

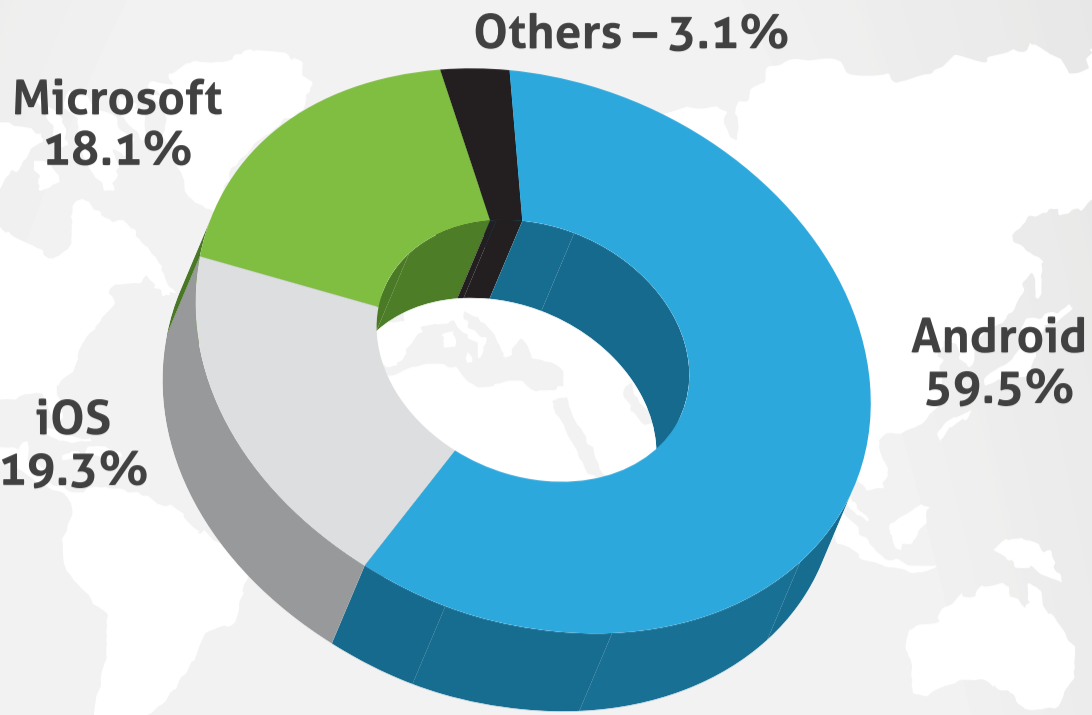
# MOBILE USABILITY

Android  vs iPhone  vs Windows 

which is **BEST?**

Presented by **usability 24/7**

96.9% = The combined global market share of the 3 leading smart mobile platforms\*



## Android:

- Owned by Google
- Open source
- Linux-based
- 770,000+ apps

## iOS:

- Owned by Apple
- Closed source
- XNU-based
- 900,000+ apps

## Windows Phone 8:

- Owned by Microsoft
- Closed source
- Windows NT-based
- 130,000+ apps

## Business take up of mobile OS by region\*\*



### Europe, Middle East, Africa

iOS – 43%    Android – 36%    Windows 21%

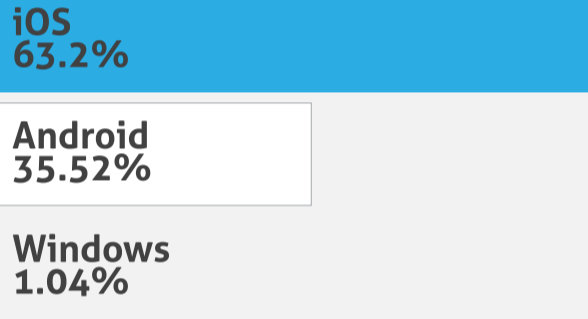
### North America

iOS – 62%    Android – 35%    Windows 3%

### Asia-Pacific, Japan

iOS – 75%    Android 25%

In the 1st Quarter of 2013, smartphones made up 10.44% of all website visits, breaking down as:



Android users downloaded the most apps in Q1 2013, with a 51% share of the market. iOS users spent more in the same period, with 74% of the download revenue going to Apple.

## Usability Factors

### IOS PROS:

- Seamless integration between software & hardware
- Multiple web page support through Safari browser
- Consistency in UI through releases up to iOS 6
- Desktop syncing enabled
- Email support across multiple accounts
- Social media integration
- First port of call for companies developing apps
- Minimal gap between development and release
- Consistent APIs across platforms

### CONS:

Dated home screen, lacking dynamic, real-time interaction (up to iOS 6)  
No Flash support, rendering some websites unviewable

### ANDROID PROS:

- Unparalleled home screen customisability and real time, in-app updates
- Robust notification system
- Excellent multitasking capability
- Lion's share of compatible devices
- Google Maps – the gold standard of mobile navigation apps
- Excellent social media integration
- Voice search
- Contactless content sharing with Near Field Communication (NFC) support
- Consistent APIs across platforms

### CONS:

- OS and hardware fragmentation
- Costlier to develop for
- Open Source leaves it vulnerable to security issues
- Poor desktop syncing
- Requires Google account

### WINDOWS PHONE 8 PROS:

- Integration with Microsoft's core business apps
- Power efficiency through single platform OS
- Customisable home screen, and non-apps, in-app updates (Live Tiles)
- Consistent UI and APIs across all platforms

### CONS:

- Fragmented hardware
- Least intuitive touch-screen platform
- Uneven social media integration
- Completely alien interface for previous Windows users to learn

81%

The proportion of iPhone users who'll remain loyal to the platform with their next choice of phone.

63%

The proportion of Android users who'll remain loyal to the platform with their next choice of phone.

9.0 – The overall user satisfaction rating for Windows Phone 8\*\*\*

9.2 – The "likelihood to recommend" rating for Windows Phone 8\*\*\*

\*as of Q1 2013

\*\*Based on aggregate data from Citrix customers deploying enterprise mobility management in the cloud

\*\*\*According to 2013 PC Mag poll

## SOURCES

- <http://www.canalys.com/newsroom/smart-mobile-device-shipments-exceed-300-million-q1-2013>
- [http://www.citrix.com/content/dam/citrix/en\\_us/documents/products/q4\\_enterprise\\_mobility\\_cloud\\_report.pdf](http://www.citrix.com/content/dam/citrix/en_us/documents/products/q4_enterprise_mobility_cloud_report.pdf)
- <http://www.smartinsights.com/wp-content/uploads/2013/04/Website-visits-by-device.jpg>
- <http://www.businessinsider.com/app-design-company-director-all-of-our-clients-choose-ios-over-android-2012-7>
- <http://www.androidcentral.com/android-z-multitasking>
- <http://www.businessinsider.com/app-design-company-director-all-of-our-clients-choose-ios-over-android-2012-7>
- <http://www.digitaltrends.com/mobile/do-you-need-antivirus-on-android/>
- <http://www.technologyreview.com/review/511116/windows-8-design-over-usability/>
- [http://news.cnet.com/8301-1035\\_3-57588948-94/iphone-owners-more-loyal-than-android-users-study/](http://news.cnet.com/8301-1035_3-57588948-94/iphone-owners-more-loyal-than-android-users-study/)
- <http://www.citrix.co.uk/>
- <http://www.pcmag.com/article2/0,2817,2416521,00.asp>

**usability 24/7**

Multi platform usability, user experience and user research, when you need it. [www.usability247.com](http://www.usability247.com)

copyright(C) 2013 usability247