Mobile Application Performance Monitoring

Description

Cloudwise APM's mobile module enhances app performance monitoring by collecting user experience data, helping to identify and address issues like crashes and slow loading times, and facilitating data analysis to improve user retention and lower costs.

Functions

1. Action Analysis
Real-time tracking of user actions and crashes for quick detection and resolution, linking user experience with backend processes to reduce user churn.

2. User Analysis
Immediate response to app issues like crashes and Application Not Responding (ANRs), focusing on core users to prevent their loss due to app malfunctions.

3. Network Analysis
Assessing app network health and tracing requests efficiently to connect frontend experiences with backend operations.

4. Start Analysis
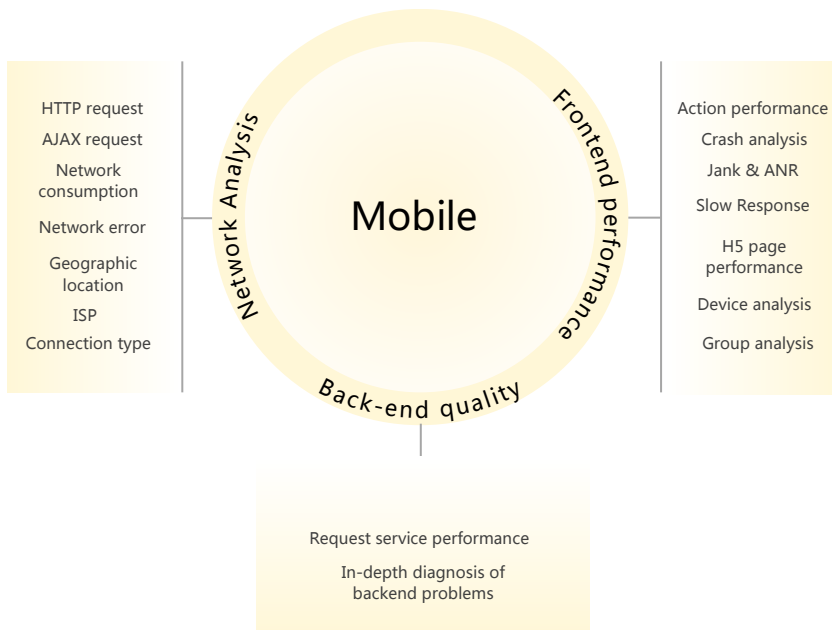Evaluating user app startup times, including first, hot, and cold starts.

5. Problem Analysis
Active monitoring of app issues, statistical data analysis of crashes and ANRs, and detailed examination of specific problems.

6. Error Analysis
In-depth tracking and examination of HTTP and AJAX errors, pinpointing request details and response processes.

An overview of the product's features and their integration

	Mobile	
Network Analysis		**Frontend performance**
HTTP request		Action performance
AJAX request		Crash analysis
Network consumption		Jank & ANR
Network error		Slow Response
Geographic location		H5 page performance
ISP		Device analysis
Connection type		Group analysis
	Back-end quality	
	Request service performance	
	In-depth diagnosis of backend problems	

Scenarios

1. Behavioral User Analysis
User behaviour data is used to identify and fix problematic actions, assess their impact, and resolve issues quickly.

2. Individual User Analysis
Tracking VIP user experiences on unstable pages to understand and optimize performance, improving user satisfaction.

3. Crash and ANR Optimization
Detailed analysis of crash and ANR data to reconstruct issues for faster resolution and to identify underlying causes.

4. App Start Optimization
Monitoring app launch trends and specifics to enhance startup performance and track down issues with the device's operating system.

Case Study

Client Introduction:
A premier online healthcare platform in China offering a range of services like doctor searches, consultations, and appointment scheduling. The client has multiple digital touchpoints such as the WeChat official account, website, and mobile app but is still lacking in effective app performance monitoring, leading to reactive customer service.

Solution:
Implemented VIP User Tracking and Network Performance Analysis for prompt issue resolution and reverse retrieval of network request statuses. Crash data collection was also enhanced for developers.

Client Benefits:
The operational staff experienced increased efficiency, business personnel gained better operational control, and management staff achieved more scientific decision-making capabilities.