

The main advantage of using mobile apps for purchasing is its convenience and ease of use. Mobile apps are often built with simple UI's that make it easy to do exactly what the consumer wants to do on it. It also takes away the need to remember a website URL and in general navigate the web which I recently learned is difficult for more people than I thought. Apps these days, particularly those from restaurants also tend to offer point systems or discounts and deals specifically for their app users, which drives more users to using the app. A large disadvantage of mobile apps has to do with security of personal information. Apps typically ask for, and in some cases may even require permission to access data stored on the device which can then be sold to data brokers or if nothing else invites the risk of stolen data in the event of a data breach. Another major disadvantage of using apps is the physical limitation of the device the app is on. Phones are of course smaller than desktops, and while tablets mitigate this point to a degree, for those with sight related disabilities apps can be harder to navigate and understand overall.