

FOR IMMEDIATE RELEASE

## **Elegant Media Reveals Fascinating Results about mobile usage in Victoria from their recent App Survey.**

Melbourne, Australia – May 22, 2023 – Elegant Media, a leading Australian app development company, is thrilled to announce the remarkable findings from the highly anticipated "Most Elegant App Survey in Victoria." The survey, conducted by Elegant Media's dedicated research team through face-to-face interviews and online forms, aimed to uncover Victorians' preferences, likes, dislikes, and aspirations regarding mobile applications.

The survey, which captured the opinions of hundreds of respondents across Victoria, sheds light on the app landscape, unveiling valuable insights into what apps Victorians truly love, those they loathe, and the apps they wish existed. The results provide a unique perspective on consumer preferences when it comes to mobile apps.

### **Key Highlights from the Survey Include:**

**Most Hated Apps:** The survey revealed the apps Victorians dislike the most, with the following three receiving the highest number of negative responses:

- Facebook, Instagram and PTV.

**Most Desired Apps:** Victorians expressed their wishes for new apps that would enhance their daily lives. The top three desired apps are:

- a. A messenger-like app for Instagram.
- b. An app that conducts regular health checkups
- C. An app that does everything

**The Fall of Netflix:** Victorians expressed that Netflix was their top three favourite apps during the lockdown but is not even a top fifteen favourite these days.

**Android vs iOS Whatsapp gap:** It turns out that most Victorians who use iPhones are not a fan of WhatsApp, while Android users absolutely love the App. And many other such intriguing survey results are included in the fully published survey.

Anushka Bandara, the CEO of Elegant Media, expressed his excitement about the survey results, stating, "The Most Elegant App Survey in Victoria has provided valuable insights into the preferences and expectations of Victorian app users. We believe this data will empower developers and marketers to create apps that resonate with their target audience, ultimately leading to enhanced user experiences and greater customer satisfaction."

The full survey report, including detailed analysis and additional findings, is available for download on Elegant Media's official website.

[\(https://www.elegantmedia.com.au/the-most-elegant-app-survey/\)](https://www.elegantmedia.com.au/the-most-elegant-app-survey/).

About Elegant Media:

Elegant Media is an award-winning technology company based in Melbourne, Australia. With over 10+ years of experience and a commitment to delivering innovative and user-centric apps, Elegant Media has established itself as a trusted partner for businesses and entrepreneurs seeking to harness the power of mobile technology. The company specialises in creating elegant, functional, and scalable apps for various industries, including finance, healthcare, e-commerce, and more.

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