

Physical Personalisation

A Review of 6477 Used Nokia Phone Covers in Japan

Jan Chipchase Mobile HCI Group

NOKIA

Executive Summary

Review of 6477 recycled Nokia NM502i phone covers

Approximately 11% show some form of customization

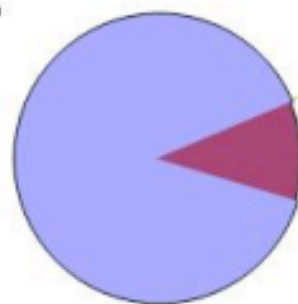
Evidence of inside back cover as personal shrine

Customization occurred on any available surface – the larger the space, the more room for customization

Mostly stickers of logos, illustrations, print-club photos and phone numbers

Customisation as % of all covers

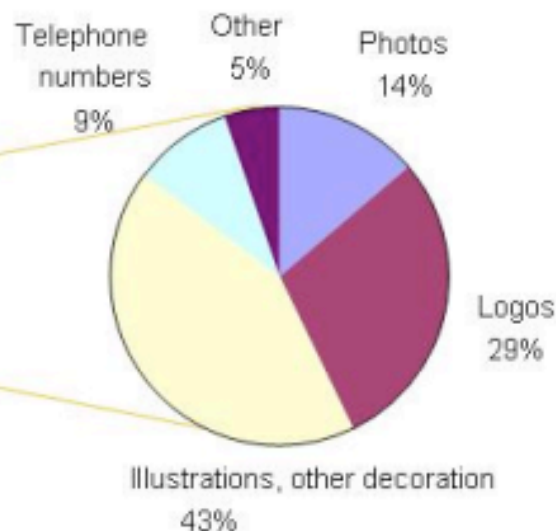
No customisation on cover
89%



Customisation of cover
11%

N = 6477

Type of customisation



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Raw Data



Front Cover Examples

Front slider

Around the display

Glitter - nail varnish, stars



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Back Cover Examples

Logo

Super custom

Photo

Decoration



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Inside Back Cover as Form of Shrine

Hidden from view, the inside back cover lets the user keep personal memories (mainly photos, some messages) and reminders (telephone number)

Most battery covers with customisation inside, were not-customized outside

Personal photos

boyfriend/girlfriend/lovers/child/best friends?

Phone number

Phone ID

Personal message



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Illustrations, Other Decorations

Approximately 43 % of customisation



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Logos I

Approximately 29 % of customisation



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Logos II

Approximately 29 % of customisation



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Photos I

Approximately 14 % of customisation



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Inside Back Cover as Shrine

From inside back cover



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Telephone Numbers

Approximately 9 % of customisation



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Super Custom

Less than 1% of covers

Professional custom

Grip tape

Amateur custom

Nail varnish?

Metal plate
Phone holder?

Tag

Stick-on
Mirror



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