

How do people use their apps?

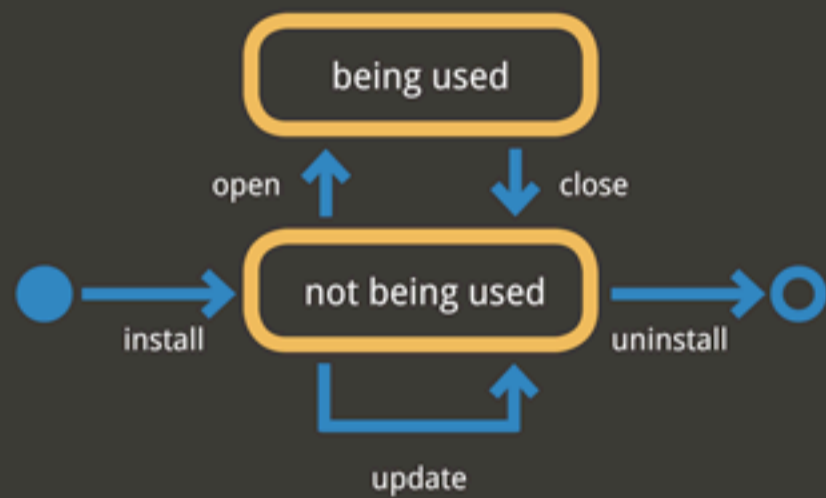
A large-scaled study on mobile app usage

About our study

We present insights from a large-scaled research study on mobile application usage. Results are based on data contributed by more than 4,100 users over 169 days resulting in more than 4.9 million data points. Our users are spread throughout the world.

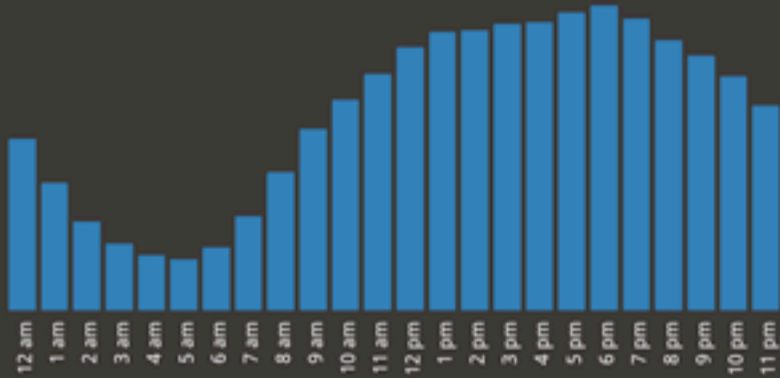
Lifecycle of a mobile app

- # Determined by five events
- # Two states of **being used** and not being used



App usage during course of the day

- # Devices are used for **59 minutes** per day
- # Peak around 6pm, least usage at 5am



Average usage time of apps

- # Average app usage lasts **72 seconds**
- # Usage time **varies between categories**



App chains and transitions

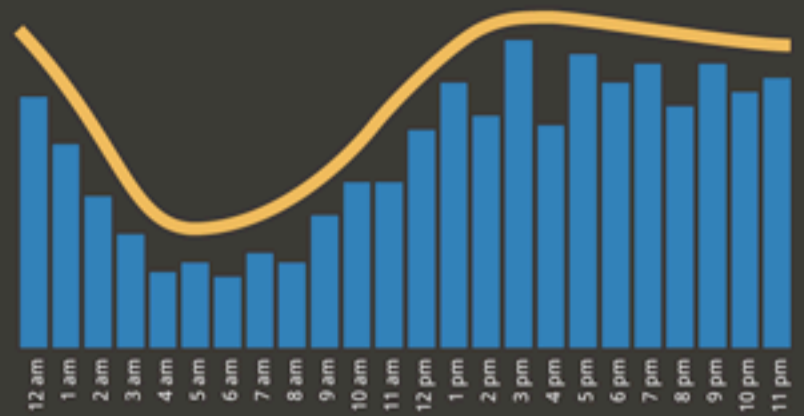
We also looked into app chains: sequences of apps used in a session (from screen-on to screen-off)



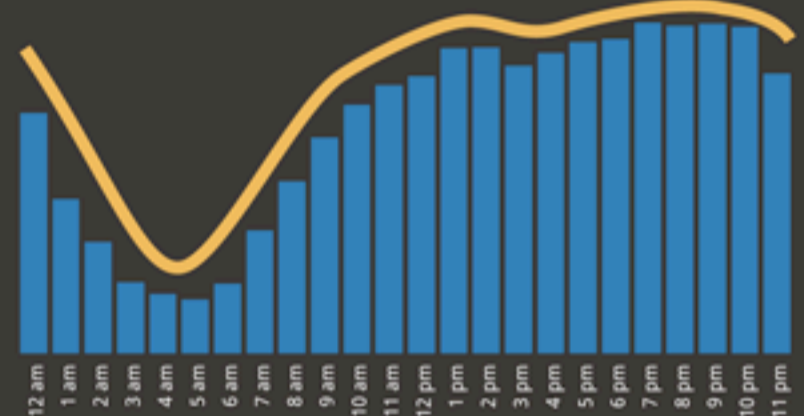
- # 50% of sessions only have one app
- # People tend to re-use apps within sessions
- # People likely stay with games once started

Find more in our recent research paper: Matthias Böhmer, Brent Hecht, Johannes Schöning, Antonio Krüger, and Gernot Bauer: Falling Asleep with Angry Birds, Facebook and Kindle – A Large Scale Study on Mobile Application Usage. In: Proceedings of Mobile HCI 2011 <http://goo.gl/NaSDq>

Launches of Angry Birds



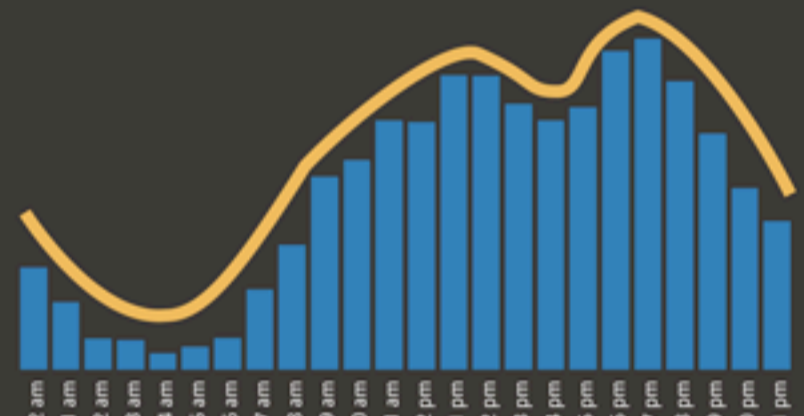
Launches of Facebook



Launches of Foursquare



- # 4sq has peaks around lunch and dinner time
- # People seem to check-in when having a meal

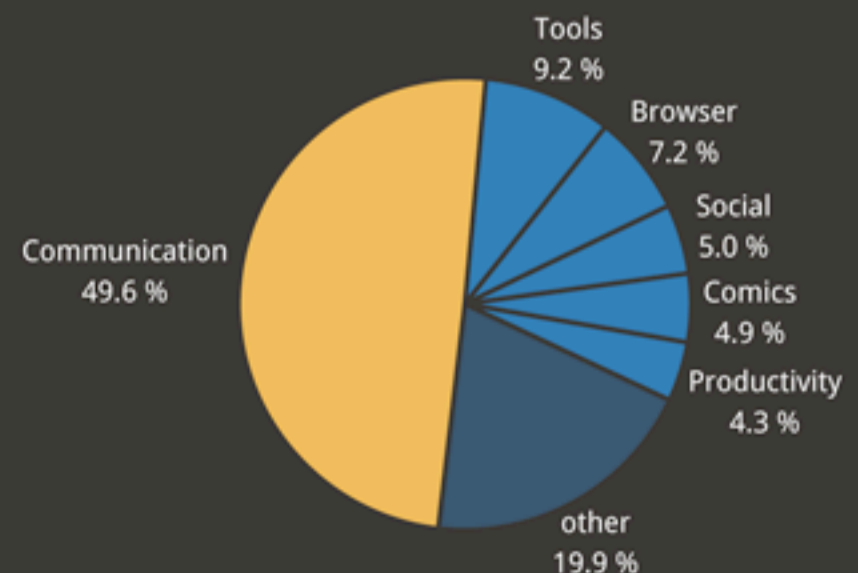


Application usage by location

- # Browsers are more likely to be used at airports
- # Multimedia apps are more likely to be used than actual travel apps when traveling

First app in chains

- # Chains mostly start with communication app
- # Lifestyle apps are followed by shopping apps



Install our app

- # Contribute to research
- # Browse through stats
- # Find new cool apps

