



# Connecting The Unconnected

October 3-4, 2006

**Jan Chipchase**  
Nokia Research Center

**NOKIA**

**exploratory field research**

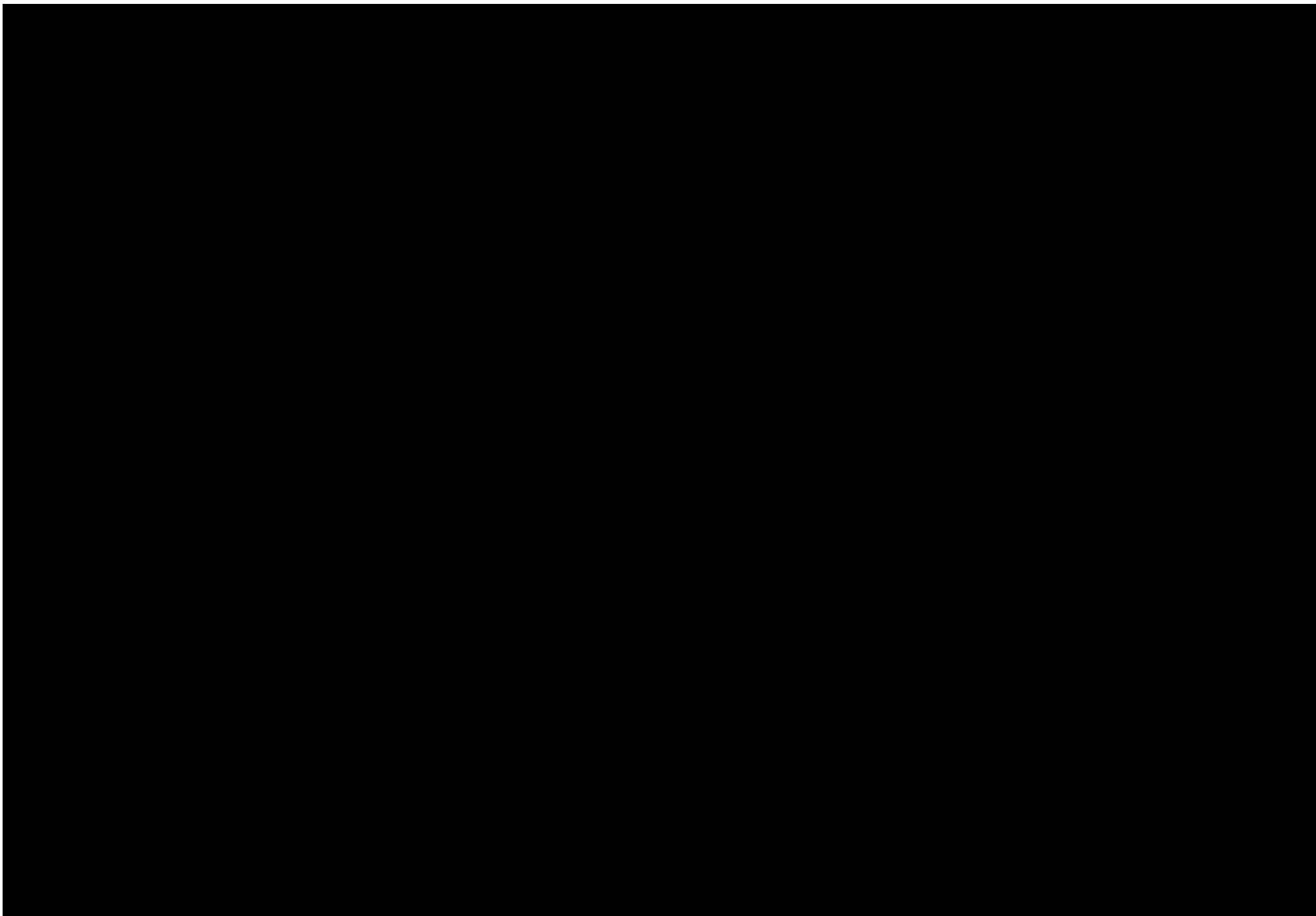
human centered design

**leapfrog technologies**

mobile phone as ATM +

**scale of opportunity**

6 billion +



what do people carry?



owned



considered



carried



used

what do people carry?

keys, money & mobile phone

why keys, money & mobile phone?

survival

mobile phone transcend space & time

mobile phone transcend space & time  
personal, convenient

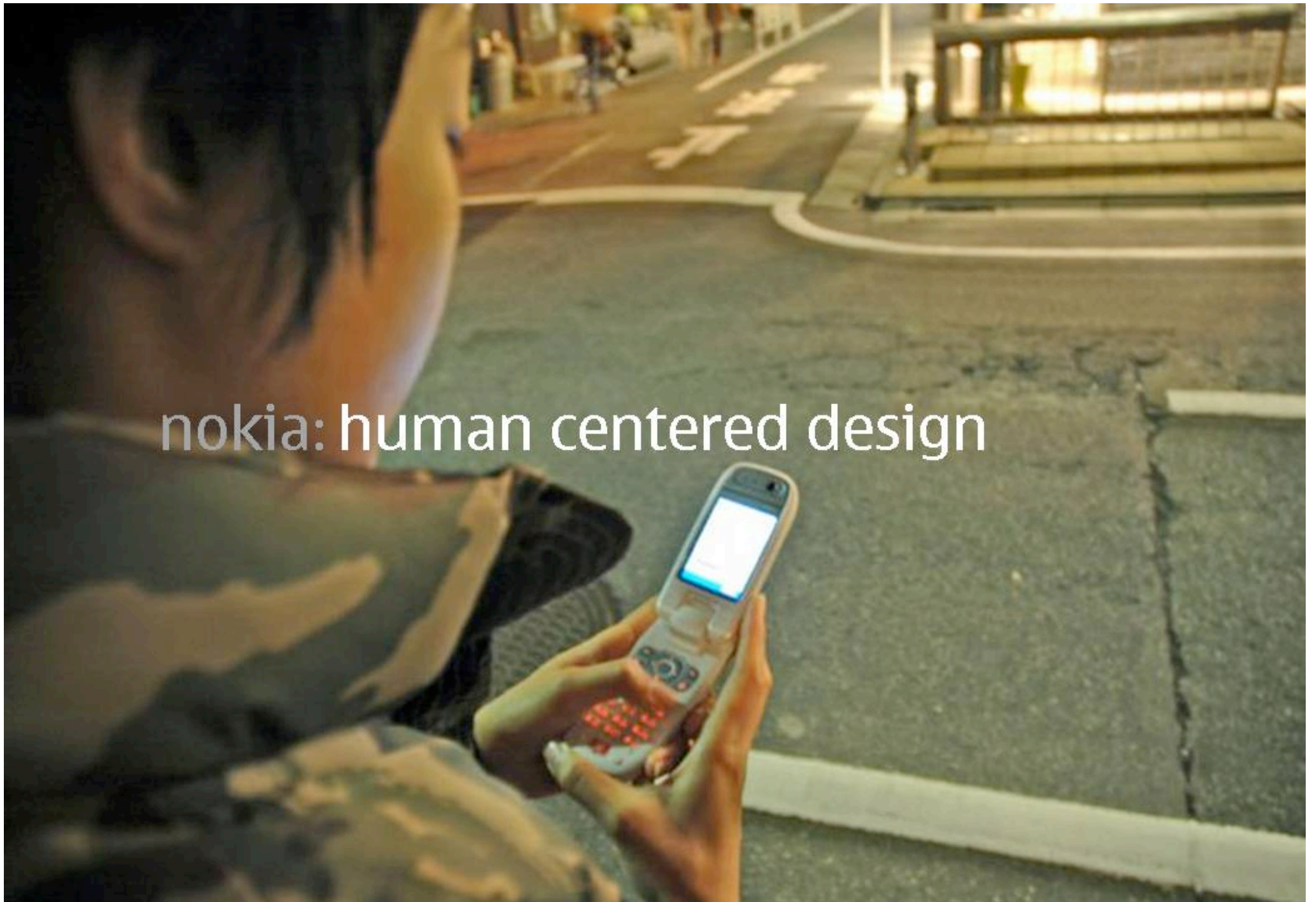
scale of opportunity  
6 billion +

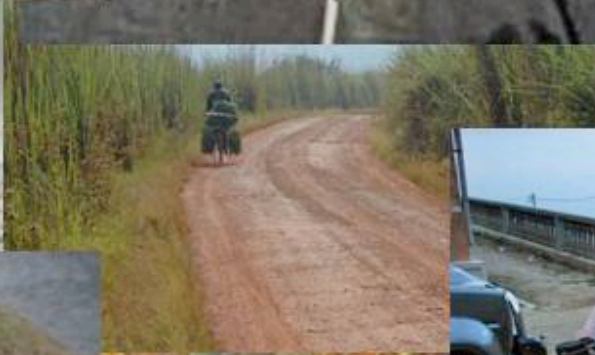
connect the unconnected

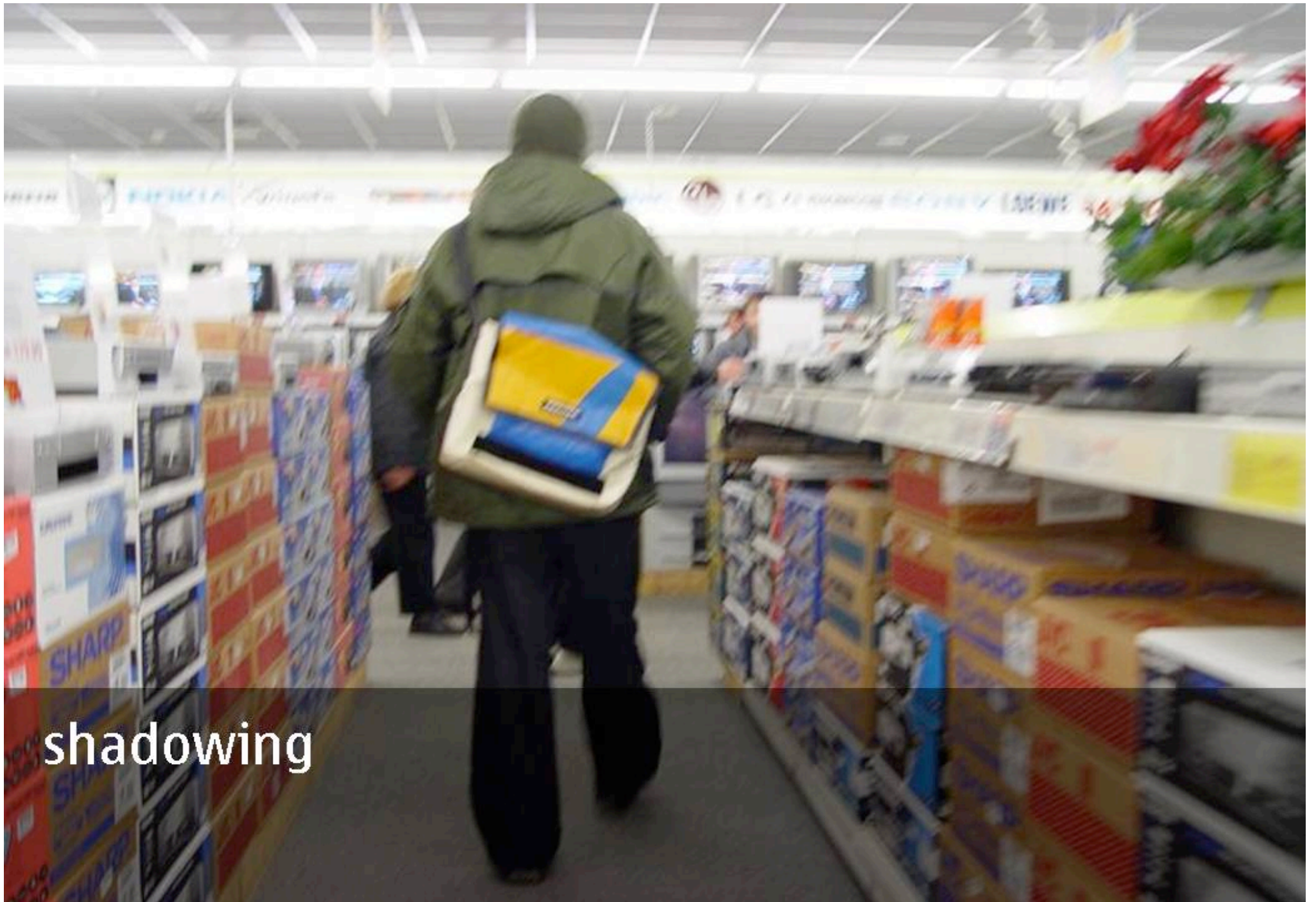
emerging markets

nokia: human centered design

nokia: human centered design







shadowing



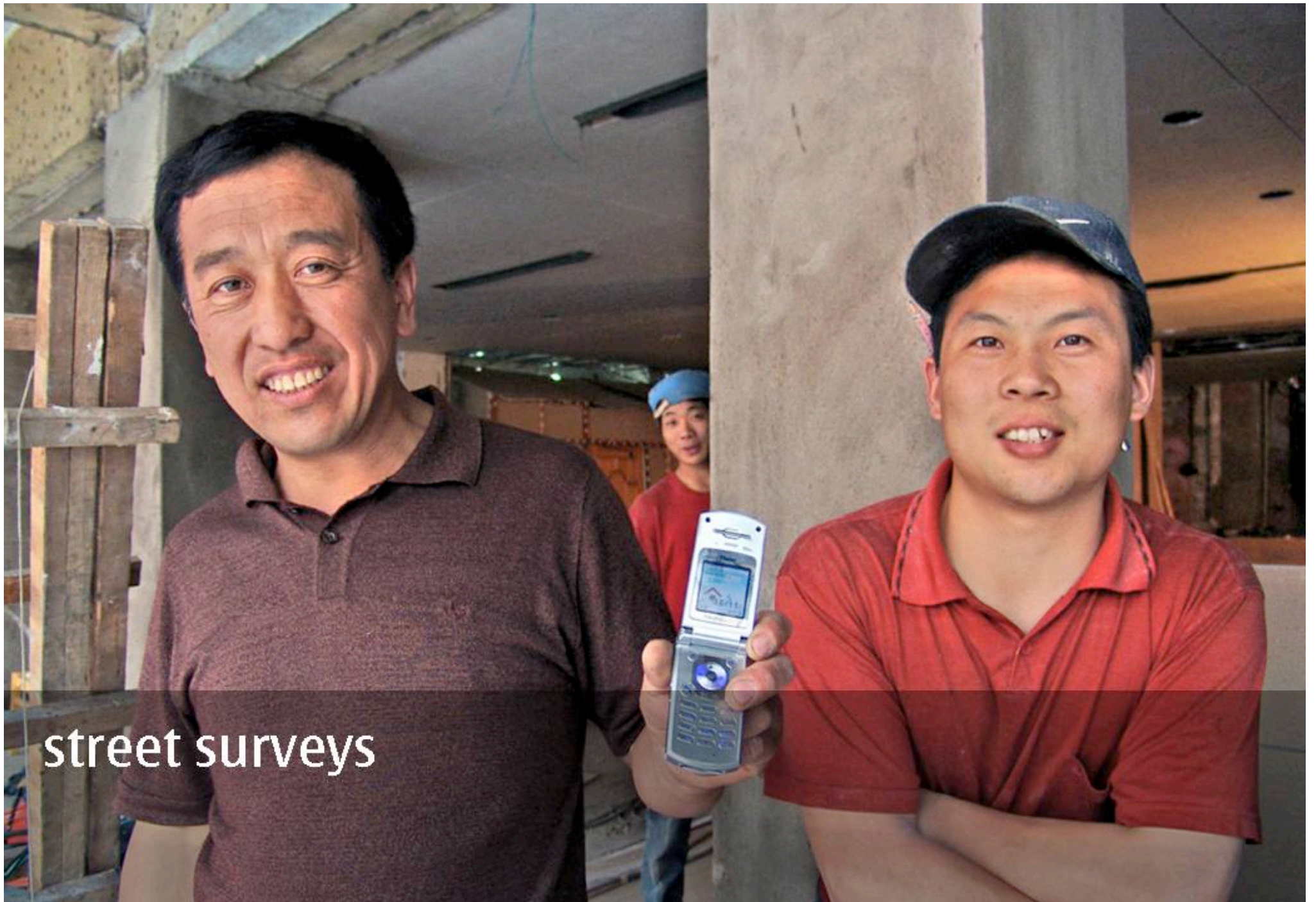


contextual interviews





wallet mapping



street surveys



expert interviews



weak signals



cycling cities

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



convergent validity







inform & inspire



inform & inspire  
simple to use, human technology

what kind of research?



6 billion

799 million illiterate



informal repair cultures

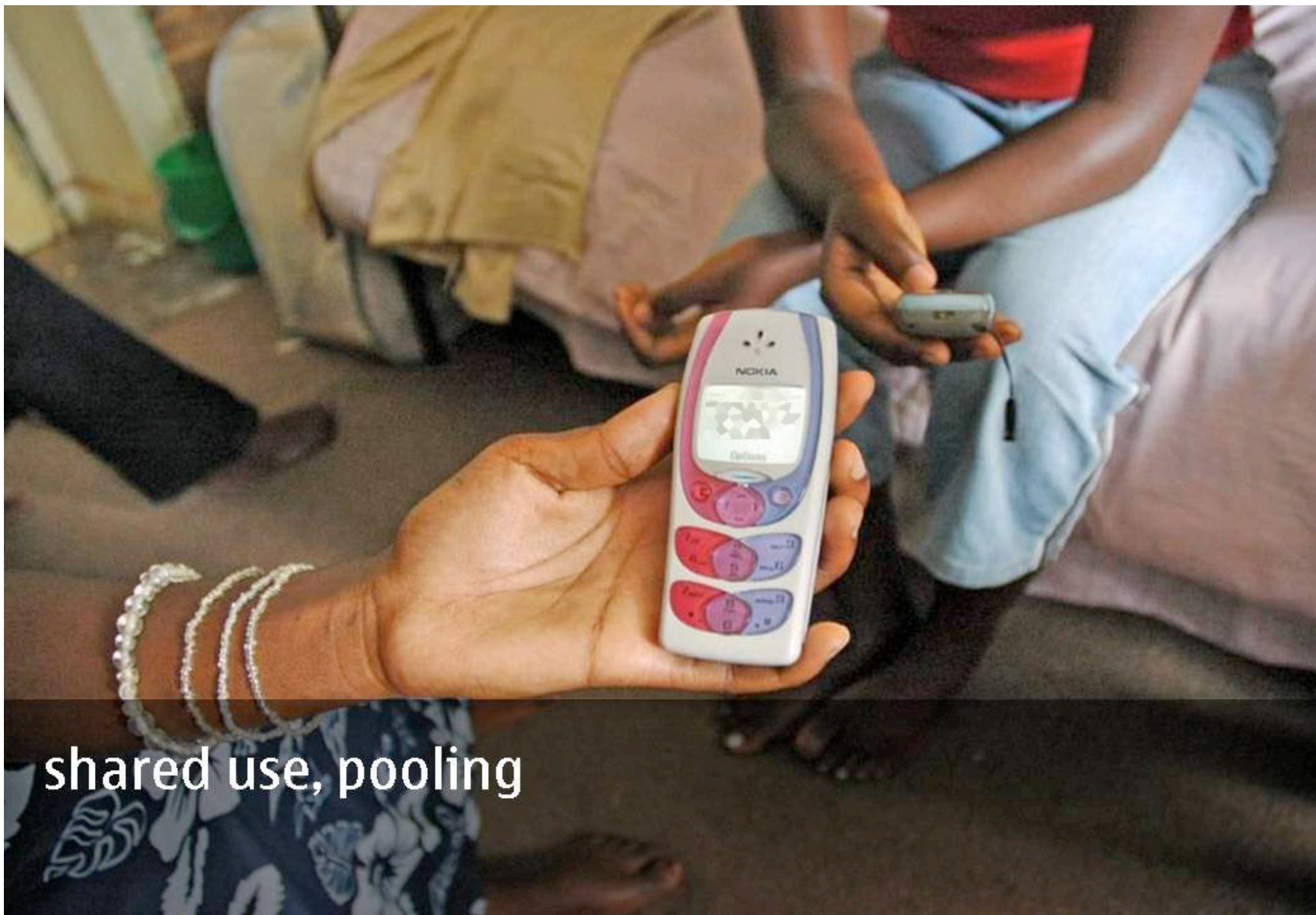


antenna

cable

mobile  
phone  
kiosk

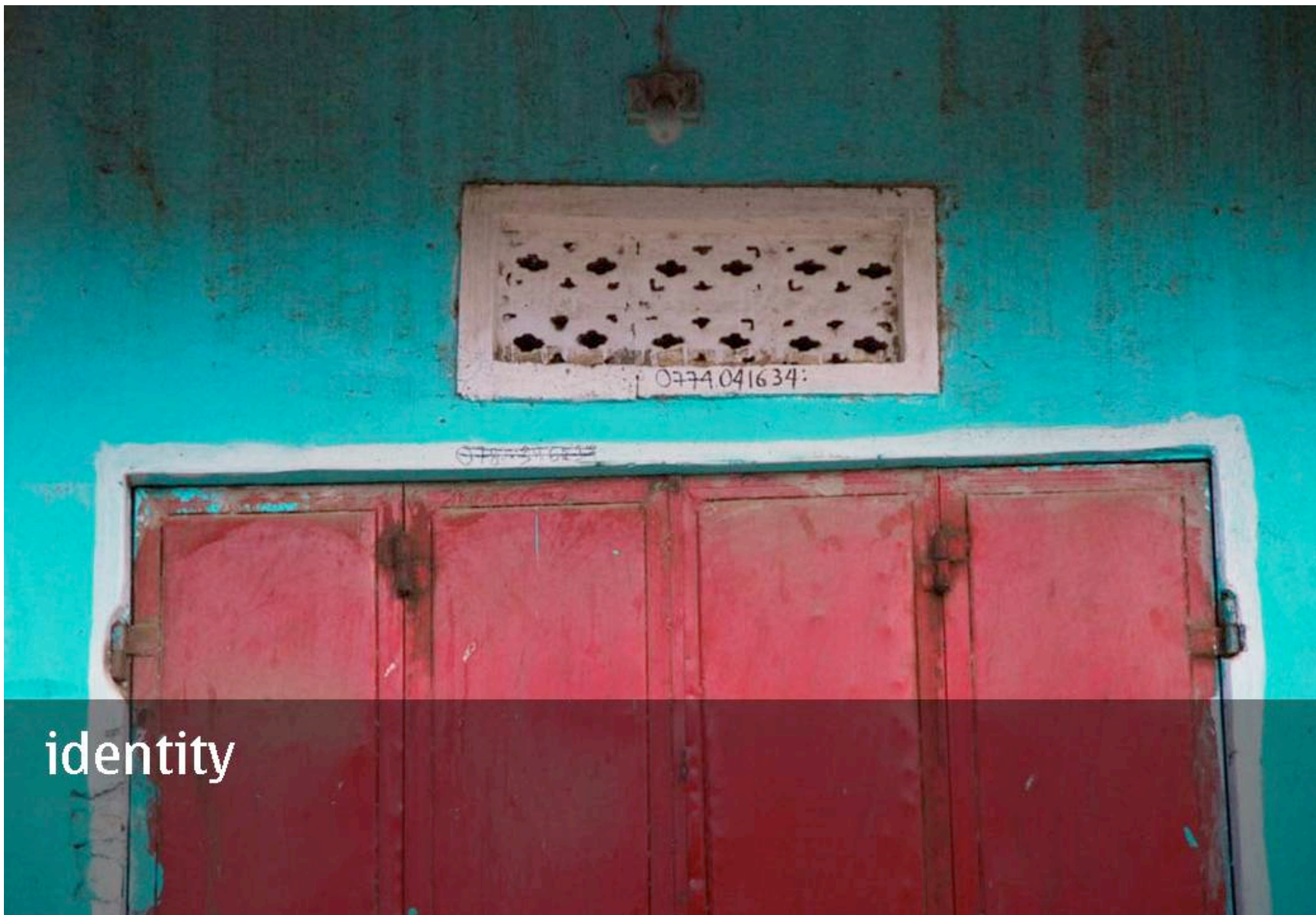
village phone – extending coverage



shared use, pooling



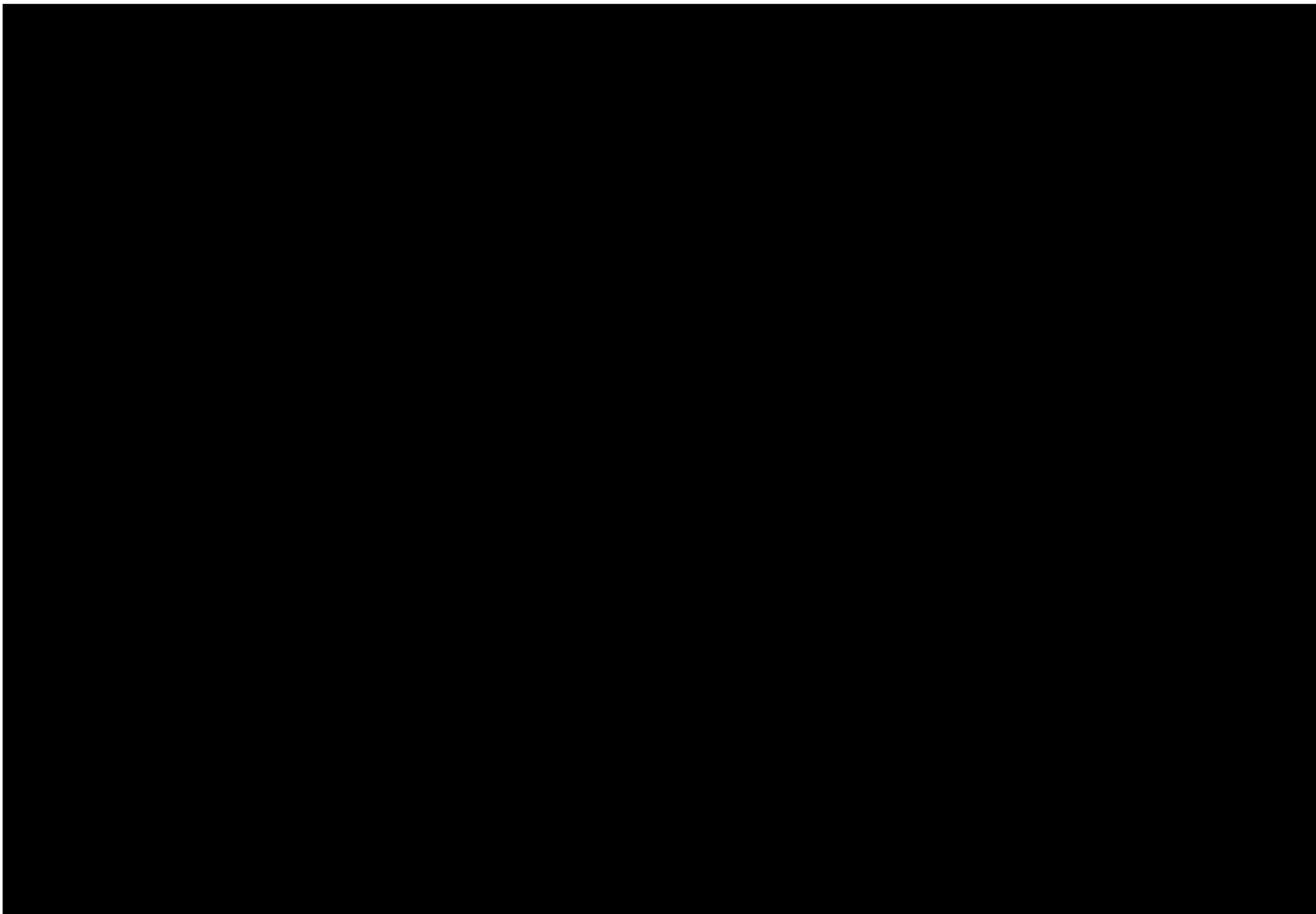
step messaging



identity



sente



**exploratory field research**

human centered design

**leapfrog technologies**

mobile phone as ATM +

**scale of opportunity**

6 billion +

questions