

Common Smartphone and Mobile Usage Myths

There is no doubt regarding the popularity of mobile internet and data usage, especially over the last few years. However, many myths exist as to usage habits and how to take advantage of this great facility. Below, we look at some myths surrounding mobile usage and attempt to 'bust' them.

Myth 1: Mobile is iOS

Apple products are high profile. Their brand is hyper-consistent and instantly recognizable. But iOS represents less than half of the mobile market. And favoring iOS (or any one platform in general) might lead to poor user impressions.

In the US, Google owns roughly 53% of the smartphone market. That basically amounts to a huge number of wildly different Android devices. Therefore, it is important to broaden strategies when creating mobile content to reach a wider target audience.

Myth 2: Mobile Means Less

It's critical to put the users' needs first. If mobile gets less features by default, customers can potentially be left without the means to engage with your actual product. People perform all kinds of actions while using a wide range of devices. 25% of mobile users engage in online shopping through their phones and tablets. The main focus should go to delivering great experiences within the feature set you're offering on desktop, not limiting them.

Myth 3: Mobile Means Apps

Don't confuse your Twitter account for an Email account. You are not compelled to answer, re-tweet or delete posts every single time. This isn't Email! And unlike your Email inbox, Tweets don't fill up space!

Conclusion:

These are exciting yet overwhelming times for Web development. We are forced to rethink the purpose of websites or apps we are creating. We have no ability to predict what will happen next, what constraints and abilities the next devices will bring.

It all comes down to both knowing the needs of your audience and revolving around content. We tend to acknowledge the constraints of platforms and design strictly for given requirements. Let's make sure that the data is accessible anywhere, anytime, on any device.

*Adapted from an article by Karolina Szczur, a UX designer at Nodejitsu
Edited by Abdul Awwal Mahmood, Master Trainer at Charles Mann Training & Consultancy*