

MOBILE APPLICATION DEVELOPMENT TRENDS

Kovalchuk V. O., student

Scientific supervisor – Vanik I. Y., Senior Lecturer

Belarusian National Technical University

Minsk, Republic of Belarus

Mobile application development is gaining popularity these days, as mobile apps are actively integrated into everyday life. Today, mobile developers are in demand everywhere: corporate applications have mobile versions, the media have mobile applications, businesses are actively translating their loyalty programs into applications. A mobile application is a guarantee that you will remain in the hands of your client, and almost all companies understand this. The mobile development stack is actively updating, so a mobile developer must be ready to absorb new information and study manuals in large quantities. The key requirements for Android include knowledge of Android SDK, Java, Kotlin, Rest/SOAP, various APIs, SQLite, etc. iOS developer should be proficient in Objective-C, C#, Swift, and Apple Development Guidelines. Moreover, both platforms demand knowledge of structures and algorithms, understanding of the principles of design and design of mobile applications, knowledge of network protocols and SQL, skills with the App Store and Google Play. The latest mobile app design trends incorporate simplified design with the air space between the elements and bright, pure colors; voice input with the help of voice assistants; personalized user interface when the user's contact with the interface is reduced to a few seconds and contributes to the solution of several tasks at once. Both content and services are personalized. One more mobile development trend includes customization. It allows users to customize the theme and order of elements, remove and add blocks. Thus, the user will be able to see only the information necessary for him. It should be noted that video content wins today. Animation and cartoon characters are actively implemented in the applications. There are almost no applications with a side menu. The priority in mobile development is the context menu, which is connected using Long Tap technology, and the area of work with the interface is shifted down. Finally, a seamless interface has become one of the main trends in mobile development.