**What metrics are used for mobile development?**

* Behavioral analytics- Page tagging solutions with companies that measure the mobile websites and apps.
* Attitudinal analytics- Companies survey people while they are operating the mobile device for information about mobile experience.
* Average # of keystrokes, clicks/app, site- Should be more applicable in mobile.
* Search function usage- Used constantly in mobile transaction.
* Drive Tests – Extensive measurement of the quality of service in North America.
* Monitoring Network Signaling – Count the amount of mobile subscribers and determine marketshare in 86 U.S. markets.

**Metrics suggested to be used**

* Wi-Fi access- Should be consistently high and increasing due to the amount of people with mobile devices.
* Report page- The number of reports provided from users in a given month.

**Sources**

* <http://mobilegovwiki.howto.gov/Mobile+Analytics+Usage+%26+Other+Metrics#Mobile%20Performance%20Metrics>
* <http://online-behavior.com/analytics/mobile-shopping>
* <http://www.nielsen.com/us/en/nielsen-solutions/nielsen-measurement/nielsen-mobile-measurement.html>