

04

Infographic

Time: 2018.7-8

Type: Individual work

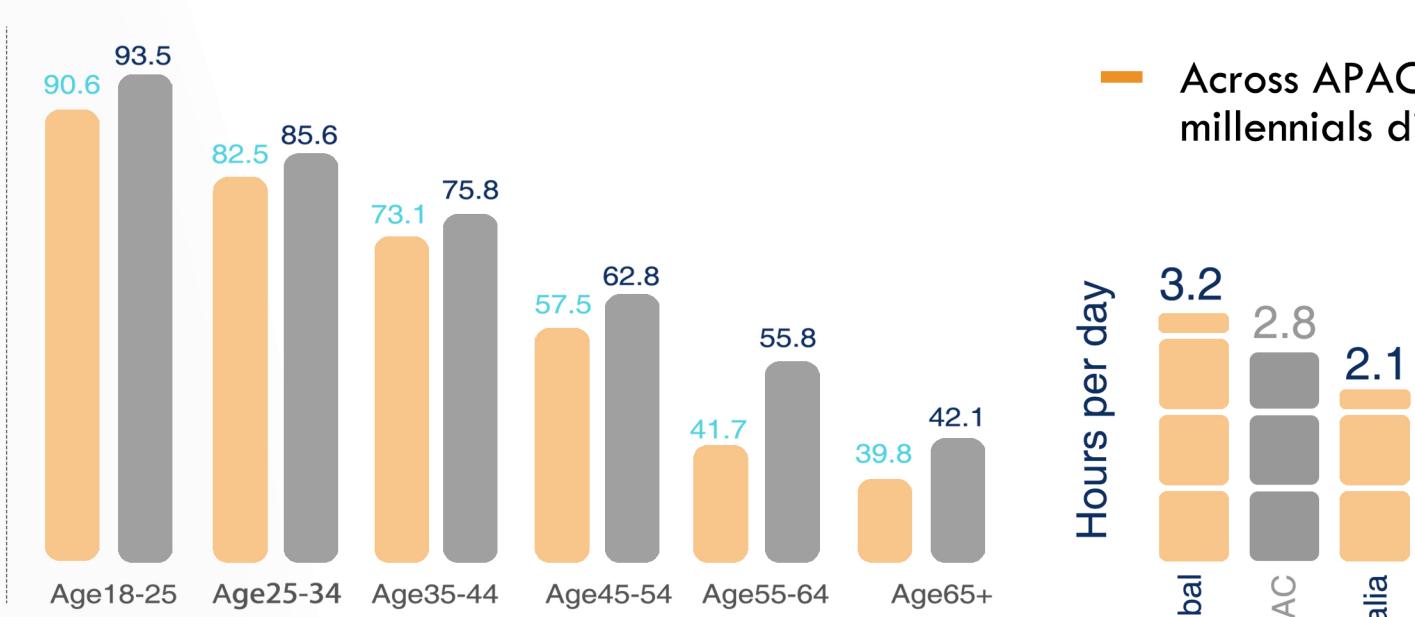
This is a series of infographics that reveal the mobile phone usage of different age groups



Research

Secondary research

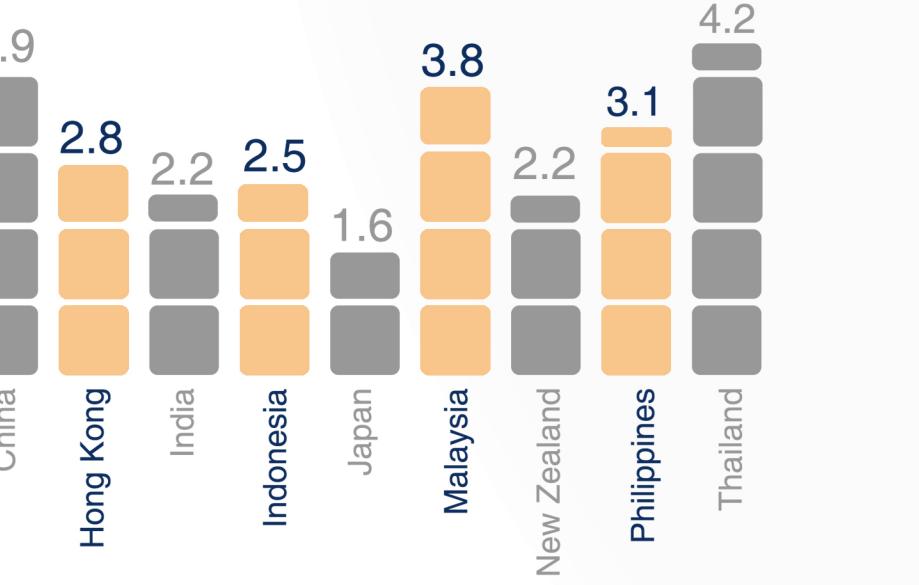
Average Monthly Hours per Smartphone App Visitor by Age



Source: ComScore Mobile Matrix, U.S., Age 18+
<http://www.youtube.com/yt/press/statistic.html>



Across APAC mobile use amongst millennials differs



There is no doubt that mobile phone has totally changed our life. We use phones in nearly every aspect in daily life. Phones are so usual and natural to us that we often ignore what proportion does mobile phone occupy our life. We lack an intuitive experience of how much time we actually spend on mobile phones.

Background

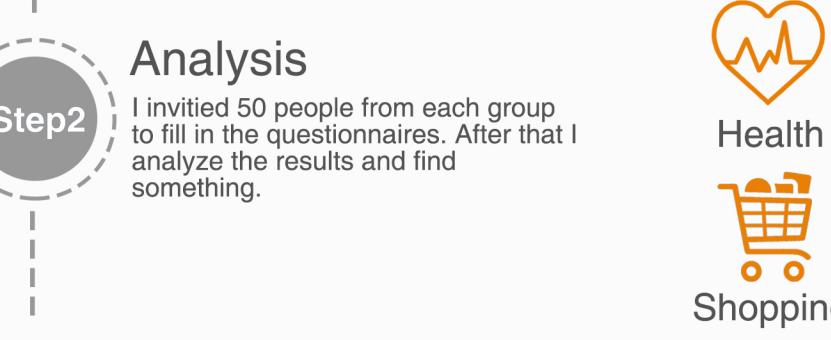


Questionnaire

Classification
I classified mobile phone users into three groups by age: below 18, 18-34, 35-55. Then I designed questionnaires for these three groups.

Analysis

I invited 50 people from each group to fill in the questionnaires. After that I analyze the results and find something.

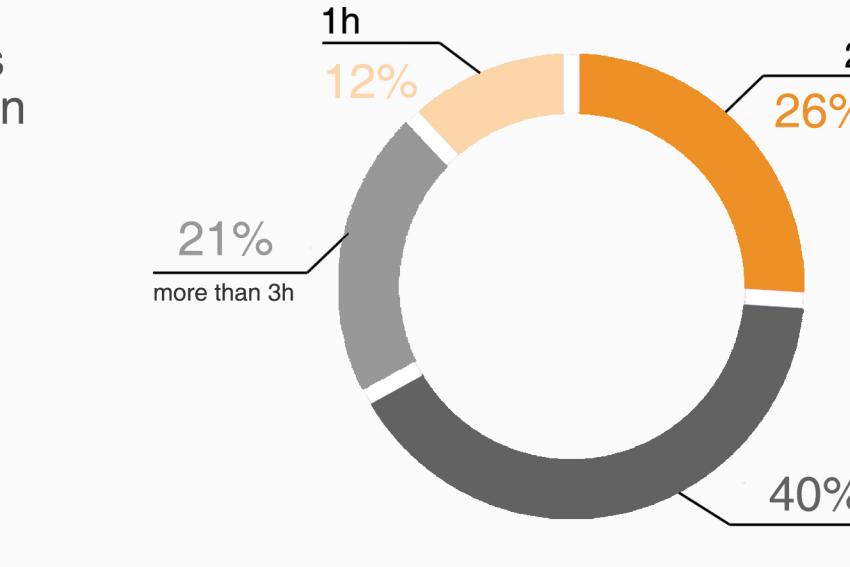


Most users actually spend far more time using their mobile phones than what they believe.

The first six activities that users believe they spend most time on them.

- Health
- News
- Photography
- Shopping
- Entertainment
- Social media

Extra time on mobile usage than that in mind.

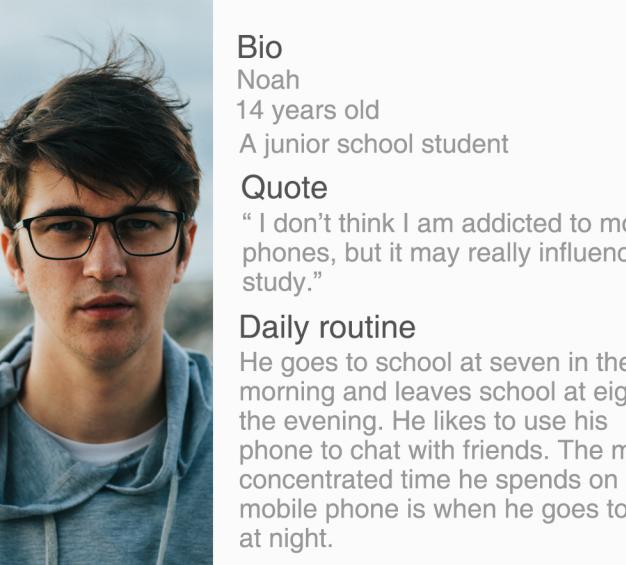


Persona

Based on the results of questionnaires, I selected one typical user from each age group to conduct in-depth interviews in order to better understand what role does mobile phone play in their daily life.

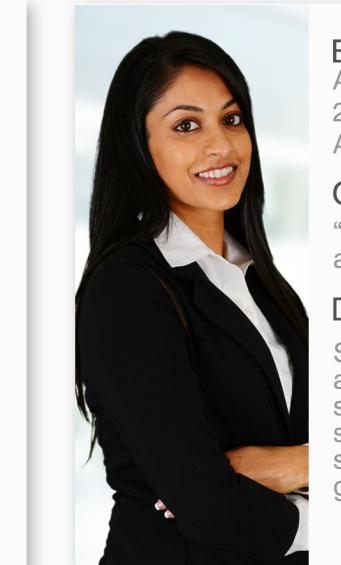
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Juveniles



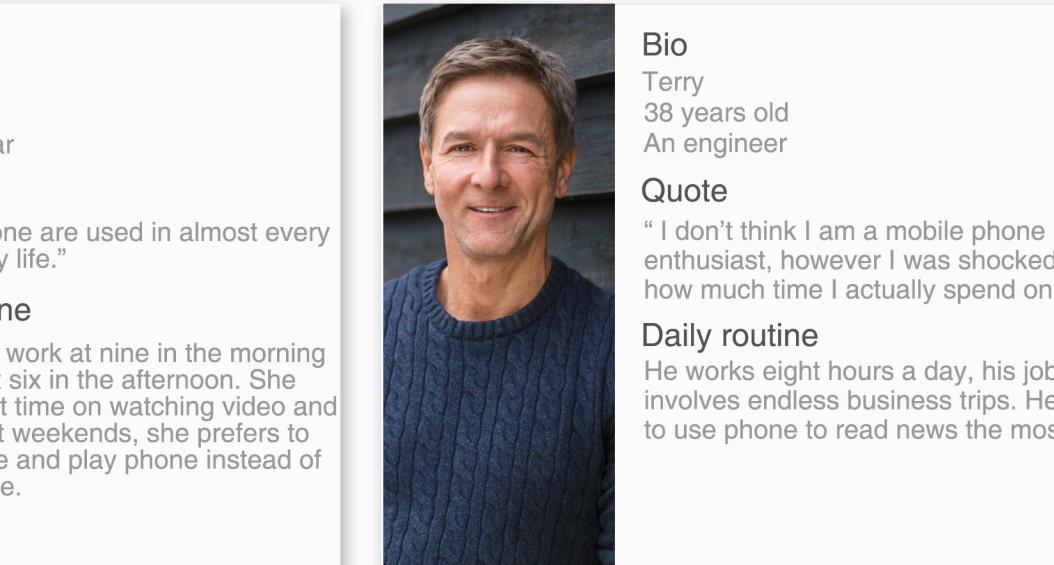
02

Youth



03

Midlife



Data collection

Step 1

I collected data from 20 people of each age group and calculated the average time they spent on six activities in seven days a week.

	A	B	C	D	E	F	G	H
1	A	B	C	D	Health	News	Photography & video	Youth (18-34)
2	Mon	8	10	10	17	105	199	309
3	Tue	20	15	5	14	88	216	322
4	Wed	5	6	4	21	67	167	241
5	Thu	12	7	25	10	60	155	243
6	Fri	21	12	10	40	83	209	369
7	Sat	26	15	29	35	133	245	467
8	Sun	14	21	15	32	126	227	409
9								
10								
11	A	B	C	D	Health	News	Photography & video	Midlife (35-54)
12	Mon	24	45	8	20	55	98	250
13	Tue	18	49	4	14	62	90	237
14	Wed	15	33	2	8	37	85	180
15	Thu	18	38	6	16	43	103	224
16	Fri	30	48	13	32	45	110	278
17	Sat	40	52	28	45	96	133	394
18	Sun	38	59	30	53	108	127	415
19								
20								
21	A	B	C	D	Health	News	Photography & video	Juveniles (below 18)
22	Mon	8	12	5	10	68	105	208
23	Tue	10	10	6	4	44	88	162
24	Wed	7	18	4	5	53	93	180
25	Thu	8	21	7	8	77	89	210
26	Fri	8	13	14	10	81	99	225
27	Sat	13	10	17	13	85	177	315
28	Sun	9	15	15	15	94	152	300

Step2

Then I chose three personas as representatives of their age group and recorded the timeline of their phone usage during a day.

	A	B	C	D	E	F	G
1	A	B	C	D	Time usage of different activities in a day		
2	Health	News	Photography & video	Shopping	Entertainment	Social media	
3	Youth	20	15	5	14	88	216
4	Midlife	30	33	5	32	45	178
5	Juveniles	5	16	4	13	64	136

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
2	0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00		
3	Youth	55	41	0	0	0	0	29	11	21	18	20	0	35	28	18	15	12	20	8	10	36	27			
4	Midlife	34	0	0	0	0	0	12	8	4	41	23	6	12	5	12	5	13	14	8	51	35				
5	Juveniles	48	12	0	0	0	0	9	0	5	12	5	37	8	4	9	5	4	25	5	12	5	15	18		

Sketches

