Module 1 – Written Exercise Chapter 1

Question #6 – Many customers who use mobile devices prefer to make purchases using a mobile app instead of their device's Web browsers. It is less clear that these customers search for and select specific products using only the merchant's dedicated mobile app. In about 200 words, outline the advantages and disadvantages of using a specific merchant's mobile app to select and purchase products.

Some mobile apps are better designed than others. For example, I will use the Kroger app only when I need to find my digital coupons. It is not set up well for item searches or prices. It is also pretty slow to do anything other than select the digital coupons needed. It is easier to use the app for the coupons than it is to do on a web browser though.

An advantage of the mobile apps is better security. Although information is still being sent over possibly unsecured networks, many of the main apps like Amazon seem to have their own additional security protocols. My credit card information is already stored through my Amazon account, and I don't have to enter it every time. So, there is less of a chance to have it stolen.

A disadvantage of many apps, as I mentioned a couple paragraphs ago, is that searching on them is more of a pain. I find that searching for products to buy is more of a pain on my phone in general. Usually, I will use my desktop computer browser to make my searches and purchases. If I need to purchase something on the go, then I will use an app for it.

Two things I do find the mobile shopping apps useful for are purchasing eBooks and music. Most of my apps that I use though are for games, and in game purchases are probably what I buy most in any apps. I generally prefer to use my desktop or laptop computer for most things. I like a bigger screen than a mobile device can provide, and I like faster processing.