

Developing User Personas with Mobile Analytics

Tips for Marketers on how to segment web users into mobile personas for delivering more targeted campaigns and web content

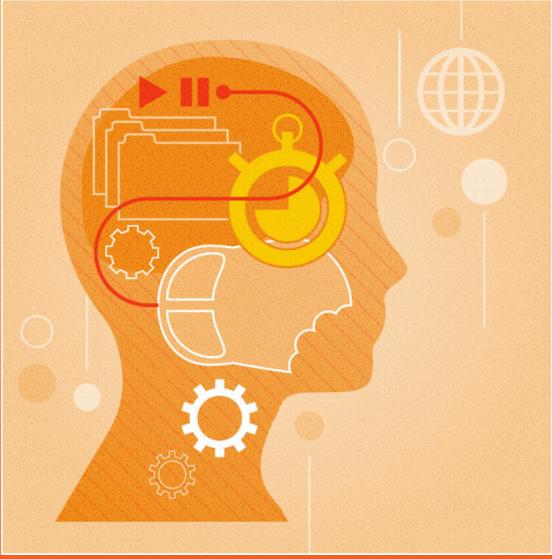


Caffeine Commuters

Whether travelling to work or college, on the school run or the morning walk for the paper, the Caffeine Commuter is on the move and doesn't have much time to spare. They're scanning headlines, viewing content from their Twitter feed or Facebook timeline, quickly checking sports scores, stock prices or looking up key pieces of information.

They'll be using a phone which they can slip in and out of pocket or purse, and coverage will be patchy so connectivity can't be relied upon.

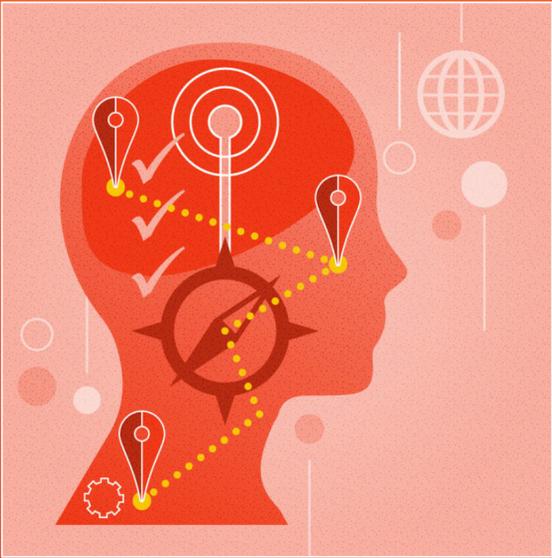
Serve experiences and content which don't demand too much of the device, are quick to consume or pique interest until the visitor has more time to spend.



Lunchtime Power Browser

Time slows for just a few minutes during the middle of the day, a chance to get things done or half an hour of relaxing downtime. Using a laptop or desktop the Lunchtime Power Browser has a powerful computer with a good sized screen, and the time to browse content more thoroughly. They will follow links, watch longer videos, read to the end of the article and complete that registration form as they're less likely to be interrupted or have their attention pulled away.

Link outbound programs to your richest content knowing this visitor has the time, inclination and device to enjoy it.



Weekday Explorers

Always on the move, from one task or meeting to the next throughout the day – whether it's for work or pleasure, Weekday Explorers have patchy coverage and a smaller-screen device. They use the phone to stay connected and to dip in and out of content regularly, staying on websites for only a couple of minutes at a time. They want fast access to information and will skip longer tasks, or more engrossing content until they've more time to spend.

Focus on page load times – so think smaller pages and a simpler UI, and on guiding visitors to key content with the fewest steps. Always show where deeper detail can be found but lead with the critical items.



Sofa Surfers

Multi-screening is the order of the day. Sofa Surfers, with a glass in one hand, tablet on their knee and an eye on the TV, are enjoying down-time by consuming content from multiple streams. They're tweeting during a reality-TV show or sports event, using Shazam to surf to promoted ad content on their tablet, looking up an actor's other movies or just watching videos during the TV ad breaks.

Sofa Surfers have the time, device and connectivity to enjoy rich content, and they're looking for entertainment. They're more likely to be engaging via social media as well so look to these channels to engage visitors and serve web content that deliver a seamless, rich and joined-up experience.



Evening Networkers

Access to the online world is an integral part of socializing in the real world, with a smartphone in every pocket or purse. The Evening Networkers surf the web during the evening, but they're constrained by screen size, connectivity and time, so quick access to bite-sized information and entertainment is on the menu!

Integrated marketing campaigns comprising social, out-of-home, and affiliate channels combine to drive mobile visitors to your site. Make sure it's a joined-up experience that reflects their likely goals – fun, fast, informative and social. Evening Networkers won't wait for the page to load at a crawl!



Night Owls

It's after hours, and Night Owls might be shift workers, insomniacs, gamers, vampires or new parents! They've plenty of time – mostly uninterrupted, and are using a bigger screen with a fast broadband connection, ideal for downloading big files, playing games and watching movies.

Serve the richest and most immersive experience on your site without worrying as much about page size, download speeds or visitor attention spans as you might during busier times of the day.

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