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Technology, Apps and Parents

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General facts about Internet and technology use in Romania

- ▶ Internet has become a mass phenomenon in Romania, the number of users raised 5 times in the past 10 years - there are around 9 million Internet users in Romania - 6.5 mil. use it on a daily basis
- ▶ 70% of the users are living in the urban area, and 44% in the rural area
- ▶ No gender differences, but the majority of Internet users (51%) are between 25-44 years old
- ▶ 89% use the Internet from home, 70% of the Romanians use a computer, 35% a laptop, 38% - mobile phone and 14% - tablet
- ▶ 20% of those living in urban areas use 3 or more devices in order to surf the Internet

*National Audience and Internet Traffic Study, December 2015



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General facts about Internet and technology use in Romania

- ▶ Romanians use their mobile devices extensively - between 2-6 hours/day and, moreover, it's almost the first thing they do in the morning - 2 thirds check their phones right after they wake up (below 30 minutes after waking up), some even before breakfast or even washing their face 😊
- ▶ 52% check their mobile devices between 11-50 times a day, but it's interesting that 41% of those aged 25-35 (and 26% of those aged 45-55) check the phone **over 200 times in 24 hours**
- ▶ Romanians use a large number of apps, from different categories:
 - ✓ 66% - business apps
 - ✓ 60% - photo & video
 - ✓ 46% - music and entertainment
 - ✓ Lower rates: lifestyle (28%), health & fitness (25%) and sport (17%)

* Ernst & Young Study - Mobile Device Use in Romania, 2015



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Top Apps in Romania

- ▶ A Google Study (2015) talks about a news specie in Romania: **Homo Smartphonicus** and shows the most used Apps: Social Media 89%, Weather Forecast (84%), Messages (78%), Photo Apps (76%) and News (74%)
- ▶ For **children**, most interesting apps are: Facebook, Whatsapp, Instagram and Snapchat
- ▶ **Most downloaded Romanian Apps:** Cinemagia (cinema programme), Star Taxi (taxi app), Auto.ro (tests for the driving license), Transport Urban (public transportation), SeeNow (live Online TV), Raiffeisen Smart Mobile (bank app), Sapte Seri (going out), Meteo Vodafone (weather forecast) and Salvamont (Rescue Mountain Service)
- ▶ Apps for parents - only a few from Romania (different apps for Bedtime stories, EduTeca Protect - parental control app, Bitdefender Parental Control app), most parents use the apps for pregnancy and for the young mothers & their babies



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Key findings on the project questionnaire

- ▶ We talked to different parents (in our proximity, with the parents we see in our 3 kindergartens and after schools in Bucharest, Rosu city and Domnesti city, we gathered information from our centers for teenagers and we also created a poll online and posted it on FB https://apps.facebook.com/my-polls/form/ptacgc?from=admin_wall&_mref=message_bubble , should receive more answers in the next period) and the results are similar to those from the national studies presented above
- ▶ Most of the parents are 31-45 years old, from families with 3-4 or more members, most of them with only 1 child 0-18 years old, most of them have smartphones, computers and also tablets, all of them with Internet connection
- ▶ Apps on their mobile phone - **most wanted: Facebook, WhatsApp, Messenger, Email, Waze, Google Maps, Banking Apps, Shopping and Fashion Apps (Zara, Mango, H&M), Skype**
- ▶ More examples: Viber, Pinterest, Kindle, Audible, YouTube, HBO GO (TV station App), Music Apps (Zonga), Duolingo, Game Apps, Clash of Kings, Hill Climb, Legal Apps, Acrobat Reader, AnTuTu, Byorhythmics, DMSS (live stream from child's kindergarten), Dropbox, Qr Reader, Fotor, MyCar, Mr. Draw, Shazam, Speedtest, Star Taxi, Transport Urban, Truecaller, VLC, Wikipedia, Photos, Weather Apps, Line, Facetime, Uber, iBreviary (religious app), Touch 24, Pylgrim, OLX, The Pope App (Pope Francisc App), Radio, Xmeye (video monitoring software), Speedtest, Battery Charger, Puzzle Games, Sound Cloud, Strategy Game, InstaEditor, Bubble whitch, TED, Twitter, Google pack, cam scanee, ovia parenting, the wonder weeks



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Key findings on the project questionnaire

- ▶ **Most appreciated apps:** Facebook (finding diverse and interesting facts, news, advices and helps them keep in contact with family and friends, fast way to communicate), **Waze** (saves time in traffic, it is usefull and efficient), **WhatsApp** (free and easy communication), **Google maps** (they drive a lot), **Uber** (great transportation services and fast way to get a taxi), **Viber** (free calls), **Instagram** (they like taking pics), **Duolingo** (they want to learn a new language), **Audible** (time management when driving/on their way to different places, no other time to read), **Pinterest** (it's nice), **Wonder Weeks** (very useful information), **DMSS** (child monitoring at kindergarten via live stream)
- ▶ **The most important aspects in an App:**
 - Easy to use / intuitive and being Updated - considered most important by most of them
 - Informative tool
 - Possibility to make recommendations/ share contents through social media
 - Communication / interaction with others
 - Notifications and design



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Key findings on the project questionnaire

▶ What they don't like:

- not working offline
- collecting personal data
- Errors, it stops working / blocks the user's phone / uses too much battery or too much space
- Updating too often
- It can create addiction (lack of communication with the others)
- Advertising, banners, slow functions, too many swipes, slow loading, background consumption, too many notifications
- If they aren't intuitive
- Too many buttons or ramifications, unstructured information



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Key findings on the project questionnaire

- ▶ **What they would like to be included in an App:**
 - Kids events, outdoor events for children, child friendly venues, Out-of-city venues and activities for children, educational activities for the children, free activities, creativity activities
 - Playgrounds, parks
 - Restaurants with kids space
 - Medical advices according to daily climate and known periods of seasonal epidemics
 - Educational activities for family and children nearby
 - Events (concert, theatre, sports)
 - Google Location
 - Public Toilets
 - Sport games, crafting and other games to play in family
 - Tools to communicate with the children through the App
 - Parenting advice, emotions management
 - Keep track of good happenings of our family agenda
 - Baby parking places in town



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Trends in Apps in Romania

- ▶ We interviewed a young Romanian App Developer (Andrei Bunciu - Associated Works Consortium), who creates apps especially for the foreign companies. Main ideas:
 - Romania is the perfect place to develop new technologies, apps because we have a really great Internet connection (fast speed) and the population is eager to try new online services and with very good tech skills
 - An App for parents would be a great idea and is something necessary (there are not so many apps for parents made in Romania, good ones, that can integrate both parental advice and interaction with the children, apart from useful information)
 - Romanian young parents are early adopters of new technologies, they are interested in new apps, devices that can make their lives easier
 - The identity / logo / name of the app is also very important - it has to be witty, easy to remember, with an international touch
 - Such an App can establish partnerships with great locations, child friendly locations, where the parents and the children can also meet in a sort of "Homework Club" - from online to offline
 - The problem in Romania is paying for the apps, people like them as long as they are free
 - Every app should have a balance between what it costs (what it demands from its user and what's the price) and the experience it offers to its user and it also has to be appealing to a huge target (children and parents), maybe it can be organized taking the child's age into consideration
 - It has the potential to become a real community and a communication space, also in real life, not only in the virtual space.



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Conclusion

- ▶ In Romania, there is a big need for such a specialized, quality app, as a lot of parents are keen on finding out and using new parenting tools
- ▶ Most of them already master Internet use, possess devices and have a pretty online active life
- ▶ Such an App may be a combination between useful information regarding their city's social, educational and cultural life, parenting advice and online activities

Thank you!