



Out There

Field Research To Inform & Inspire Design

Jan Chipchase Mobile HCI Group

NOKIA

Collaborators

Fumiko Ichikawa

Cui Yanqing

Raphael Grignani

Indri Tulusan

Lokesh Bitra

Zeenath Hasan

Aico Shimizu

++

Nokia Research

Mobile HCI Group

User Centered Design

Usability

Concept Design

Lab studies

Field studies

why

NOKIA

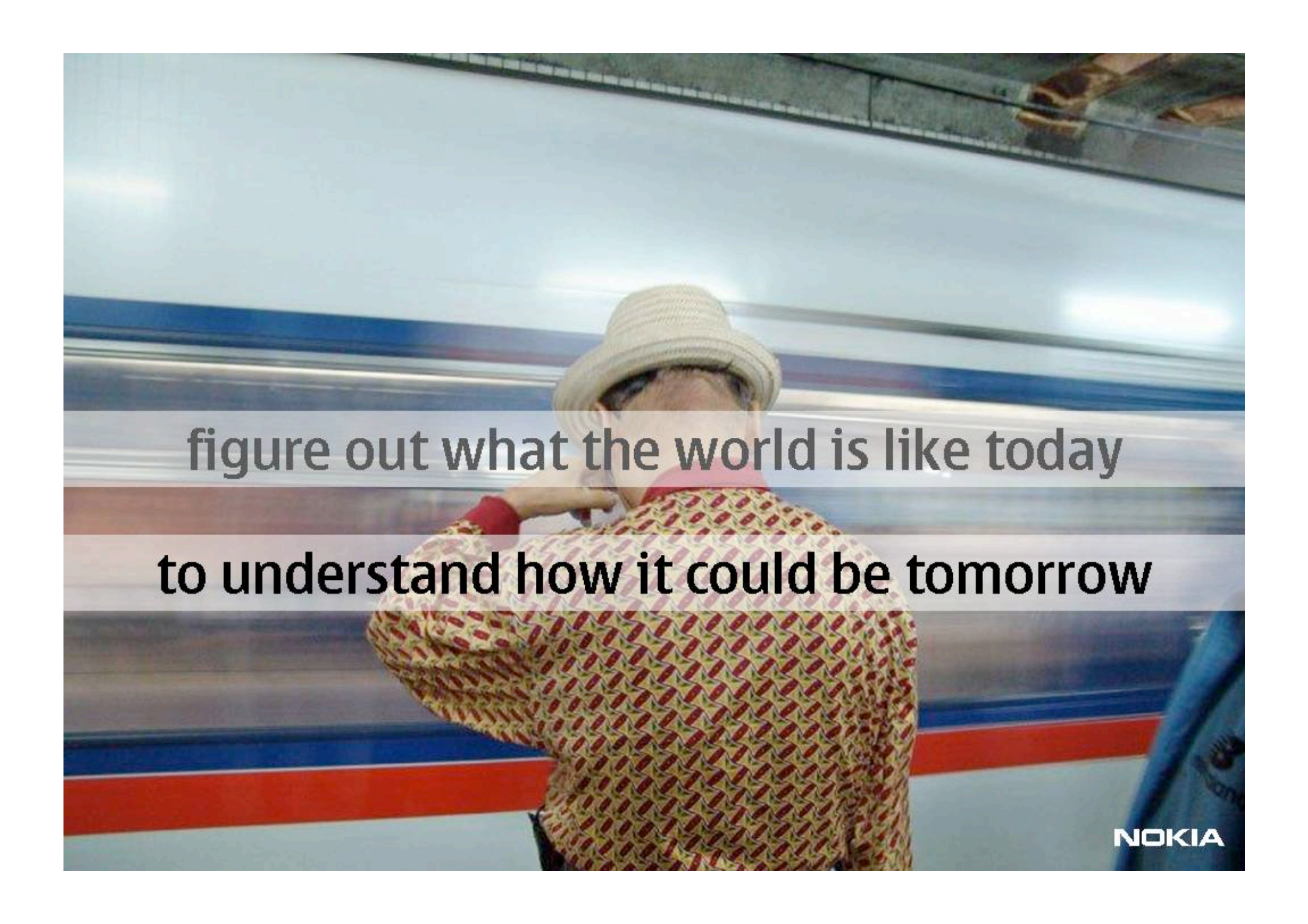
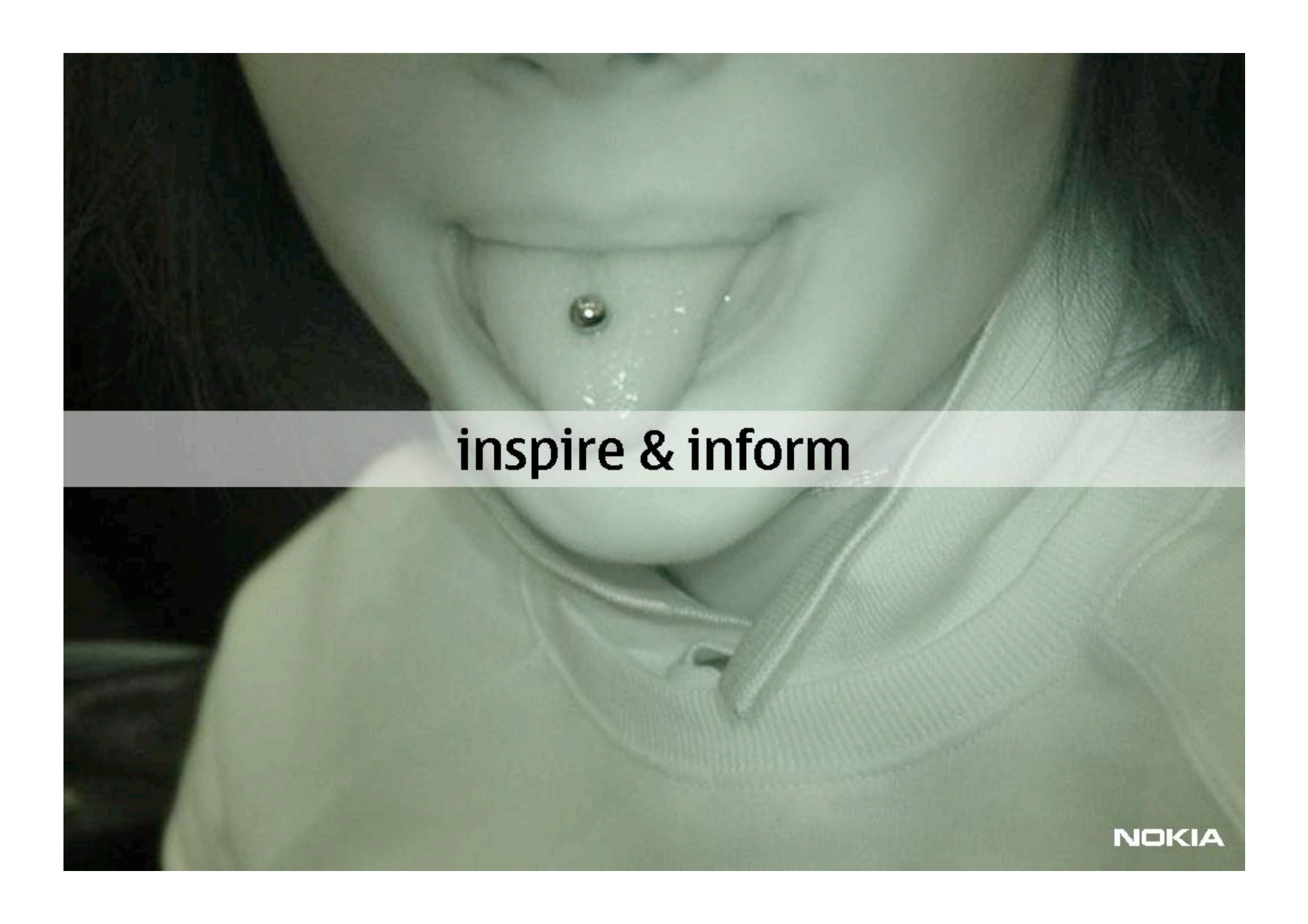
A person wearing a straw hat and a patterned shirt is looking out of a train window. The train is moving, as indicated by the blurred background. The text is overlaid on the image.

figure out what the world is like today
to understand how it could be tomorrow

NOKIA

A close-up photograph of a person's mouth, showing a tongue piercing. The person is wearing a light-colored, ribbed shirt. The image has a greenish tint and a semi-transparent grey banner across the middle containing the text "inspire & inform".

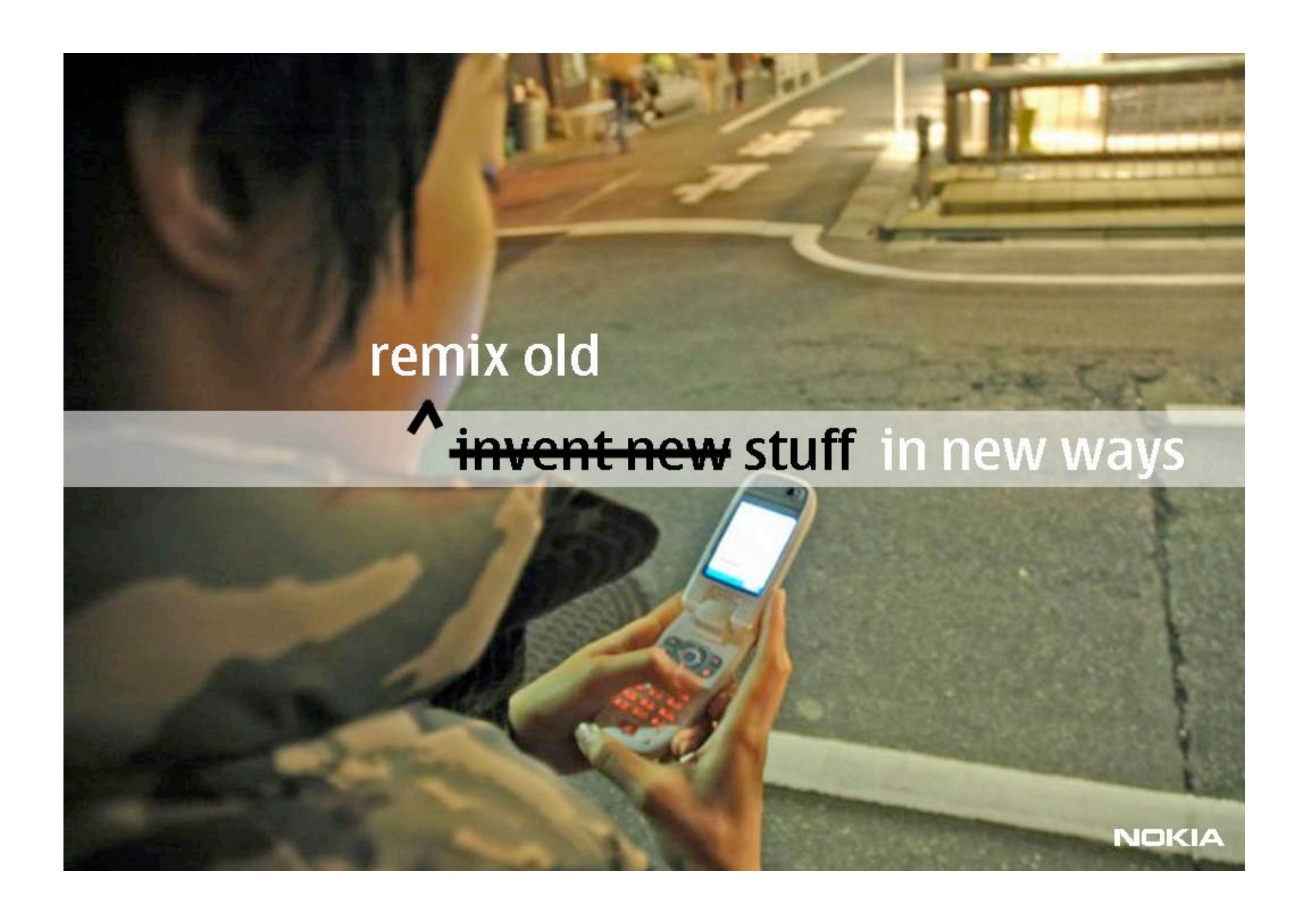
inspire & inform

NOKIA

A composite image showing a person's profile in the upper half and their hands holding a silver Nokia slider phone in the lower half. The background is a blurred city street at night with streetlights and a crosswalk. The phone's screen is lit up, and the keypad is visible.

invent new stuff

NOKIA

A photograph of a person's hands holding a silver Nokia slider phone on a city street at night. The phone is open, showing a blue screen. The background is a blurred street scene with lights and a crosswalk. A semi-transparent grey banner with text is overlaid across the middle of the image.

remix old



~~invent new~~ stuff in new ways

NOKIA

what

NOKIA



home interviews

NOKIA

A photograph showing two women from behind, working at a desk. The woman in the foreground has long dark hair and is wearing a dark blue t-shirt. The woman behind her has her hair in a bun and is wearing a light-colored shirt. They are surrounded by various items on the desk, including a large colorful box with a pattern of circles, a white plastic bag, a yellow container with pens, and a pink and yellow folder. The scene is brightly lit, suggesting a window is nearby.

home stay

NOKIA



NOKIA



mystery shopper

NOKIA



street surveys

NOKIA

A photograph of a bicycle in the foreground, slightly out of focus, with a black seat and a metal frame. The background is a large, empty industrial hall with a high ceiling and a complex network of steel beams. The floor is polished and reflects the overhead lights. The text "cycling cities" is overlaid in the center of the image.

cycling cities

NOKIA



observations



NOKIA

A person in dark winter gear is snowboarding down a snowy mountain slope. They are in a dynamic pose, leaning forward and kicking up a large, billowing cloud of white snow behind them. The background shows a vast, snow-covered landscape under a hazy sky. A semi-transparent horizontal band across the middle of the image contains the text "use & abuse".

use & abuse

NOKIA

in context

NOKIA

where

reporting



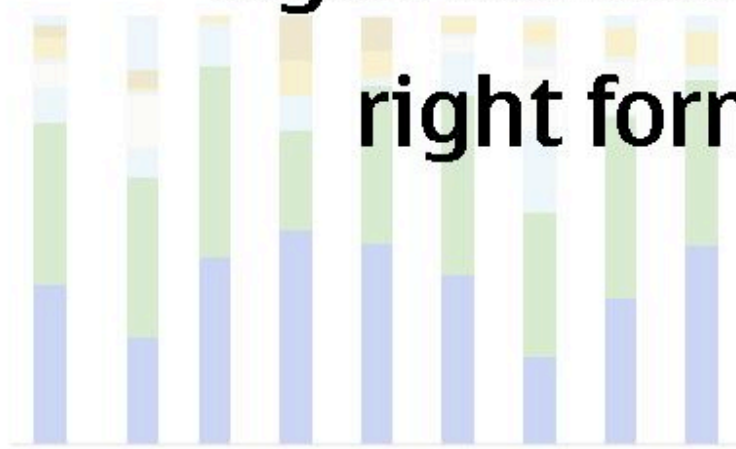
facts + informed opinions



communication

right information right person

right format right time



A native Japanese researcher Aico Shimizu accompanied and documented two Tokyo high school students in journey in Shibuya to super-customize their mobile phones. Participants were rewarded by having their personal mobile phone customisation paid for. Normally, this level of customisation would be too expensive for them. Both phone shop and nail shop workers were interviewed. A number of additional **designs were commissioned**. Process and costs are as follows: Customer arrives at phone or nail shop typically with some idea of a

NOKIA

example one



example two

take two Tokyo teens

take two Tokyo teens

any customisation they want

take two Tokyo teens

any customisation they want

& matching nails

take two Tokyo teens

any customisation they want

& matching nails of course

take two Tokyo teens

any customisation they want

& matching nails of course

document the process

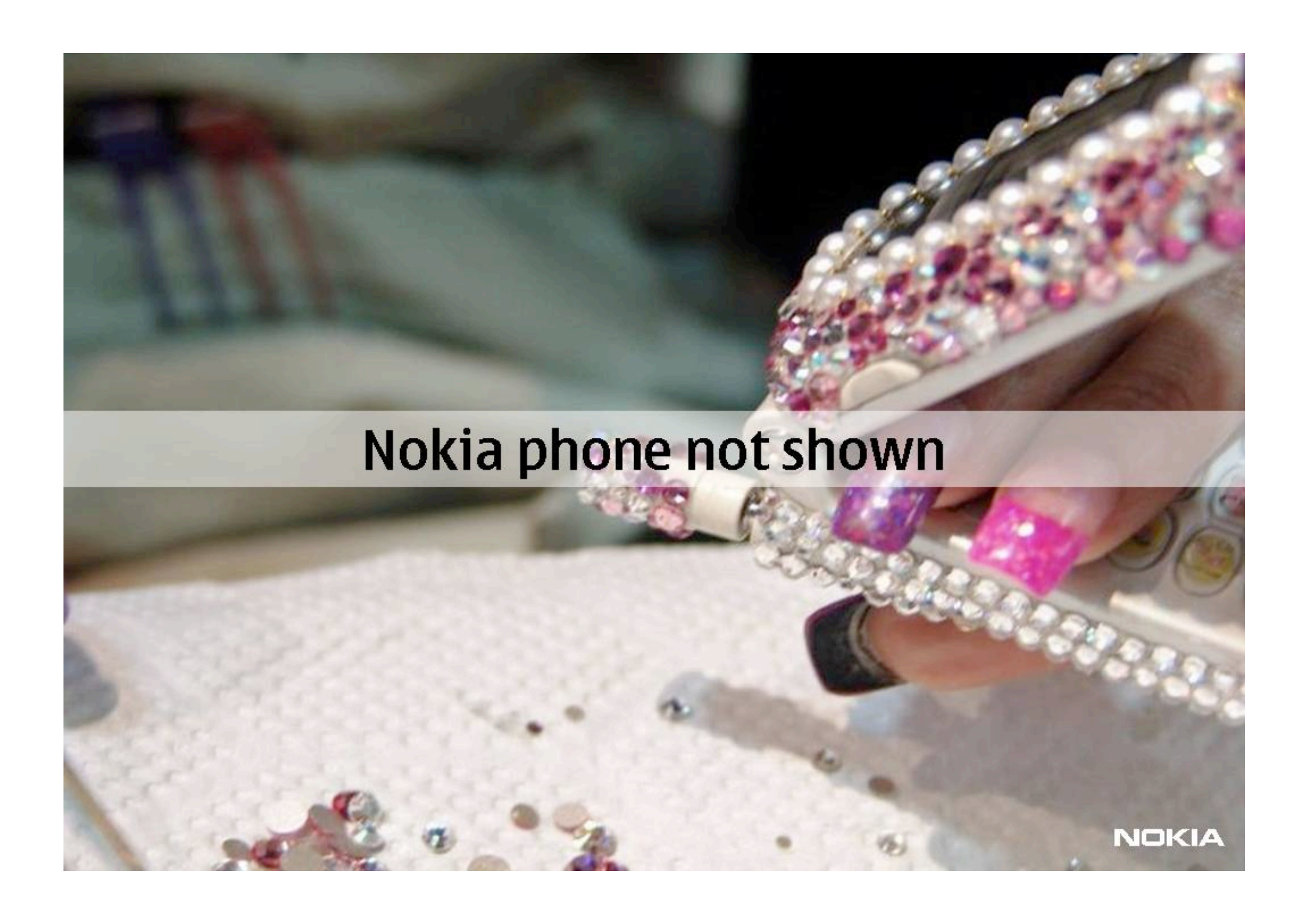


NOKIA

A close-up photograph of a hand holding a white Nokia flip phone. The phone is heavily decorated with a dense arrangement of small, multi-colored crystals and pearls, particularly around the screen and the top half. A large, clear, oval-shaped crystal is prominently placed near the top left. The hand holding the phone has pink nail polish. The background is blurred, showing a white textured surface. A semi-transparent grey banner with the text "Nokia phone not shown" is overlaid across the middle of the image. The Nokia logo is visible in the bottom right corner.

Nokia phone not shown

NOKIA



Nokia phone not shown

NOKIA



Nokia phone not shown



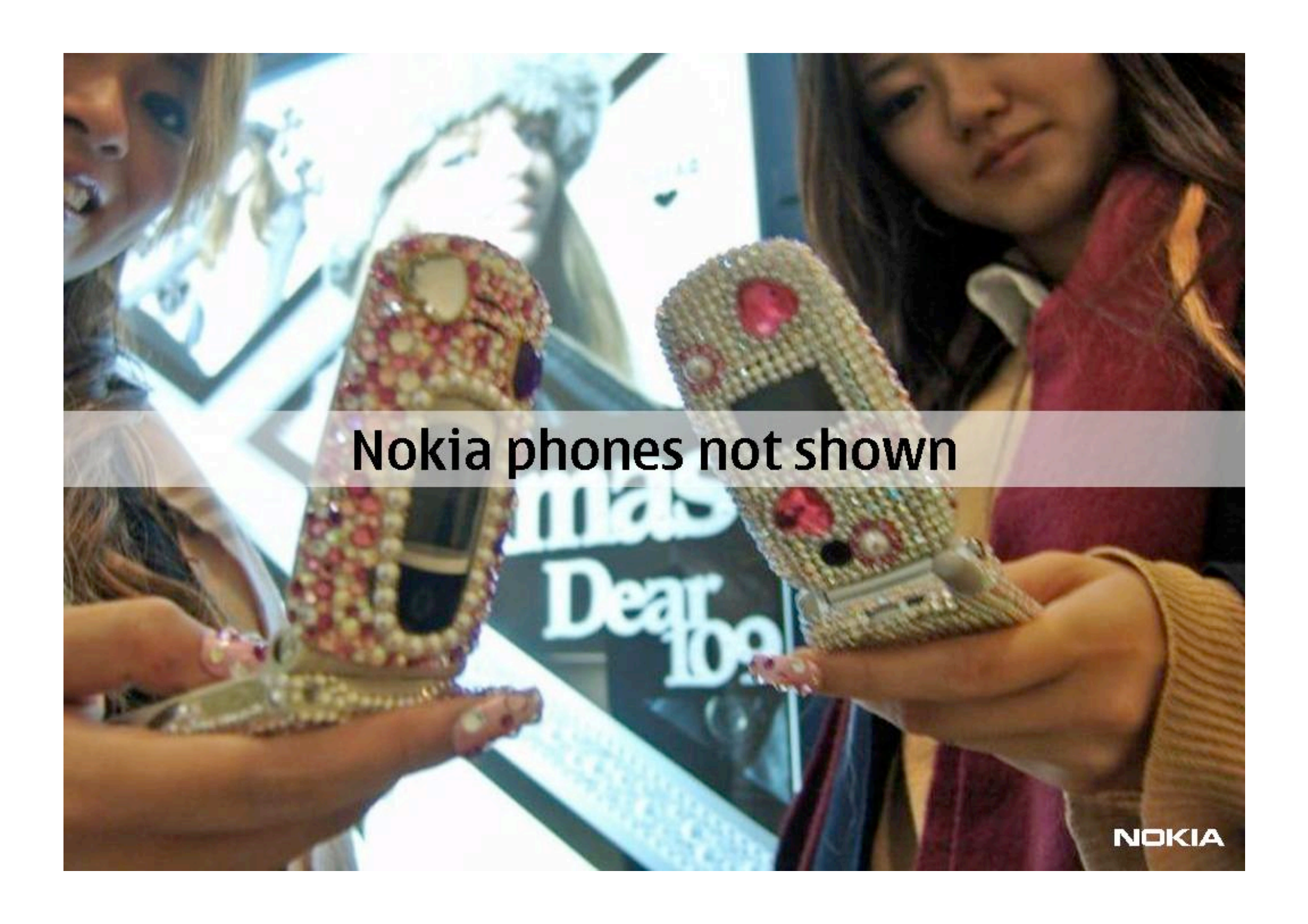
The image is a composite of two photographs. The top photograph shows a close-up of a person's hand holding a pair of gold-colored tweezers, carefully placing a small, clear, faceted rhinestone onto a surface. The bottom photograph shows a phone case that is almost entirely covered in a dense grid of clear rhinestones. A section of the case, towards the bottom left, is decorated with a pattern of pink rhinestones. A hand is visible on the right side of the case, using a small brush to apply a clear adhesive to the back of the case. The Nokia logo is visible in the bottom right corner of the bottom photograph.

NOKIA

A close-up photograph of a hand placing a ring onto a display stand. The stand is a wooden board with a pinkish-purple surface, featuring a row of small, decorative rings. The rings have various designs, including some with small, clear stones and others with small, pink stones. The hand is wearing a light-colored sleeve. The background is a white, textured surface.

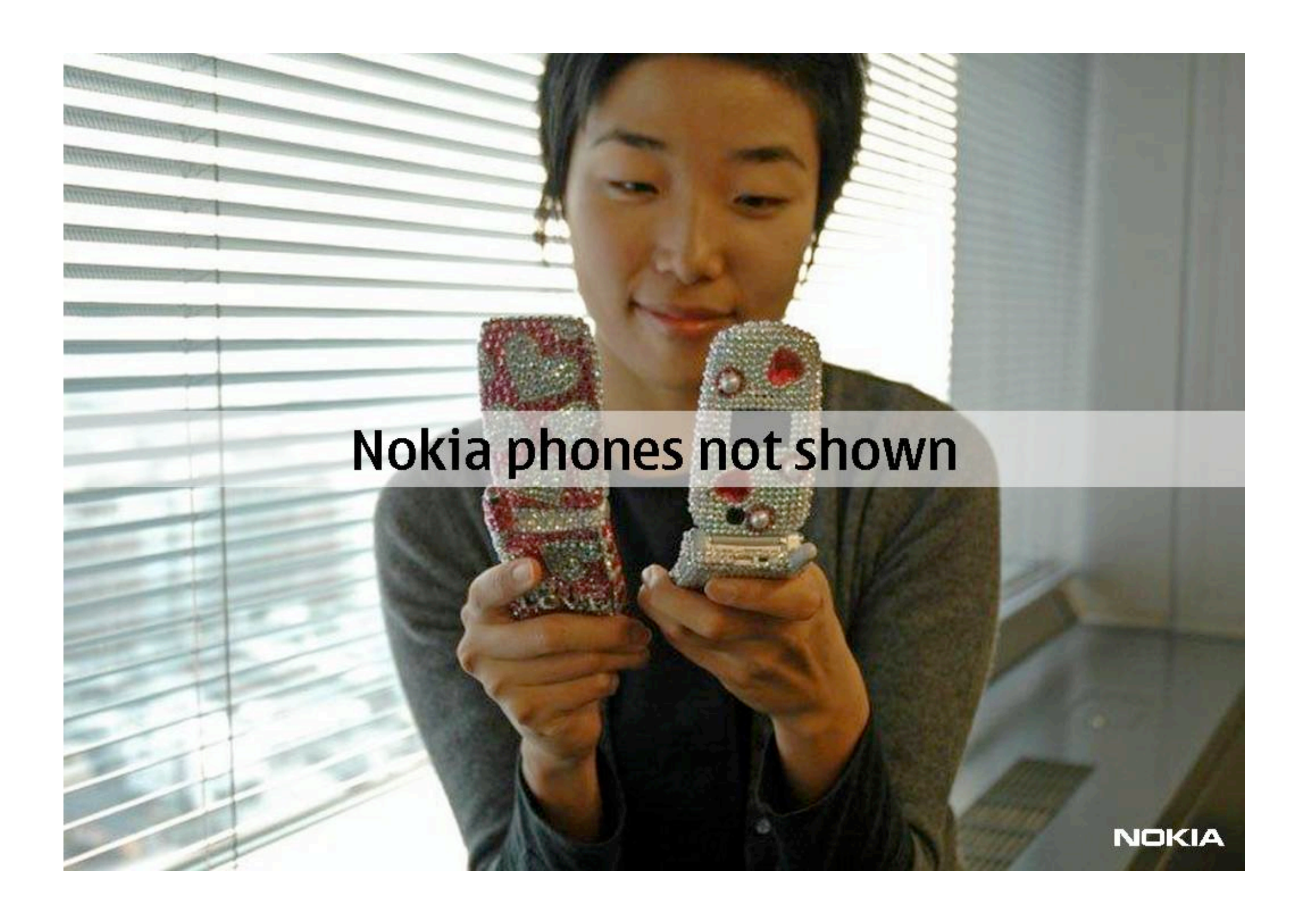
Nokia nails not shown

NOKIA

A photograph of two young women holding up their Nokia flip phones. The phones are heavily decorated with colorful rhinestones and beads. The woman on the left is holding a phone with a mix of red, yellow, and purple stones. The woman on the right is holding a phone with a mix of red, yellow, and white stones. They are both looking at the camera. In the background, there is a sign that says "mas Dear 100".

Nokia phones not shown

NOKIA

A woman with short dark hair is looking down at two Nokia phones she is holding. The phones are covered in colorful rhinestones and beads. The background shows a window with horizontal blinds. A semi-transparent grey bar with the text "Nokia phones not shown" is overlaid on the image.

Nokia phones not shown

NOKIA

research.nokia.com/people/jan_chipchase

