Publication: Brainstorm
Title: The mobile app developer
AVE: 37324.8
Page: 18
Publish Date: 01 April 2021
Author: Tamsin Oxford

The mobile app developer

The world of mobile, apps and services at a tap, explored by those with the skills to bring the technology to life.

Tamsin Oxford Karolina Komendera

The role of mobile app developer is hardly new. Ever since Apple coined the phrase, 'there's an app for that', people have been creating inventive, strange and interesting solutions for themselves, customers and organisations. There are gaming apps, finance apps, lifestyle apps, exercise apps and so much more, stuck in between the gaps that we didn't know needed filling until, you guessed it, there was an app for that. So why is this still a burgeoning career? Perhaps because the statistics that surround apps are staggering. In 2020, consumers downloaded 218 billion apps to their devices, the app economy is expected to hit $6.3 trillion in 2021, and smartphones are evolving to make apps more accessible, battery life longer, and software more capable. In short, the mobile app developer is sitting inside a career that has a solid growth curve and their skills will remain on the most wanted list for some time to come.

"With around 5.2 billion unique mobile phone users in the world today, mobile devices have become the consumer platform of choice," says Charl Naudé, partner, IT enterprise services at King Price Insurance. "Mobile apps are becoming a game changer in many industries."

So, what exactly does the mobile app developer do? According to Naudé, they design, develop and implement the mobile applications that link companies to their clients,

Full Page Image

Publication: Brainstorm
Title: The mobile app developer
AVE: 37324.8
Page: 18
Publish Date: 01 April 2021
Author: Tamsin Oxford

> **"Critical to mobile development is the ability to visualise changes in near-real-time."**
>
> **Richard O'Brien,** Franc

quickly and easily. But that's only one side of a multi-faceted Rubik's cube. Carl Louis Barnard, CEO of Effectify, describes it as writing code for mobile apps, most commonly for platforms such as Android or iOS. Cam Naidoo, founder of Guerilla, says the mobile developer isn't sitting plugged into a dark corner anymore; instead, they're playing a vital role in business, bringing logic and use-case justification to the development process. And Norman van der Mescht, an executive at BBD, says it's someone who has to think about all the variances and potential caveats of their solution, understand the goal and the technical limitations, and is capable of engaging with multiple stakeholders.

"The mobile developer needs the ability to engage with other non-technical people and convey technical problems in terms that everyone can understand," adds Van der Mescht. "I think negotiation skills are key as well. And you need to be able to write good-quality, optimised code, work with other developers and be open to criticism."

The mobile app developer should also be user-centric, capable of understanding business principles, design for contexts and experiences, and have superb problem-solving skills. Kholo Magagane, head of enterprise marketing at MTN Business, adds: "This role requires a variety of skillsets beyond the ability to code good software. They are developing for humans and for human needs, whether to address a social or a business need, and are entrusted with a responsibility in this connected and growing world."

The future of work is mobile. The app stores are bulging with apps and solutions. Business are gamifying experiences, apps are shifting the boundaries of collaboration with customers, and mobile app developers are the code-toting warriors on the front-lines, creating the solutions that are capable of tapping into this zeitgeist with ease. This is one role that's growing in scope and popularity as the mobile world takes a firm hold in the pandemic-powered present.

Full Page Image