

- [Which Smartphone is the best to target?](#)

### **Which Smartphone is the best to target?**

With an increasing number of Smartphones available on the market this is becoming an increasingly common question. Some would argue that certain devices are better suited to certain functionality. However who knows what the future will bring and whether the devices will change their appeal to customer segments.

Others would suggest that you should create as generic an App as possible so that it will run on every device. This may result in a widespread distribution of an App but it may not get the desired results of enhancing your brand. Creating a "jack of all trades, master of none" App will result in you not taking advantage of the features and functionality of each device in question. Not many consumers would pay for, or continue to use, an App that didn't live up to their expectations and provide them with smooth, simple to use functionality.

We believe the question should be re-phrased to "Which Smartphone is the best to target first?". As a company you should consider your target audience and create an application that appeals to that audience on their device of choice. Once that is completed, and launched, you should look at the other devices and determine if it would be beneficial, and increase your market penetration, if you also targeted a different device. The App doesn't need to be identical in functionality. It just needs to make the best use of the device and continue to enhance and drive home your Company's brand.

Any reputable application development company should help you to determine which device to concentrate on first and how best to utilise that devices functionality to create the desired user experience. They should then be able to guide you regarding the use of other platforms if appropriate.

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