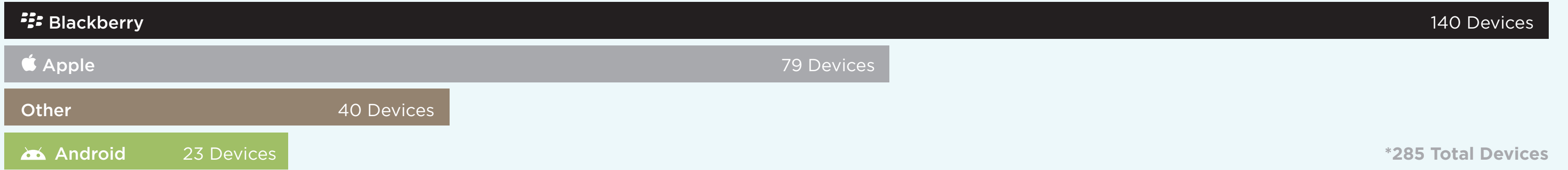


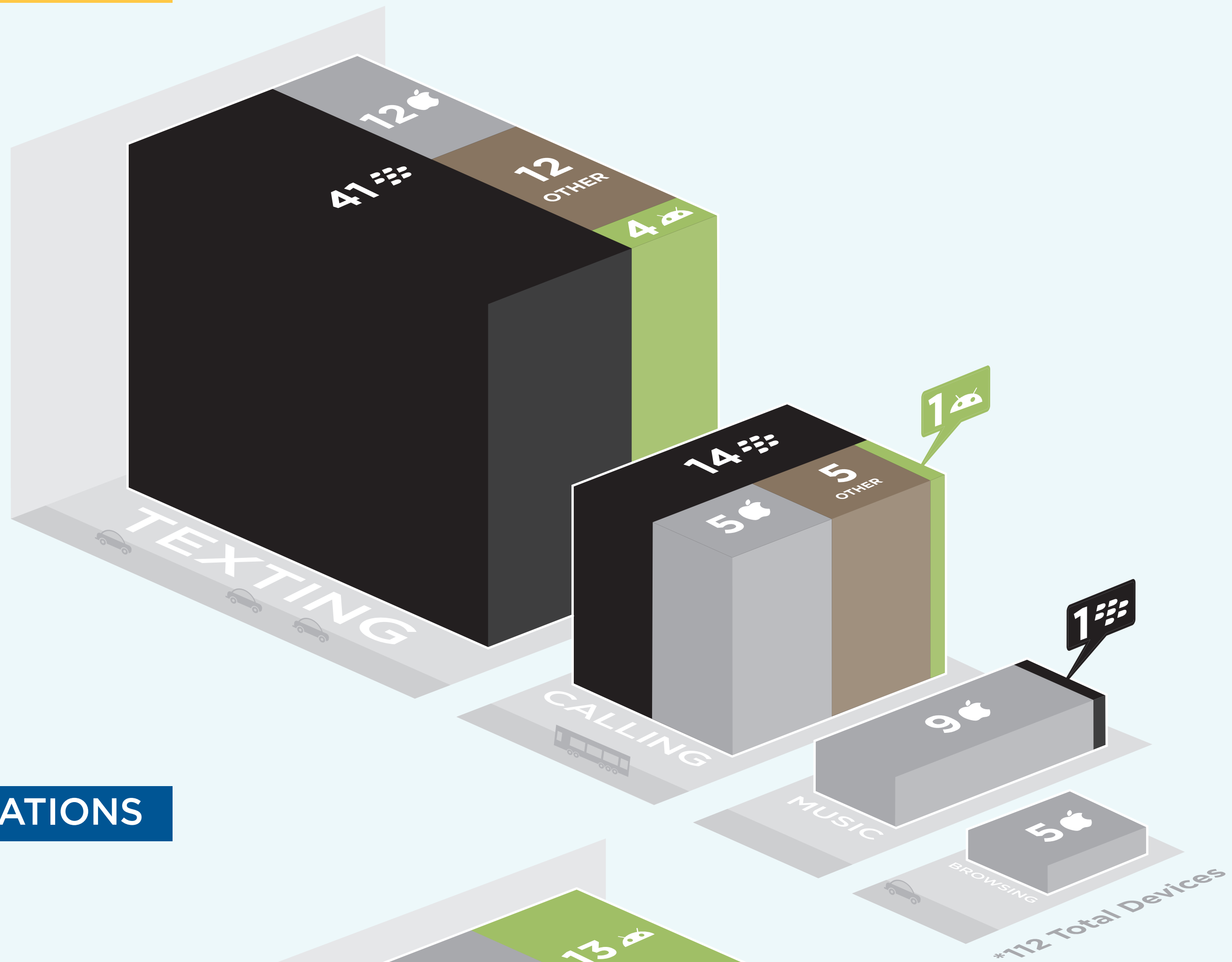
# MOBILE OBSERVATION

King Street & Yonge Street

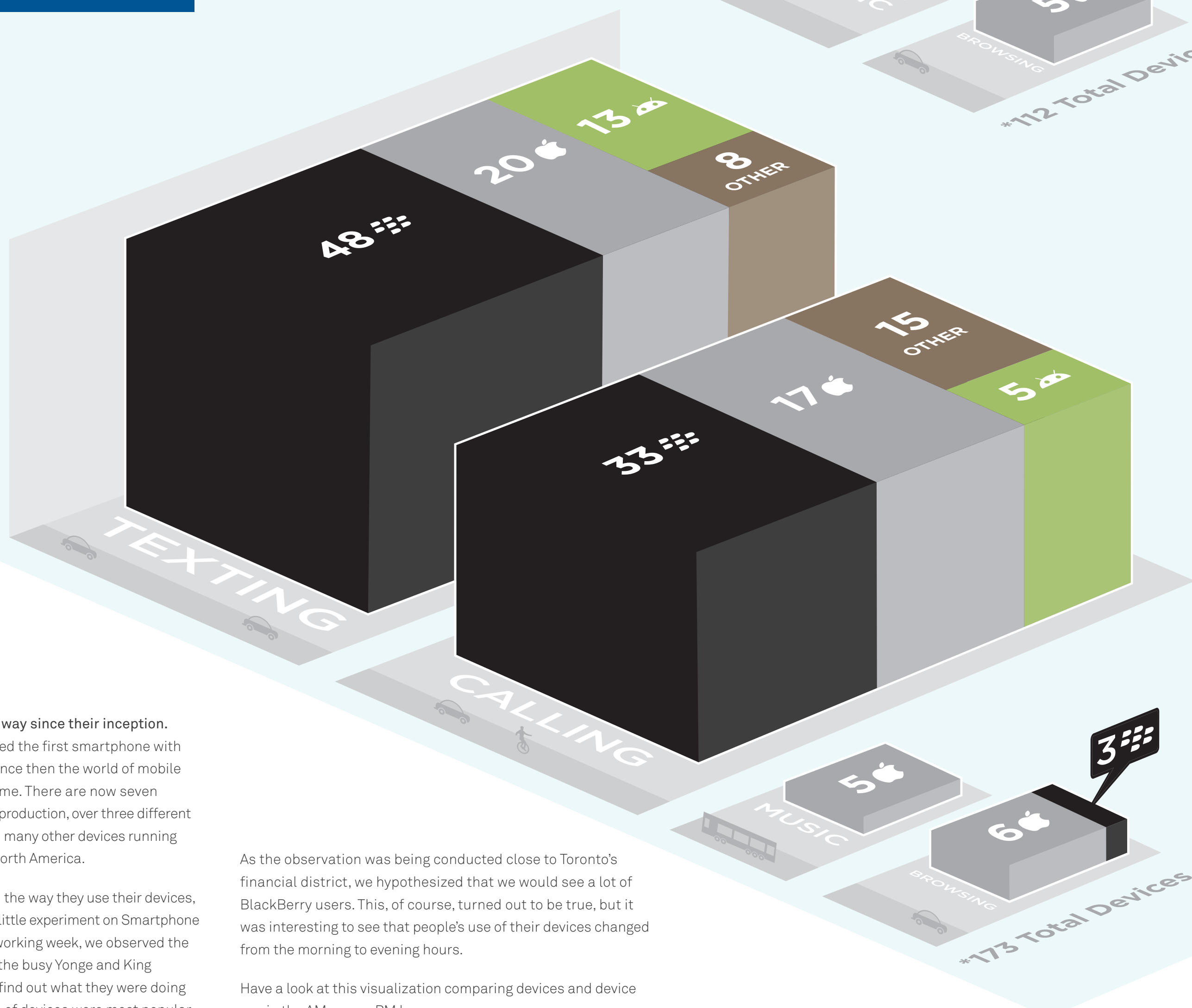
## DEVICE USAGE COMPARISON



## AM OBSERVATIONS



## PM OBSERVATIONS



Mobile devices have come along way since their inception. It's been 8 years since RIM released the first smartphone with wireless email capabilities and since then the world of mobile connectivity has not been the same. There are now seven different types of BlackBerries in production, over three different devices running the Apple iOS and many other devices running the Android operating system in North America.

Being fascinated with people and the way they use their devices, we decided to undertake our own little experiment on Smartphone usage. Over the time span of one working week, we observed the device use of 285 pedestrians at the busy Yonge and King intersection during peak hours to find out what they were doing with their devices and what kinds of devices were most popular.

As the observation was being conducted close to Toronto's financial district, we hypothesized that we would see a lot of BlackBerry users. This, of course, turned out to be true, but it was interesting to see that people's use of their devices changed from the morning to evening hours.

Have a look at this visualization comparing devices and device use in the AM versus PM hours.