



The power to do more

INFORMATION

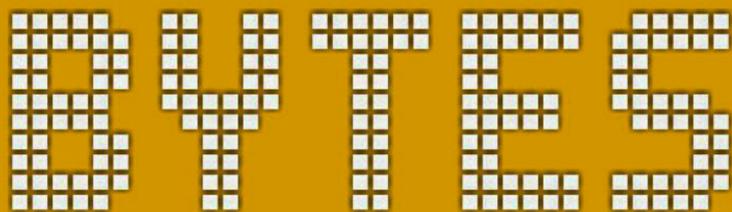
GADGETS

TECHNOLOGY

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# HOW MOBILE APPS HAVE CHANGED OUR LIVES

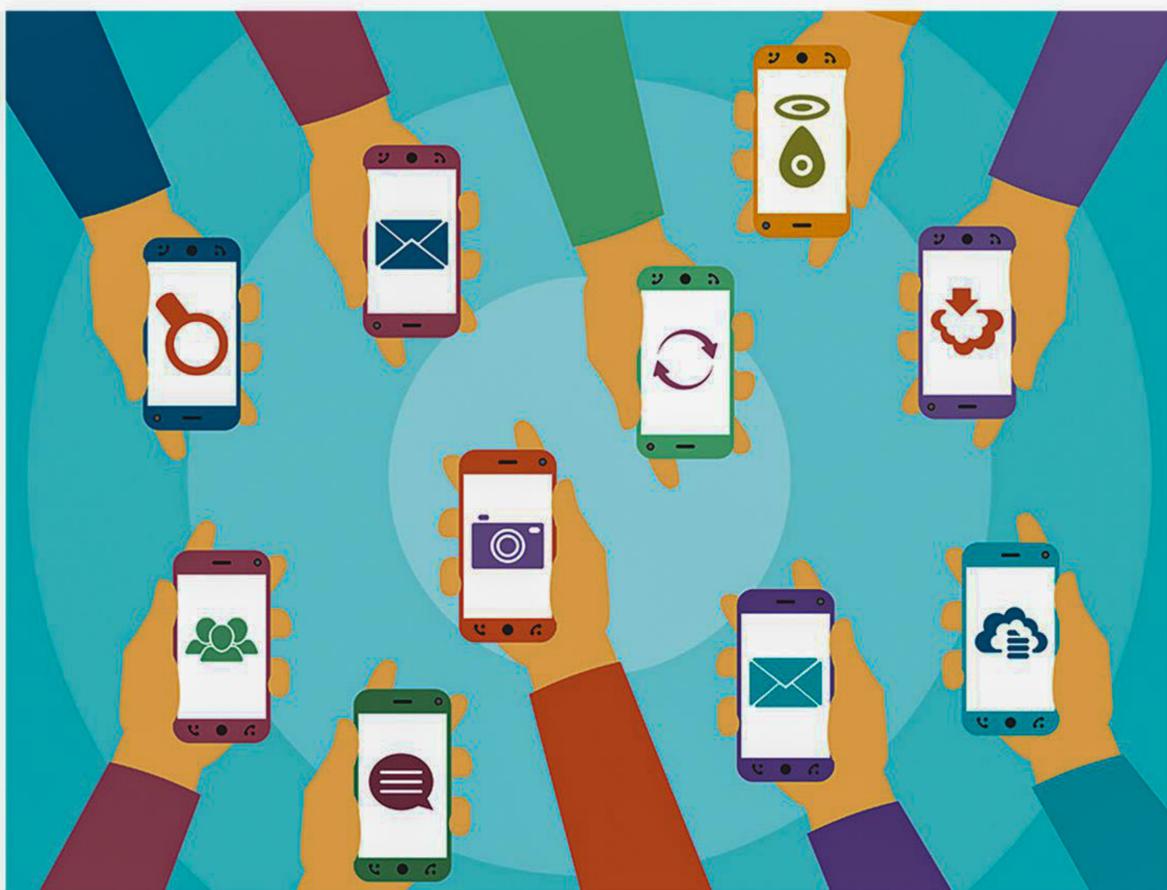
SHAHRIAR RAHMAN

In this day and age, one thing that we all consider an indispensable part of our lives is smartphones. This device allows us to stay in touch by calling and texting our loved ones, brainstorm by browsing the web, get work done by managing teams, and stay fit by tracking how we move. Undoubtedly, almost anything and everything can be done using smartphones. But what make these devices so useful are apps. Apps are, in a way, the heart and soul of every smartphone. People around the world wake up and open one of the numerous apps installed on their phones.

It is clear that apps have changed the way we live our lives. However, it is entirely possible to overlook the profound impact apps have on our lives. Let's have a look at how these apps impact our lives.

According to the 106-page report published by Hootsuite and We Are Social, more than one-third of the world's population has access to mobile apps. That's 2.549 billion people. And this figure has gone up by 30 percent since last year, which is an additional 581 million. The most amazing part is: out of the 2.549 billion app users of the world, 1.441 billion reside in the Asia Pacific region.

Coming down to the specifics. How much time do people spend on different types of apps? According to a study conducted by Flurry Analytics, the amount is bewildering. Users spend a whopping three hours and 40 minutes on apps - the majority of which is spent on social media (nearly 27 percent). You might think that since so many people use apps, there would be a wide variety in usage. Sadly, you couldn't be more wrong. Out of nearly four million apps on the Apple and Google Stores combined, only 36 apps are being installed by a regular user; out of those 36, only 26 are being used regularly. By regularly we mean apps that are being used at least once a month. But if we look into apps that are being used daily, the number won't cross 10-12. Of the 36 installed apps, 25 percent will be used once



per six months. All these figures suggest one very simple thing: we are way too much reliant on a handful of apps for our day-to-day activities.

So how do apps play their part in daily life? According to a study conducted by University of Washington, the average tech savvy user has up to 349 encounters with

apps in 18 hours, assuming six hours of sleep. And this starts every morning since the first thing that a user does after waking up is pick up their phone. 93.8 percent of the case subjects responded that they open their phone's email and calendar app in the very first hour of their day. Then they put on music through a streaming app, call for cabs

or rides using apps, and check their social media updates during the entire commute. The app encounter rate slows down when the user enters the office, but slowly picks up as the day goes by. By evening, when everyone is leaving the office, the app encounter rate skyrockets and stays that way till around three in the night.

These app encounters have essentially changed the way we lead our lives. People who never used to go on walks are now installing health tracker apps and keeping tabs on their activity. People who never liked playing games outdoor now walk miles to find a rare Pokémon. And people who were too lazy to cook their own food now resort to apps to have healthy, home-cooked food delivered to their doorsteps.

In Bangladesh, we have seen people mostly using apps for social media and email or even chatting. But slowly and steadily that trend is changing. We now have an increased volume of YouTube views in the last couple of years. Moreover utility and productivity based app are also more frequently being used. Starting from ride hailing services like Uber or Pathao to food delivery services like Hungry Naki or Food Panda to balance recharging apps like Uday or Easy.com.bd - all are being plugged in to our daily app ecosystem. Banking and billing services are quite popular too. Most of the prominent banks now have app of their own using which you can do the very basic stuff. Some have advance features including inter-bank transfer, balance sheet management, auto-debit instruction option etc. With apps like Tonic, Doctorola or even Rx71 you can setup appointment with doctors. You can also see what medicines to subscribe, pay for your medical insurance and get health tips on a regular basis.

If you want to keep yourself entertained, you need not to look much further. Even without YouTube there is thousands of local app that are dedicated for this purpose only. Most of the operators now have music & video streaming apps with a rich content library. Though local mobile gaming industry is at a very nascent stage, still there are some promising local games that have garnered quite a fan base.

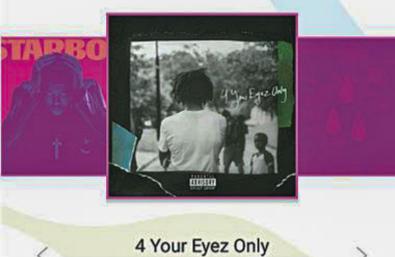
To be honest, if you look back even just couple years back, you won't find this sort of app dependence. Truly, apps now has changed the way how we lead our lives.

## THE TOP FIVE MUSIC STREAMING APPS IN TOWN

AMIYA HALDER

Listening to music is probably one of our biggest pastimes. Not so long ago, it was the age of cassette players or disc-mans. Then came the iPods and Mp3 players. These could store hundreds of songs easily. But with the advent of internet, came along music streaming apps. Here we listed the most popular five local music streaming app with a great music library.

Featured Albums This Week



4 Your Eyez Only

### ROBI/AIRTEL YONDER MUSIC

Downloads: 100,000 | Rating: 4.1 Unlike GP Music and Banglalink Vibe, Yonder Music is free for Robi and Airtel subscribers. Yonder's Snap Karaoke feature lets you sing along to your favourite tracks, record the experience, and share it with your friends. Boasting a collection of over 20 million songs, it has a Discovery mode for both local and international content, as well as a personalisable feature and exclusive content on concerts and artists. Yonder is available on Google Play as well as the App Store.

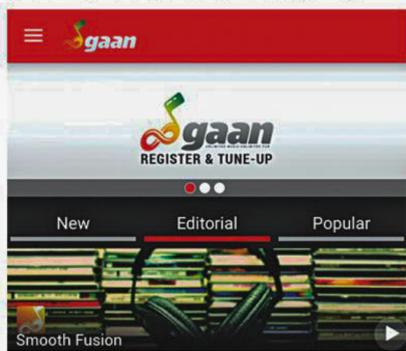
### BANGLALINK VIBE

Downloads: 10,000 | Rating: 4.6 Like GP Music, Vibe has a 30-day free trial offer and simple subscription plans. Vibe promises to bring you everything from the latest hits to hard-to-find classics on your Banglalink powered smartphone. Although it's only available on Google Play, you can access your playlist from multiple devices.



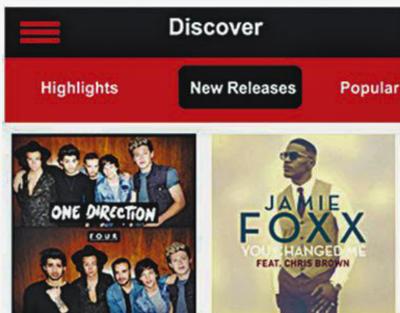
### GAAN

Downloads: 50,000 | Rating: 4.6 GAAN is exclusively dedicated to Bangla music and Bangladeshi musicians. Discover new music and artists from the on-demand radios or simply browse genre-based radios and playlists. Besides creating personal playlists, users can create their very own radios and share favourite artists and songs with friends on Facebook. GAAN is available on both the App Store and Google Play.



### GP MUSIC

Downloads: 100,000 | Rating: 4.2 Available on the App Store and Google Play, GP Music claims to bring the country's largest digital music collection to your fingertips. With both online and offline music streaming features, you can explore hundreds of curated playlists or build your own from scratch. There's a 30-day free trial option, and daily, weekly, fortnightly and monthly subscription packs to choose from. A cool feature is the points system - stream music and earn points which you can cash in for exclusive benefits. The drawback is that it's only available for GP users.



### MJAMS

Downloads: 100,000 | Rating: 4.0 mJams offers two modes to its users: Discover and Jamming. With Discover mode, you can check out local and international highlights, new releases, as well as popular albums, tracks and playlists. Jamming mode is the new radio - choose a genre, hit play and enjoy. Alternatively, pick a mood and have a curated playlist do the rest. On the downside, mJams isn't available on the App Store.

## TECH HAPPENING

### BIGPRINT TONER TO 'REDUCES 70% PRINTING COST'

Technologies has introduced a new laser printer toner product of BIGPRINT brand. The company in a statement claimed that the new branded toner, sound with any laser printers including HP, Cannon, Samsung, Dell, Brother,

Lexmark, Konica Minolta, will 'reduce office printing cost to 70 per cent'. Sysemeye authority announced the official market launching of the BIGPRINT toner at a press meet at a Dhaka restaurant on Saturday.

### Samsung announces pre-order of Galaxy S8 and S8+ in Bangladesh

Samsung unboxed the Galaxy S8 and S8+ in the Bangladesh Market. Preorders began on April 12 with exclusive bundle offer from Grameenphone. Customers can pre-book by visiting www.preorders8.com or www.grameenphone.com or from any Samsung store or Grameenphone center. In Bangladesh, the Galaxy S8 will be available in Midnight Black and Maple Gold. The Galaxy S8+ will be available in Midnight Black, Maple Gold and Coral Blue in all authorized Samsung stores and Grameenphone Centre. The Galaxy S8, priced at Tk. 77,900/- can be pre-ordered with confirmation amount of BDT 5,900 with 36 months EMI starting from BDT 2,000. The Galaxy S8+, priced at BDT 83,900, can be pre-ordered with confirmation amount of BDT 7,900 with 36

months EMI starting from BDT 2,111 at 0% interest with all leading banks.



### UBSL to bring MSI laptops and BenQ products



Unique Business Systems Ltd. (UBSL) Recently organised a Press Conference to introduce their new product line of MSI laptop & BenQ products. In an statement issued to the press, UBSL informed that they are introducing high performance MSI laptops and BenQ monitors.

Facebook announces victory over a spam operation after six months of combat



LeEco pulls the plug on its EcoPass video service as stories of US struggles mount



Robot tutor Musio makes its retail debut in Japan



Apple gets permit to test autonomous cars in California



MSI announced boishakhi offer on MSI motherboard Intel 6 Gen, 7 Gen & AMD and VGA card 900 and 1000 series

