

*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

Developer Interviews - Six Perspectives