Mobile Essentials: What People Carry & Why

Jan Chipchase
Mobile HCI Group
Nokia Research Center, Tokyo
Per Persson
Petri Piippo
Mikko Aarras
Tetsuya Yamamoto

NOKIA
What do people take with them when they leave home?

People typically own a lot of things...
But only a small % is actively considered for use at any time...
And only a tiny % is carried at any one time...
Carrying vs. awareness for keys, money, phone
How they interact with what they carry
Any tensions or conflicts?
Cultural or gender differences?
What to design
What not to design

What new designs can it inform and inspire?
re-mixing old & new stuff in new ways
17 subjects, 4 cities
Core Mobile Essentials

Money
Keys
Phone
Extended Mobile Essentials

- Travel Support
- Medical
- Addiction
- Emotional & spiritual
- Phone
- Keys
- Money
- Contact & Other Information
- Entertainment
- Appearance
- Payment
- Identification
Survival
Provide access to shelter, food, warmth
But
But
Mobile Essentials not always carried
Often forgotten
The Point of Reflection
The Center of Gravity
The Center of Gravity
Despite the point of reflection and the center of gravity

People still forget
Not visible when leaving
Impaired awareness
The easiest way to never forget

is to have nothing to remember
delegate to others, to technology
Range of Distribution

Home

Office

Commuting Tokyo

Commuting Shanghai
Movie of Reminder Shelf Concept
more at: http://research.nokia.com/people/jan_chipchase/