Multiscreen Dayflow

For a detailed explanation and application see book, please: ISBN: 9780128027295
Multiscreen Dayflow | Margaret Brown

Daily routine, time frame, device usage, context of use | User type group »Digital Outsider«
Multiscreen Dayflow | Barbara Stewart

Daily routine, time frame, device usage, context of use | User type group »Occasional User« (Best Ager)
Multiscreen Dayflow | Kelly Adams

Daily routine, time frame, device usage, context of use | User type group »Occasional User«
Multiscreen Dayflow | Melissa Anderson

Daily routine, time frame, device usage, context of use | User type group »Professional User«
Multiscreen Dayflow | Andrew Collins

Daily routine, time frame, device usage, context of use | User type group »Trend User« (Young)
Multiscreen Dayflow | Mark Hudson

Daily routine, time frame, device usage, context of use | User type group »Trend User« (Gainfully Employed)
Multiscreen Dayflow | Robert Sullivan

Daily routine, time frame, device usage, context of use | User type group »Digital Pros«
Multiscreen Dayflow | Larry Newton

Daily routine, time frame, device usage, context of use | User type group »Digital Avant-Garde«
Multiscreen Dayflow

Daily routine, time frame, device usage, context of use

Persona

GOING TO SLEEP

WAKING UP

LATE EVENING

EARLY EVENING

EARLY IN THE MORNING

MID-MORNING

AFTERNOON

MID-DAY