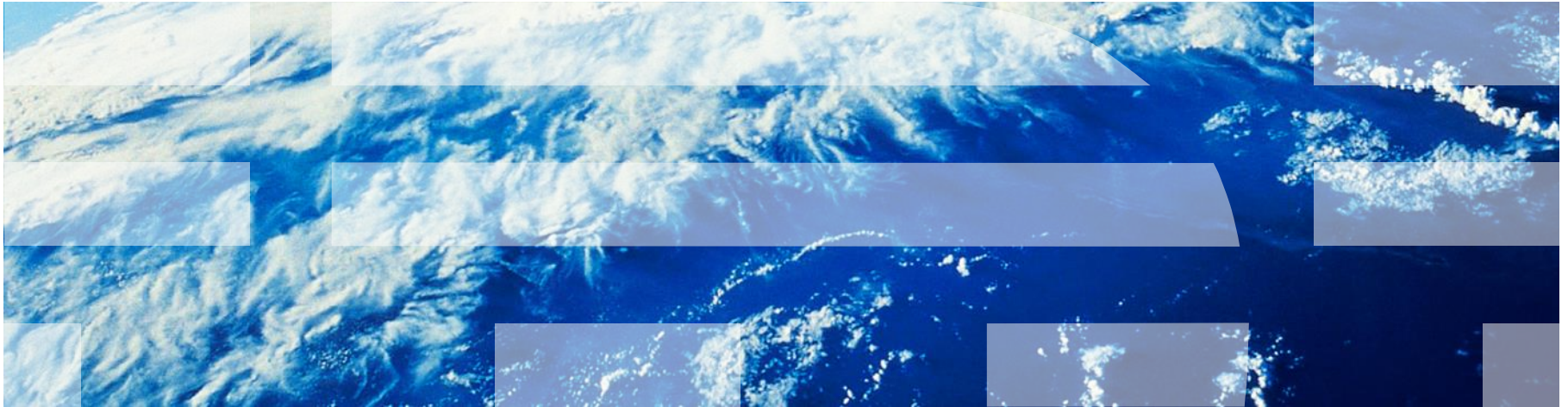


# Mobile Developer Study Japan add-on

## Key to successful mobile projects





We surveyed 585 mobile-focused developers and development managers from nine countries to better understand their approach to mobile application development. **50 respondents are from Japan.**

1/4 of mobile application development projects are successful\* in Japan compared to 1/3 worldwide

How can we increase the rate of success?

\* fully achieving budget, schedule, and project objectives

Key success factors in Japan are aligned with the WW findings: strong teams, flexible platforms, high collaboration, and use of user analytics

## The right team



### Experience and expertise for a strong cast

Successful project teams have greater mobile development experience, and are more likely to have the development expertise and specialized business/industry expertise needed

## The right approach



### Platforms set the stage for flexibility

Leverage platforms and methodologies to enable flexible development (e.g. agile software development)



### Collaboration keeps the production on track

Developers collaborate extensively with the business, designers, testers, IT Ops and end users throughout the project



### User analytics inspires the next act

Find inspiration in usage analytics, not just direct feedback

To make projects more successful, we identified three points to consider around development method, user analysis, and talent

### Japan unique consideration points

Involve broader team through **COLLABORATION** and **AGILE** development

- Compared with WW, fewer Japanese projects use a high collaborative / quick development approach such as agile
- In addition there is less collaboration between project stakeholders in Japan compared to WW

Proactively use **USER's VOICE / FEEDBACK** to improve application

- Japan's usage of user's voice (e.g. user review, feedback) for application development is below the WW average
- Utilization of social media sentiments is the lowest among all 9 countries surveyed

Engage **SKILLED DEVELOPERS** who can meet today's mobile requirements

- There are a number of developers with many years of experience in Japan (many of them are feature phone developers)
- Some projects encounter challenges in finding skilled resources to match today's mobile development needs

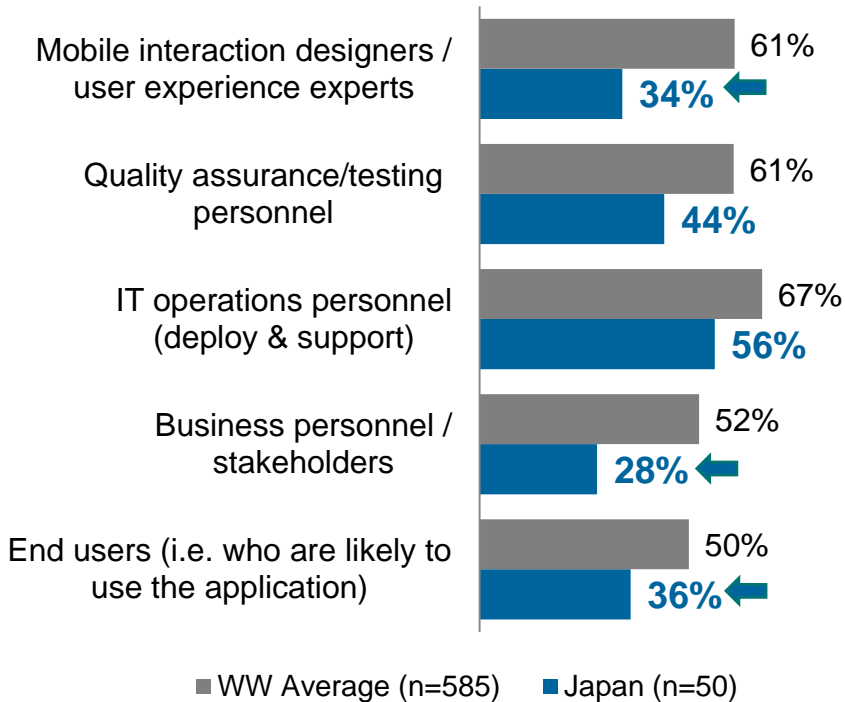
# Japanese developers tend to collaborate less with stakeholders and use less flexible development approaches when compared to WW

Japanese developers collaborate less, especially with **non IT stakeholders** like business personnel, end users, and designers

Japanese developers tend to use **fewer development approaches** that stress collaboration with project members

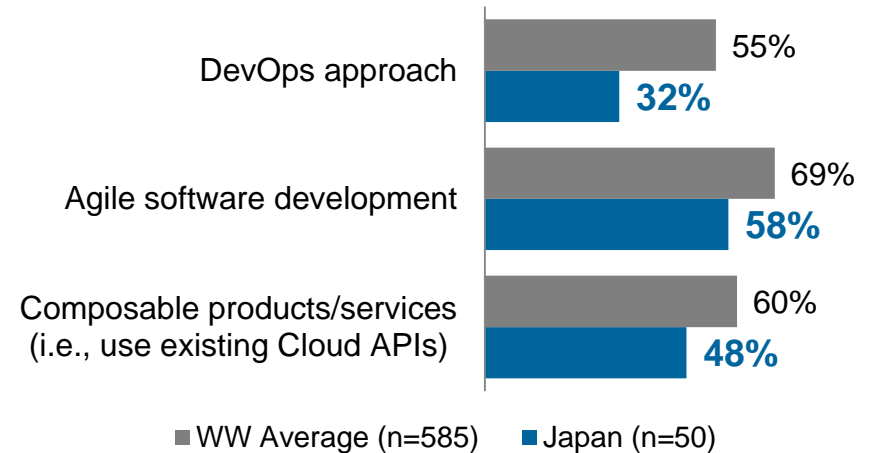
## High collaboration with stakeholders

% using high collaboration with each stakeholders



## Use of the following approaches

% using high collaborative/quick dev't approach

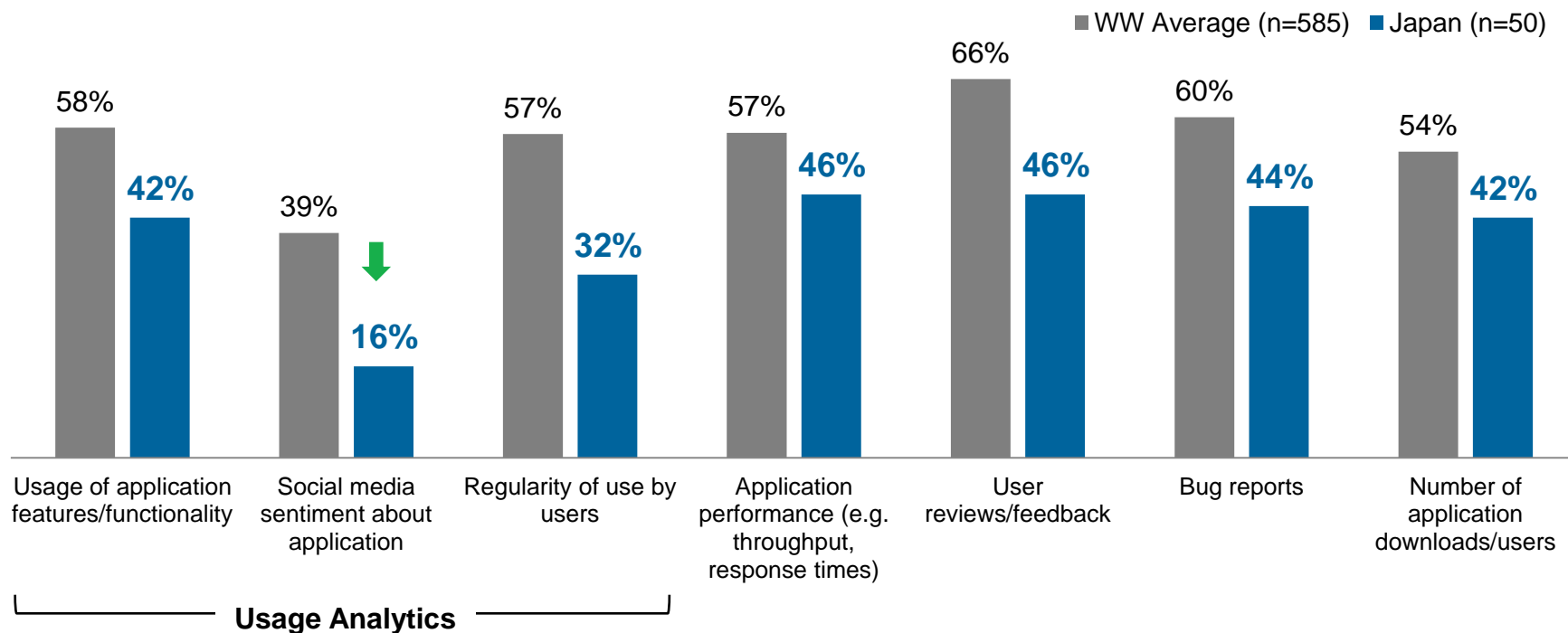


Source: IBM Center for Applied Insights, *Star qualities: What it takes for mobile development projects to succeed*

# Japanese developers do not monitor and analyze apps as much as WW counterparts, and are particularly behind with usage analytics

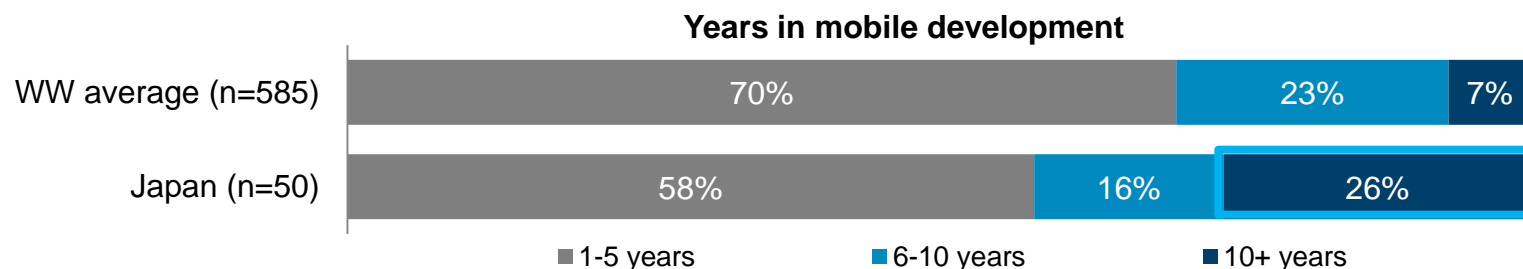
- The gaps between WW and Japan are bigger for **usage analytics** (app feature usage, social media sentiment, regularity of use)
- The utilization of **social media analytics** is the lowest among all countries

High monitoring / analysis of each item



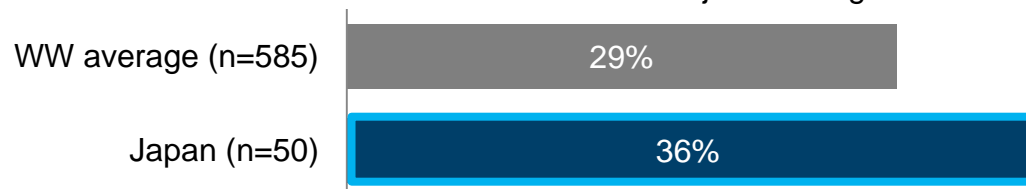
## Japanese developers have more experience than the WW average, but are challenged by the rapid pace of change

- The ratio of developers with **more than 10 years** in mobile development stands out (**26%**) among other countries



- Over 1/3 of teams are challenged by a **lack of specialized business/industry expertise**, and some experience difficulties in **securing sufficient technical resources**

### Lack of specialized business or industry skills/expertise on the team as a major challenge of mobile development



### What some respondents are saying

*“**Development of specialized human resources** is one of the biggest challenges for mobile development projects.” (Computer Services Industry)*

*“To **secure sufficient technical resources is hard** and sometimes we have to delay the project schedule.” (Financial Markets)*



Respondents



Japan mobile developers should take a collaborative approach for development, be attuned to user needs, and nurture skilled talent

**1**

Keep aligned with the broader team through collaboration and agile development

**2**

Proactively collect user feedback and incorporate it into the development process

**3**

Keep abreast with rapid technology changes, including planning for how to keep mobile developers up-to-date on the latest technologies

To learn more about the study, please visit

[bit.ly/cai-jp-mobile](https://bit.ly/cai-jp-mobile)