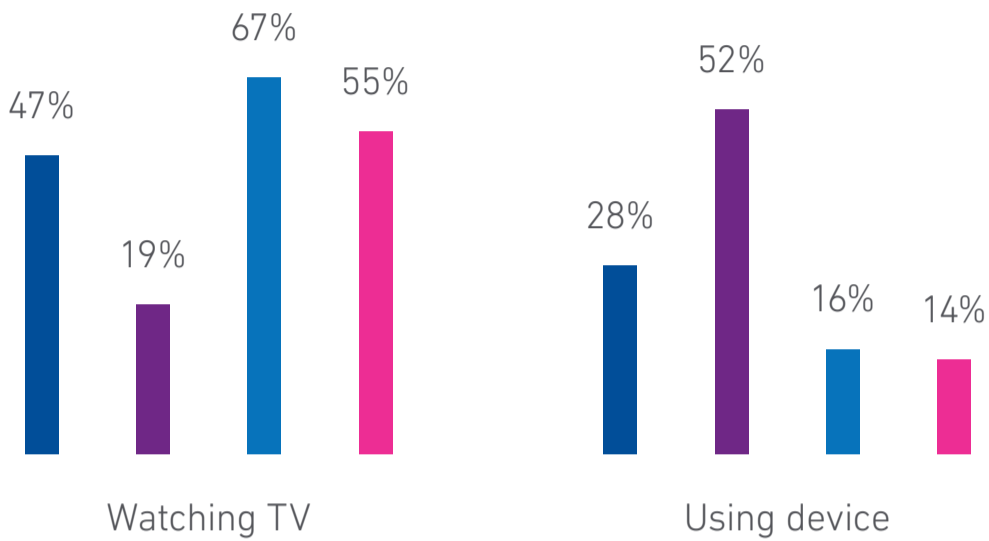


How each device is used

Smartphones and tablets lend themselves to multi screening, with people researching whilst also watching TV. However desktop and PC usage tends to command all the users attention.



Durations

Laptops and PC's are used throughout the purchase journey and tend to be for longer sessions **>30mins**

Smartphones, apps and smaller devices are also used throughout the purchase journey, but for shorter more focussed objectives **<20mins**



> 30mins



< 20mins

Businesses need to consider the use of each device and how the consumer will interact with it, what their needs are and the purpose for use., From this they must deliver a journey.

