



Community Address Book & Call Log

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Introduction

Phone kiosk owners in India, Nepal and Uganda are known to use a large notepad to document phone numbers used by their customers and over time it forms a mixture of an **address book and call log for the local community**.

Customers often turn up with phone numbers on scraps of paper and the act of transcribing from one form to another allows the kiosk owner to **reconfirm its accuracy** before the number is dialed, thereby reducing the risk of errors. There is also **the perception amongst kiosk operators that it encourages repeat business** and whilst it may encourage loyalty, with so many kiosks offering a similar service and the sometimes haphazard method of logging numbers there is limited hard evidence that this is the case.

Kiosk operators also anticipate numbers that customers are likely to call such as the **local magistrate, midwife and call-in radio shows** - radio being a popular way to send a message to friends and family. Whilst the community phone book is a rich cultural artifact - its lasting significance is likely to be minor.

The following photos were taken as part of Nokia research studies into illiterate contact management in India and shared phone use in Uganda.

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India

NOKIA



traditional forms of contact management



आज का दिन
- something is
the first
you, ... etc
आज का दिन
आज का दिन
आज का दिन



...	078 - 0
...	078 - 1
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Uganda

NOKIA

