

*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?

Understanding the  
status quo of analytics  
tools?

*Improving  
the  
status-quo*

What improvements  
are possible and  
practical to the process  
used by app  
developers?

Improving the product  
(the app) through the  
application of mobile  
analytics

Helping improve mobile  
analytics tools  
(by working with their  
teams)

App developers focus on  
their processes

Focus on improving the  
product (the app)

The mobile analytics tools

Six Perspectives