

*Understand  
the  
status-quo*

The developer's  
perspective on their  
use of mobile analytics

What does the source  
code tell us about the  
use of mobile analytics?

*Improving  
the  
status-quo*

What improvements  
are possible and  
practical through  
working with app  
development teams?

What improvements are  
possible and practical in  
the mobile analytics tools  
through working with  
their teams?

Four Perspectives