

A photograph of a man sitting on the floor under a large, orange, translucent tent. He is looking down at a mobile phone in his hands. The floor is dark and reflective, showing some scattered items like a water bottle and a small box. The background is dark, suggesting an indoor or nighttime setting.

Insight & Innovation: Design Research

Nokia Connection 2007

Jan Chipchase

NOKIA

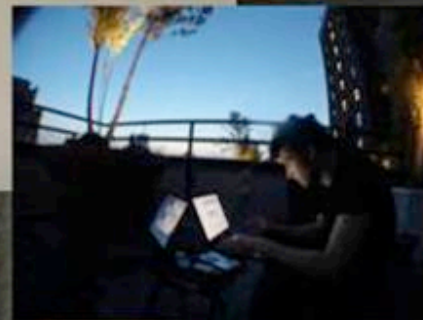
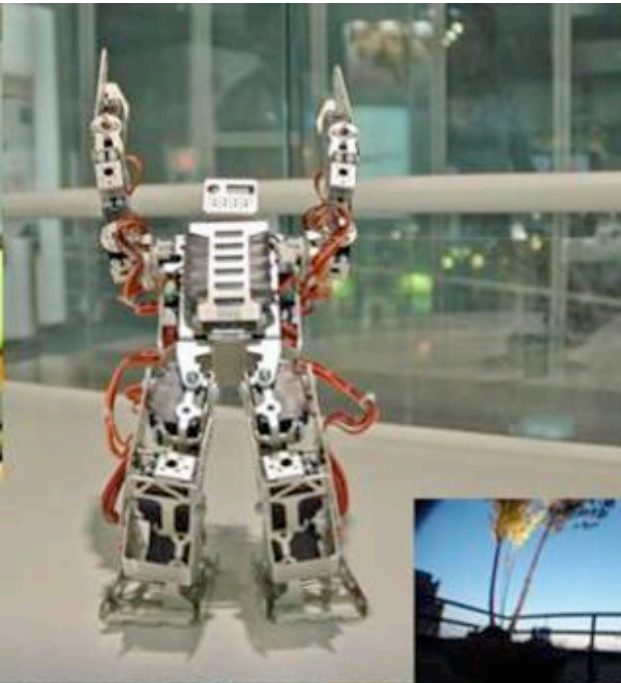
Nokia Design

250+

Helsinki, London, Los Angeles, **Tokyo** ++

human centered design

understanding people & practices
in context



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inform and inspire design process

inform and inspire design process
develop concepts, 3 - 15 years

research methods



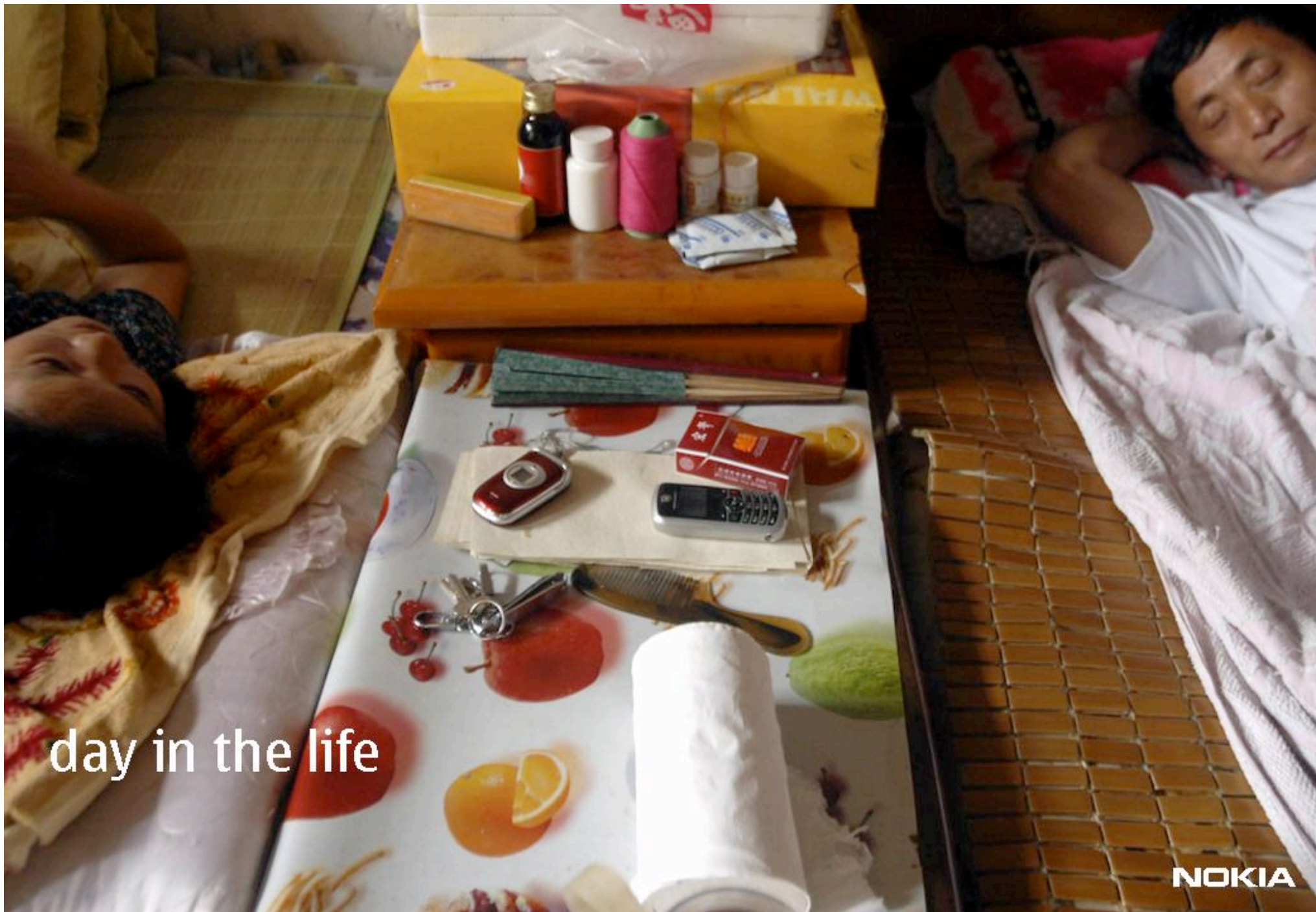
shadowing

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day in the life

NOKIA



day in the life

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day in the life

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home & contextual interviews

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the role of the mobile phone

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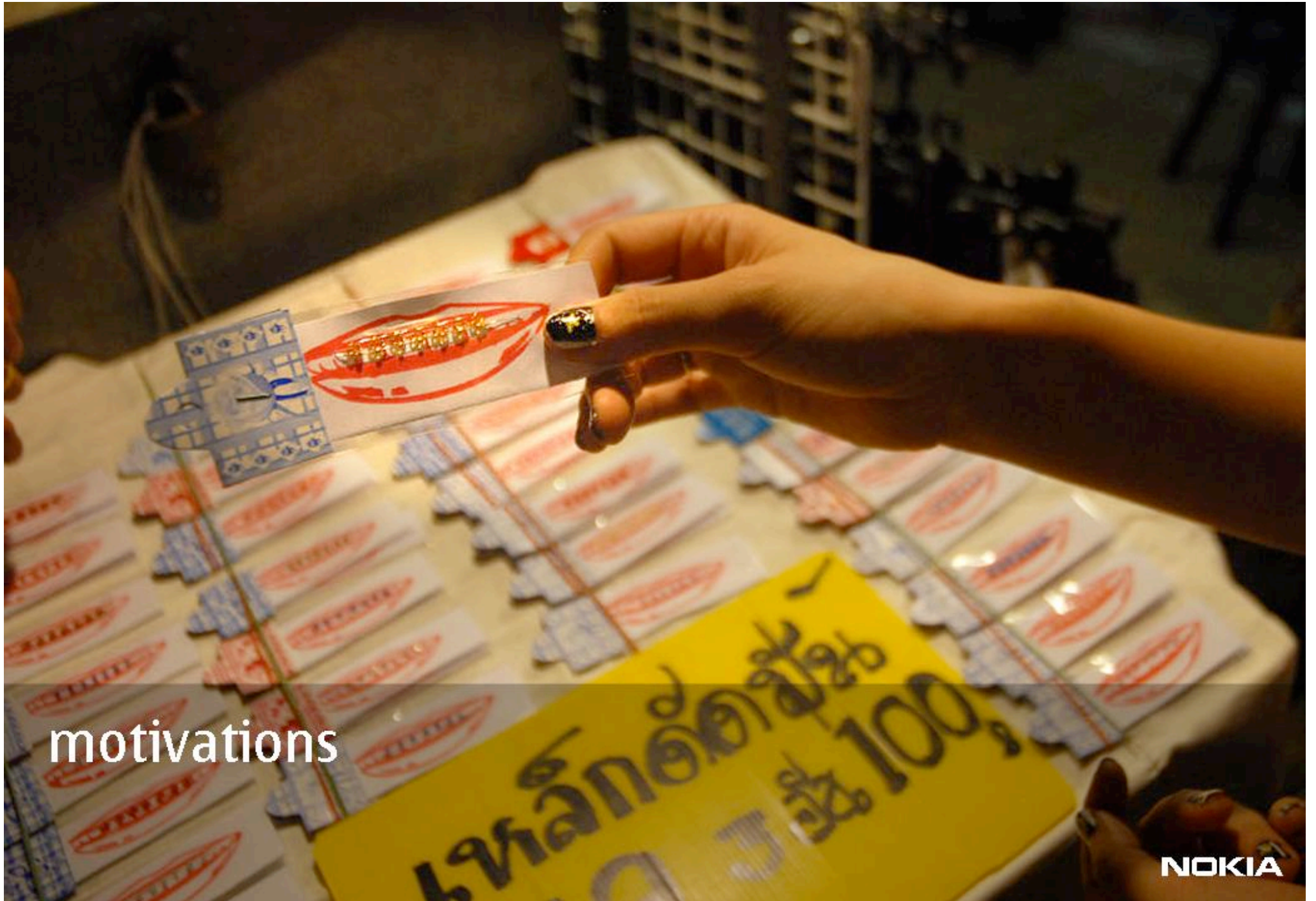
wallet mapping

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observations

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motivations

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what people say, what people do

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A woman with long dark hair, wearing a white tank top and a blue beaded necklace, is smiling and holding a customised Nokia phone case. The case is pink and white checkered with various colorful rhinestones and a small crown on top. She is in a workshop or classroom setting with other people and tables in the background. The floor is black and white checkered. A striped cup is on a table to the right.

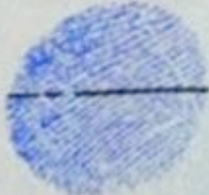
customisation

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en lost or stolen?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
here?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Hand by	Age	40s
le	Dominant Hand:	<input checked="" type="checkbox"/> Left <input type="checkbox"/> Right

d agree with the study purpose and agree that Nokia can use the data generated and comments, for publicizing the result of this research. The data will not be used

Signature:  Date: 25/06/06

culturally & ethical responsible



local team

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local collaboration

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where's the value?







how does it affect what is designed?

literacy & communication



illiterate communication practices

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shared phone use



electricity delivery

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shared use

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shared phone features

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mobile TV early adopters



mobile TV = personal TV
supporting shared experiences

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new research: where's the phone



Where do people carry phones?
Why is it interesting?

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where do people carry phones?

male	60% trouser pockets
female	61% handbags

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frequency of missed communication?

30% of pocket carriers and 50% of handbag carriers sometimes or always miss incoming mobile phone communication

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factors affecting carrying position

driven by ease of carrying and interaction versus protection from damage, loss and theft

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phone carried in belt pouch, males

Tokyo

0%

Milan

4%

LA

10%

Beijing

19%

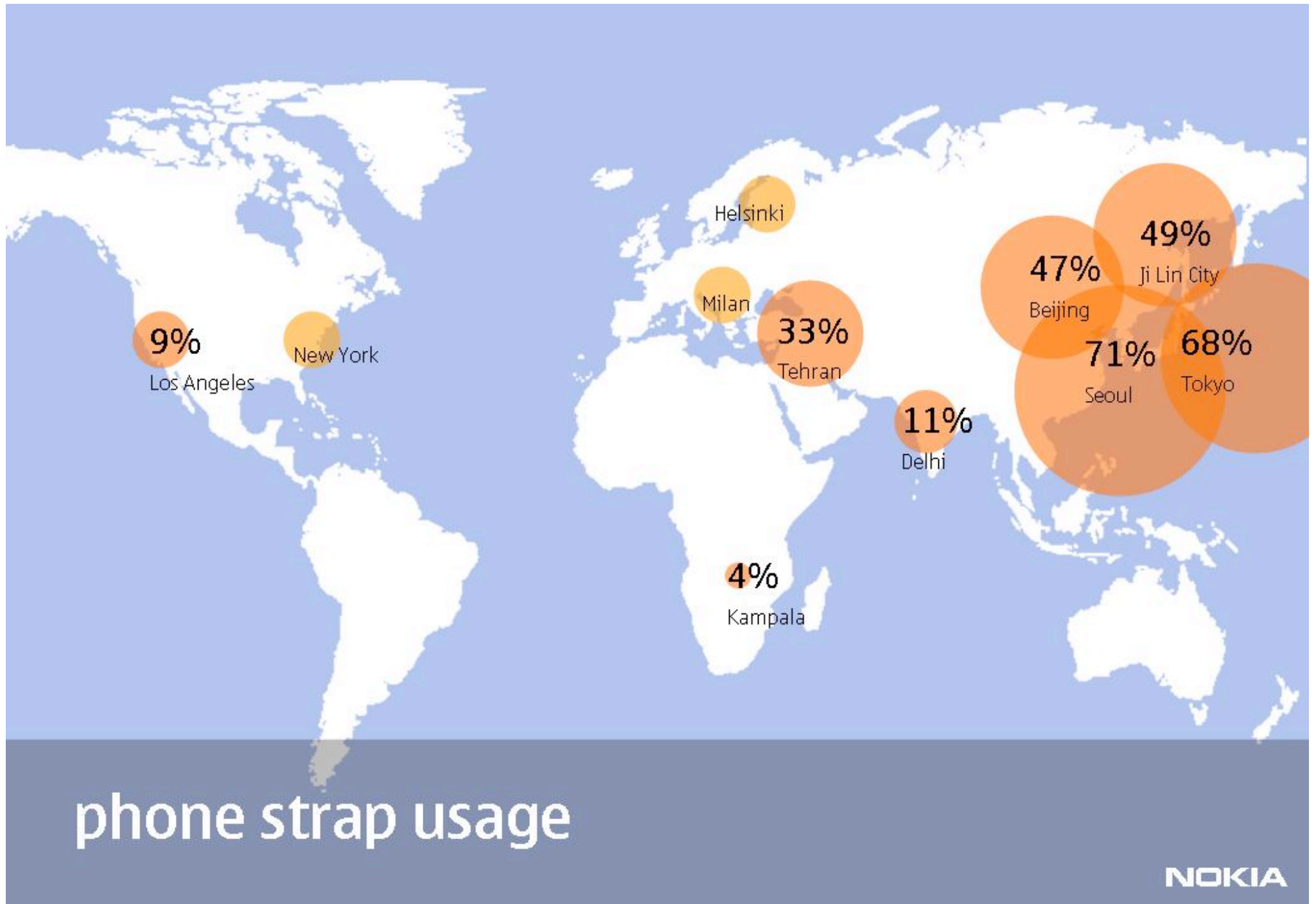
Ji Lin City

38%

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people carrying wallets/purses

Tokyo
98%

Seoul
90%

Beijing
54%

Ji Lin City
35%

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why interesting?

Age & gender

Strategies for clustering, containing and protecting objects

Likelihood of physical personalisation

Challenge assumptions such as the prevalence of wallet/purse use
and 24/7 connectivity

convergence

de-convergence

minaturization, flexible components

when an object can be any shape or size,
what shape or size should it be?



/end

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