

MOBILE AS A THING

QUANTITY OF DEVICES

QUALITY OF DEVICES

RANGE OF SCREEN SIZES

DIVERSITY OF OPERATING SYSTEMS AND BROWSERS

NUMBER OF PEOPLE
USING THE WEB

VARYING QUALITY OF
NETWORK CONNECTION

MOBILE-ONLY USERS

ROLE OF OUR DEVICES
IN OUR LIVES

ADVERTISING ECOSYSTEM (AND BLOCKERS)

NATIVE VS WEB

RESPONSIVE WEB DESIGN