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By The Numbers

1st Edition

January 2010 - December 2010



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In 2011 NASA's Information Technology Management Board recognized CIMA as the NASA internal mobile application service center. CIMA is located at Marshall Space Flight Center and is operated out of the NEACC (NASA Enterprise Applications Competency Center). Our goal is to help enable NASA's workforce access to the information they need, anytime, anywhere directly from their mobile devices. If you are interested in finding out more about CIMA visit our website <https://cima.nasa.gov>. If you have any questions regarding this report please send an email to msfc-cima@mail.nasa.gov.

This is the first edition of CIMA's (Center for Internal Mobile Applications) By The Numbers report. Unless otherwise stated, all analytics presented in this report were captured over the period from January 1, 2010 to December 31, 2010. CIMA tracks mobile and web analytics with Pulse (<https://pulse.nasa.gov>). Pulse is a tool developed by CIMA for capturing analytical and operational data (logging, device to server requests/responses, etc.) for mobile and web applications. Pulse is available to all NASA application owners. If you interested in capturing analytics on your mobile and/or web applications, contact CIMA to request an account.

Pulse captures three types of analytic information: technology, audience and application. Technology analytics deal with the types of hardware and software used to access application. An example of technology analytics is type of mobile device (Android, Blackberry, iOS, etc.) or type of browser (Chrome, Firefox, Internet Explorer, etc.) used to access either the mobile or web application. Audience analytics deals with who is accessing an application(s). An example of this is the number of visits to the application by center. Application analytics deal with the type of application that the user is using such as visits by application version or downloads from apps@NASA.

Most of the values displayed in tables throughout this report will include a value in parenthesis with a plus, minus or zero value. This value show the how the analytic value from the current period (January 2010 - December 2010) differs from the previous period (January 2009 - December 2009). For example 32% (-5.2) indicates the current value is 32% and last report's percentage value was 37.2%. Likewise 45% (+0.2) indicates the current value is 45% and the previous value was 44.8%. If the current value of an analytic is the same as the previous value it will be represented as 50% (0).

Mobile Analytics

The mobile analytics presented in this section were captured from the following NASA mobile applications.

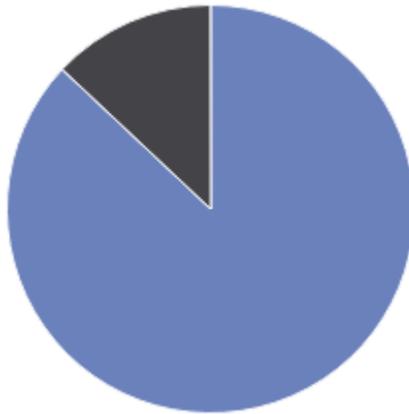
- WebTADS Mobile (iOS, Blackberry)

Technology Analytics

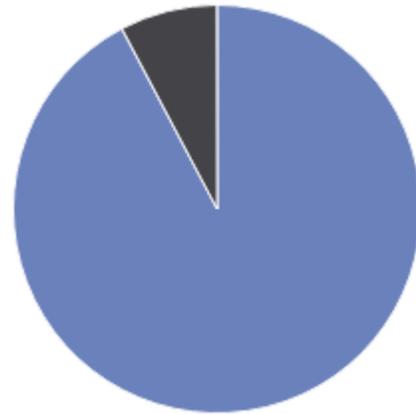
Device Types

The following charts shows the mobile device type distribution by visits and users for all supported platforms.

Device Type by Visits



Device Type by Users



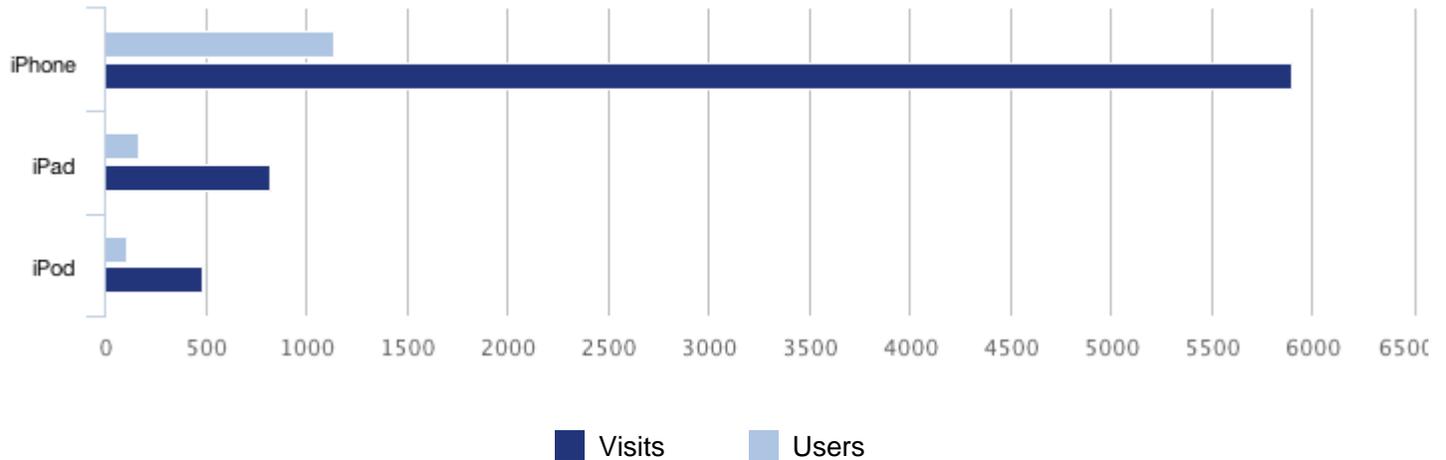
■ iOS
 ■ Android
 ■ BlackBerry

Device Type	Visits	% of All Visits	Users	% of All Users
iOS	7,211 (+7,211)	87.0% (+87.0)	1,336 (+1,336)	92.3% (+92.3)
Blackberry	1,077 (+1,077)	13.0% (+13.0)	112 (+112)	7.7% (+7.7)

Device Models

The following charts shows device model distribution for iOS, Android and BlackBerry devices. Due to the large number of Android devices models recorded, only Android models that record more than 0.1% of the total visits will be shown.

iOS Device Models

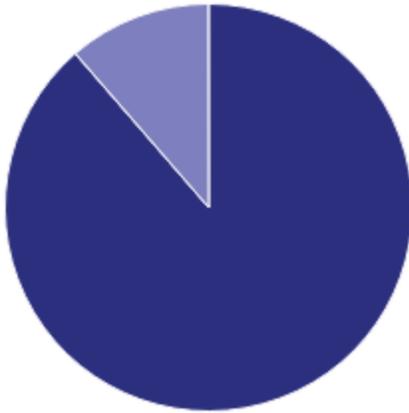


iOS Device Model	Visits	% of All Visits	Users	% of All Users
iPhone	5,896 (+5,896)	82.0% (+82.0)	1,134 (+1,134)	80.5% (+80.5)
iPad	817 (+817)	11.4% (+11.4)	171 (+171)	12.1% (+12.1)
iPod	480 (+480)	6.7% (+6.7)	104 (+104)	7.4% (+7.4)

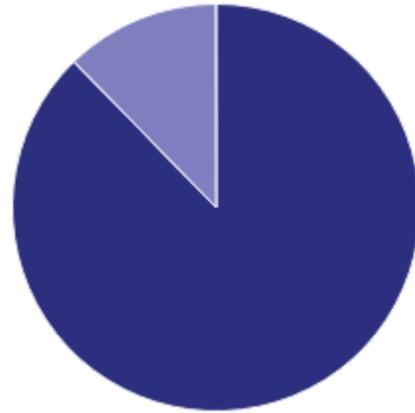
Phones vs Tablets

The following charts show the distribution of phones and tablets for visits and users.

Phones vs Tablet by Visits



Phones vs Tablets by Users

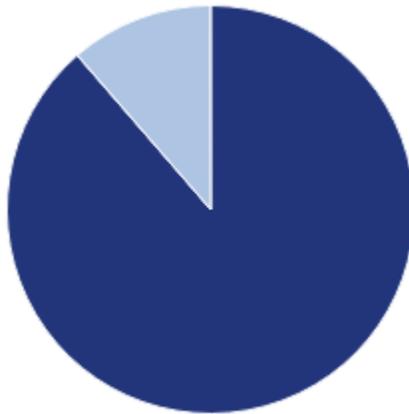


■ Phone ■ Tablet

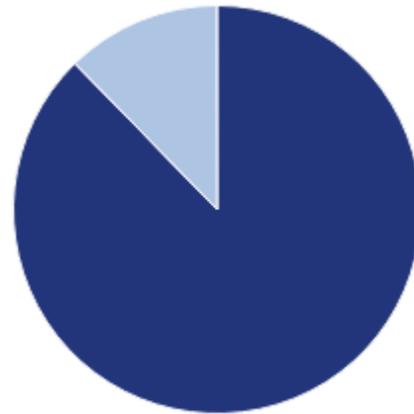
Phone or Tablet	Visits	% of All Visits	Users	% of All Users
Phone	6,392 (+6,392)	88.6% (+88.6)	1,228 (+1,228)	87.7% (+87.7)
Tablet	819 (+819)	11.4% (+11.4)	172 (+172)	12.3% (+12.3)

iOS Phones vs. Tablets

Phones vs Tablet by Visits



Phones vs Tablets by Users



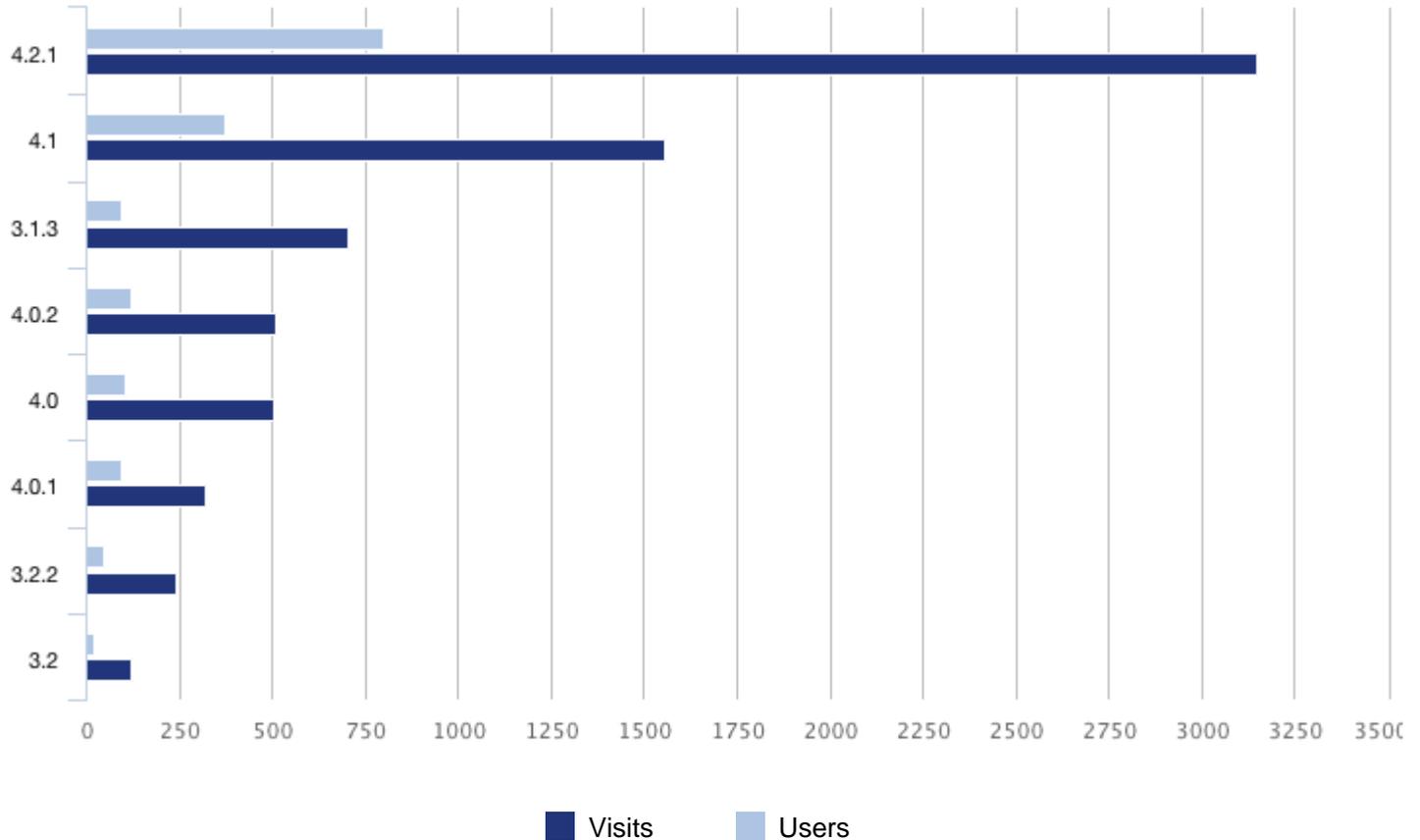
■ Phone ■ Tablet

Phone or Tablet	Visits	% of All Visits	Users	% of All Users
Phone	6,392 (+6,392)	88.6% (+88.6)	1,228 (+1,228)	87.7% (+87.7)
Tablet	819 (+819)	11.4% (+11.4)	172 (+172)	12.3% (+12.3)

OS Versions

The following charts show the operating system version number distribution by visits and users on each supported mobile platform.

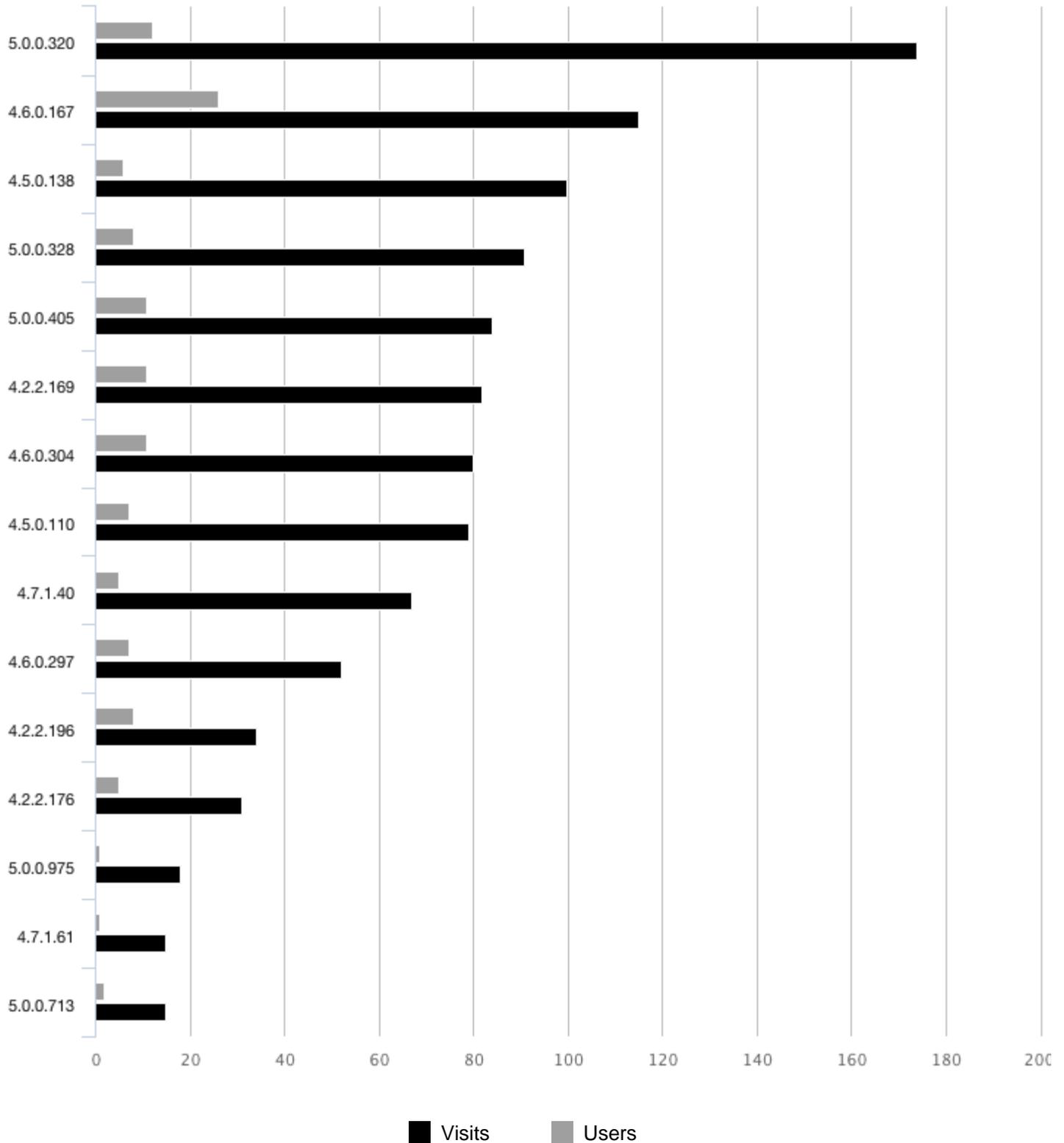
iOS OS Versions



iOS OS Version	Visits	% of All Visits	Users	% of All Users
4.2.1	3,150 (+3,150)	43.7% (+43.7)	798 (+798)	47.2% (+47.2)
4.1	1,556 (+1,556)	21.6% (+21.6)	375 (+375)	22.2% (+22.2)
3.1.3	703 (+703)	9.7% (+9.7)	96 (+96)	5.7% (+5.7)
4.0.2	510 (+510)	7.1% (+7.1)	123 (+123)	7.3% (+7.3)
4.0	504 (+504)	7.0% (+7.0)	104 (+104)	6.1% (+6.1)
4.0.1	319 (+319)	4.4% (+4.4)	94 (+94)	5.6% (+5.6)
3.2.2	240 (+240)	3.3% (+3.3)	49 (+49)	2.9% (+2.9)
3.2	120 (+120)	1.7% (+1.7)	21 (+21)	1.2% (+1.2)
3.1.2	69 (+69)	1.0% (+1.0)	15 (+15)	0.9% (+0.9)

3.2.1	31 (+31)	0.4% (+0.4)	14 (+14)	0.8% (+0.8)
4.2	9 (+9)	0.1% (+0.1)	3 (+3)	0.2% (+0.2)

Blackberry OS Versions



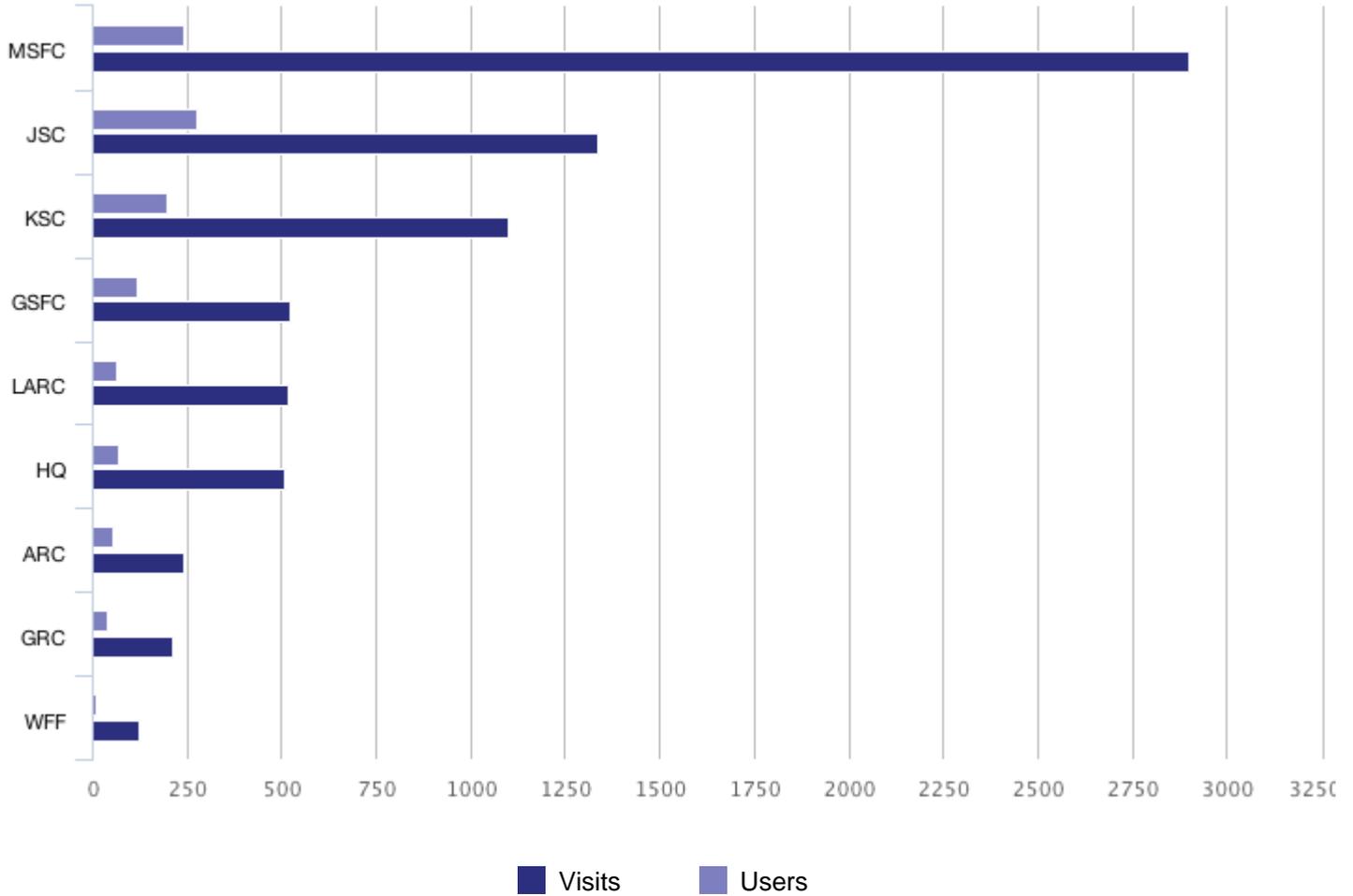
Blackberry OS Version	Visits	% of All Visits	Users	% of All Users
5.0.0.320	174 (+174)	16.2% (+16.2)	12 (+12)	8.8% (+8.8)
4.6.0.167	115 (+115)	10.7% (+10.7)	26 (+26)	19.0% (+19.0)
4.5.0.138	100 (+100)	9.3% (+9.3)	6 (+6)	4.4% (+4.4)
5.0.0.328	91 (+91)	8.4% (+8.4)	8 (+8)	5.8% (+5.8)
5.0.0.405	84 (+84)	7.8% (+7.8)	11 (+11)	8.0% (+8.0)
4.2.2.169	82 (+82)	7.6% (+7.6)	11 (+11)	8.0% (+8.0)
4.6.0.304	80 (+80)	7.4% (+7.4)	11 (+11)	8.0% (+8.0)
4.5.0.110	79 (+79)	7.3% (+7.3)	7 (+7)	5.1% (+5.1)
4.7.1.40	67 (+67)	6.2% (+6.2)	5 (+5)	3.6% (+3.6)
4.6.0.297	52 (+52)	4.8% (+4.8)	7 (+7)	5.1% (+5.1)
4.2.2.196	34 (+34)	3.2% (+3.2)	8 (+8)	5.8% (+5.8)
4.2.2.176	31 (+31)	2.9% (+2.9)	5 (+5)	3.6% (+3.6)
5.0.0.975	18 (+18)	1.7% (+1.7)	1 (+1)	0.7% (+0.7)
4.7.1.61	15 (+15)	1.4% (+1.4)	1 (+1)	0.7% (+0.7)
5.0.0.713	15 (+15)	1.4% (+1.4)	2 (+2)	1.5% (+1.5)
5.0.0.591	10 (+10)	0.9% (+0.9)	2 (+2)	1.5% (+1.5)
5.0.0.732	9 (+9)	0.8% (+0.8)	1 (+1)	0.7% (+0.7)
4.2.1.89	7 (+7)	0.6% (+0.6)	3 (+3)	2.2% (+2.2)
4.2.2.89	4 (+4)	0.4% (+0.4)	4 (+4)	2.9% (+2.9)
4.7.0.75	3 (+3)	0.3% (+0.3)	2 (+2)	1.5% (+1.5)
5.0.0.337	3 (+3)	0.3% (+0.3)	1 (+1)	0.7% (+0.7)
4.5.0.182	2 (+2)	0.2% (+0.2)	1 (+1)	0.7% (+0.7)
4.5.0.175	1 (+1)	0.1% (+0.1)	1 (+1)	0.7% (+0.7)
5.0.0.607	1 (+1)	0.1% (+0.1)	1 (+1)	0.7% (+0.7)

Audience Analytics

Center Analytics

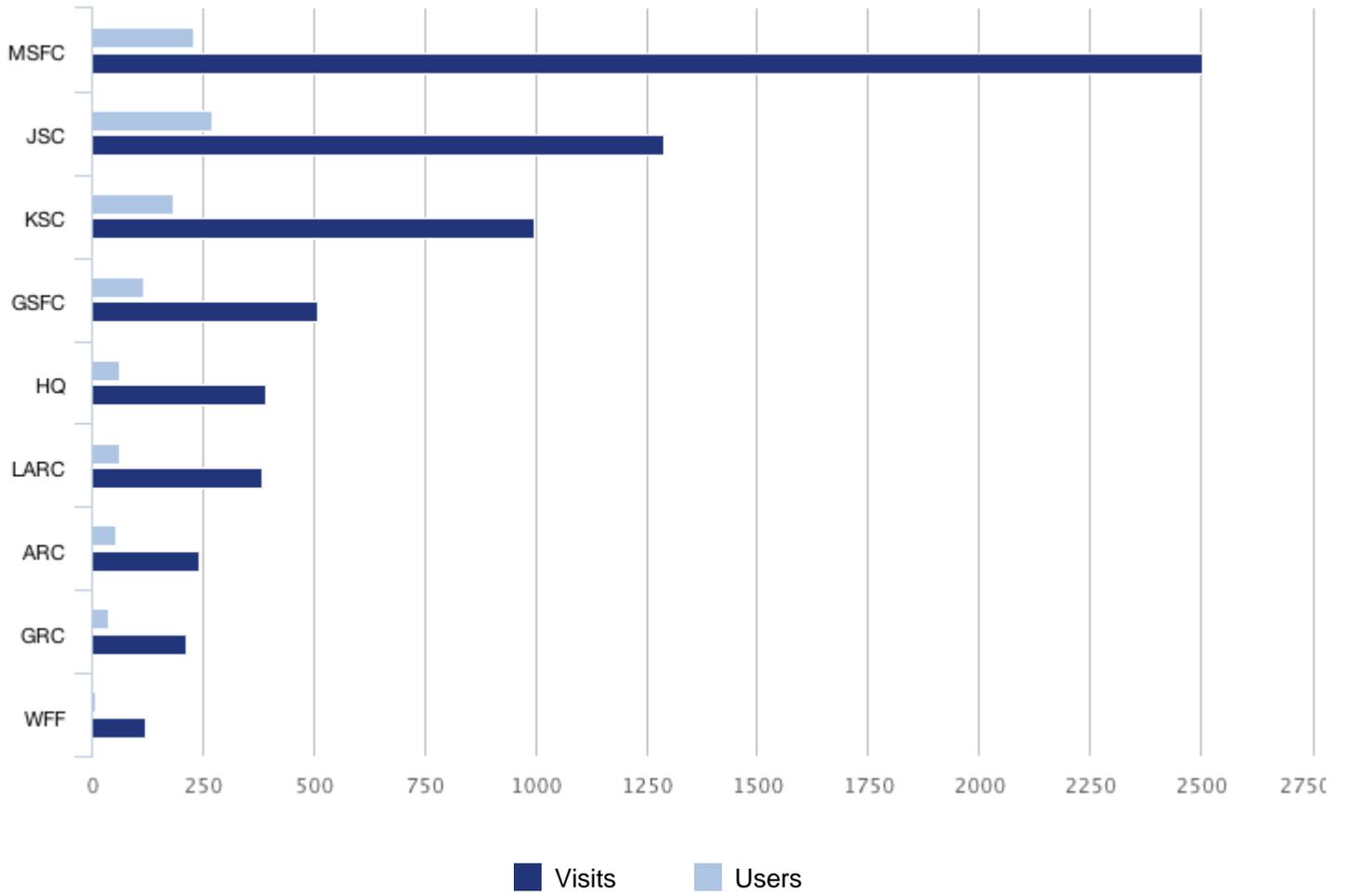
Visits & Users by Center

The following charts show the NASA center distribution of visits and users for all mobile applications.



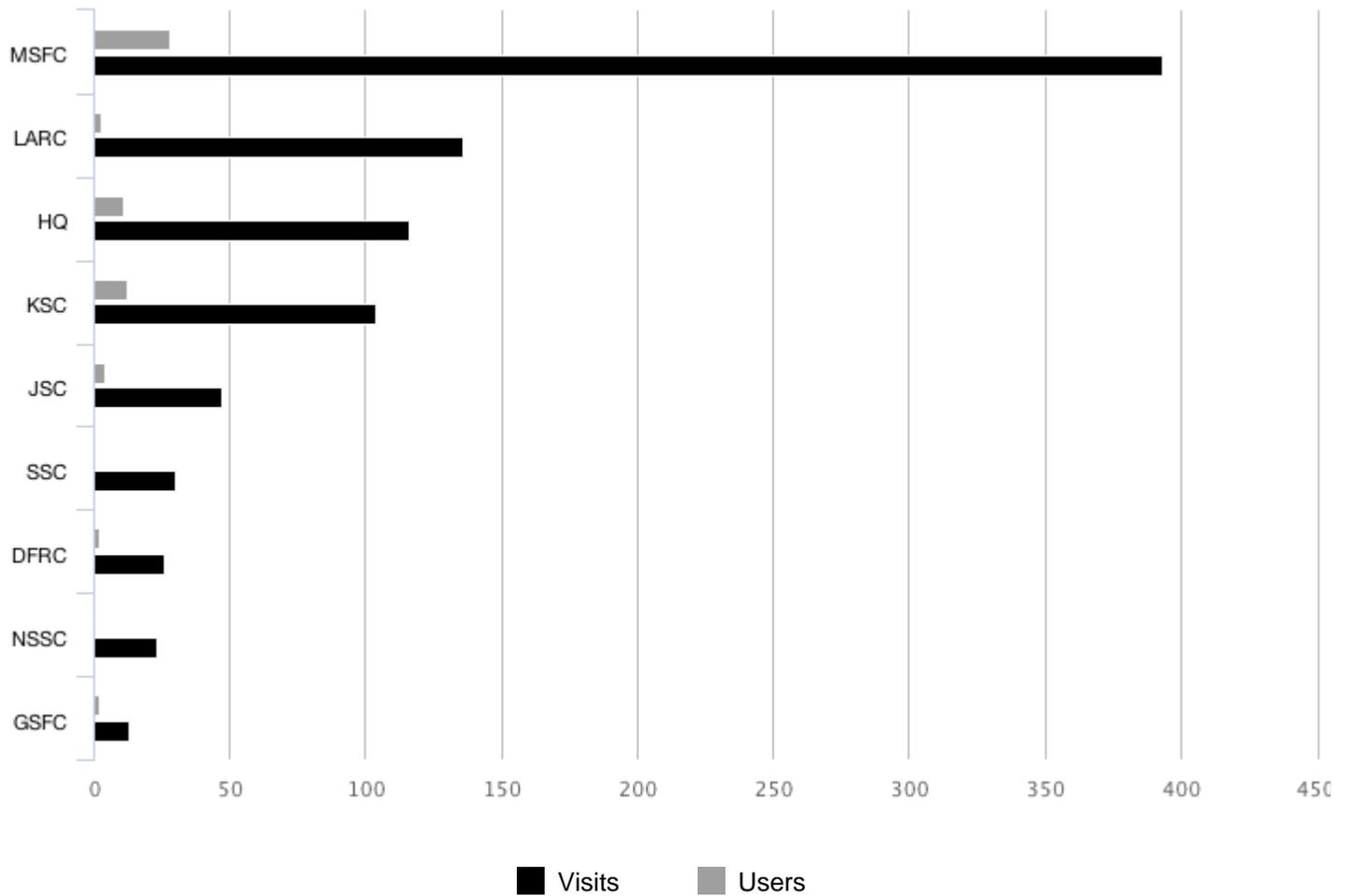
Center	Visits	% of All Visits	Users	% of All Users
MSFC	2,898 (+2,898)	37.9% (+37.9)	243 (+243)	22.2% (+22.2)
JSC	1,337 (+1,337)	17.5% (+17.5)	274 (+274)	25.0% (+25.0)
KSC	1,101 (+1,101)	14.4% (+14.4)	195 (+195)	17.8% (+17.8)
GSFC	524 (+524)	6.9% (+6.9)	116 (+116)	10.6% (+10.6)
LARC	520 (+520)	6.8% (+6.8)	66 (+66)	6.0% (+6.0)
HQ	509 (+509)	6.7% (+6.7)	71 (+71)	6.5% (+6.5)
ARC	242 (+242)	3.2% (+3.2)	54 (+54)	4.9% (+4.9)
GRC	211 (+211)	2.8% (+2.8)	39 (+39)	3.6% (+3.6)
WFF	122 (+122)	1.6% (+1.6)	8 (+8)	0.7% (+0.7)
DFRC	76 (+76)	1.0% (+1.0)	18 (+18)	1.6% (+1.6)
NSSC	61 (+61)	0.8% (+0.8)	7 (+7)	0.6% (+0.6)
SSC	48 (+48)	0.6% (+0.6)	4 (+4)	0.4% (+0.4)

iOS Visits & Users by Center



iOS Center	Visits	% of All Visits	Users	% of All Users
MSFC	2,505 (+2,505)	37.1% (+37.1)	229 (+229)	21.8% (+21.8)
JSC	1,290 (+1,290)	19.1% (+19.1)	271 (+271)	25.8% (+25.8)
KSC	997 (+997)	14.7% (+14.7)	185 (+185)	17.6% (+17.6)
GSFC	511 (+511)	7.6% (+7.6)	115 (+115)	10.9% (+10.9)
HQ	393 (+393)	5.8% (+5.8)	61 (+61)	5.8% (+5.8)
LARC	384 (+384)	5.7% (+5.7)	63 (+63)	6.0% (+6.0)
ARC	242 (+242)	3.6% (+3.6)	54 (+54)	5.1% (+5.1)
GRC	211 (+211)	3.1% (+3.1)	39 (+39)	3.7% (+3.7)
WFF	122 (+122)	1.8% (+1.8)	8 (+8)	0.8% (+0.8)
DFRC	50 (+50)	0.7% (+0.7)	16 (+16)	1.5% (+1.5)
NSSC	38 (+38)	0.6% (+0.6)	7 (+7)	0.7% (+0.7)
SSC	18 (+18)	0.3% (+0.3)	3 (+3)	0.3% (+0.3)

BlackBerry Visits & Users by Center



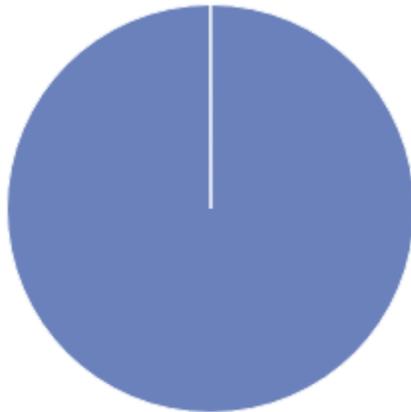
Blackberry Center	Visits	% of All Visits	Users	% of All Users
MSFC	393 (+393)	44.3% (+44.3)	28 (+28)	43.8% (+43.8)
LARC	136 (+136)	15.3% (+15.3)	3 (+3)	4.7% (+4.7)
HQ	116 (+116)	13.1% (+13.1)	11 (+11)	17.2% (+17.2)
KSC	104 (+104)	11.7% (+11.7)	12 (+12)	18.8% (+18.8)
JSC	47 (+47)	5.3% (+5.3)	4 (+4)	6.2% (+6.2)
SSC	30 (+30)	3.4% (+3.4)	1 (+1)	1.6% (+1.6)
DFRC	26 (+26)	2.9% (+2.9)	2 (+2)	3.1% (+3.1)
NSSC	23 (+23)	2.6% (+2.6)	1 (+1)	1.6% (+1.6)
GSFC	13 (+13)	1.5% (+1.5)	2 (+2)	3.1% (+3.1)

Device Types by Center

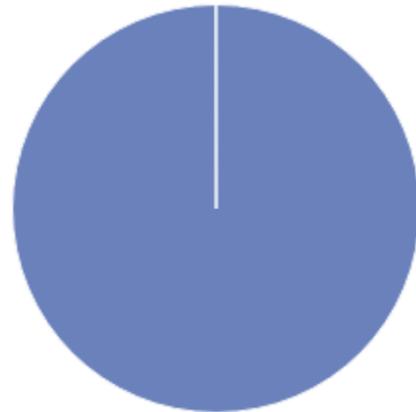
The following charts show the mobile device type distribution for each NASA Center with recorded visits.

Ames Research Center Devices

Device Types by Visits



Device Types by Users

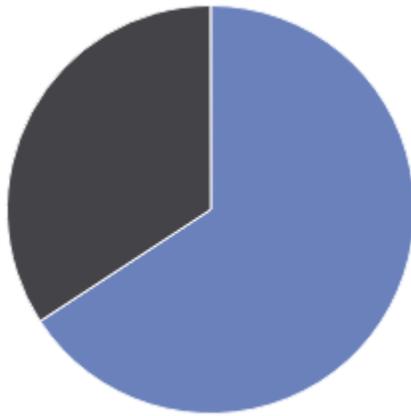


■ iOS

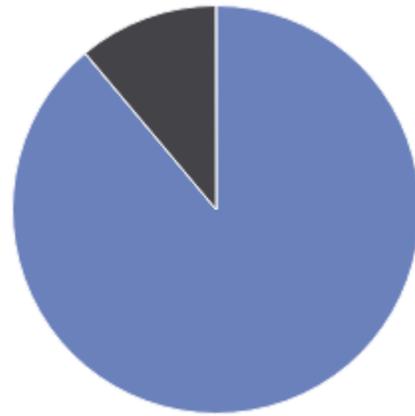
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	242 (+242)	100.0% (+100.0)	54 (+54)	100.0% (+100.0)

Armstrong Flight Research Center Devices

Device Types by Visits



Device Types by Users

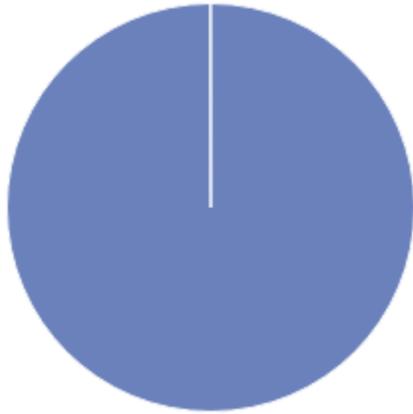


■ iOS ■ Blackberry

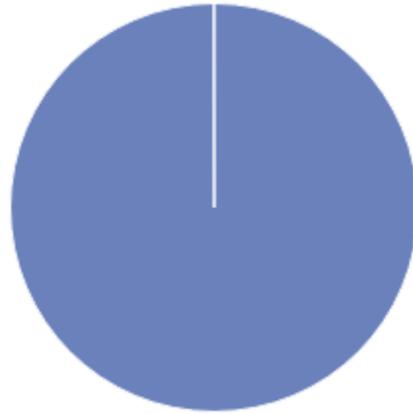
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	50 (+50)	65.8% (+65.8)	16 (+16)	88.9% (+88.9)
Blackberry	26 (+26)	34.2% (+34.2)	2 (+2)	11.1% (+11.1)

Glenn Research Center Devices

Device Types by Visits



Device Types by Users

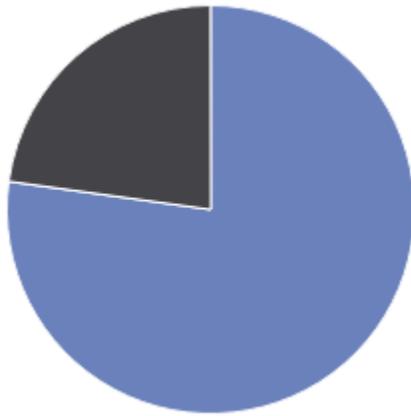


■ iOS

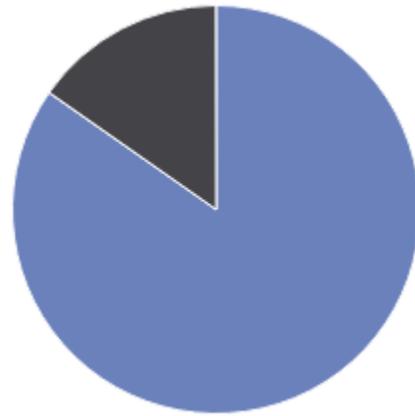
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	211 (+211)	100.0% (+100.0)	39 (+39)	100.0% (+100.0)

Headquarters Devices

Device Types by Visits



Device Types by Users

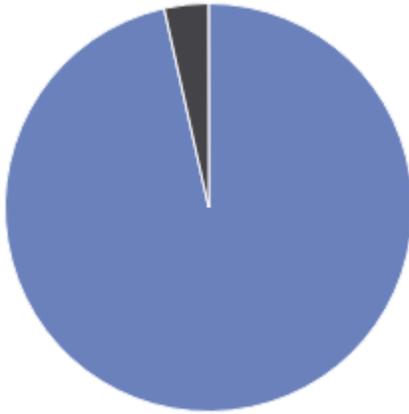


■ iOS ■ Blackberry

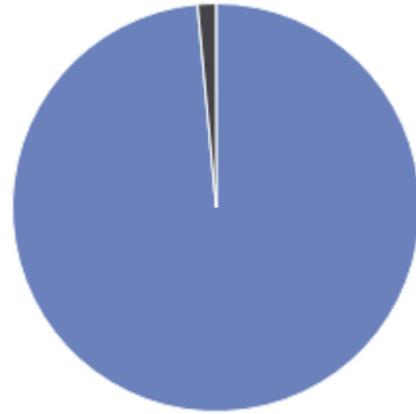
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	393 (+393)	77.2% (+77.2)	61 (+61)	84.7% (+84.7)
Blackberry	116 (+116)	22.8% (+22.8)	11 (+11)	15.3% (+15.3)

Johnson Space Center Devices

Device Types by Visits



Device Types by Users

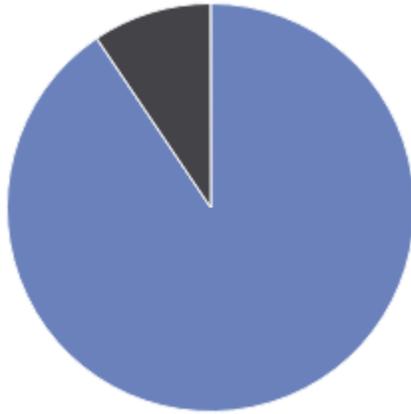


■ iOS ■ Blackberry

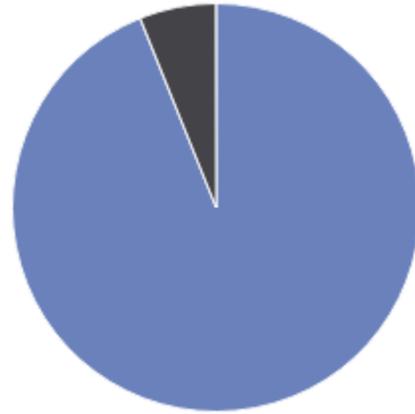
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	1,290 (+1,290)	96.5% (+96.5)	271 (+271)	98.5% (+98.5)
Blackberry	47 (+47)	3.5% (+3.5)	4 (+4)	1.5% (+1.5)

Kennedy Space Center Devices

Device Types by Visits



Device Types by Users

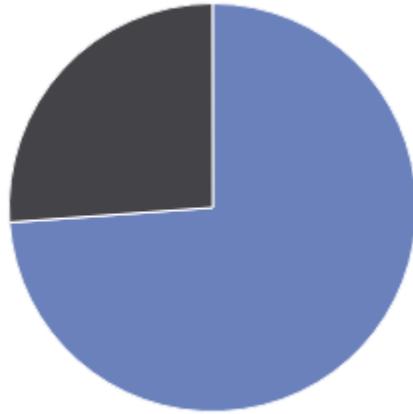


■ iOS ■ Blackberry

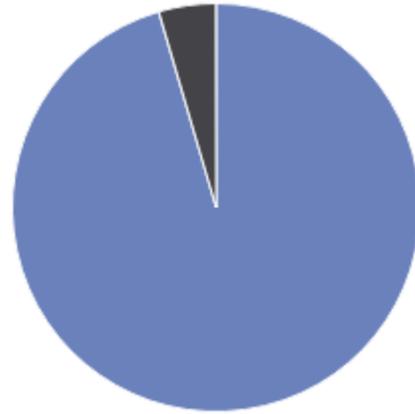
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	997 (+997)	90.6% (+90.6)	185 (+185)	93.9% (+93.9)
Blackberry	104 (+104)	9.4% (+9.4)	12 (+12)	6.1% (+6.1)

Langley Research Center Devices

Device Types by Visits



Device Types by Users

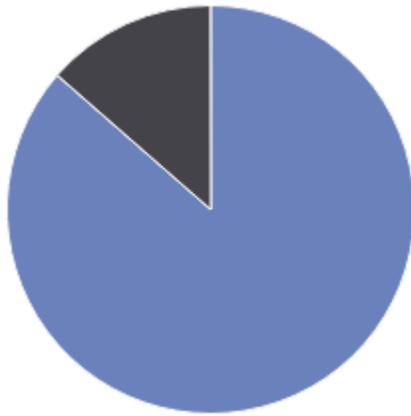


■ iOS ■ Blackberry

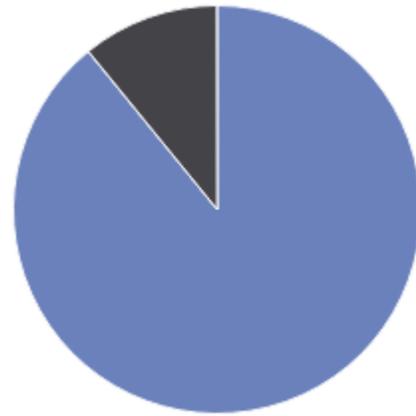
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	384 (+384)	73.8% (+73.8)	63 (+63)	95.5% (+95.5)
Blackberry	136 (+136)	26.2% (+26.2)	3 (+3)	4.5% (+4.5)

Marshall Space Flight Center Devices

Device Types by Visits



Device Types by Users

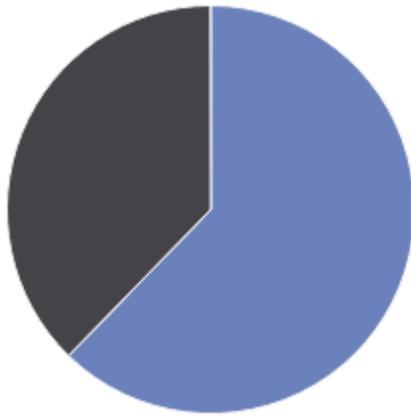


■ iOS ■ Blackberry

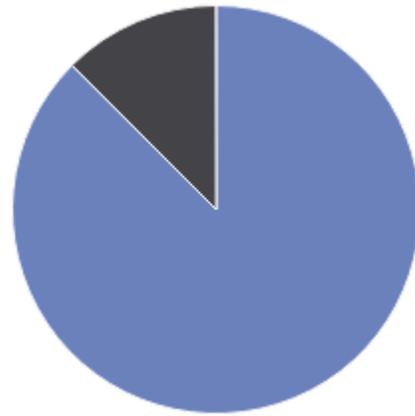
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	2,505 (+2,505)	86.4% (+86.4)	229 (+229)	89.1% (+89.1)
Blackberry	393 (+393)	13.6% (+13.6)	28 (+28)	10.9% (+10.9)

NASA Shared Services Center Devices

Device Types by Visits



Device Types by Users

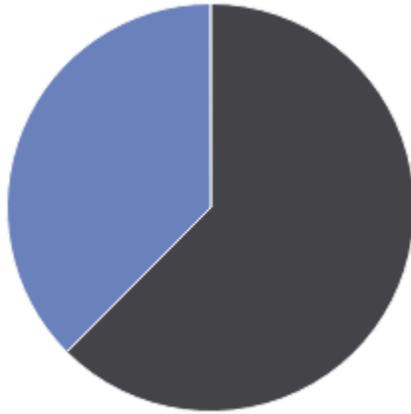


■ iOS ■ Blackberry

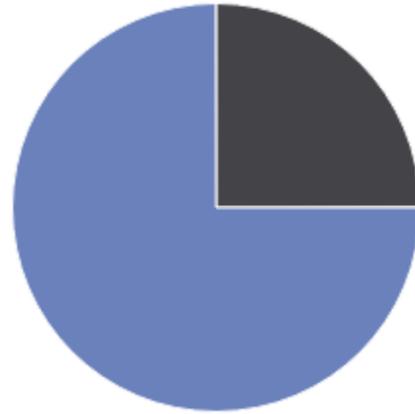
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	38 (+38)	62.3% (+62.3)	7 (+7)	87.5% (+87.5)
Blackberry	23 (+23)	37.7% (+37.7)	1 (+1)	12.5% (+12.5)

Stennis Space Center Devices

Device Types by Visits



Device Types by Users

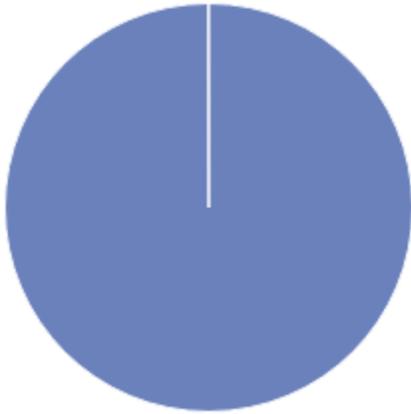


Blackberry
 iOS

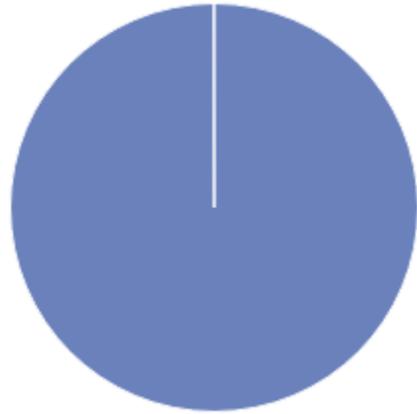
Device Type	Visits	% of All Visits	Users	% of All Users
Blackberry	30 (+30)	62.5% (+62.5)	1 (+1)	25.0% (+25.0)
iOS	18 (+18)	37.5% (+37.5)	3 (+3)	75.0% (+75.0)

Wallops Facility Devices

Device Types by Visits



Device Types by Users



■ iOS

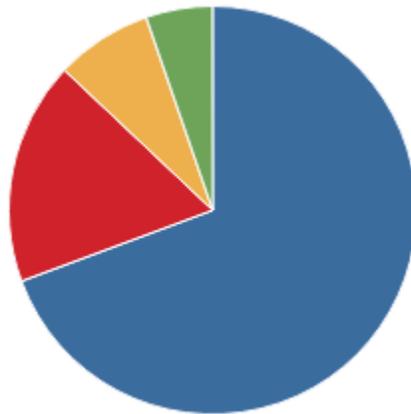
Device Type	Visits	% of All Visits	Users	% of All Users
iOS	122 (+122)	100.0% (+100.0)	8 (+8)	100.0% (+100.0)

User Analytics

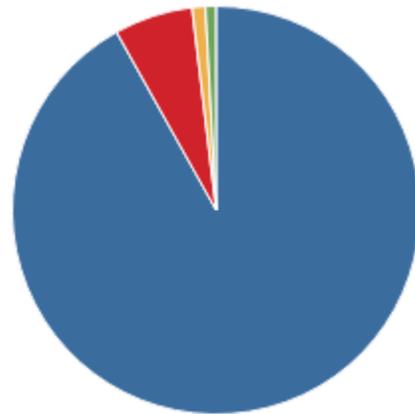
Multi-Device Usage

The following charts shows how many mobile devices NASA users are accessing applications with. The first chart shows of all the visits, how many were by users with only one device, two devices, etc. The second shows how many users have one device, two devices, etc.

Number of Devices by Visits



Number of Devices by Users

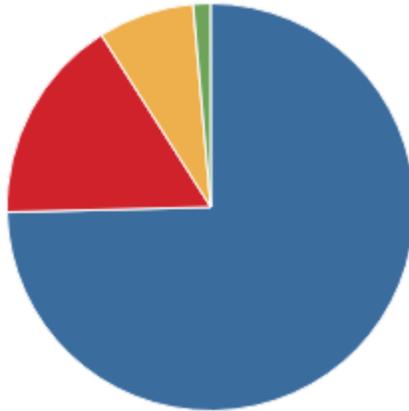


■ One
 ■ Two
 ■ Three
 ■ Four or More

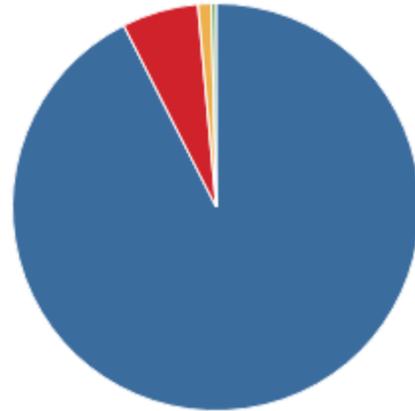
Number Devices	Visits	% of All Visits	Users	% of All Users
One	5,740 (+5,740)	69.4% (+69.4)	1,311 (+1,311)	91.9% (+91.9)
Two	1,463 (+1,463)	17.7% (+17.7)	89 (+89)	6.2% (+6.2)
Three	635 (+635)	7.7% (+7.7)	15 (+15)	1.1% (+1.1)
Four or More	438 (+438)	5.3% (+5.3)	12 (+12)	0.8% (+0.8)

Multi-iOS Usage

Number of Devices by Visits



Number of Devices by Users

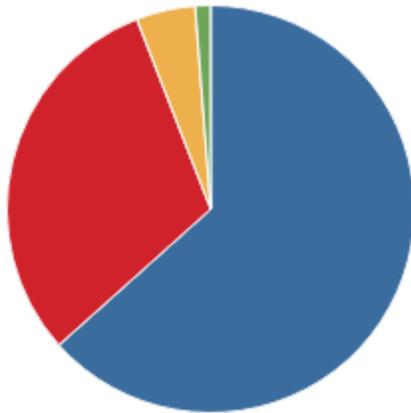


■ One
 ■ Two
 ■ Three
 ■ Four or More

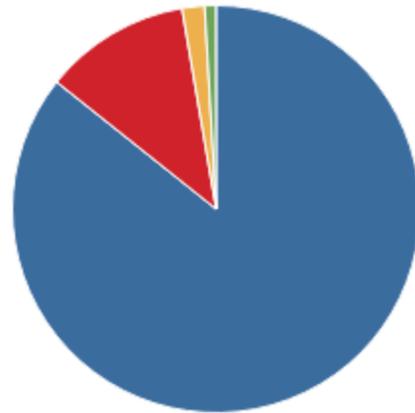
iOS Number Devices	Visits	% of All Visits	Users	% of All Users
One	5,376 (+5,376)	74.6% (+74.6)	1,236 (+1,236)	92.5% (+92.5)
Two	1,181 (+1,181)	16.4% (+16.4)	81 (+81)	6.1% (+6.1)
Three	550 (+550)	7.6% (+7.6)	14 (+14)	1.0% (+1.0)
Four or More	99 (+99)	1.4% (+1.4)	5 (+5)	0.4% (+0.4)

Multi-BlackBerry Usage

Number of Devices by Visits



Number of Devices by Users



■ One
 ■ Two
 ■ Three
 ■ Four or More

Blackberry Number Devices	Visits	% of All Visits	Users	% of All Users
One	678 (+678)	63.4% (+63.4)	96 (+96)	85.7% (+85.7)
Two	329 (+329)	30.7% (+30.7)	13 (+13)	11.6% (+11.6)
Three	50 (+50)	4.7% (+4.7)	2 (+2)	1.8% (+1.8)
Four or More	13 (+13)	1.2% (+1.2)	1 (+1)	0.9% (+0.9)

This report was generated by **Pulse** on March 10, 2015

