INSEE’s Mobile application

A blast of stats at your fingertips!

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Why a mobile application?

Defining target audience, content and structure using market research

Measuring the impact of INSEE Mobile
Why a mobile application?
Why a mobile app?

➢ INSEE 2025 strategic plan objective of “reaching out to all audiences”

➢ Complementing our website with a new channel of dissemination and communication

➢ targeting preferably new audiences, who know little or nothing about INSEE, especially the young
1 out of 4 mobile users use exclusively an app to access the Internet, especially in emerging economies.
Why a mobile app?

➢ Mobile use is the preferred option for young people

➢ Especially for news
Using market research to define target audience, content and structure
The use of focus groups

Focus groups with the support of an external consultancy...

Teenagers (14-18)
- games
- humour, anecdotes
- videos, graphs...

Students (18-25)
- environment, human rights, terrorism...
- professional future, gender equality...

Young professionals (25-35)
- as students + $$$
- practical tools
- history & general culture (news)

... completed by benchmarks
Key criteria for our design

Educational & informational
- Data presented **simply**
- **Links** to publications
- Use of **cues** (“good to know”)

Engaging
- “Push” **notifications** to foster clicks
- Fun and interactive approach to serious data: **Quizzes, True or False**...
- New contents **every week**

Customizable
- My **profile**, my **preferences**

Unique
- It’s **not a carbon copy** of www.insee.fr!
- Yet taking advantage of the wealth of INSEE data: long series
- But also of other official statistics (**Eurostat, government**)

Sustainable
- Selection of interesting facts from **already published articles**
- **Minimal rewriting**
5 core topics in the HOME PAGE

- Population
- Living Standards
- Employment & Incomes
- Economy / Businesses
- Territory & Environment

Information in multiple formats:
- Key indicators / True or False / Did you know? / Breaking news / Quizzes
The resulting structure: 4 items, 5 topics, 5 formats

“QUIZ“

“TOOLS“

• Residential Rent update
• Alimony update
• Value of the euro
• Popularity of first names

“COMPARATOR“
Comparing oneself to French population by gender, age, marital status, diploma, activity, income
Measuring the impact of INSEE Mobile
A year after it was launched, INSEE Mobile is a SUCCESS

- 76,000 downloads
- 53,000 users
- 3'40” visiting time
- 600 to 2,700 daily users
- 3.5 million screens viewed
A year after it was launched, INSEE Mobile is a SUCCESS

**USERS**
- 54% say they use it at least once a week
- Half do not consult www.insee.fr

**BUT**
The profile of users differs from targeted audience:
- 80% men
- Half senior (50+)
A high user satisfaction...

... Measured by grades and comments on stores

4.8/5 on AppStore
4.7/5 on Google Play

1,600 comments on AppStore and Google Play

98% would recommend INSEE Mobile

Crucial role in visibility on the stores (referencing) and conversion (downloads)
We started with **a minimum viable product**, yet **varied enough** to stay **attractive and meaningful**.
Our main challenge: **informing** potential users of INSEE Mobile’s existence

Promoting through Google ads, events, partnerships, on the website...
Our main challenge: **informing** potential users of INSEE Mobile’s existence

How to **increase the relevance** of the application?

Promoting through Google ads, events, partnerships, on the website...

What new tools or topics should we offer? How can we test their relevance?
What’s next?

Our main challenge: **informing** potential users of INSEE Mobile’s existence

How to **increase the relevance** of the application?

How can we **optimise the way we feed** the application weekly?

Promoting through Google ads, events, partnerships, on the website...

What new tools or topics should we offer? How can we test their relevance?

From two full time jobs today to a situation where INSEE analysts can design features for INSEE Mobile as part of their data and analysis package.
Thank you for your attention
Join us on

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