

The theoretical part of the thesis presents the evolution of the fields of human-computer interaction (HCI) and user experience (UX) including hedonic-pragmatic model of user experience. It further presents platforms and ecosystems in general, the evolution of smartphone market and the platforms of Android and iOS, and explains the basic concepts of information and consumer behaviour. A part of the thesis is a qualitative study examining the differences between the preferences towards smartphones of Android and iOS users, and differences in their information behaviour. It was found out that the participants – users of both platforms have mostly pragmatic reasons for their platform preference but describe them differently; that Android users seek more information at the time of smartphone purchase decision and that some iOS users, unlike Android users, started using their platform based on observation of others' good user experience with it.