

Device Junkies & Multi-tasking

Intersperience Research

Case studies

November 2012



intersperience



Case Study 1: Sue

Situation: Friday night, 6-10pm
At home alone
Kids at the airport, husband in Afghanistan
Weekly call to husband

“On Friday night, I was on my own, but was on Skype to my husband who in Afghan and was chatting to our daughters on FaceTime who were in Gatwick airport awaiting for flights out to Corfu. And my brother who lives in Devon called to say hi.”

SUE

Female, aged 45
Family of 4; 2 children
Lives with spouse

Devices owned: 10

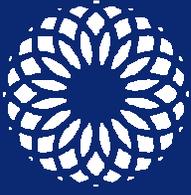
Laptop, iPad, Mobile phone (not including Smartphone), Smartphone, Games console, Satellite or cable TV, Connected TV, Digital TV recorder, E-reader and Internet radio

Sue used 4 devices to communicate with 4 family members who were all in different locations

Devices used	How were these devices used?	Why were these devices used?
Laptop	Skype husband in Afghanistan	Husband only gets a specific time to call home
iPad	FaceTime daughters in the airport	Daughters wanted to speak to their Dad but weren't home
Smartphone	FaceTime brother in Devon	Brother wanted conversation with his brother-in-law
TV	On in the background during conversation	Husband wanted to watch something on TV

“Daughters were going on holiday, they flew down to Gatwick to meet up with friends for their flight out to Corfu, hubby was on his call home wanted to chat to myself the girls and also have the TV on so he could see. And my brother who lives in Devon called to say hi to my hubby.”

“Had the laptop webcam pointing to TV for coverage and the iPad was connected via FaceTime to daughters in Gatwick airport. Took a FaceTime call on mobile from my brother in Devon.”



Case Study 2: Kate

Situation: Sunday morning, 9am-1pm
In a hotel at work
Dealing with customers

“On Sunday morning, I was working, checking in a lady who worked a night shift and checked out a stag party as well as couples, who were staying in the hotel.”

KATE

Female, aged 25
Single, no children
Lives in shared residence (adults)

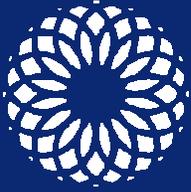
Devices owned: 7

Laptop, Desktop PC, iPad or other tablet computer, Smartphone, Games console, Satellite or cable TV, E-reader

Kate used 3 devices for different purposes; 1 device was work-related and 2 devices used for media consumption and communication

Devices used	How were these devices used?	Why were these devices used?
Smartphone	Texting friends, checking emails and Facebook	Communicating with others
E-reader	Reading a book	Passing time in work
PC	Carrying out work related tasks	Checking in/out customers of the hotel

“I was checking Facebook and my E-Mails, I texted friends and searched for supermarket opening times as well as jobs on my Smartphone. I was reading a book on my Kobo reader... I listened to CFM radio and read Glamour magazine when I had some quiet time.”



Case Study 3: Lee

Situation: Friday night, 6-10pm
At home with family
In the living room

“On Friday night, we just relaxed, watched Emmerdale and Coronation St, and watched a movie... casually browsing the net .”

LEE

Male, aged 29
Family of 5; 3 children
Lives with partner

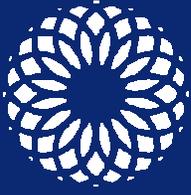
Devices owned: 8

Laptop, Desktop PC, iPad or other tablet computer, Mobile phone (not including a smartphone), Smartphone, Game console, Digital TV recorder, E-reader

Lee was using 2 devices; both devices were used for the purpose of media consumption

Devices used	How were these devices used?	Why were these devices used?
TV	Watching TV programmes and films	Consuming media content to relax
Laptop	Browsing the internet	Consuming media content to relax

“Laptop was on a small table beside me, TV was straight ahead, I was both watching, and browsing casually and relaxed.”



Case Study 4: Tracy

Situation: Friday night, 6-10pm
At home alone
Catching up on work

“On Friday night, I was on my own and was taking the opportunity to catch up on some outstanding work. was doing some work, some research, a bit of shopping, read my e-mails and checked my website.”

TRACY

Female, aged 45-54
Married; no children
Lives with spouse

Devices owned: 10

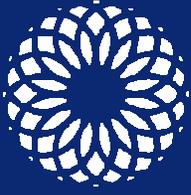
Laptop, Desktop PC, iPad or other tablet computer, Mobile phone (not including a smartphone), Smartphone, Game console, Satellite or cable TV, Connected TV, Digital TV recorder, E-reader

Tracy used 3 devices simultaneously for a variety of tasks

Devices used	How were these devices used?	Why were these devices used?
TV	Background noise whilst working	The house was too quiet
Laptop	Working and general internet browsing	//
Smartphone	Answering telephone calls	Responding to people who were calling

“I turned the TV on when I got home at 6pm for some background noise as the house was too quiet. I turned my laptop on at about 6.10 and worked through until 11.50pm, with telephone interruptions of which there were four. I did research on the internet and used the windows package for various things.”

“The TV was on, as was the laptop and I was on the phone - all at the same time.”



Case Study 5: John

Situation: Friday night, 6-10pm
At home in dining room alone
Wife in another room

“On Friday night, I spent the evening undertaking online surveys, researching specs and suppliers for a new dishwasher, whilst watching the TV on BBC 3 interactive... checked for news/updates and using Facebook and twitter.”

JOHN

Male, aged 62
Family of 4; 2 children
Lives with spouse

Devices owned: 8

Laptop, Desktop PC, Mobile phone (not including a smartphone), Satellite or cable TV, Connected TV, Digital TV recorder, Internet radio, Another device

John used 3 connected devices for the purposes of information and entertainment

Devices used	How were these devices used?	Why were these devices used?
Laptop	Researching product information, consuming media content and	Finding out information about a specific product and keeping up to date with news coverage
TV	Watching TV programmes	On in the background with no sound
Another device (iPod)	Checking SNS and consuming media content and background noise	Communicating with others via SNS and consuming media content

“Laptop: researching for a new dishwasher, checking specs and prices from numerous sites, checking cricket scores updates and completing online surveys. TV: switching between channels, checking for news on teletext. iPod: news updates, online scores, using twitter/Facebook + background music.”

“TV to watch (no sound) continuously; laptop all the time; iPod continuously. TV/laptop; TV/iPod; TV/laptop/iPod.”