring mobile apps ideas for...

Entertainment & lifestyle

INSPIRING IDEAS OF APP TYPES

- 55. Food ordering & delivery** - for increasing sales volume via online ordering options
- 56. Appointments app** - for services like hairdresser, salon, etc
- 57. Fitness coach** - to provide access to fitness programs and track users performance
- 58. Life tasks** - to make daily routine more productive
- 59. Check-in app** - to connect better with friends and family through the places users routinely visit
- 60. Third-party keyboard** - for cooler experiences for users while they are typing
- 61. Shared list** - to help users share grocery lists, recipes, etc

AN ILLUSTRATIVE EXAMPLE:

MANSION PUB

We developed an e-commerce website, enabling their customers to order and make reservations online. Next, to help our client manage an increased volume of customer requests, we offered to build a mobile app that notifies the owner and the staff of each order and reservation as quickly as possible.

[FIND OUT MORE ABOUT THIS PROJECT](#)



Inspiring mobile apps ideas for...

Associations & Government

INSPIRING IDEAS OF APP TYPES

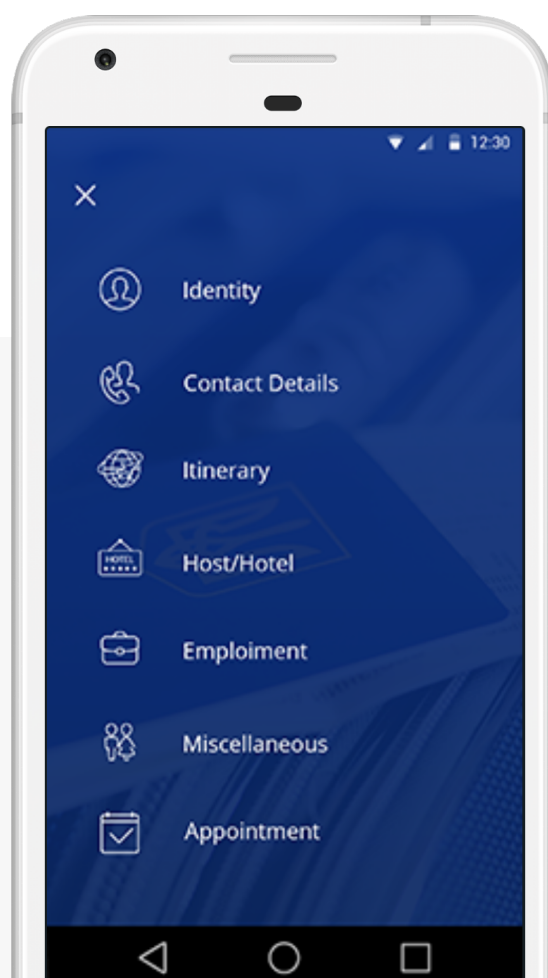
- 62. Online services
- 63. Smart city/ smart OPC/ smart Local Police
- 64. Conference and event
- 65. Polls & surveys app
- 66. Donation app
- 67. Keep people informed

AN ILLUSTRATIVE EXAMPLE:

DigiConsul

Combining multi-channel, applicant engagement features and “score” an application before “judgment” by the consular corps.

[FIND OUT MORE ABOUT THIS PROJECT](#)



Interested to start developing a mobile app with Roweb's dedicated teams?

Starting a new project with us it's easy. [Fill the form](#) and send us relevant details about your software development needs, and we'll get back to you as soon as possible with a project brief or even with a project proposal (if the project requirements sent by you are complete).

GET IN TOUCH WITH US

UNTIL SENDING YOUR PROJECT REQUESTS, HERE ARE SOME THINGS YOU MAY WANT TO KNOW ABOUT US:



16+

Years longest ongoing relationship with a client



127+

Senior developers ready to work in dedicated teams



4

Offices in 5 cities



16+

Years of experience in the software development industry

TECHNOLOGIES THAT WE USE



METHODOLOGIES

• Agile

• Scrum

• Kanban

• Waterfall

ROLES WE PROVIDE

• Project Managers

• Business Analysts

• Developers

• Q&A Specialists

• Scrum Masters

• UX Designers



CHECK OUT OUR WEBSITE: ROWEB.RO