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## Vestly app store

Ken Ishii/Getty Images If you have an iPhone, chances are good that you're as familiar with the App Store as you are with other important apps, like Mail, Messages, or even Apple Maps. And like every app that you probably spend a lot of time with, there are probably a few things that you kind of hate about the Apple App Store. As Mike Beasley reported some time ago for 9to5Mac, the App Store has been around since iOS 2.0, back when iOS was still called iPhone OS. Since then, the store has gone through many great redesigns, added countless new features and features, and has become home to 1.5 million apps. But along the way, it's got some annoying quirks and has neglected to address some usability concerns. Unfortunately, some of these mistakes are still hanging around, so Apple has a lot to fix with future versions of iOS (we're looking at you, iOS 10). Read on to learn more about some of the worst things about the iOS App Store — and to start thinking about how much better things would be with the solutions we hope Apple will implement in the future.

1. Bad detection options and no recommendations if you want a new app or a new game but don't know exactly what you're looking for. It can be quite difficult to find anything to download. The Featured tab on the App Store tries to solve the problem by showing off apps in a number of categories, including best new apps, best new games, popular apps, popular games, and a constantly rotating selection of collections (like the best apps optimized for a new iPhone or the most festive holiday games). Where things get more interesting is when you tap the Categories option in the upper left corner. You can browse dozens of different categories, each with their own unique collections. Apple can make it easier to take advantage of all these curated lists by using them on the featured master page. After all, it knows which apps you've downloaded, so how hard would it be for the App Store to offer you smarter, more personalized recommendations for new apps that you might find interesting? Apple logo | Timothy A. Clary/AFP/Getty Images
2. The lack of lists curated by other parties On the theme wishing we could get smarter recommendations of apps to download, how good would it be if you could browse collections of apps curated by your favorite photographers, the staff of that magazine you can't put down, or a respected website on an interesting topic? Apple has its own curated lists, and lots of them, throughout the App Store. But curated lists of apps from individuals or publications you respect can give you an insight into the apps and tools that people actually use, especially for things like mobile photography.
3. Frustrating search functionality Apple recently updated app store search algorithm to give you more accurate results when searching with a keyword. But it's still harder than it should be to find a know what it's called. Think about it: You can quite easily find an app if you know its name (or at least part of its name). However, when you search for an app that can complete a particular task, all bets are off. Entering a keyword usually returns hundreds of results, but there is no way to filter for free or paid apps, and no functionality to further refine the search. The App Store shows you related keywords, but it's usually a little help.
4. No way to try an app before buying App developers and iPhone users alike have long complained that there is no way to try a demo of an app before buying it. It has led many developers to create free, limited versions of their paid apps, or to make the first download for free and offer core features like in-app purchases. But the App Store would benefit by adding a demo feature, so you can get a free trial of an app before you buy it. The feature can also give you some peace of mind if you are looking to spend more than a dollar or two on the app; if there's an option to try the app and then get your money back if you don't like it, users may be more likely to give premium apps a chance. iPhone covers appear during a press preview of the new flagship Apple Store | Justin Sullivan/Getty Images
5. No social features ever wonder which apps your friends have downloaded, or which ones they've added to their wish lists to download later? If so, too bad, because the App Store won't tell you. Apple can add a number of different social features to the App Store. For example, think about how much easier it would be to get your friends to try the new messaging app or photo sharing app if you could share apps directly in the App Store (not by sending a link via iMessage). And think about how much easier it would be to follow the lead of your app-loving best friend — who always has the best apps before anyone else has heard of them — if he could selectively share his recommendations in a list that you could browse right from the App Store.
6. No way to find sales and deals There are lots of tech blogs and Twitter accounts that can alert you to great apps that have temporarily reduced their price, or are even free to download for a limited period of time. But the App Store, inexplicably, offers no easy way to find these offers without relying on an external source. In the future, Apple could add a section to highlight these time-limited offers and special sales — something that both app developers and iOS users would no doubt appreciate. Uber app logo appears on an iPhone | Carl Court/Getty Images
7. Unreliable reviews It's a problem that many users became familiar with when news broke that many of the reviews on Amazon are fake: Although you can comb through user reviews to determine if an app is worth the download time or purchase price, you probably can't trust all these reviews. Many less popular apps only have a few reviews to begin with, and it's disheartening that that some of these reviews are probably left by the people who made the app (or their friends or employees). You could argue that this isn't really Apple's problem, but the App Store may require users to spend some time with an app before reviewing to try to protect themselves against fake reviews. In the meantime, it's best to read real reviews on trusted blogs if you're worried about wasting money or time on an app.
8. No updates for Apple's own apps While you can update all other apps on your iPhone directly from the Updates tab in the App Store, there are never updates for the apps that come preinstalled on your iPhone. Why is that so? Because Apple fixes bugs and adds features to these apps via iOS updates. This means that even when there is a simple bug in Apple Music or a simple feature to roll out to Mail, you need to go through the long process of installing an update to your phone's operating system. In the future, Apple could distribute simple fixes for its own apps through the App Store, which would make them as painless to update as any other third-party app. The App Store is available on iPhone, iPod touch, iPad and Mac; thanks to Apple's 30/70 split with developers, it has paid out billions of dollars so far. Digital transformation is not just a single wave, it's a series of them, each transformative – it's an environment where change is a permanent feature. No size fits any longerWe know every Fortune 500 company now uses Apple equipment in their business. We also know that many companies now offer their own apps and business processes. And we also know that new technologies like RPA will continue to transform business practices. Given the choice, most employees will choose Apple kits, and we know that employees who do can be more productive, cost less in technical support and are less likely to quit. We also know that not every task requires the same toolbox, and that the very concept of apps favors software development to deal with a single task well rather than multiple tasks badly. Modular everythingThink about your business. It is likely that you have different business units engaged in different tasks, each with different resources and varying practical needs. Maps, spreadsheets, presentations, data analysis, field service manuals, passenger manifests, manifests, location detection systems, data analysis, preventive maintenance, inventory navigation – look around to find most of the business needs that now enjoy access to an app for that. That's especially true on iOS.The problem is that while Apple's App Store is by far the safest storefront for apps, it's still not entirely safe. As a result, many companies whitelist specific apps while banning the use of others in managed environments. This leads inexorably towards scenarios where companies will start creating and filling their own internal App Store These will deliver a mix of curated consumer and enterprise apps that give employers control and insight — and employee trusted environments of choice. Companies realize that in an App environment where even the safest platform provider is grappling with threats, while other platforms offer smart marketing to hide inherent weakness, it befits them to put together their own source of truth. In the form of a business app store. None of this is new! Is Enterprise App Stores will be much more common, many already exist. SAP has its own SAP Enterprise Store, for example. But a recent Gartner report predicts 40% of workers will manage their business apps in this way. The model will only be expanded as incoming employees arrive in the market with their own technologically sophisticated needs built as a result of a lifetime engaging with digital tools and App Store deployment. These tech-savvy employees will want digital tools to be as easy to access as downloading an app for it. They will want intuitive user interfaces for these apps, will want apps that work together and won't want to navigate through confusing interface elements to find the features they need. We already know employees will quit if the tech they use is worse than what they use at home, so there is an HR need to spur this development. Ultimately, this means enterprise app developers will approach app design from a widget-like approach, splicing business processes into modules. This will allow employees – already used to patch up a lot of different apps to get things done in the consumer space – to adopt a similar approach at work: They will choose the specific apps they need to manage the tasks that their specific role requires. Some will use more apps, some will use less. But the overall effect will be that the friction of app usage will be reduced and autonomy and simplicity should unlock productivity. Employees will also be equipped to use third-party apps that have passed through the IT support trial process and have been whitelisted to work across a corporate network – while companies will be able to sandbox emerging solutions for the use of authorized employees, allowing agile business users to use new tools that can increase business needs. This gives employees the autonomy to use what is for them the best available tools for their job (including new solutions), while protecting the business from hacking, attack and user security slack. Effect? Enterprise app deployment becomes a frictionless user experience, just as consumer App Stores iPhone-wielding workers can use the best digital tools for the job, and collections of apps used by workers can be changed in response to changing needs, nurturing business agility and Dexterity. There is a downside to this digital dance. Not every company has the resources to launch their own App Store, for that, there are service providers who can fill that void. At JNUJC, I spoke briefly with Setapp's CEO Olexandr Kosov. He was there to The SetApp for Teams service, which offers Mac-based businesses access to a collection of useful productivity apps for a fixed fee. The idea is that these apps are curated by Kosov's companies – and companies can scale their app deployments according to demand. Although this service is only for Mac PCs, adding links to company-approved iOS apps and distribution to proprietary business apps to this type of curated and branded store isn't a big leap. While Kosov's is a consumer play with a background in consumer markets, companies like Arxan and others also offer their own App Store solutions for businesses. It is likely that the good times for this segment of the business services business have only just begun. 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