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 60 minutes per day
- Peak around 5pm, 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 (form 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

Launches of Angry Birds

Launches of Facebook

Launches of Foursquare

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

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

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