



ENJOY APP-ETIZING CONVENIENCE AND VARIETY

Apps make it easier to connect, learn, relax, shop, and much more

There are more than 592 million app downloads each day around the globe, and it's easy to understand why. Apps can help you with everything from mundane tasks like grocery shopping to more exciting activities like meeting new people.

Google Maps is a good example of a highly practical app. It offers specific turn-by-turn directions to get you from one place to another, whether you're driving, walking, biking, or using public transportation. It can also help you find coffee shops, restaurants, stores, and gas stations in unfamiliar areas.

Despite all their advantages, 51% of U.S. smartphone users don't download apps. In the following pages, we hope to convince you to be in the other 49% (if you aren't already). Apps are simple programs designed to be intuitive and easy to use. There's typically a short learning curve before you're confidently using an app and wondering how you ever lived without it.

We've provided app basics (including why apps can be better than websites) and listed popular apps for you to try. We think you'll especially like seeing how apps can help you in your daily life with checking the weather, getting groceries, staying fit, expanding your knowledge, and managing your mental health. In addition, be sure to check out the tips about app security.

Get ready to tap an app!

Source: <https://websitebuilder.org/app-usage-statistics/>



QUICK TIP: You can get app versions of your favorite social media platforms, including **Instagram**, **Twitter**, and **Pinterest**.



Apps 101 Class is About to Begin

If you're fairly new to apps, prepare to learn the basics about this tremendous resource for discovery, convenience, and fun.

What is an app?

An app is a small software program, or application, that enables you to perform a limited set of tasks. Apps can be found on computers, tablets, smartphones, smartwatches, and even your TV. They also appear on every operating system (OS), including Windows, Android, macOS, and iOS. Some apps, like **Spotify**, run across multiple devices and OS.

Where do I get apps?

Many apps come preinstalled on devices. For instance, Android is Google's OS, so devices that run it typically have Google apps (such as Google Maps, Google Docs, and Gmail) preinstalled. When you get a new device, you can uninstall apps you don't want and install new ones.

To find and download new apps, you simply visit the appropriate app store based on your operating system (such as the Play Store for Android).

What things can apps do?

The short answer to that question is "practically anything." Apps perform an astoundingly wide variety of functions, leading to a phrase that was popular when they first appeared: "There's an app for that!" You can find apps to help you keep track of appointments, to-dos, or birthdays; track or manage your money; tell you where your kids are at any given moment; provide ideas on what to cook or what to wear; streamline your shopping process; improve your communication; play games during free time; and support your health goals. The list goes on and on.

Now that you've studied the app essentials, keep reading to pick up more advanced information and tips. Then practice what you've learned by downloading and using a new app or two.



Why Are Some Apps Free and Others Paid?

When you download an app, you might be prompted to pay for it first. Or you might not. The reason for this variety is that each developer selects its own business model from these options:

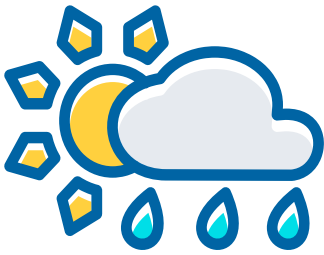
- **In-app purchases.** You can use the app for free, but it will prompt you to make purchases for additional features.
- **Pay to remove ads.** You can use the app for free, but you'll see ads. Payment makes the ads go away.
- **Tiered payment structure.** You get access to additional features with each upgrade.
- **Subscription model.** You must pay for access to the app on a weekly, monthly, or annual basis.
- **Pay for every download.** You must pay to use the app.

Whether you decide to pay for an app or not just depends on which features you want, such as access to certain levels in a game or an ad-free experience. The good news is that even paid apps typically cost \$5 or less.



QUICK TIP: Try **GrubHub** to get food delivered right to your home or work—or to your hotel when you travel.





Everyday Assistance for Everyday Tasks

Today's most-used apps are those that help people perform routine tasks more quickly and easily. These are the apps people open each day, perhaps multiple times, to get valuable information such as current weather conditions. Of course, everyone is different, so look around to find the apps that are right for your everyday life.

Weather

The weather impacts everything you do, from choosing clothing to finalizing plans, so it's important to stay informed. Try the **AccuWeather**, **Weather Underground**, or **The Weather Channel** apps to just get the day's temperature or dive into the details.

Grocery

Start by checking to see if your local grocer has an app. If so, you may be able to use it to place an order, then pick it up later. You can also try **Instacart** or **Amazon Prime Now** for grocery delivery from multiple stores or check out the many shopping list apps like **Our Groceries**.



QUICK TIP: Learning a language? Try **Duolingo** to practice Spanish, French, German, or other language each day.

Fitness

No matter what type of workouts you prefer, you can likely find an app to help you train throughout the week. Try **Nike Training Club** for exercises aimed at specific body parts; **Daily Yoga** for workouts, poses, and classes; **AllTrails** for hiking, biking, and running; and **SworKit** for customized routines based on your goals.

Learning

Want to use your phone to get smarter? If so, try the **TED** app to hear fascinating talks by experts on a broad range of topics. Turn to **Luminosity** to stretch your brain muscles with games designed to keep you sharp. Another great choice is **Wikipedia**, which is like a portable encyclopedia.

Mental Health

Having healthy ways to cope is important, especially in turbulent times. Check out **Day One** for a simple design that makes journaling easy, **Happify** to neutralize stress and overcome negative thoughts, or **Talkspace** to find a licensed therapist.

App Advantages Over Websites

If you do business with a company often, you might want to download their mobile app. Apps are designed to help you perform specific tasks efficiently from anywhere. For example, while walking your dog, you could get on the **PetSmart** app and replenish your pup's food supply with just a couple of taps.

Here are more reasons to use apps instead of websites:

- They respond to your preferences, so you can get personalized recommendations.
- They're faster, so you can get your tasks done more easily.
- They work in conjunction with websites, so if you start that PetSmart order on your walk, you can finish it when you get home.
- They use smartphone features, so you can do cool things like choose a pair of boots on an app and be directed to the store location nearest you to pick them up.

One more benefit: Some companies give you rewards, such as a discount, if you use their app!



What Many People Consider to Be Must-Haves

There are a mind-boggling number of apps out there. According to Buildfire.com, the Apple App Store has 2.2 million apps available for download, and the Google Play Store has 2.8 million. To narrow your search, start by checking out the consistently popular apps below, then browse around the Apple App Store or Google Play Store (depending on your device) to explore app options in the categories of food ordering, productivity, money management, photo sharing, news, travel, games, and much more.

Entertainment

Netflix – This hugely popular video streaming app brings the big screen to the small screen, allowing you to watch many of your favorite TV shows and movies.

YouTube – Whether you're looking for how-to instructions, educational opportunities, full length films, or just something silly and fun, this video platform is the place to find it.

Spotify – This highly versatile app allows you to listen to curated playlists, specific artists, full albums, or single songs. Use it with your enabled stereo or with a smart speaker anywhere in your home.

Social Media

Instagram – Allows you to connect with friends, upload photos and videos, create “stories,” and comment on others' posts. In addition to following friends, you can get the latest from your favorite celebrities and brands.

Twitter – You can use this famous app on your phone, tablet, laptop, or all three. It enables you to share text, photos, or videos. Many use it to keep up with news, weather, and sports.

TikTok – Based on brief videos, this fun app is the latest social media phenomenon. You can simply appreciate the creativity of fellow users or create your own masterpieces to share.

Communication

WhatsApp – While your phone might have default messaging and calling apps, consider using WhatsApp for greater security and the ability to communicate with contacts via Wi-Fi.

Messenger – Facebook's video calling app offers great quality for talking one-on-one with family and friends. You can also use it to message with friends who also use Facebook.

Zoom – The Zoom app isn't at its best on a phone but is a nearly essential addition to your laptop or tablet for business meetings and socially distant gatherings with family and friends.



Shopping

Amazon Shopping – Like most things Amazon does, this app works well and is easy to use. You can browse, purchase, get suggestions, put items on lists, and track orders you've already placed.

Etsy – This is like the internet's flea market featuring work by indie artists, designers, and crafters. You'll no doubt find some truly unique, one-of-a-kind items on Etsy for yourself or to give as gifts.

RetailMeNot – While you can't buy things directly from this app, you can find coupons to save you money on fashion, beauty products, home and garden, and more.



How to Securely Download and Use Apps

Like everything online, apps have the potential to do you more harm than good. They can carry viruses that damage devices, hijack other applications, or steal private information. Smart scammers are always looking for new ways to use your technology against you. But you can be smarter. Here's how:



Stick to Reliable Sources

Each operating system has its own marketplace for apps and that's where you should go to get them. If your device uses Android, go to the Play Store. If it uses iOS, go to the Apple App Store. For Windows-based devices, go to the Microsoft Store. Be very wary of downloading apps from anywhere else.

Do Your Homework

Even if you stick to the safe marketplaces mentioned above, you could still get a malicious app. That's why you also need to ask the following questions before downloading an app from any source:

- What information (such as email address, name, birth date, Facebook credentials) will the app gather before I can use it? Am I comfortable with giving this information away?
- Is the developer legitimate? Do they have a website? What other apps have they created?
- Does anything about the downloading process seem fishy?

- What are the reviews like? Is there anything worrisome in comments from users?
- How will the developer use my data?

Remember Online Hygiene

You're likely aware of things you need to do to stay safe on your computer, such as never activating links in emails from unknown senders. The same is true on your smartphone. Additionally, you should:

- Download a security app like **Lookout**.
- Keep all your apps updated.
- Create and use strong passwords.
- Be careful when using public Wi-Fi.



QUICK TIP: **Player FM** can help you organize and listen to all your favorite podcasts and find new ones to love.

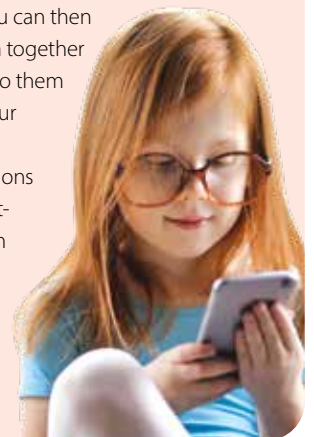
Considerations for Kids

While you may feel comfortable using apps, it might not be a good idea to allow your kids or grandkids to do the same. The Federal Trade Commission (FTC) points out that apps do several things that could be dangerous for kids:

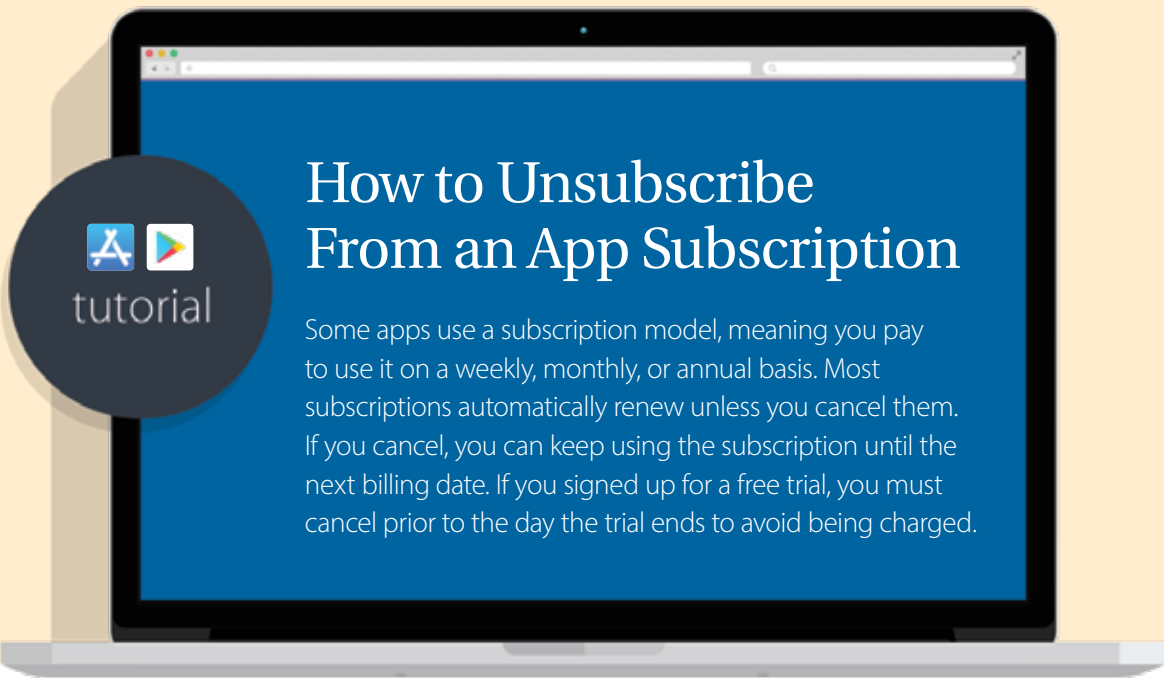
- Collect and share personal information
- Let kids spend real money, even if the app is free
- Include ads
- Link to social media

While not all apps conduct these activities, those that do may not tell you they're doing it, making it more difficult for you to monitor your child's activities. For example, youngsters may tap a link that takes them to a website you don't want them to visit.

The FTC recommends trying any apps yourself before allowing kids to use them. You can then use them together and talk to them about your rules and expectations before letting them use the apps on their own.



Source: <https://www.consumer.ftc.gov/articles/0351-keeping-kids-apps-infographic>



How to Unsubscribe From an App Subscription

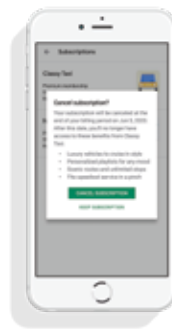
Some apps use a subscription model, meaning you pay to use it on a weekly, monthly, or annual basis. Most subscriptions automatically renew unless you cancel them. If you cancel, you can keep using the subscription until the next billing date. If you signed up for a free trial, you must cancel prior to the day the trial ends to avoid being charged.



TUTORIAL Unsubscribe from an Apple App

Just realized you're being charged for an app you don't use any more? Here's how to unsubscribe:

1. Navigate to your device's **Settings**. The process will be slightly different depending on which device you're using.
2. Tap your name.
3. Tap **Subscriptions**. If you don't see **Subscriptions**, tap **iTunes & App Store** instead. Then tap your Apple ID, tap **View Apple ID**, and sign in. Scroll down and tap **Subscriptions**.
4. Tap the subscription that you want to manage.
5. Tap **Cancel Subscription**. If you don't see **Cancel Subscription**, the subscription is already canceled.



TUTORIAL Unsubscribe from a Google Play App

Want to spend your app subscription fee on something else? Here's how to unsubscribe on an Android device:

1. On your smartphone or other device, open the **Google Play Store**.
2. Make sure you're signed on with the proper account.
3. On your smartphone, in the upper-left corner, within the search bar, tap the **hamburger** (three horizontal lines) icon to access the main menu. If you're using a different device, the menu may appear in a different location.
4. From the list, choose **Subscriptions**.
5. Select the subscription you want to cancel, and tap **Cancel subscription**.
6. Follow the instructions to finalize the cancellation.