

Top 7 Android App Development Trends for 2023

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In brief

Android is a globally used platform that needs no introduction. Brand-new technologies provided by Android deliver a wonderful experience to both developers and users.

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Application development trends are replacing each other at a high speed. Therefore, in order to make the product stay in demand, it is worth keeping up with them. This article will cover the latest trends in Android app development - let's start!

Instant Apps

The popularity of such apps still keeps rising. Their aim is to provide the opportunity to try an app before downloading. This technology is beneficial for the e-commerce field and games. The user is able to test the game for some time to understand if it is worth installing.

To illustrate, the New York Times has developed the Crossword app with this technology available.

Let's list the main advantages of instant apps:

- Availability to test the app's full functionality before installing
- Increased user engagement due to testing opportunity
- Storage economy since the download is not required
- Less traffic than in native apps, but the same experience

The development flow of an instant app is comparatively easy. Android Studio enables us to build an app from scratch or convert a ready-made one. The Android API and source code remain the same while the building process, which also greatly simplifies development flow.

Google provides Android engineers with a guide on instant app development.

Multiplatform Development (Flutter)

Flutter is a Software Development Kit (SDK) from Google.

Flutter is useful for building cross-platform apps with a native interface. This framework is beneficial due to its integrability and versatility.

Why choose Flutter for application development?

- User-friendly design : Flutter allows us to implement platform native widgets and edit their actions.
- MVP development : The development flow for both platforms with Flutter is less time-consuming since it allows us to create two app versions at once. Therefore, this framework speeds the MVP development process to receive first feedback sooner - says Slava Vaniukov, expert and CEO of Softermii.
- Useful material : Google has detailed documentation for Flutter. There are also lots of educational materials online from tech-savvy experts, sufficient for successful product development.

Flutter incorporates lots of benefits, due to which this framework has become not only a trend but an indispensable part of Android development. Google Ads, Alibaba, and Reflectly are based on Flutter. Each one has a brilliant design and outstanding features.

Here's another helpful Flutter library called SlidingTutorial for Flutter intended to create onboarding animation.

Artificial Intelligence and Machine Learning

These technologies have come in handy for every smartphone user. Google released an intelligent Assistant based on these technologies. What's more, AI was used to create such photo editing apps as Prisma and Face app.

This year the AI trends incorporate the following features:

- Smart assistants
- Voice translators
- Smart predictions

AI and ML integration can excel and advance Android development.

The user behavior research made by these technologies may offer more relevant suggestions in various fields depending on the app theme.

Social networks attract users with unique, engaging content, which opens lots of opportunities for the e-commerce field. For example, target offers shown to the interested audience can increase sales.

Another example is Netflix, which suggests what to watch on the basis of the watched list.

LinkedIn utilizes AI algorithms to show relevant work offers by assessing user's competency and experience.

AI and ML implementing into the Android app are impossible without these APIs:

- Face APIs : It is created for face identification on photos or videos.
- Text APIs : This API allows identifying written Latin-based text on pictures and recordings as well.
- Barcode APIs : It enables scanning and reading barcodes.

Chatbots

This feature is a widely used one due to the constant availability of support. Clients are able to ask a question in the chat and receive a response without the interference of the "alive" manager. Furthermore, chatbots are beneficial since they reply fast and to multiple customers simultaneously when it requires several hours for a manager.

Starbucks decided to use all the pros of this technology and created the Starbucks Barista app. It allows clients to order the drink online and pick it up at the selected cafe.

Another successful chatbot illustration is Hello Hipmunk. This bot is created to plan journeys, order tickets and compare hotel prices, etc.

Android Jetpack

Android Jetpack is a collection of guiding material for state-of-art app development. It is included in the trendy list due to its efficiency, productivity, and convenience in the development flow.

Google provides structured data to utilize this instrument efficiently. It comprises four primary components:

- Foundation : Developers are provided with cross-cutting functionality, like testing and Kotlin programming language integration.
- Architecture : Architectural components are useful for complex solid application development.
- Behavior : By means of these components, specialists can implement essential features like notifications, permissions, etc.
- UI : These components provide widgets for user-friendly interface development.

On-Demand Apps

Delivering excellent service is not only a trend; it's the primary target for lots of platforms. Apps like Uber or Postmates help to cope with daily obstacles faster and easier. So if you want to advance your business, you should definitely create on-demand app.

Such apps fulfill various tasks. Nowadays, it's two clicks easy to shop using an app, order a taxi, food, or apply to cleaning services.

This type of apps can detect the users' location to choose the most convenient option among all the services. For instance, Google Maps allows the user to search the required places nearby and find out directions.

Users can receive required services immediately with on-demand applications. This way, services performance becomes higher, which will attract clients to come back again.

Internet of Things (IoT)

The Internet of Things is one more 2023 trend for Android apps since it provides applications with various opportunities.

Due to the statistics, the IoT market is expected to achieve \$1.6 trillion in 2025. Such industries as healthcare, logistics, e-commerce, and many more benefit from this technology.

Healthcare devices with the IoT are able to collect info about the user's health state and share this info with the therapist.

Another sphere that can take many advantages from IoT implementation is education. Edmodo, C-Pen, and Nymi are projects with IoT integration.

Edmodo incorporates various functions like communication with the tutor, receiving feedback, and sharing educational materials. In addition, parents are able to track their child's progress.

The Future of Android Development: Summarizing

The list of thriving technologies increases annually, and 2023 won't be an exception.

The trends mentioned above will continue to strengthen and enhance. Actual 2023 frameworks, such as Flutter and Android Jetpack, allow developing the application easier and faster.

In order to keep up with the trends and make your business sought-after, you should definitely inquire about the modern tendencies which can satisfy the needs of customers. Their number will definitely increase if their pains and requirements are fulfilled quickly, successfully, and efficiently.

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