

# WHO ARE MOBILE USERS?

To get an idea of just how important mobile web design is, let's start by talking about mobile users.

## Who are they?

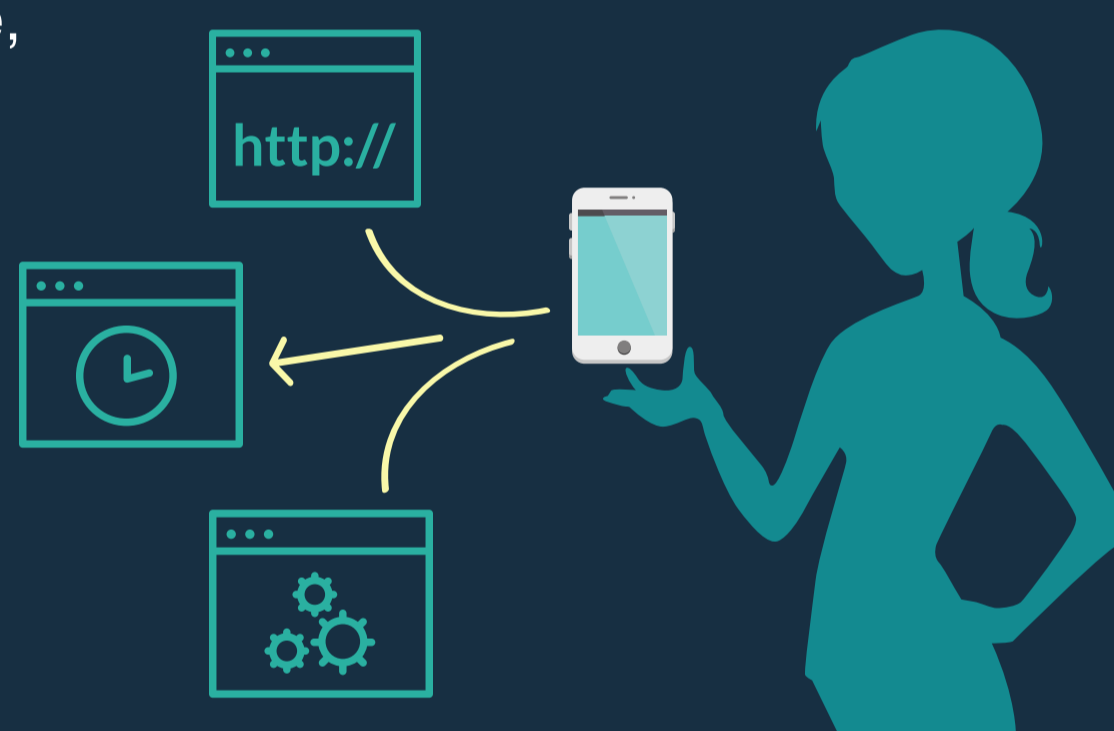
They're tech-savvy. They're impatient. They know what they want. Perhaps most importantly, **they are the majority.**



- Smartphone users alone will make up more than two-thirds of the U.S. population in 2017.
- Almost 70% of digital media consumption currently comes from mobile usage.
- In 2015, mobile searches first surpassed desktop searches (according to Google), which means that, when it comes to optimizing your website for users and search engines, desktop users are no longer your main audience.

## What Do Mobile Users Want?

Older, poorly designed, non-responsive, and specifically non-mobile-friendly websites aren't something they're interested in spending time on. Mobile users want answers, solutions, information, convenience, and they want it now. They want websites to deliver fast loading times, user-friendly and intuitive navigations, easily viewable images, simple and **secure ways to make online purchases**, and an overall excellent user experience.



## What Are They Doing?

They're making purchases – on their smartphones. According to The Financial Brand, “78% of consumers made a purchase on their mobile device in 2016.” They're spending time on social media. They're watching videos, including the ads that show up before the content they're trying to watch, and guess what! HubSpot says that 92% of consumers are sharing the videos they watch on a mobile device with friends and other social followers. If you aren't using responsive or mobile-friendly design in your emails or on your website, you're risking the **quality of user experience** for many of your potential customers.



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