

IOS

VS.

ANDROID

A USER'S PERSPECTIVE

"RESEARCH BASED ON COMPARING AND CONTRASTING

IOS AND ANDROID OPERATING SYSTEMS



FROM A USER'S PERSPECTIVE"

INTRO | RESEARCH PROCESS | RESULTS | UX STORY



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**MAJOR: INFORMATICS
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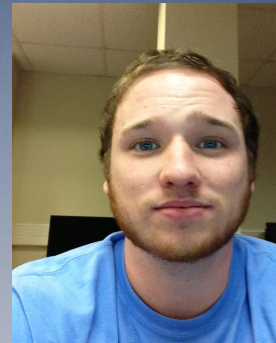
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**MAJOR: INFORMATICS
COGNATE: BUSINESS**



TYLER BARRETT

**MAJOR: INFORMATICS
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STEVE TULARAK

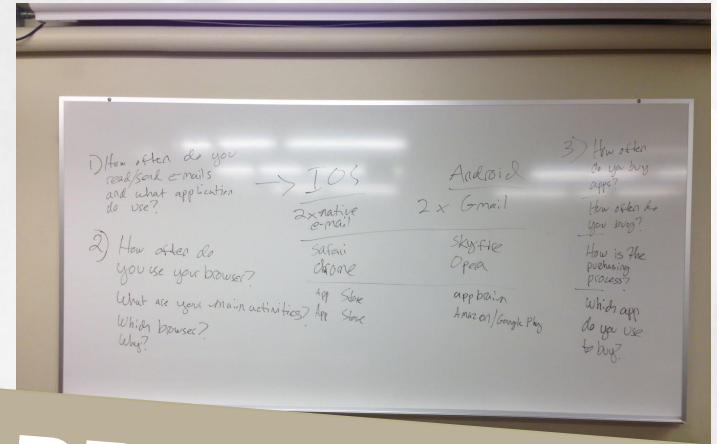
MENTOR / HCID

INTRO | RESEARCH PROCESS | RESULTS | UX STORY

RESEARCH PROCESS

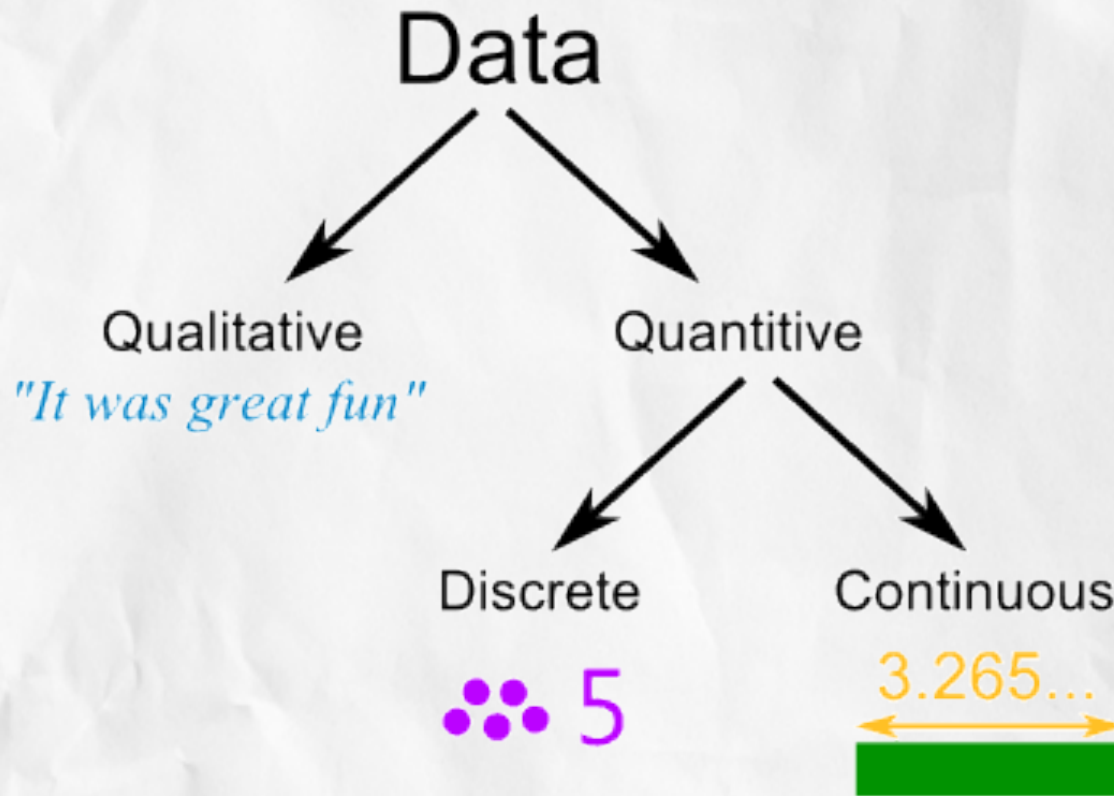


BARDZELL



BRAINSTORM

QUALITATIVE VS QUANTITATIVE



EXAMPLE INTERVIEW QUESTION

HOW OFTEN DO YOU USE YOUR BROWSER? WHAT ARE YOUR MAIN ACTIVITIES USING THE MOBILE BROWSER? WHICH BROWSER DO YOU USE? WHY?

QUANTITATIVE

QUANTITATIVE

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EXAMPLE INTERVIEW ANSWER

MORE THAN 10 TIMES A DAY. I USUALLY ONLY USE IT FOR SEARCH RESULTS FROM GOOGLE. MOST OTHER SITES HAVE SPECIALIZED APPS THAT ARE BETTER SUITED. I JUST USE THE DEFAULT BROWSER.

QUANTITATIVE

QUANTITATIVE

INTERVIEW METHODS



INTRO | RESEARCH PROCESS | RESULTS | UX STORY

RESEARCH PROCESS CONT'D

CONDUCTED 50+ INTERVIEWS

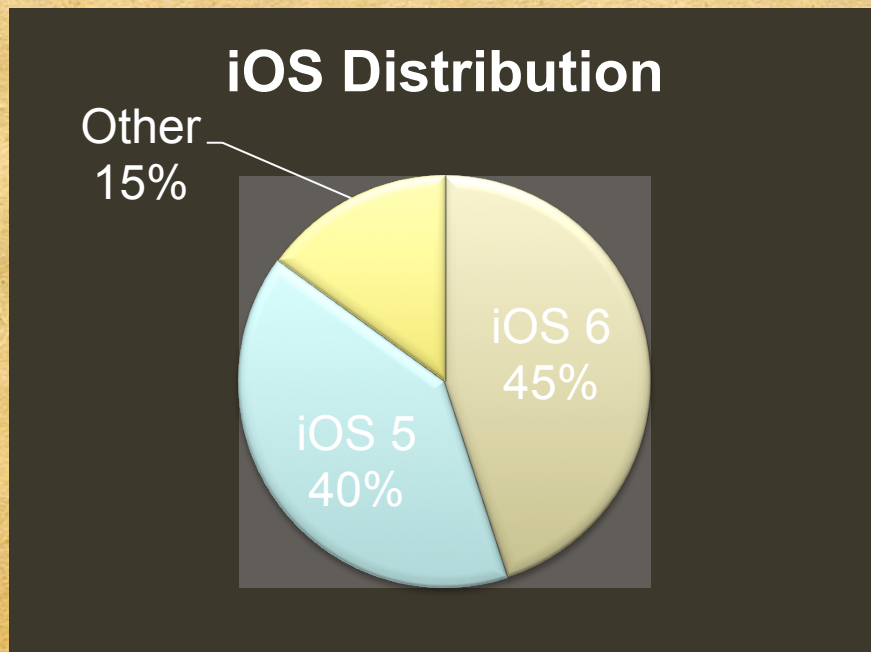
COMPILED INTERVIEW DATA

ANALYZED DATA

DISCOVERED TRENDS AND SIGNIFICANT DIFFERENCES FOR CERTAIN OPERATING SYSTEM INTERACTIONS

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DEMOGRAPHICS



EXPERIENCE :
1 YEAR 2
MONTHS

AGE : 27

DEMOGRAPHICS

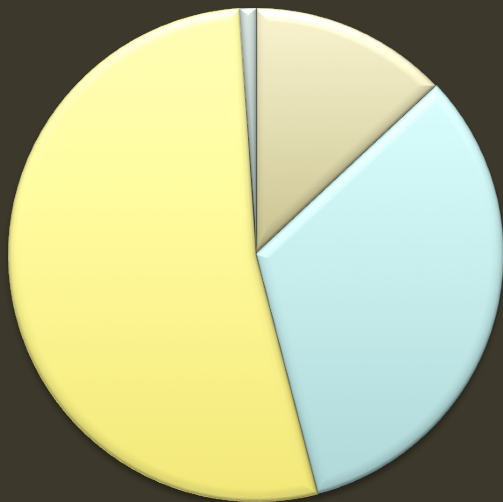
56% MALE

44% FEMALE

41

INTERVIEWS

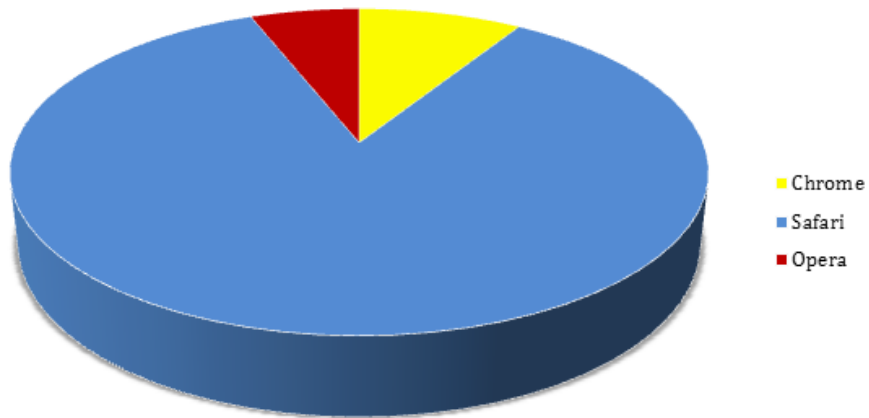
Andorid



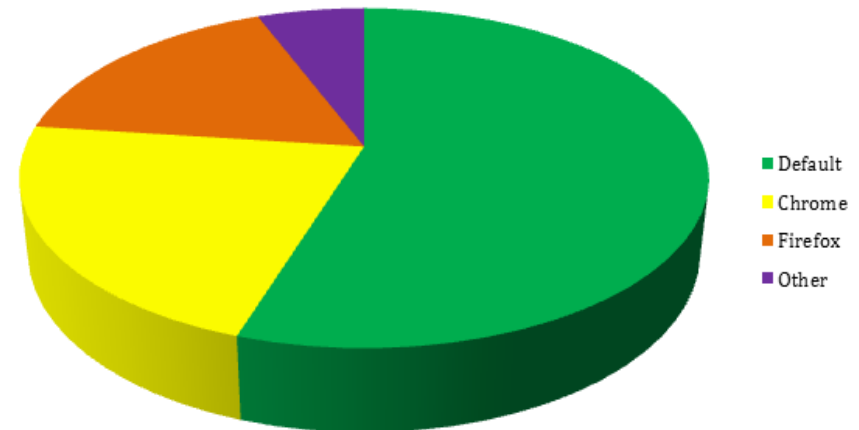
- Jelly Bean
- ICS
- Gingerbread
- Other

BROWSER

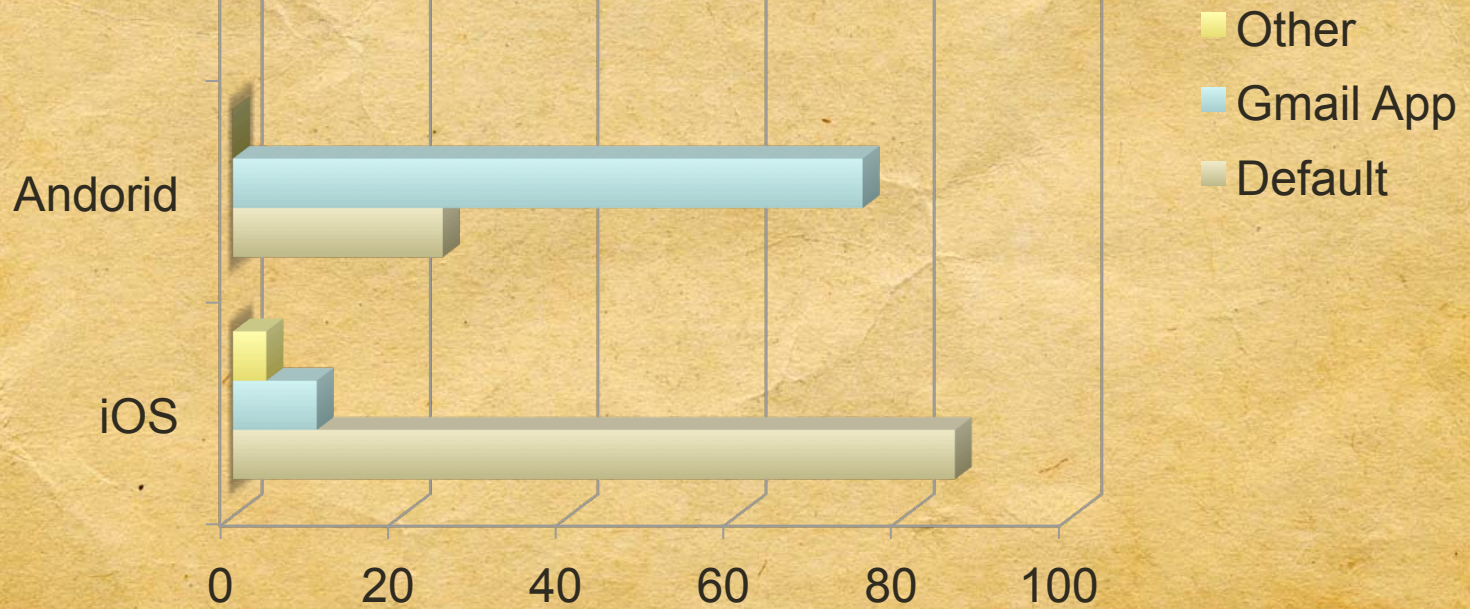
iOS Browser



Andriod Browser



MAIL



MAIL

“I JUST THINK THE GMAIL APP IS SO EASY TO USE AND I CAN’T STAND USING THE DEFAULT MAIL APP”

MUSIC (ANDROID)



82%
STREAM

MUSIC (IOS)



92%

ITUNES
LOCAL



44%

STREAM

MUSIC

**“IT’S SO DIFFICULT
ORGANIZING SONGS ON
MY ANDORID”**

**“ITUNES IS A
CINCH”**

RANDOM BUT INTERESTING



**3 TIMES MORE LIKELY TO
USE DEFAULT BROWSER
ON IOS THAN ANDORID**

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APPLE MAPS IS TERRIBLE



To our customers,

At Apple, we strive to make world-class products that deliver the best experience possible to our customers. With the launch of our new Maps last week, we fell short on this commitment. We are extremely sorry for the frustration this has caused our customers and we are doing everything we can to make Maps better.

We launched Maps initially with the first version of iOS. As time progressed, we wanted to provide our customers with even better Maps including features such as turn-by-turn directions, voice integration, Flyover and vector-based maps. In order to do this, we had to create a new version of Maps from the ground up.

There are already more than 100 million iOS devices using the new Apple Maps, with more and more joining us every day. In just over a week, iOS users with the new Maps have already searched for nearly half a billion locations. The more our customers use our Maps the better it will get and we greatly appreciate all of the feedback we have received from you.

While we're improving Maps, you can try alternatives by downloading map apps from the [App Store](#) like Bing, MapQuest and Waze, or use Google or Nokia maps by going to their websites and [creating an icon](#) on your home screen to their web app.

Everything we do at Apple is aimed at making our products the best in the world. We know that you expect that from us, and we will keep working non-stop until Maps lives up to the same incredibly high standard.

Tim Cook
Apple's CEO

USER EXPERIENCE SUMMARY



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Q & A