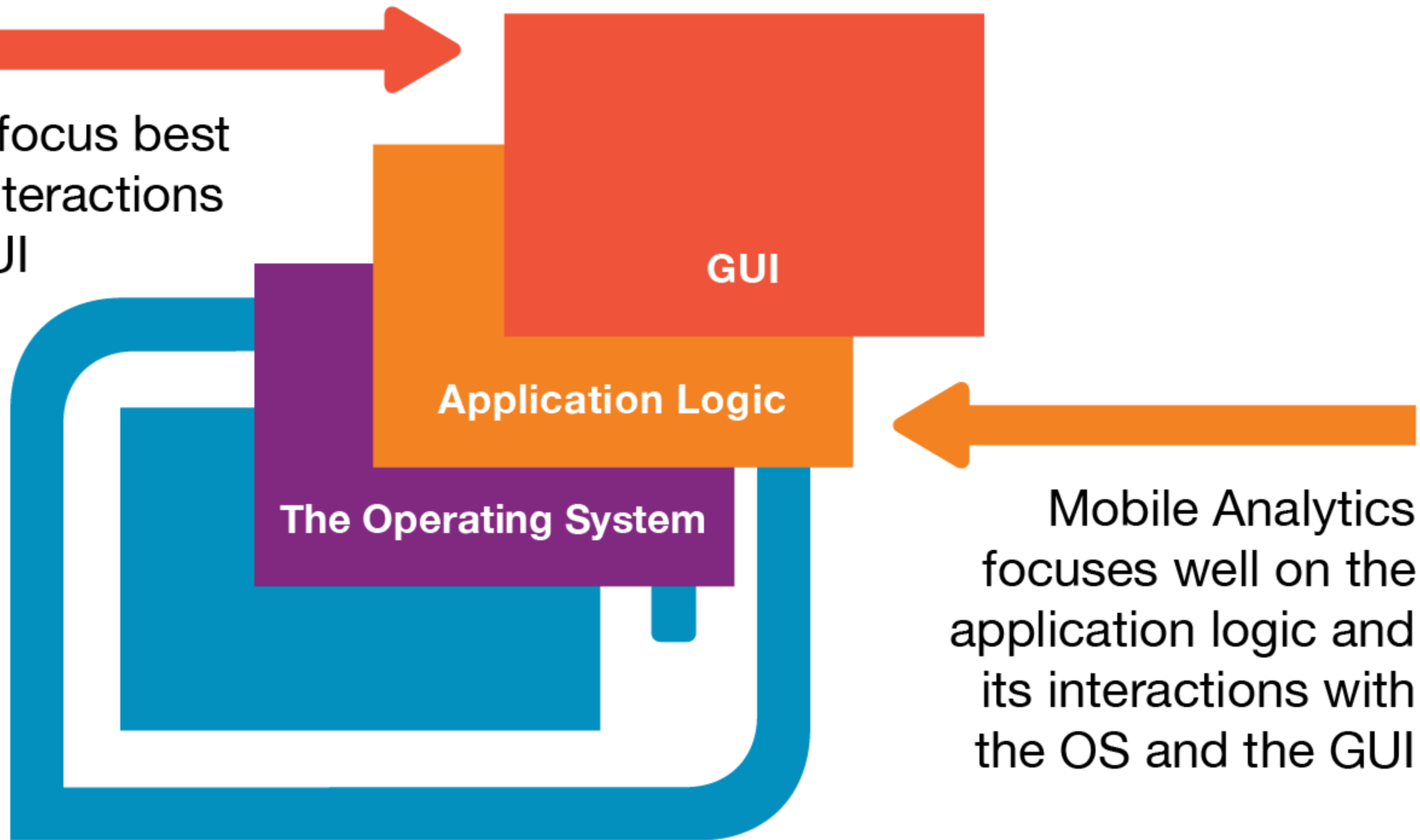


Heatmaps focus best  
on touch interactions  
with the GUI



Mobile Analytics  
focuses well on the  
application logic and  
its interactions with  
the OS and the GUI

Exploded view of the app running on the platform