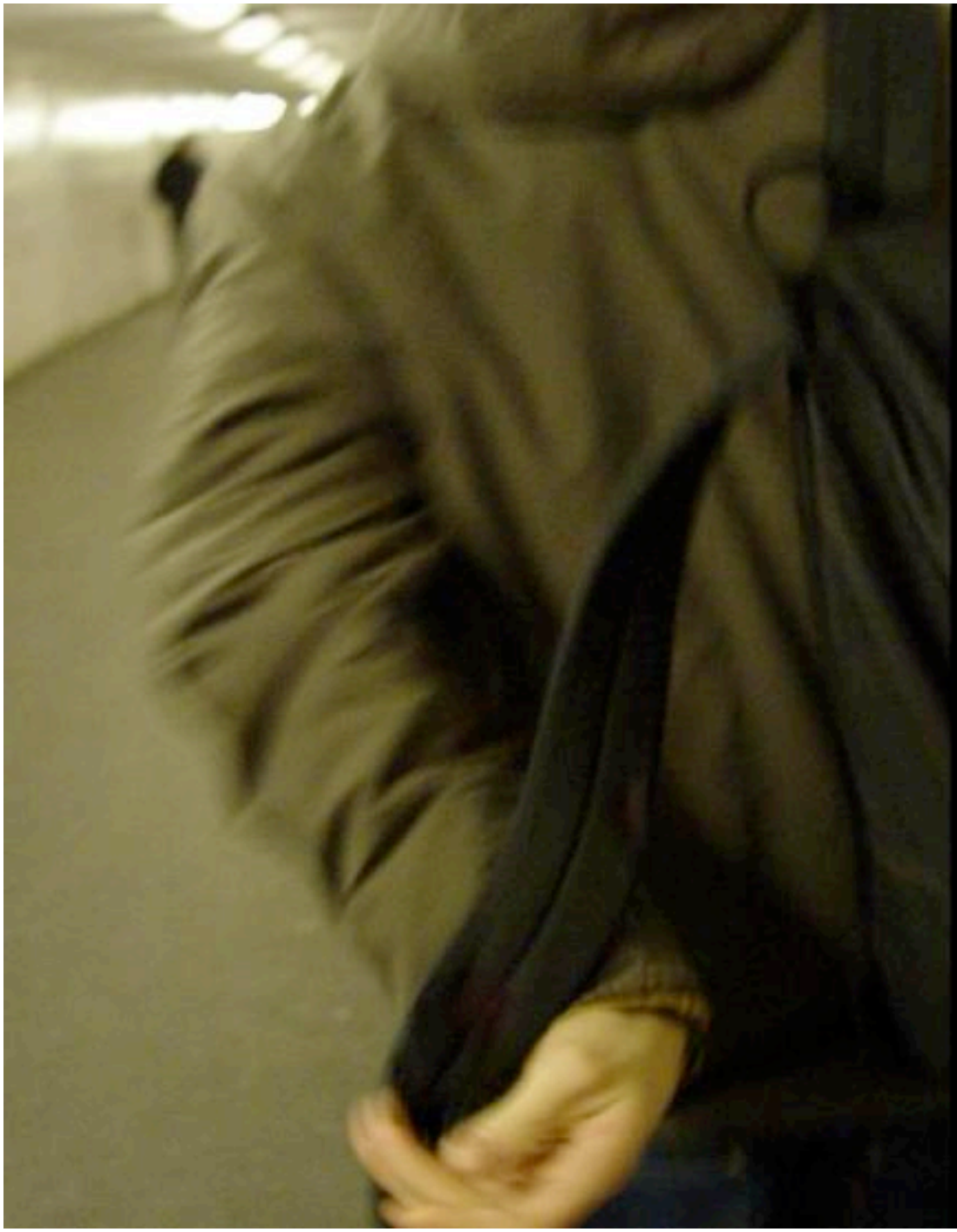

Mobile Essentials: What People Carry & Why

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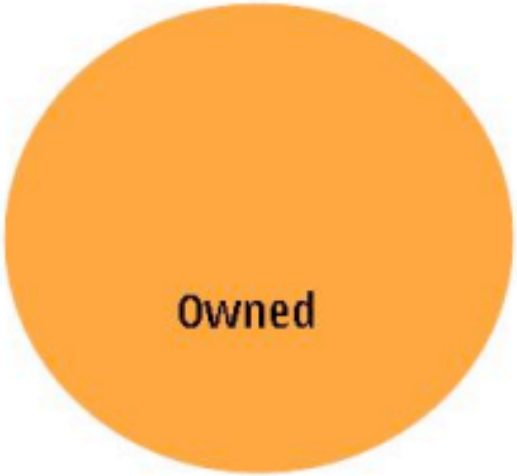
NOKIA

Per Persson
Petri Piippo
Mikko Aarras
Tetsuya Yamamoto

NOKIA

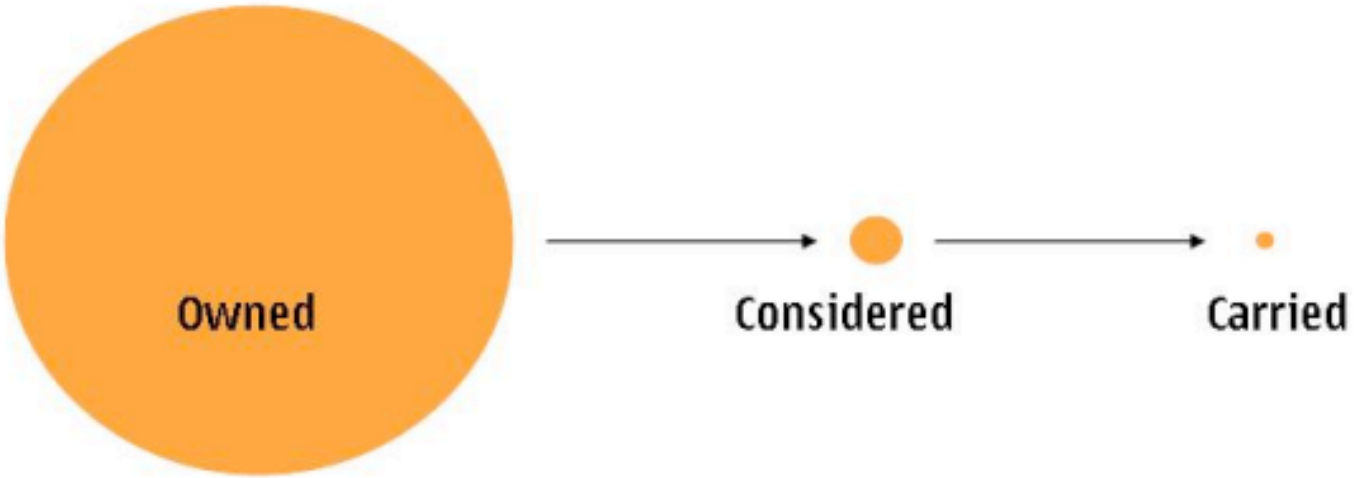
What do people take with them when they leave home?

People typically own a lot of things...

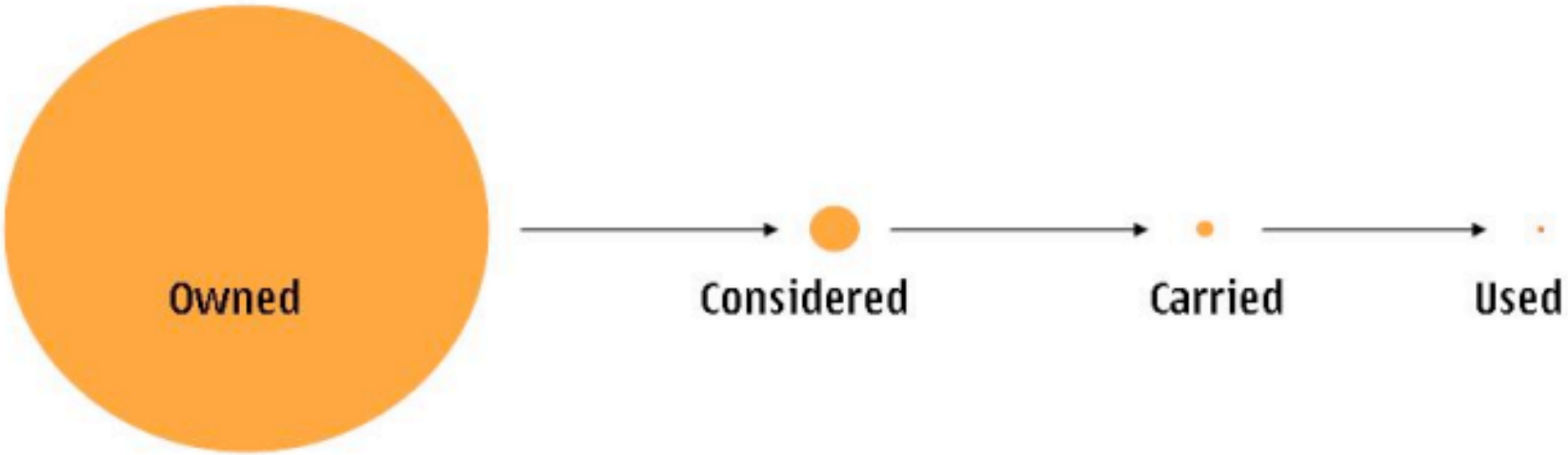


But only a small % is actively considered for use at any time...

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

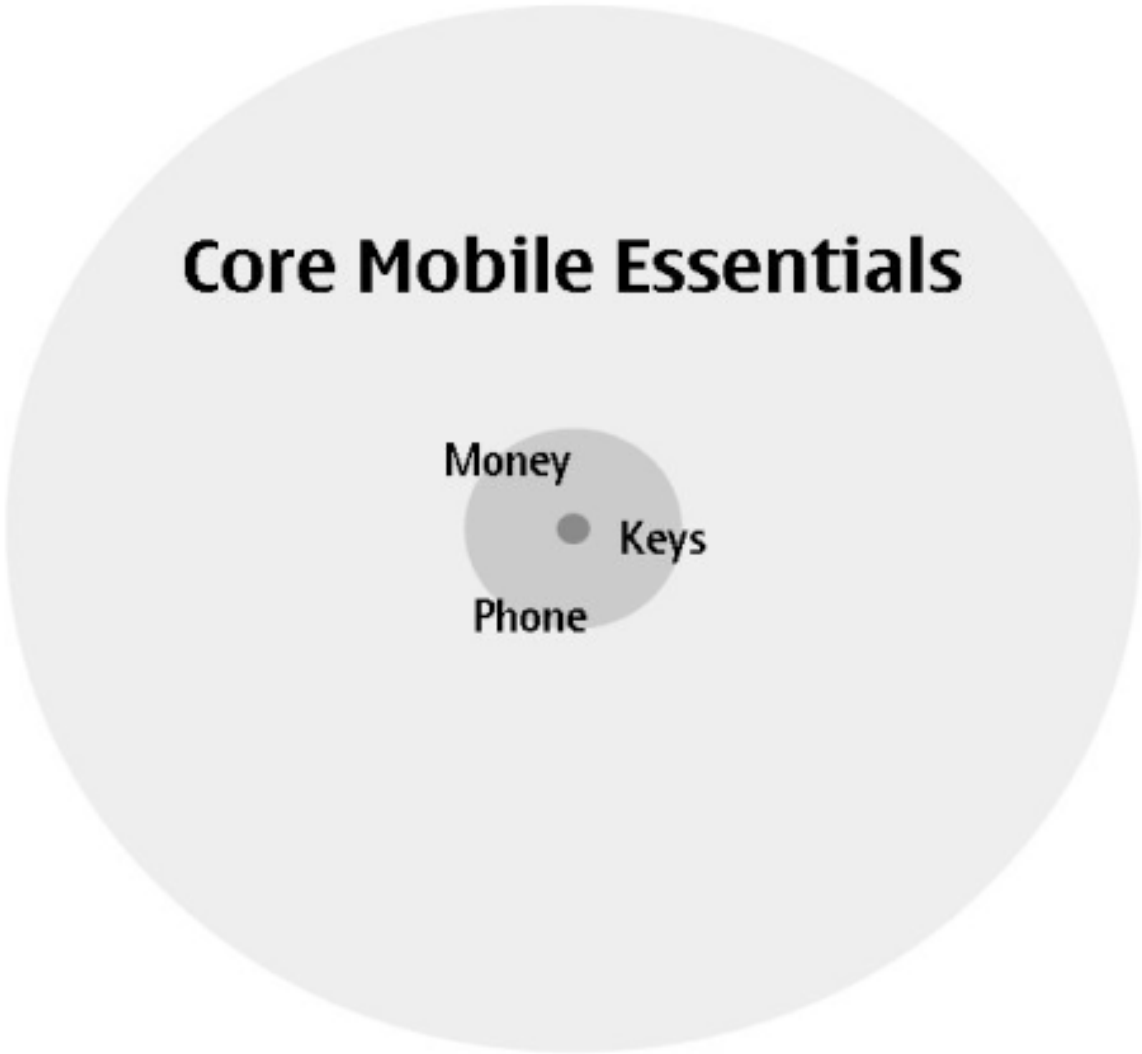
What new designs can it inform and inspire ?

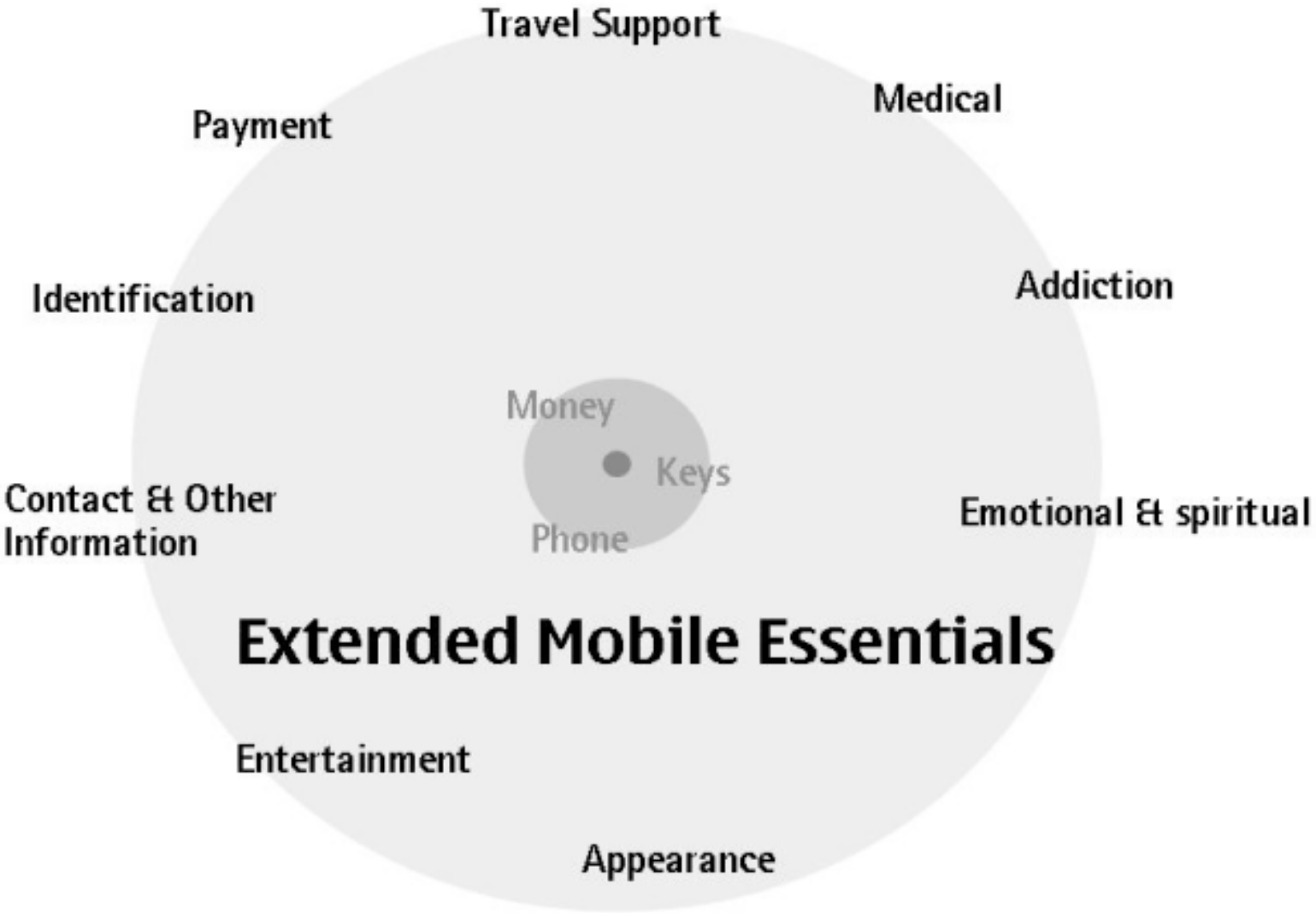
re-mixing old & new stuff in new ways

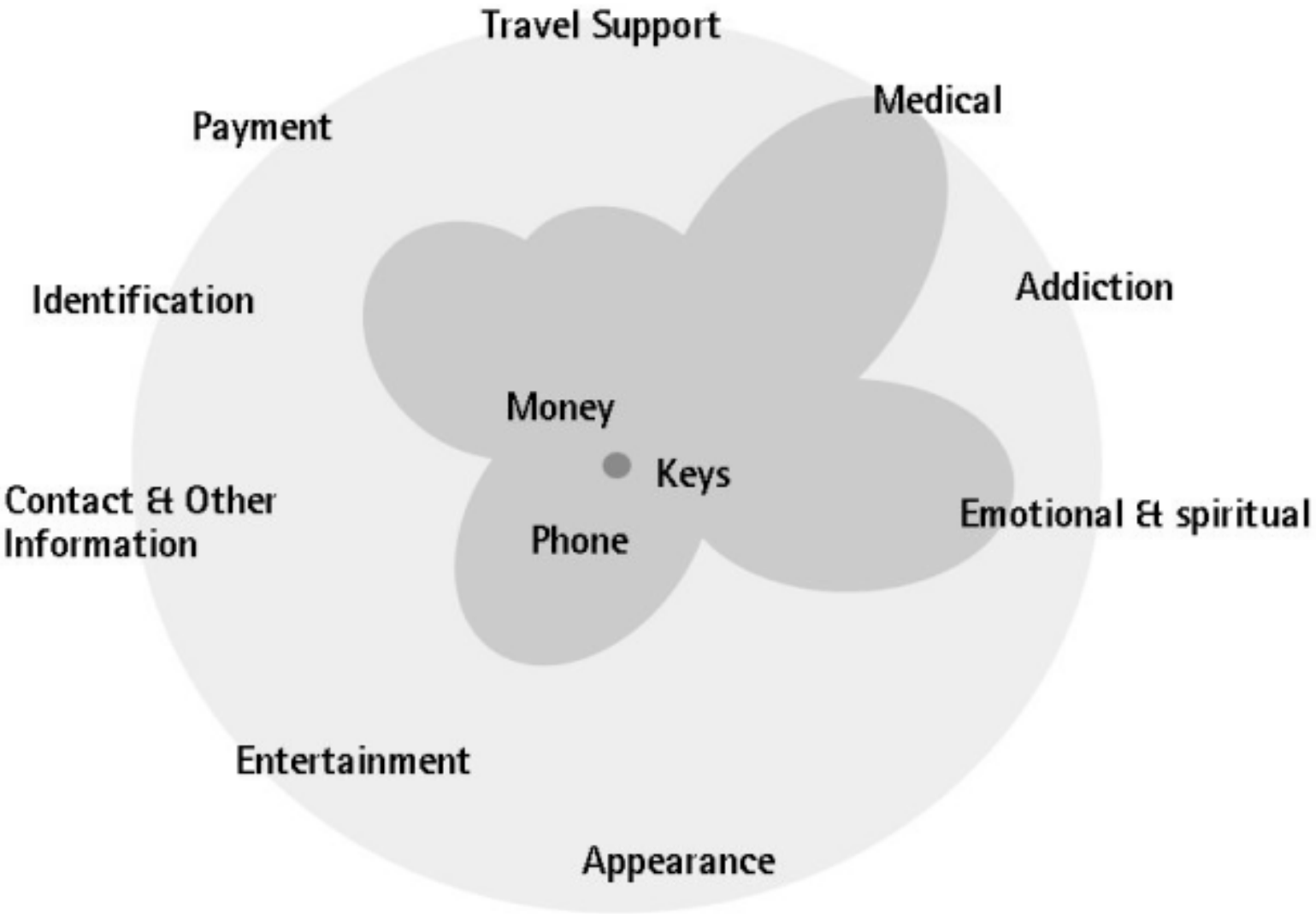
Asia
Europe
North America
Atlantic Ocean
Africa
South America
Pacific Ocean
Indian Ocean
Australia

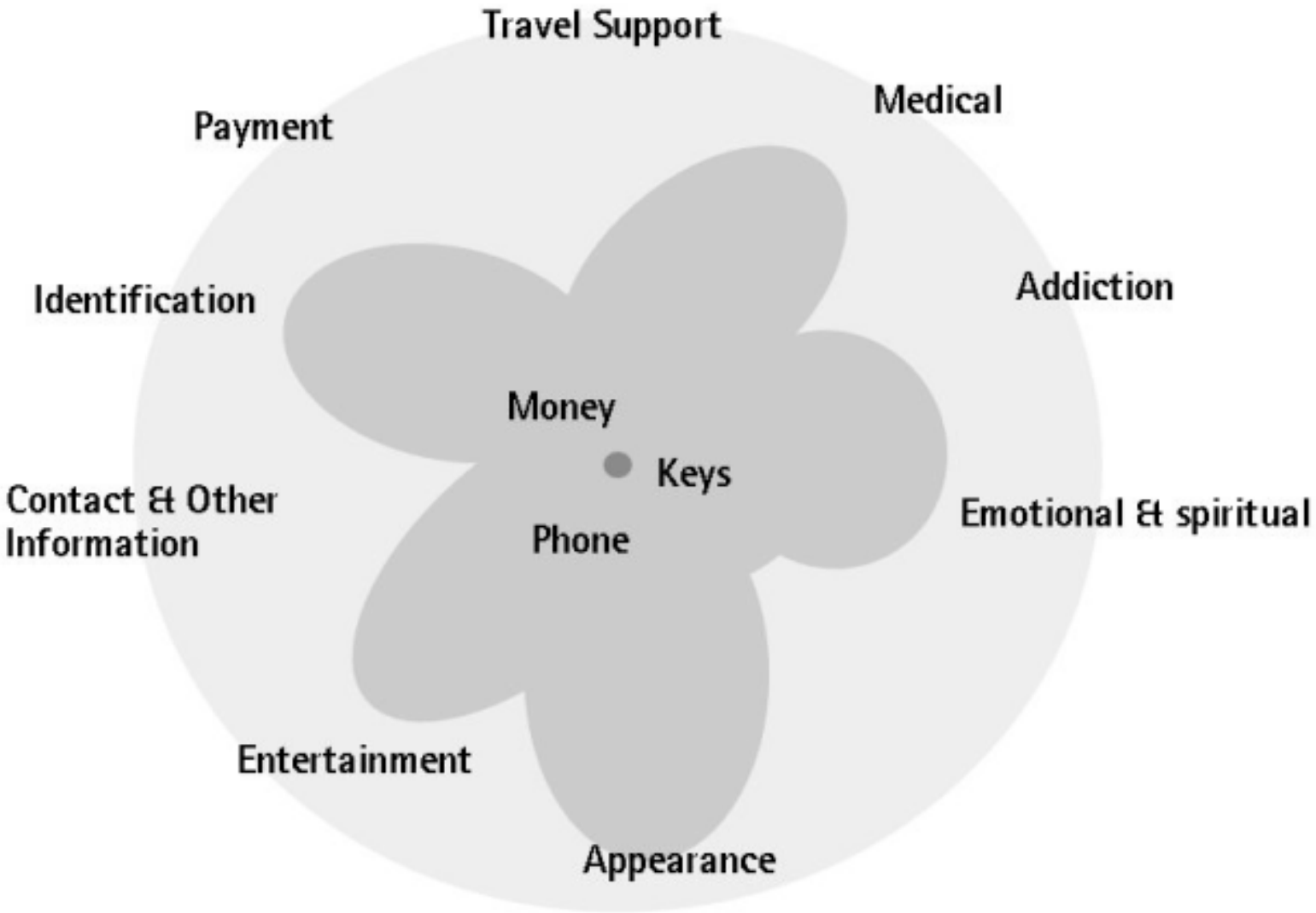
17 subjects, 4 cities

MONATSKARTE
Azubi
12.NOV.02-11.DEZ.02
Lohnsteuerkarte 2002
VIDEOLAND
Kundenkarte
BONN
jetzt


Core Mobile Essentials
Money
Keys
Phone


Travel Support
Medical
Payment
Identification
Addiction
Money
Keys
Contact & Other Information
Phone
Emotional & spiritual
Extended Mobile Essentials
Entertainment
Appearance


Travel Support
Medical
Payment
Identification
Addiction
Money
Keys
Contact & Other Information
Emotional & spiritual
Phone
Entertainment
Appearance


Travel Support
Medical
Payment
Identification
Addiction
Money
Keys
Contact & Other Information
Emotional & spiritual
Phone
Entertainment
Appearance

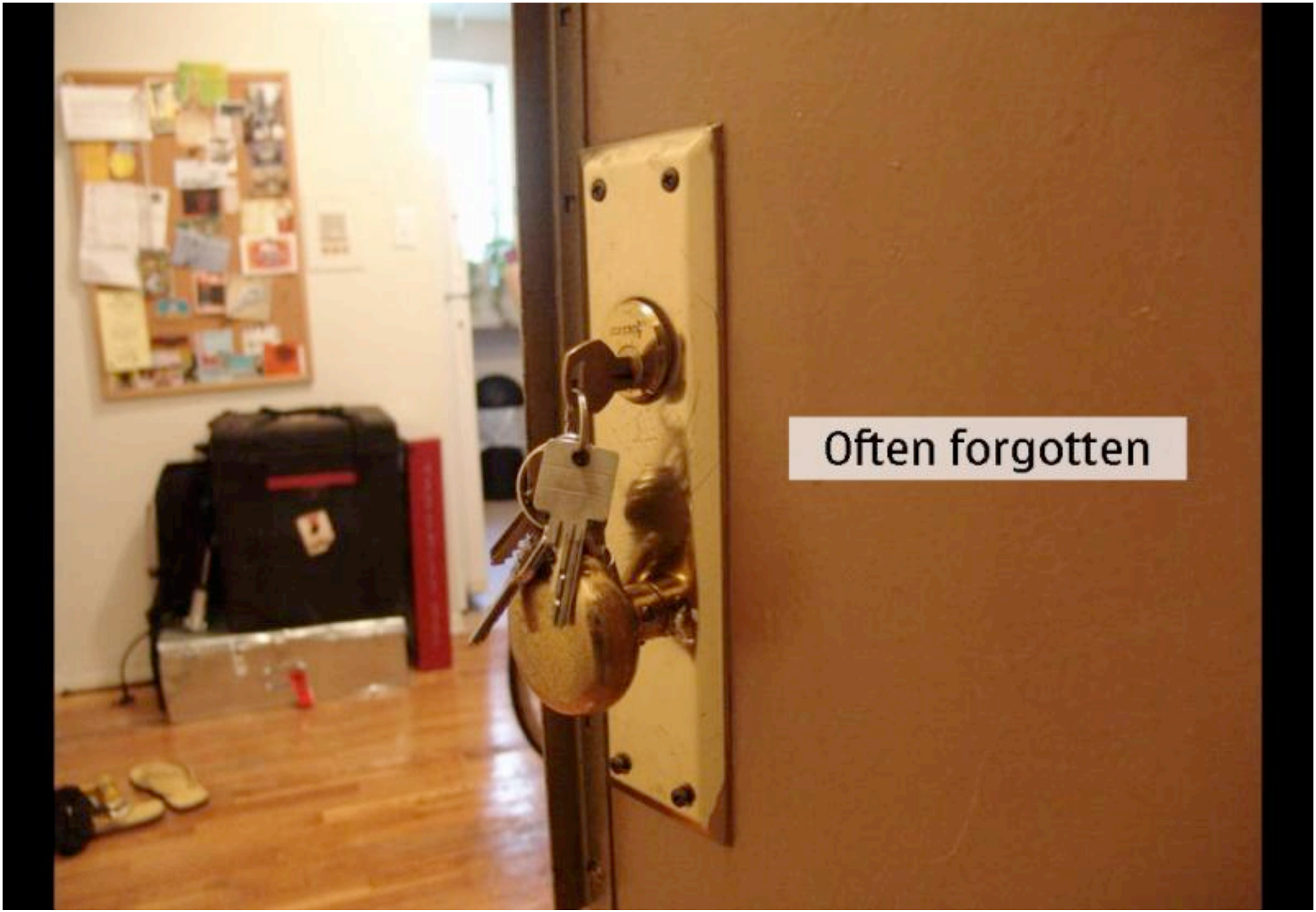
Survival

Provide access to shelter, food, warmth

But

But

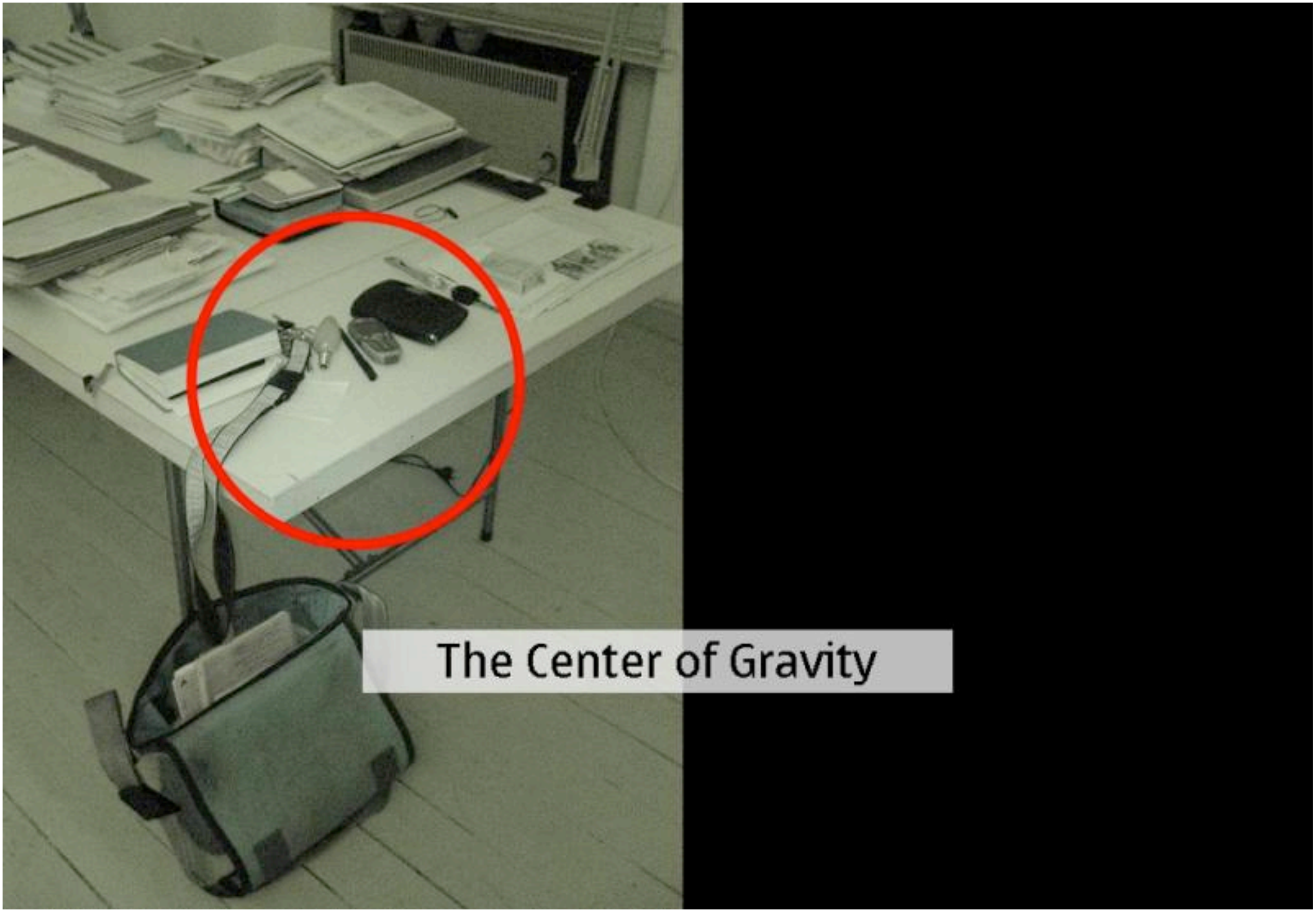
Mobile Essentials not always carried


Often forgotten

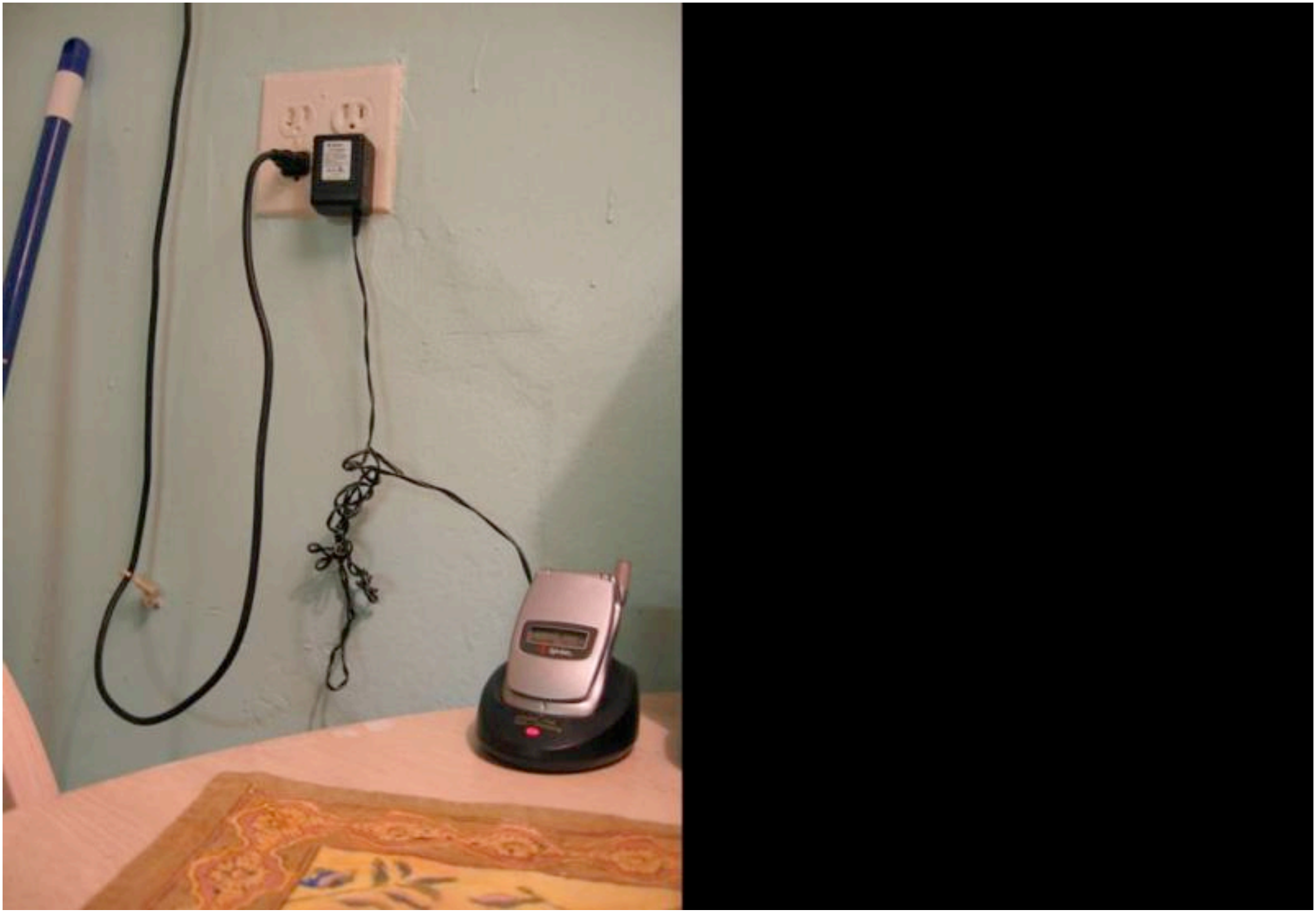
The Point of Reflection

Leaving bus
Leaving meeting room
Leaving subway
Leaving home
Leaving café
Leaving office
09:00
12:00
15:00
18:00
21:00

The Center of Gravity

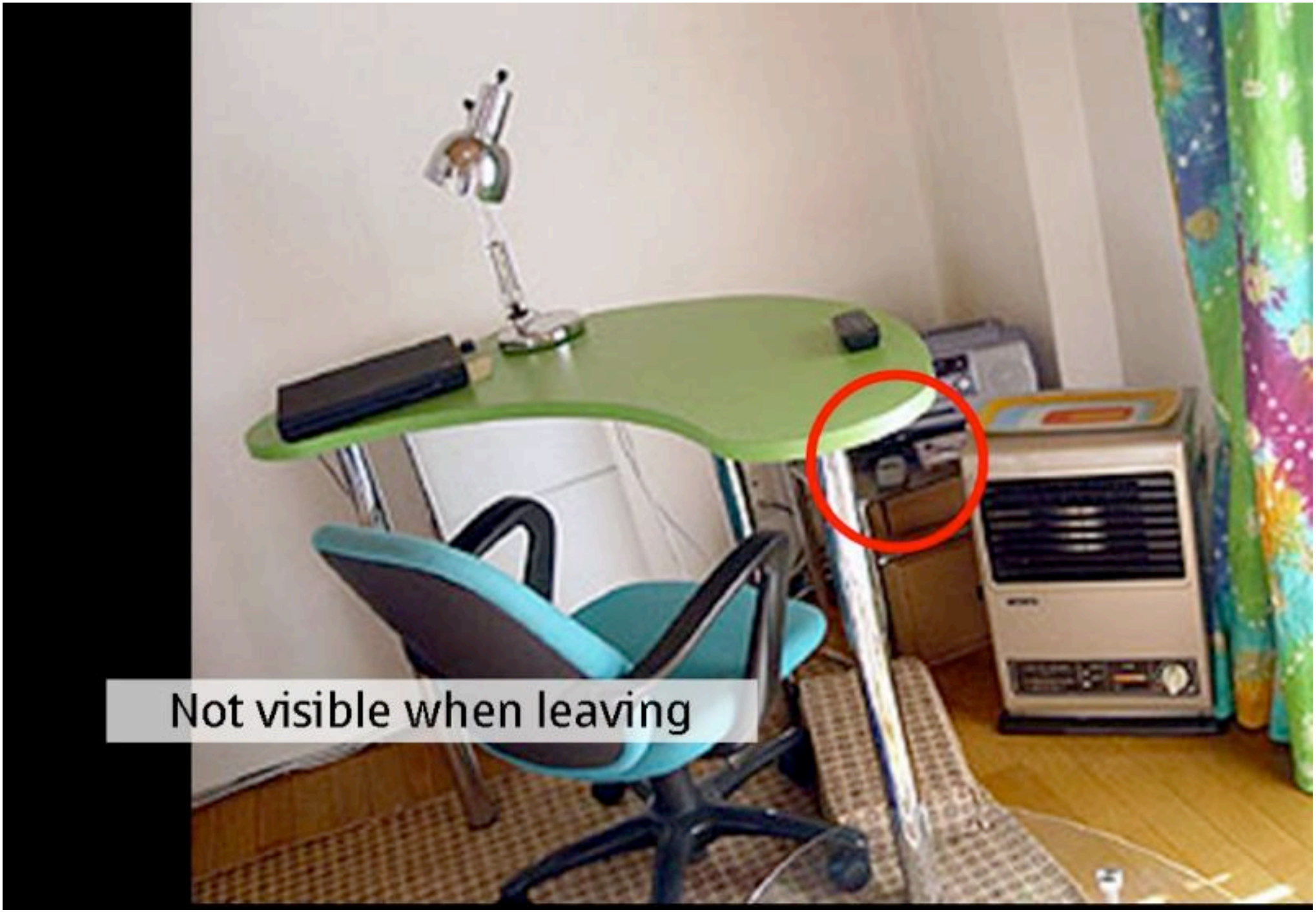

The Center of Gravity

gender differences



Despite
the point of reflection and
the center of gravity

People still forget


Not visible when leaving

Impaired awareness

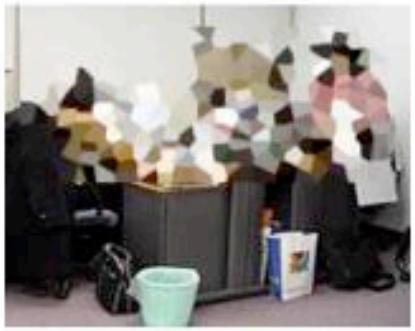
No longer important

The easiest way to never forget

is to have nothing to remember

delegate to others, to technology

Range of Distribution

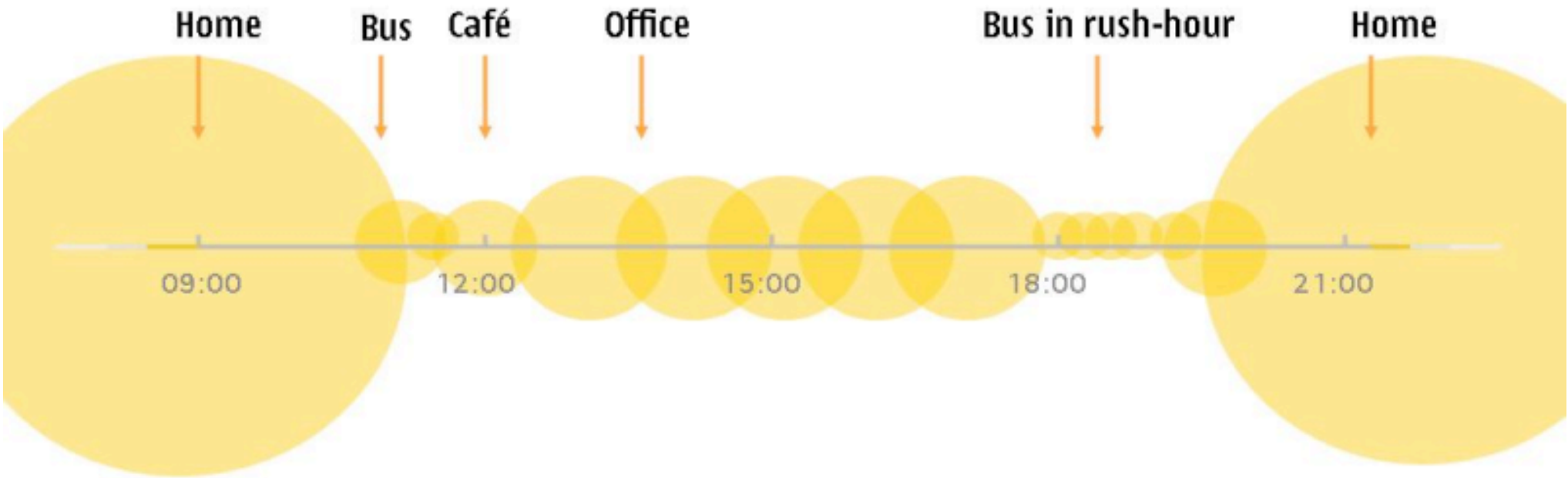


Home

Office

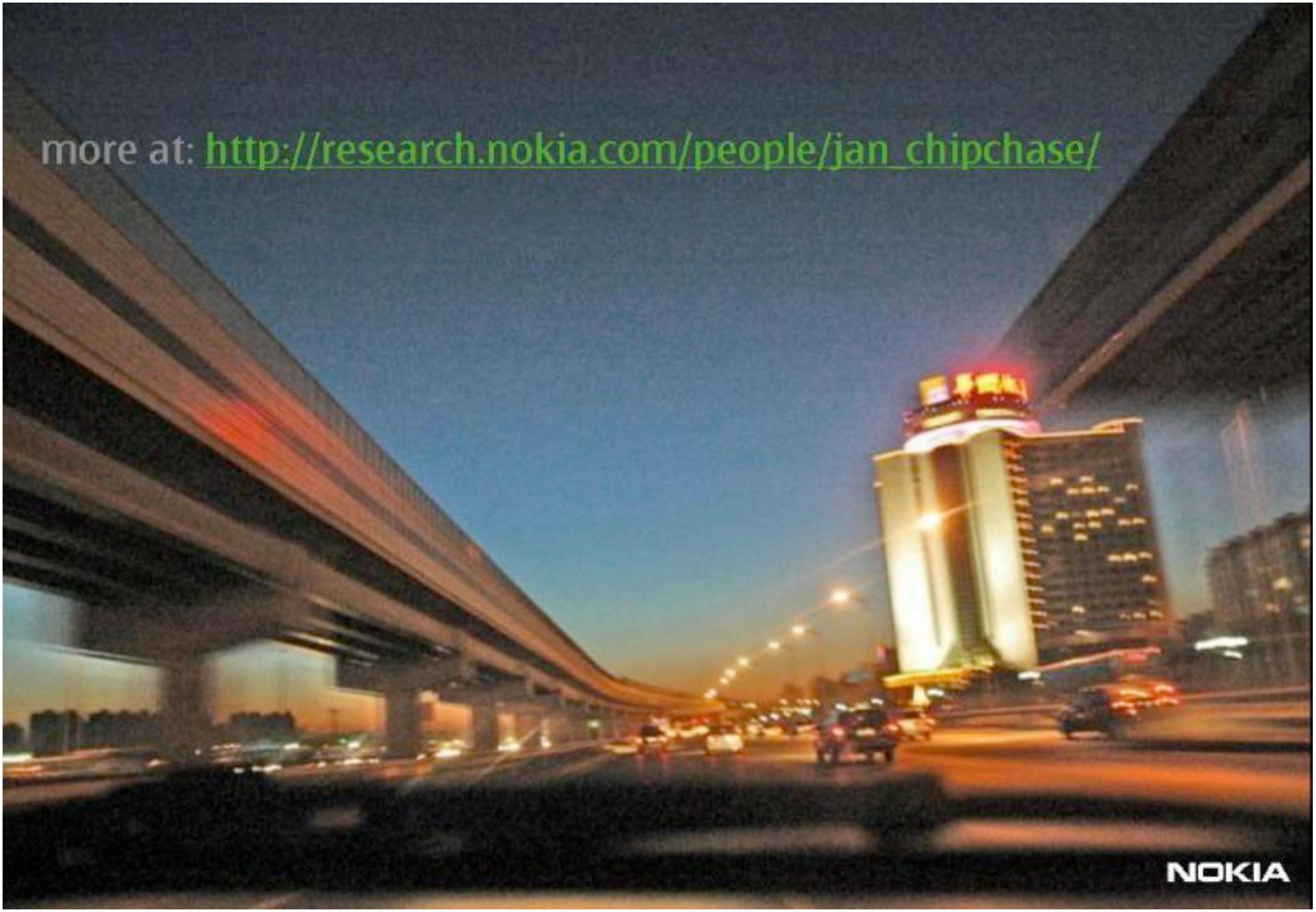
Commuting
Tokyo

Commuting
Shanghai


Home
Bus
Café
Office
Bus in rush-hour
Home
09:00
12:00
15:00
18:00
21:00

Home
09:00
12:00
15:00
18:00
21:00

Movie of Reminder Shelf Concept


more at: http://research.nokia.com/people/jan_chipchase/
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