

# Reviews Based Mobile Application Development Model (RBMAD)

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**Abstract** Mobile development is the area of heavy activities in the software industry. The exponential growth in the users of smart phones has opened the doors of opportunities for e-commerce, m-commerce, banking, health and almost all walks of business. There has been a shift in software engineering models to device-centric models. The open-source technologies like Android and large number of handset manufactures under the umbrella of OHA (Open Handset Alliance) has changed the way software industry looks at mobile application development. Industry suffers from lack of a model and hence depends on best practices. This paper presents a model that has an application developed by one of the best practices and then review-based modelling is applied to enhance the overall development of the mobile application. This model assumes more importance as additional worries such as code-efficiency interaction with device resources, low-reusability and lack of portability are common in mobile application.

**Keywords** RBMAD · App knowledge base · App core domain · Logical framework · App context

## 1 Introduction

Mobile applications are the primary link between the company and the end-users. It is difficult to hold customers without an effective, efficient, secure, and timely app. Customers these days exhibit zero tolerance towards inefficient apps and hence

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