

04

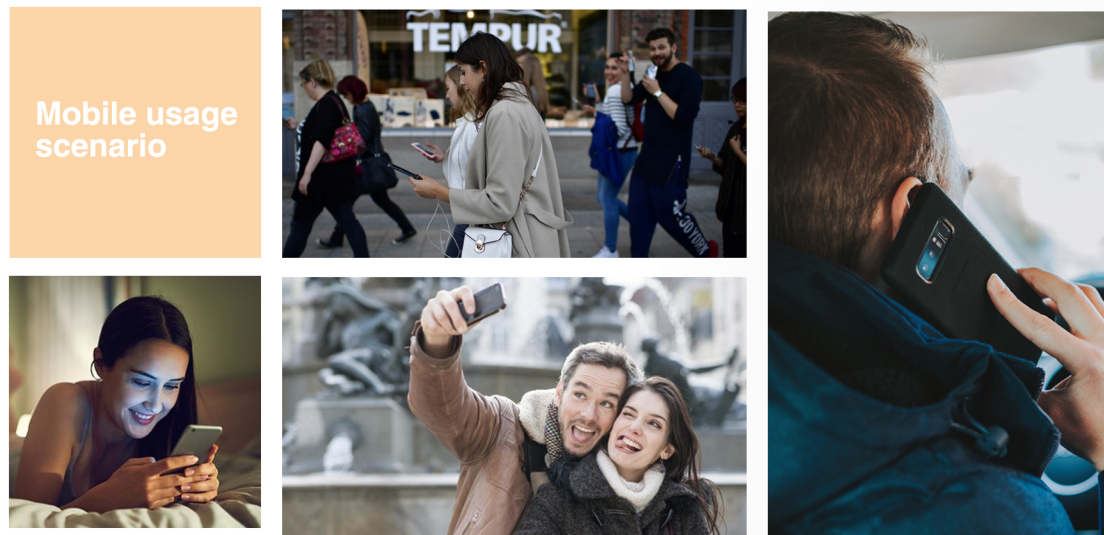
Infographic

Time: 2018.7-8
 Type: Individual work
 This is a series of infographics that reveal the mobile phone usage of different age groups



Background

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.



Questionnaire

Step1 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.

Step2 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

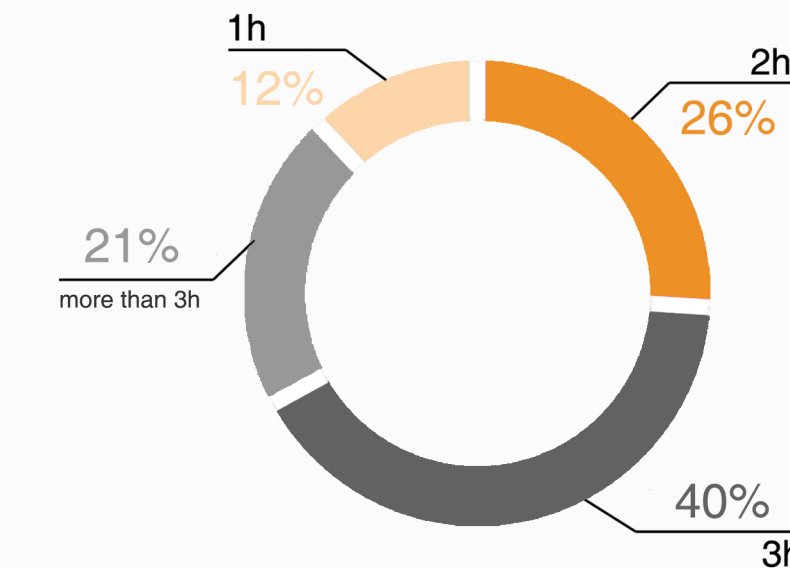
Photography

Shopping

Entertainment

Social media

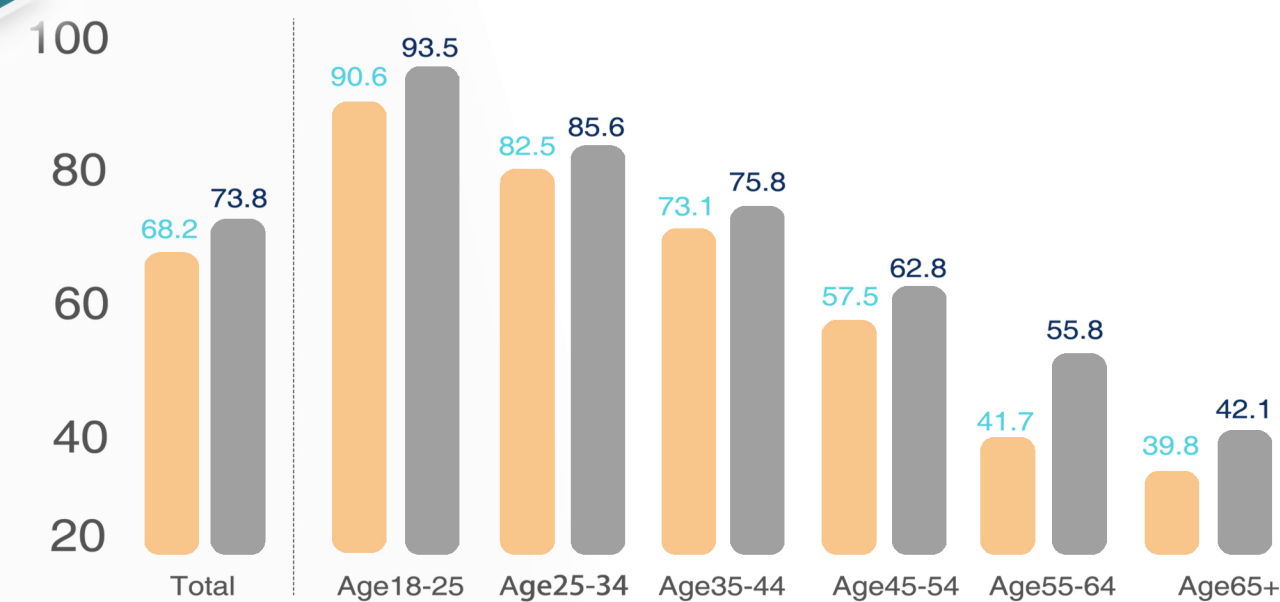
Extra time on mobile usage than that in mind.



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>

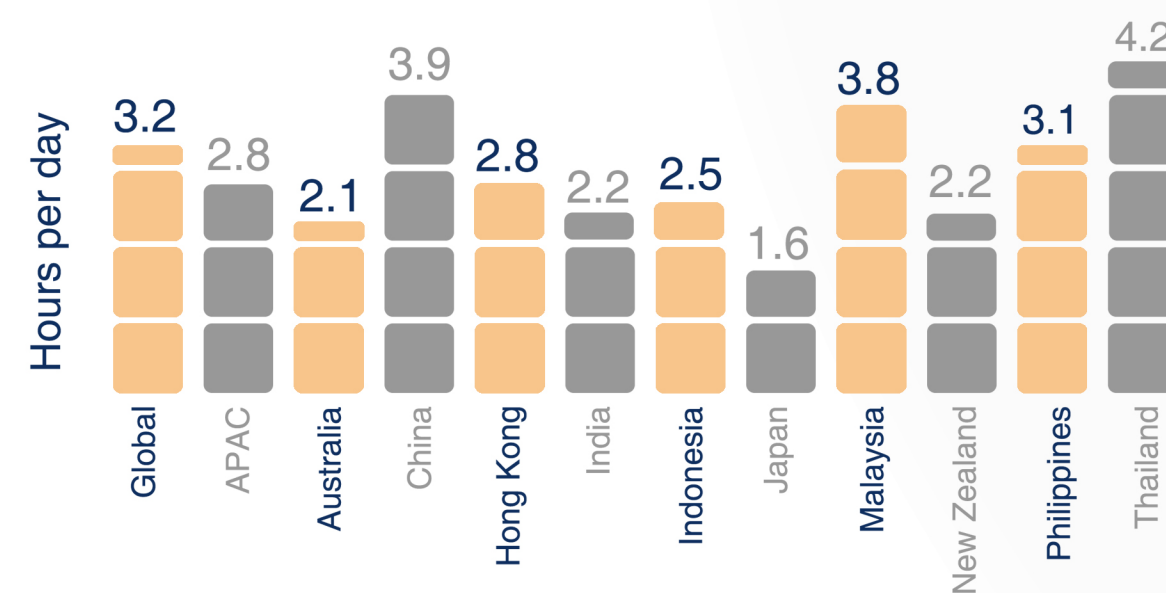
6.5 min

Average frequency of looking at your phone

150 times

Average pickups a day

Across APAC mobile use amongst millennials differs



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.

01 Juveniles

Bio
 Noah
 14 years old
 A junior school student

Quote
 "I don't think I am addicted to mobile phones, but it may really influence my study."

Daily routine
 He goes to school at seven in the morning and leaves school at eight in the evening. He likes to use his phone to chat with friends. The most concentrated time he spends on mobile phone is when he goes to bed at night.

02 Youth

Bio
 Amy
 25 year old
 A white collar

Quote
 "Mobile phone are used in almost every activity in my life."

Daily routine
 She goes to work at nine in the morning and leave at six in the afternoon. She spends most time on watching video and shopping. At weekends, she prefers to stay at home and play phone instead of going outside.

03 Midlife

Bio
 Terry
 38 years old
 An engineer

Quote
 "I don't think I am a mobile phone enthusiast, however I was shocked by how much time I actually spend on it."

Daily routine
 He works eight hours a day, his job involves endless business trips. He likes to use phone to read news the most.

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.

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

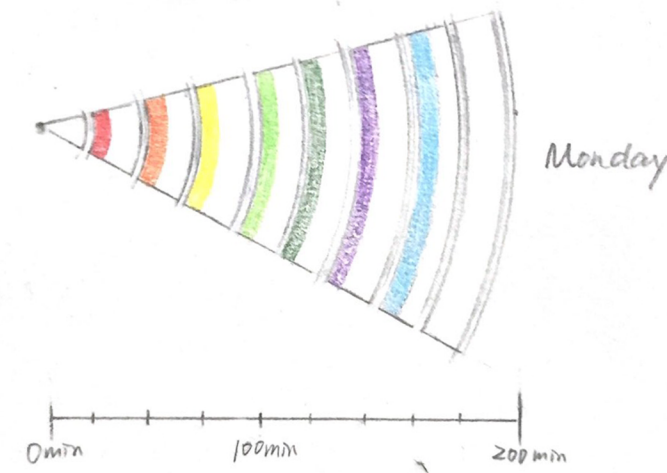
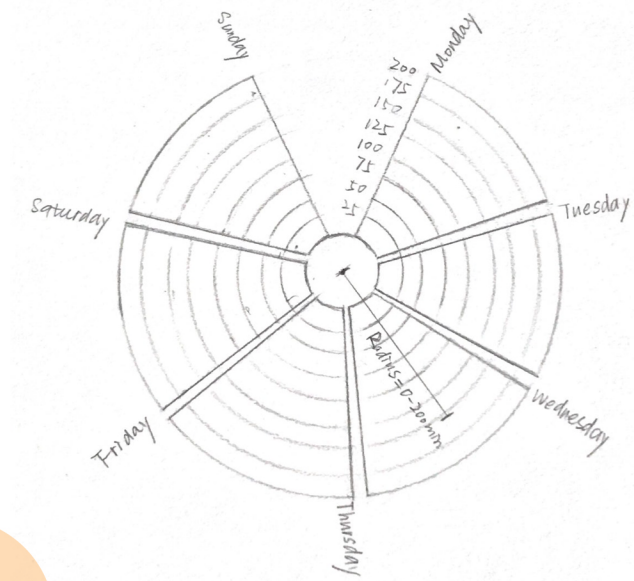
Step 2

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

| Time usage of different activities in a day | | | | | | |
|---|--------|------|---------------------|----------|---------------|--------------|
| | Health | News | Photography & video | Shopping | Entertainment | Social media |
| Youth | 20 | 15 | 5 | 14 | 88 | 216 |
| Midlife | 30 | 33 | 5 | 32 | 45 | 178 |
| Juveniles | 5 | 16 | 4 | 13 | 64 | 136 |

| Timeline about phone usage | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | 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 |
| Youth | 55 | 41 | 0 | 0 | 0 | 0 | 29 | 11 | 21 | 18 | 29 | 0 | 0 | 35 | 28 | 18 | 15 | 12 | 20 | 8 | 10 | 36 | 27 | |
| Midlife | 34 | 0 | 0 | 0 | 0 | 0 | 12 | 8 | 4 | 41 | 23 | 0 | 9 | 12 | 9 | 12 | 9 | 13 | 14 | 8 | 9 | 31 | 25 | |
| Juveniles | 49 | 12 | 0 | 0 | 0 | 0 | 9 | 0 | 5 | 12 | 5 | 37 | 8 | 4 | 9 | 5 | 4 | 25 | 9 | 12 | 5 | 15 | 18 | |

Sketches



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

Color selection

Juveniles



Youth

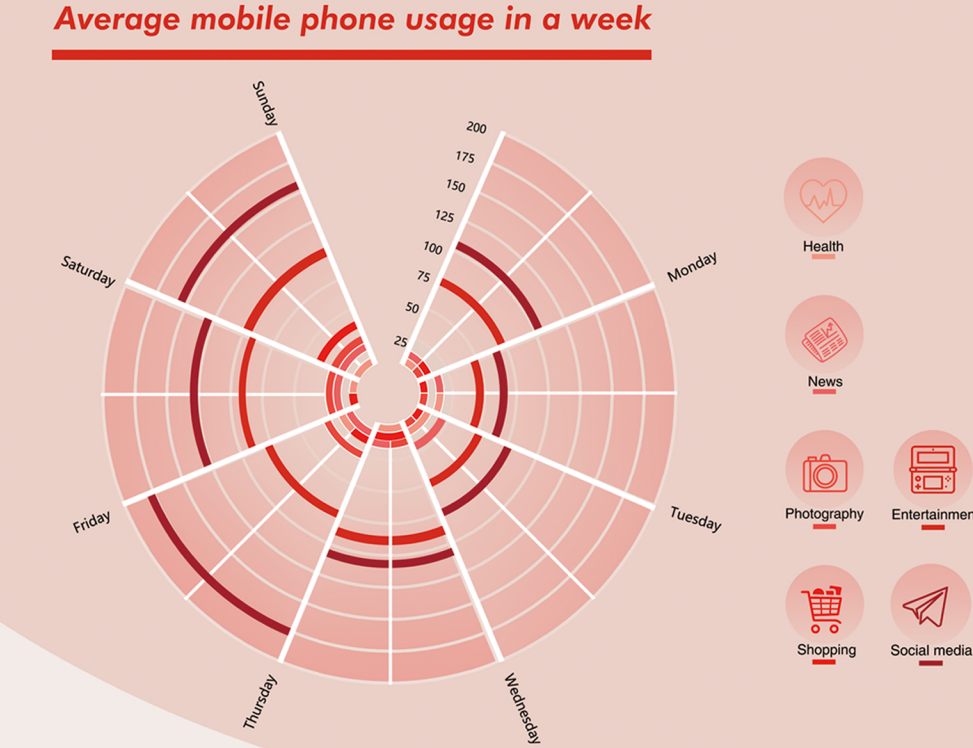


Midlife

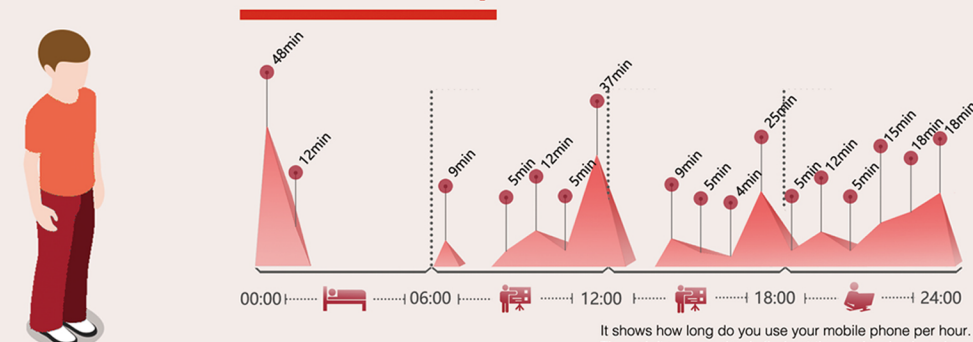


MOBILE PHONE ERA

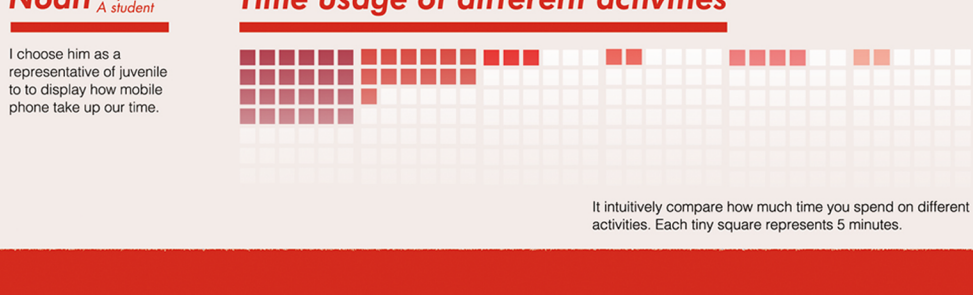
Juveniles (below 18)



Timeline of a day



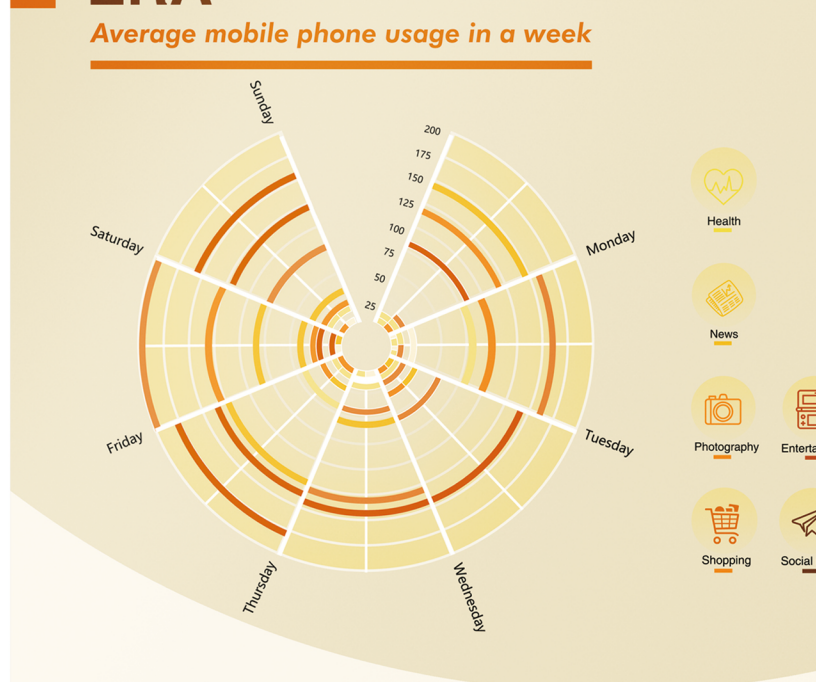
Time usage of different activities



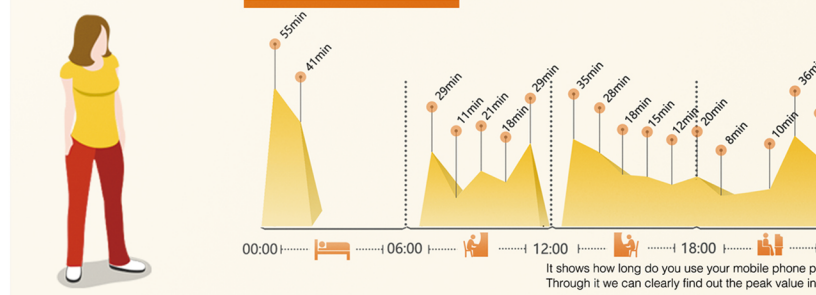
Juveniles (below 18)

MOBILE PHONE ERA

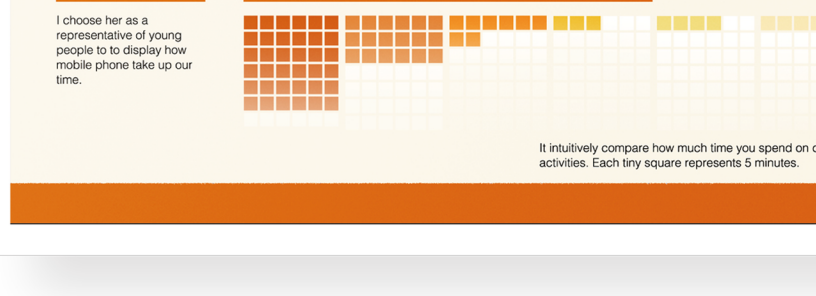
Youth (18-34)



Timeline of a day



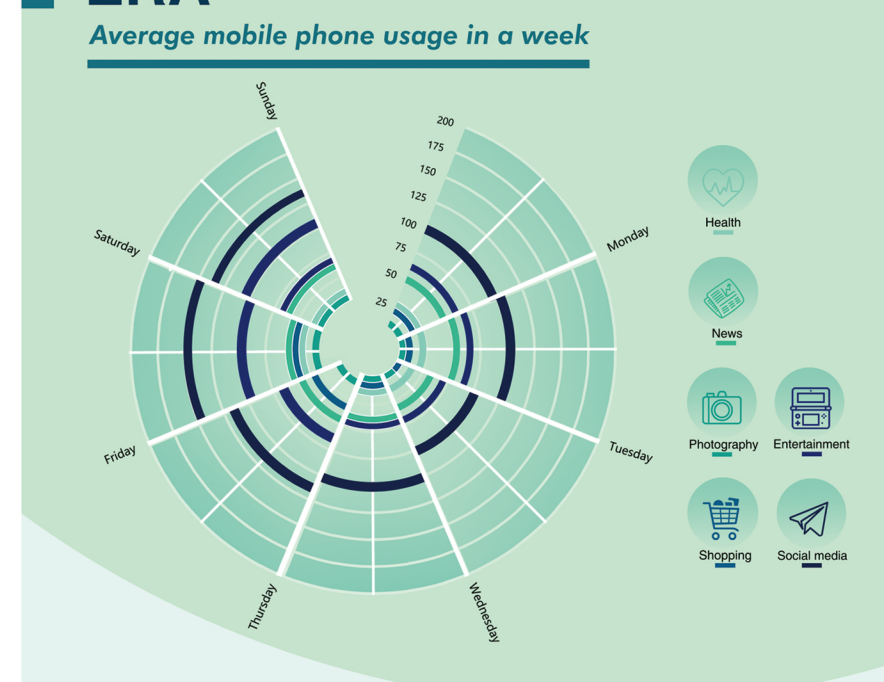
Time usage of different activities



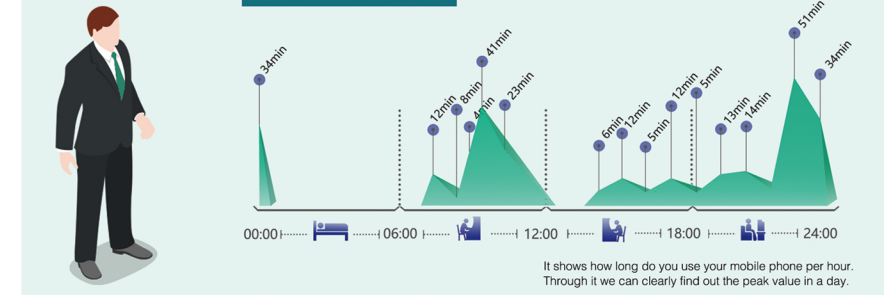
Youth (18-34)

MOBILE PHONE ERA

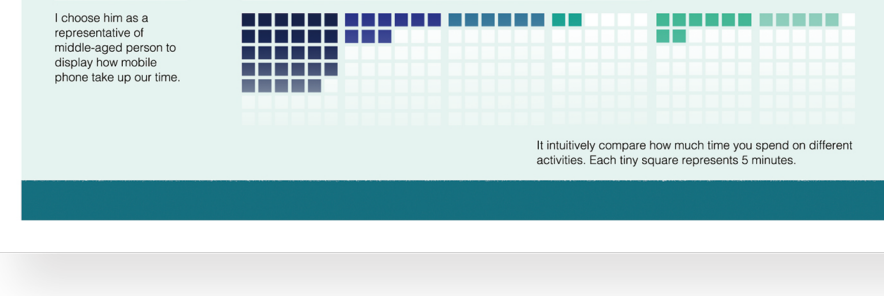
Midlife (35-65)



Timeline of a day



Time usage of different activities



Midlife (35-65)