# MOBILE PHONE, TABLET, **IPAD & WINDOWS** ORGANIZATION **TREAT YOUR DEVICES LIKE A FILE CABINET**

# BRENT COOKE 🖈



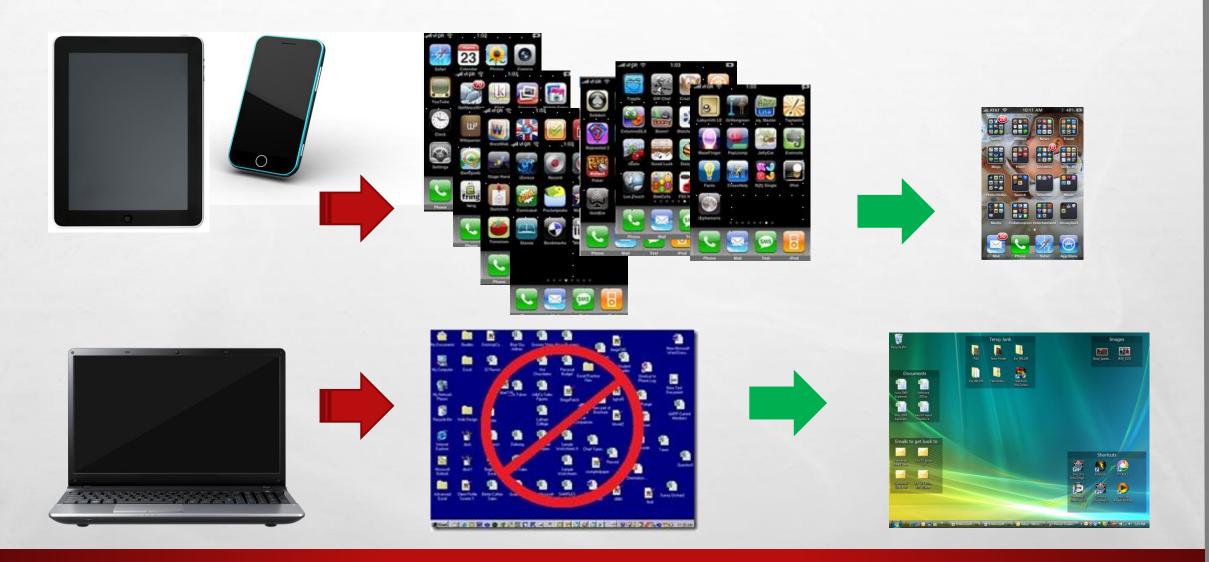
# THIS? -OR- THIS?







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# EVEN YOUR TRUSTED PUBLISHER

**READER'S DIGEST – SAYS** ............ "Using these pro strategies to organize your home screen could be just the ticket to working faster and smarter."

HTTPS://WWW.RD.COM/ARTICLE/HOW-TO-ORGANIZE-COMPUTER-DESKTOP/

HTTPS://WWW.POPSCI.COM/CLEAN-UP-COMPUTER-DESKTOP/



# SEARCH ....

### **Google Search :** "readers digest computer organization"

How to Organize Your Computer Desktop | Reader's Digest 🥝

https://www.rd.com/article/how-to-organize-computer-desktop Feb 14, 2017 ... Sort your files into folders. Organizing your documents into folders is an essential step to any type of computer organization, but it's ...

### **Google Search : "popular science cleanup computer"**

Clean up your computer's embarrassingly messy desktop. Seriously ... 🥏

https://www.popsci.com/clean-up-computer-desktop

Jun 3, 2021 ... A messy desktop slows down your computer and acts as a constant distraction. Use these tips to clean up your Windows or macOS interface.



# SO WHAT ARE THESE STRATEGIES (TIPS) ??

### MAKE SHORTCUTS TO YOUR FILES

- THE GOLDEN RULE OF WORKING ON A COMPUTER DESKTOP? NEVER SAVE FILES DIRECTLY TO THE DESKTOP. INSTEAD, BE SURE TO FIRST SAVE FILES TO YOUR "MY DOCUMENTS" FOLDER ON YOUR HARD DRIVE.
- OR (BRENT) .... CREATE DESKTOP FOLDER(S) AND DRAG YOUR DESKTOP FILES TO IT.
- SORT YOUR FILES INTO FOLDERS (GROUP YOUR APPS INTO CATEGORIES)
- ORGANIZE YOUR FOLDERS (ALPHABETIC SEQUENCING OF YOUR FOLDERS/CATEGORIES)
- COLOR-CODE YOUR FOLDERS
- DON'T LET IT GET CLUTTERED (W10 ICON MANAGEMENT: RIGHT CLICK ON HOME SCREEN)

 View
 >
 Large icons

 Sort by
 >

 Refresh

 Paste
 Sort or y

 Paste shortcut
 Undo Delete

 Oraphics Properties...

 Graphics Properties...
 >

 Sort prisplay settings

 Personalize

PUTTING THESE TIPS INTO PRACTICE .....

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# CREATE A LIST OF STARTING CATEGORIES MEANINGFUL TO YOU

- **ARIZONA**
- AUDIO VISUAL
- BROWSERS
- ENTERTAINMENT

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- **FINANCES**
- GAMES
- GOOGLE
- HEALTH
- HOME

- MISC
- MUSIC
- MY RECIPES
- NAVIGATION
- OFFICE APPS
- PERSONAL
- SECURITY
- SHOPPING
- SOCIAL

and the

- SPORTS
- TAXES
- TRAVEL
- UTILITIES
- VIDEO CHAT
- WEATHER
- DON'T CREATE A "BANKING" CATEGORY – PUT BANKS UNDER A DIFFERENT HEADER

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## **HOW DO I CREATE A FOLDER OR CATEGORY**



#### WINDOWS HOME SCREEN - RIGHT CLICK YOUR MOUSE

#### MAC OS

**CTRL+CLICK AND CHOOSE NEW FOLDER.** 

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- SELECT "NEW"
- SELECT "FOLDER"
- NEW FOLDER GETS CREATED
- RIGHT CLICK "NEW FOLDER"
- SELECT "RENAME"
- RENAME YOUR FOLDER AND PRESS RETURN –OR- ENTER

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#### SELECT AN APP AND PRESS IT UNTIL IT BEGINS TO JIGGLE

- DRAG THE APP OVER TOP OF ANOTHER APP AND RELEASE PRESSURE
- THE APPS WILL BE MERGED INTO A GROUP
- SELECT THE GROUP AND PRESS IT UNTIL THE GROUP JIGGLES
- RELEASE PRESSURE AND YOU WILL BE ABLE TO RENAME THE GROUP (USE CAPITAL LETTERS SO THE GROUP NAME IS EASIER TO READ)

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## **HELPFUL SMART PHONE/IPAD/TABLET APPS**

- Take pictures of those retail cards you have (Fry's, CVS, Kroger, Lowes, etc) **Key Ring** Store pics of my auto license plates, vehicle insurance cars, etc. - Test the speed of your network or your connection. (up/down). **OOKLA Speed Test** - Check the level/grade of something (no need for a physical level). **Bubble Level** Files/FileMaster/FileManager - To look for files you downloaded to your tablet/iPad/iPhone/etc **Google Maps/Waze** - Navigation - Look at the sky and identify stars, constellations, planets. **SkyView Lite** - Direction finder. Compass - Channel 3 news app. **AZ Family** AirVisual - Air quality for your area. MesaNow - Mesa Govt related links (events, utility info, recycling, govt contacts). **OurGroceries** - Create shopping lists and share (use the same user id and works great). Wonderground/The Weather Channel/Weather - Customize your local weather. Include additional locations. Memory&Disk Scanner - To clear app memory and speed up your smart phone / tablet / ipad.

Whatever App you download 1) review the available screens they offer, 2) identify app cost, 3) check user reviews, 4) don't give personal information for a free app other than an email/password or username/password.

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# **MOST POPULAR APPS (USA)**

Арр	Downloads 2021
TikTok	94 million
Instagram	64 million
Snapchat	56 million
Cash App	56 million
Zoom	52 million
Facebook Messenger	51 million
Facebook	47 million
WhatsApp	47 million
YouTube	47 million
HBO Max	45 million

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Арр`		Downloads 2022		
Tik Tok		99 million	( ^+)	
Instagrar	n	72 million	( ^+)	
Cash Ap	p	64 million	( ^+)	
WhatsAp	q	63 million	( ^+)	
Snapcha	t	54 million	(v)	
Subway	Surfers * S	51.4 million	(new)	
Roblox	* +	50.9 million	(new)	
Amazon		47 million	(new)	
Faceboo	k Messenger	46.3 million	( v )	
Faceboo	k	45.5 million	( v )	

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## WHAT KIND OF APPS

For the most part, people want to be connected.

7 Apps in 2021 - personal communication

6 Apps in 2022 - personal communication

There are 2.87 million apps available for download on the Google Play Store. 21% of Millennials open an app 50+ times per day. 49% of people open an app 11+ times each day. 70% of all US digital media time comes from mobile apps.



#### ● 18 - 24 ● 25-34 ● 35-49 ● 50-64 ● 65-

# WHAT AGE GROUPS (GOOGLE PLAY STORE)

Comics		Entertainment		Events	39%	16%	22%	22%	6 1 <mark>9</mark> 3	
Games				Weather	39%	13%	16%	31%	1%3	
Art & Design				Business	38%	16%	21%	24%	1,93	
Dating				Finance	38%	17%	20%	25%	0%	
Personalization				Parenting	36%	22%		19	% 1 <mark>%</mark>	
Social				Medical	35%	17%		27%	3%	
Education		Books & Reference		Travel & Local	35%	20%		23%		
Photography		Libraries & Demo		House & Home	35%	19%		25%	1%3	
Beauty		Lifestyle	43%	Maps & Navigation						
Video Players & Editors		Productivity	42%	Auto & Vehicles						
Music & Audio		Sports	42%	News & Magazines						
		Health & Fitness	40%	0	:	1	60%	80%	100%	12
	Games Art & Design Dating Personalization Social Education Photography Beauty Video Players & Editors	GamesArt & DesignDatingDatingPersonalizationSocialEducationPhotographyBeautyVideo Players & Editors	CamesEntertainmentCamesCommunicationArt & DesignCommunicationDatingFood & DrinkDatingToolsPersonalizationSocialSocialSocialEducationBooks & ReferenceEducationLibraries & DemoPhotographyLibraries & DemoBeautyProductivityVideo Players & EditorsSocialMusic & AudioSocial	GamesEntertainment472GamesCommunication458Art & DesignCommunication458DatingFood & Drink458DatingTools4485PersonalizationTools4485SocialBooks & Reference4485EducationLibraries & Demo4385PhotographyImage: Communication1mage: CommunicationVideo Players & EditorsImage: Communication1mage: CommunicationMusic & AudioImage: CommunicationImage: CommunicationMusic & AudioImage: CommunicationImage: CommunicationMusic & AudioImage: CommunicationImage: Communicati	Cames       Entertainment       470         Cames       Communication       455         Art & Design       Food & Drink       455%         Dating       Food & Drink       455%         Dating       Food & Drink       455%         Personalization       Medical         Social       Medical         Education       Food & Drink       455%         Photography       House & Home         Beauty       Productivity       43%         Video Players & Editors       Health & Fitness       Auto & Vehicles         Music & Audio       Health & Fitness       40%	CamesEntertainment477ControlsSocialArt & DesignCommunication458Weather398Art & DesignFood & Drink458Business388DatingFood & Drink448Finance368PersonalizationSocialFood & Shopping448Parenting358SocialBooks & Reference448Medical358EducationEducationEducationIntervel & Local358PhotographyLibraries & Demo438House & Home358Video Players & EditorsProductivity428Auto & Vehicles348Music & AudioFood & Sports428Auto & Vehicles348Music & AudioHealth & Fitness40%News & Magazines348	CamesEntertainment477CamesCommunication458Art & DesignFood & Drink458DatingFood & Drink458DatingTools4435PersonalizationShopping4445SocialBooks & Reference4446EducationLibraries & Demo4333PhotographyLibraries & Demo4334Video Players & EditorsMedical358Music & AudioHealth & Fitness40%	Cames       Entertainment       477       Weather       39%       13%       16%       22%         Art & Design       Communication       45%       Business       38%       16%       21%         Dating       Food & Drink       45%       Finance       38%       17%       20%         Dating       Social       Social       Shopping       44%       Parenting       36%       22%       23%       15%       17%       18%       18%       17%       18%       1	Games       Entertainment       477       Utertain       3550       1000       2.2.50       2.2.50       2.2.50       2.2.50       2.2.50       2.2.50       2.2.50       3.1.50	Cames       Entertainment       477         Cames       Communication       45%         Art & Design       Pood & Drink         Dating       Pood & Drink         Personalization       Pood & Drink         Social       Shopping         Gducation       Shopping         Art & Design       Pood & Drink         Personalization       Pood & Drink         Social       Books & Reference         Education       Books & Reference         Libraries & Demo       44%         Photography       Libraries & Demo         Beauty       Productivity         Video Players & Editors       Productivity         Music & Audio       Heatth & Fitness         Heatth & Fitness       40%

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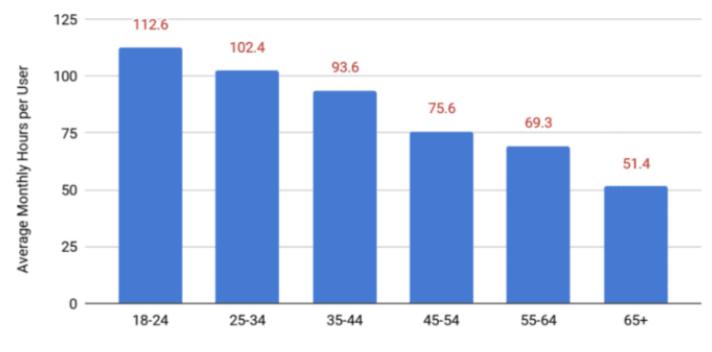
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# HOURS USED BY AGE GROUP

Average Monthly Hours per Mobile App User by Age



Age Group

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