

Keys to Mobile User Behavior



Web, mobile & social media specialists

Neicole M. Crepeau
Online Strategist

Today's consumer has a choice of three types of devices to use for shopping, entertainment, travel, and so on.

Businesses might engage the same consumer on any or all of these devices, at different times.

Companies that understand their customers and their needs in each mobile scenario can

- **pick the right features**
- **and design the optimal experience**

for each device, making the most out of these multiple, mobile touch points.

Mobile Phone



Free moments
Even Standing



Best for:
Single-user
Content Consumption



Thumb or single finger
Minimal typing

Primary Use:



Local trips: GPS, nearby services



Music
Apps
Web
Video

Most Effective
Less Effective

In-store: Quick price checks & reviews for small items; coupons
Online shopping: Limited use



Tablet (iPad)



15 min +
Mostly Sitting

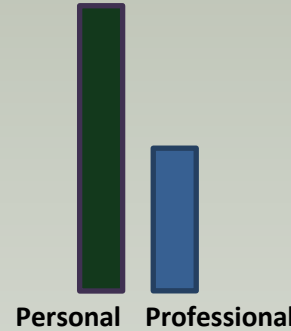


Best for:
Single-user or Multi-user
Content Consumption



Whole hand
Limited typing

Primary Use:



Road trips: GPS, nearby services, online booking, road entertainment



Apps
Web
Video
Music

Most Effective
Less Effective

In-store: Pre-arrival research; may be taken in-store for large purchases, extended trips
Online shopping: Extensive use



Laptop



30 min +
Always Sitting



Best for:
Single-user
Content Creation or Consumption



Both hands
Unrestricted typing

Primary Use:



Little used, last resort



Apps
Web
Video
Music

Most Effective
Less Effective

In-store: Pre-arrival research only
Online shopping: Extensive use



We build websites, mobile applications, and social media strategies. We take an integrated approach, with a focus on your business goals and overall marketing and sales strategy. Contact us or go to our website to learn more!



Web, mobile & social media specialists

<http://www.coherentia.com>

(206) 264-7688

Blog: <http://nmc.itdevworks.com>

Twitter: <http://twitter.com/neicolec>