A new consumer survey reveals smartphone usage issues

Smartphone users are expected to reach 5.9bn by 2020.¹
And most new users don’t understand, and don’t want to understand their device. But they do want it to be user-friendly, and when it isn’t, they get frustrated!

The 4 main pain points for smartphone users

### Poor battery life

54% of respondents say their battery drains faster than expected, several times a month. They would like to understand.

### Connection issues

47% of respondents experience data loading issues
35% experience connection failures
28% experience dropped calls

These experiences are frustrating and disappointing for users when they have to start a task again, or when they lose connections to the network. They don’t lose patience; they are caused by the behaviour of their networks, but they do want to know how to solve them.

### Slow navigation

47% of respondents say their phones are slow

Consumers tend to think that deleting useful apps and personal photos and videos is the best way to boost their phone’s speed.

### Data plan max-out

25% of respondents max out their contracted data limit at least once a year

Consumers don’t understand how their data is used. Some limit their online activities as a result.

### Consumers want help optimizing their smartphones, but they want it to be quick and easy.

And mobile operators are best placed to provide that.

Provided to MNOs as a white label solution, Quality of Experience App. enables end users to optimize their smartphone usage from a single application.

Quality of Experience app is part of our comprehensive LinqUs QoE offer, enabling operators to monitor network quality and device performance, based on real subscriber experiences.

For more information, go to:

¹ Source: GSMA’s Mobile Economy 2015 report.
² Survey conducted by Gemalto Ideas Hub, on an online community of 200 consumers based in the UK and the USA.