

On the Importance of Performing App Analysis Within Peer Groups



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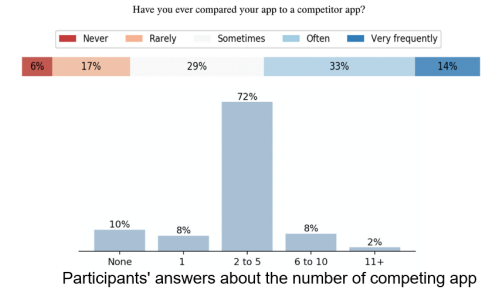


App stores offer rich options

The Google Play Store has around 2.9 million apps with multiple apps that provide similar functionalities and directly compete (i.e., **peer apps**).

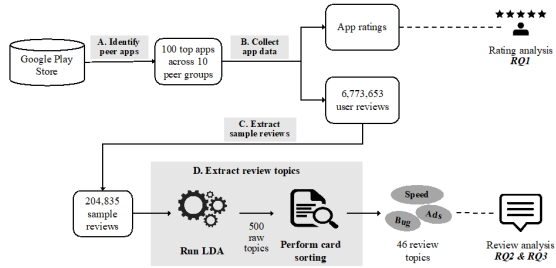
App	User reviews	Rating	High-level feature
AccuWeather	"Terrible accuracy. Keeps telling me it's snowing. No snow. Not a flake."	★★★★★	Forecast accuracy
AccuWeather	"Inaccurate weather forecasts. Says its partly sunny where it is actually overcast"	★★★★★	Forecast accuracy
Weather Live	"Excellent accuracy in forecasting the weather for my area"	★★★★★	Forecast accuracy

Competitor analysis is a common practice in mobile app development



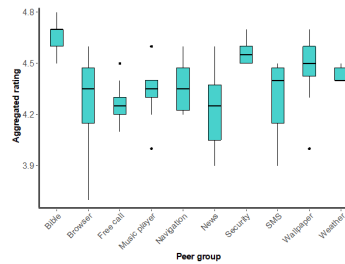
EMSE 2021 "FeatCompare: Feature Comparison for Competing Mobile Apps Leveraging User Reviews"

Our process for analyzing peer apps



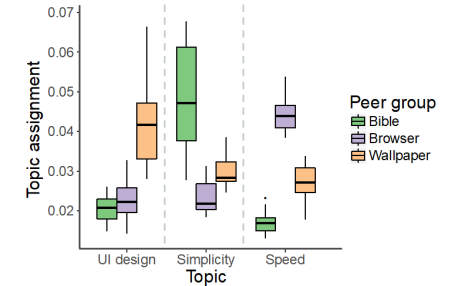
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Comparing user ratings within peer apps can provide very different results from comparing user ratings from a global perspective



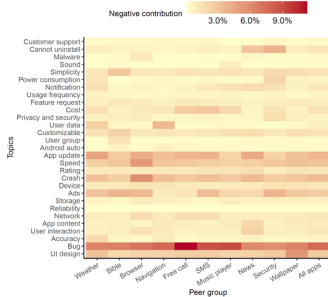
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General topics are mentioned more homogeneously in the reviews of the similar apps



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A general topic that appears less "harmful" from a global perspective can bring much more negative contribution to certain peer groups



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Take-home message for the study of peer-apps

Performing peer-app analysis can provide a unique and more relevant view than performing app analysis from a global perspective.

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