

The Insee mobile application – a blast of stats at your fingertips !

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Abstract

The first mobile application created by Insee, called "Insee Mobile", was officially launched in early July 2021.

Our goal when developing it, was to make statistics easy, attractive and even fun to discover, especially for a younger audience. In that respect, we wanted Insee mobile to help Insee meet our key objective of "reaching out to all audiences", by offering a new channel for dissemination and communication that would appeal to a new audience, one that knows little or nothing about Insee. Focus groups allowed us to refine the potential targeted audiences, and to define both content – topics to cover, type of information – and form – emphasis on quizzes, data visualisations, true or false questions.

After about a year of Insee Mobile, did we reach our goals in terms of downloads ? Do « Mobinauts » fit the profile of our targeted audience ? What did we learn from our survey on users ?

The purpose of the paper / communication is to describe how we defined the target of Insee Mobile, how we used market research to elaborate the features of the application, and finally to assess the impact of Insee Mobile, one year after it was launched.