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Revamping Your Mobile App? Consider Updating Or Adding These 15 Elements

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The drive for businesses to create mobile apps to provide information and services to their customers has been around for a few years now. With the constant influx of new releases, businesses need to keep updating and upgrading. A mobile app created and launched a couple of years ago probably looks and feels outdated now, and a "release it and forget it" approach can lead to bugs, glitches and inefficiencies.

If you're considering revamping your company's aging mobile app, it's important to know which upgrades will make the biggest impact (and what you overlook at your peril). Below, 15 Forbes Technology Council members share their best tips for businesses whose mobile apps need an update.

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1. Known In-App Problems

Take the opportunity to revisit all the data you've collected and use that data to drive changes. Start with user feedback, heat maps and known problems in the app. Refresh your user interface/user experience. The trend in UI has been to turn away from a look and feel that's staged and artificial into one that's more real and authentically human so you can connect with your users on a more personal level. - Ruchi Goyal, Accenture

2. User Interface

Improving the UI would be a great way to start. Comparing your app to the top-performing apps will show where they are excelling. Apps are all about usability and speed, so making sure the app is user-friendly and efficient and achieves the goal quickly will guide the revamp process and ensure success. - Brian Davidson, Congruity360

3. User Experience

Attention spans are getting shorter, expectations of tech are getting higher and the motives to keep and use another app are getting stronger. First, ensure it's still a viable channel to invest in—that it serves the customer and makes business sense. Then, work on and test the experience it offers to address new behaviors, tastes and needs. Process trumps substance, but both are vital here. - Diana Xhumari, Tegeria

4. In-App Chat

According to Upland Localytics, nearly 60% of downloaded apps are abandoned after just one month, and 73% are abandoned three months after download. One of the keys to user retention is engagement. In-app chat can increase user engagement, frequency of use and retention. By implementing a messaging functionality into their app, businesses can foster feelings of community among users. - Thierry Schellenbach, Stream - Chat & Activity Feed APIs

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5. Edge Computing Architecture

Old mobile apps built around data sitting in a centralized data center with application logic on a device show their age with delays in fetching data, leading to the spinning wheel of death. Modern apps use edge computing architectures where data is moved to local devices, which leads to responsive applications and reduces congestion on networks and data centers. This reduces cost and leads to better customer satisfaction. - Ravi Mayuram, Couchbase

6. 5G Optimization

The evolution of 5G is the perfect time to seek a boost in the content and quality of apps. Additionally, the apps of years ago didn't monetize in the manner the consumer has since grown to expect. A new approach to the monetization of an app can often make the revamp a self-funded event. - Kyle Pretsch, Leslie's Poolmart

7. Communication And Information Exchange

For internal productivity applications, many businesses would benefit from updating any features around communication and information exchange, including the UI. This is especially important now that many of us knowledge workers are working from home. Having the ability to effectively communicate with our colleagues in real time is what enables us to stay productive in this new normal. - Sébastien Ricard, LumApps

8. Privacy Policy

I would definitely recommend a company take the time to revise its privacy policy and add privacy nutrition labels. While now it is a requirement only for iOS devices, it's not hard to guess that Google will join Apple soon. - Boris Kontsevoi, Intetics Inc.

9. Layout That Takes Advantage Of Larger Screens

Screen sizes and resolutions have changed significantly in the last few years. If you are updating a mobile app after a couple of years, you should redo the layout to take full advantage of bigger screens. Replace old graphics with higher-res ones. And if it isn't already, at least move towards making it a full-experience app—an extreme example is an e-commerce app that you can't use to buy the product. - Vikram Joshi, pulsd

10. Accessibility

I believe accessibility is one of the most important factors. Ensuring all users can use your app with ease should be at the forefront of any mobile developer's mind. If you don't ensure your app is designed and tested with accessibility in mind, you're alienating an entire group of users, and you shouldn't be. Take the extra time and design for all your users, not some. - Brandon Mintz, Bitcoin Depot

11. Security Features

Outdated apps need to update both their security features and the ease of interface with those features. Often, it's not that apps don't have the right biometric or multifactor authentication; it's that getting through these steps can range from tedious and confusing to downright impossible. So don't just update your app security—make that security user-friendly. - John Shin, RSI Security

12. Embedded Support

Traditionally, consumers are kicked out of an app into an 800 number and have to repeat their issue and use outdated, less secure methods of verification. By embedding support in the app, companies can deliver a modern customer experience by leveraging rich contextual data and modern security features to streamline support requests and deliver personalized resolutions more rapidly. - Anand Janefalkar, UJET

13. In-App Payment Options

One thing businesses should revamp in their mobile apps is the way they embed payments. Mobile payments have come a long way in the last few years. Consumers are looking for contactless payments, and businesses can collect payments via mobile instantly and in a secure way. Businesses can now use modern libraries that support credit cards, in-app purchases, and mobile and digital wallet services. - Adi Ekshtain, Amaryllis Payment Solutions

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14. System Compatibility

Any update must include compatibility with updated smartphone systems and app performance. It may seem intuitive, but iPhone and Android updates can slow down an older app or render it useless to the customer. Schedule regular testing for the app on your target devices, and implement updates to go with iOs or Android. Ask for customer feedback to identify areas of improvement as well. - Arnie Gordon, Arlyn Scales

15. Any Elements That Seem Buggy After Testing

With any mobile app, you need to test, test and test again. Over time, OS updates, new devices and more will mean your app may not work as well as it did two years ago. Testing how your app works, even after production, is the key to ensuring your app doesn't look outdated and buggy. - Ronald Cummings-John, Global App Testing

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Boris Kontsevoi is a founder and President of Intetics Inc., a leading global software engineering and digital transformation company. Under his leadership, a group of software engineers developed into a truly global technology company with multiple professional certifications and industry awards, including the Global Outsourcing 100, Software 500, and Global Sourcing Association best of class company.

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