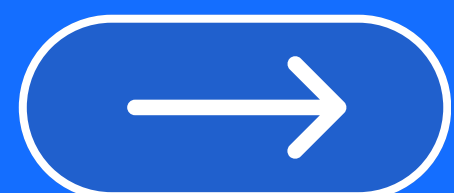


Making Mobile Simple

Monitoring & diagnostics for **mobile apps**

by Gabrielle Earnshaw

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The challenge of mobile vs. web

- Web applications - always **connected**, monitor centrally.
- Mobile apps - **remote** diagnostics needed.

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Add tools according to the stage your app is at

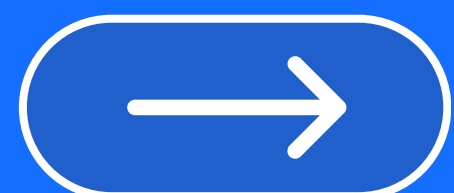
- **Pre-launch** - Before you go live
- **Early Growth** - Post-launch
- **Scaling Up** - Scaling your user base
- **Mature** - Operating at scale

by Gabrielle Earnshaw



Pre-launch - aims

- Diagnose and fix local dev issues.
- Track app crashes and freezes.
- Monitor app usage across iOS and Android.
- Ensure basic performance monitoring is in place.

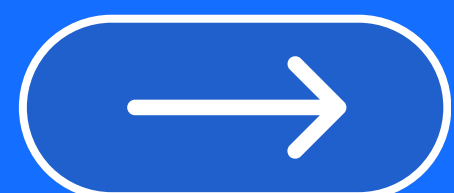


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Early Growth - aims

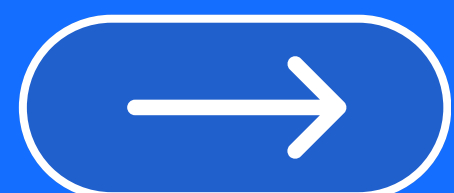
- Allow **users to report** issues.
- Monitor **key feature usage**.
- Gain **visibility into errors** beyond just crashes.
- Add extra logging before an error or crash for **better context**.

by Gabrielle Earnshaw



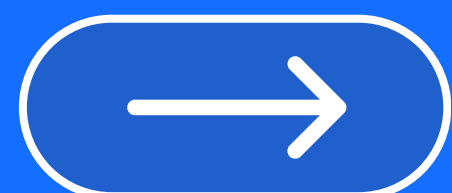
Scaling Up - aims

- Streamline diagnostics collection for faster issue resolution.
- Introduce targeted diagnostics for specific workflows or problem areas.



Mature - aims

- **Resolve bottlenecks** within your team's processes.
- **Leverage third-party tools** to optimise issue resolution.
- **Streamline user feedback** and bug reporting.

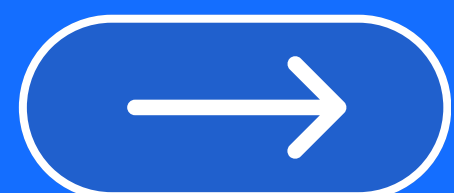


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For more information on the tools and techniques to use at each stage, **read the full article:**

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Have questions?

Visit my website to

ask me anything

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