



Younghee Jung & Jan Chipchase

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~ 6.6 billion

3.3 billion cellular connectivity

1+ billion products sold per year^{industry}

16 phones per second^{NOKIA}



Nokia Design





South Korea: mobile TV early adopters

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Uganda & Indonesia: sharing

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India: literacy & communication

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Japan, China, Thailand: strategic interest

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USA, Egypt, Iran: communication practices



Germany, Italy, USA, China: cross cultural human behaviour

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Where do people carry mobile phones?



60% males in trouser pockets
61% female in hand bags

Where do people carry mobile phones?

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30% pocket carriers
50% handbag carriers

sometimes or always missed

Frequency of missed incoming communications

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Nokia 6300 / Side lighting on two sides

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Sharing behaviours

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Nokia 1208 / multiple address books

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Nokia 8800 Arte / Simple flipping to silence the phone

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new research



Chongqing, China

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MUMBAI, INDIA



RIO, BRAZIL



ACCRA, GHANA

future urban



DHARAVI



JACAREZINHO



BUDUBURAM

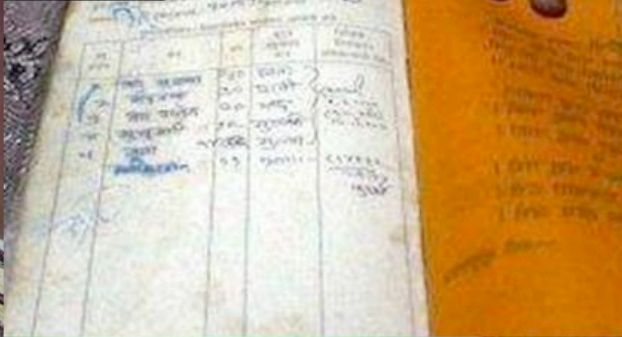
3 communities

characteristics

Limited access to infrastructure

Social stigma

Melting pot



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ways of working



local team, local office



deep dives

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deep dives / simulating a day-in-the-life

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deep dives / acceptance

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street surveys

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street surveys

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physical sketches

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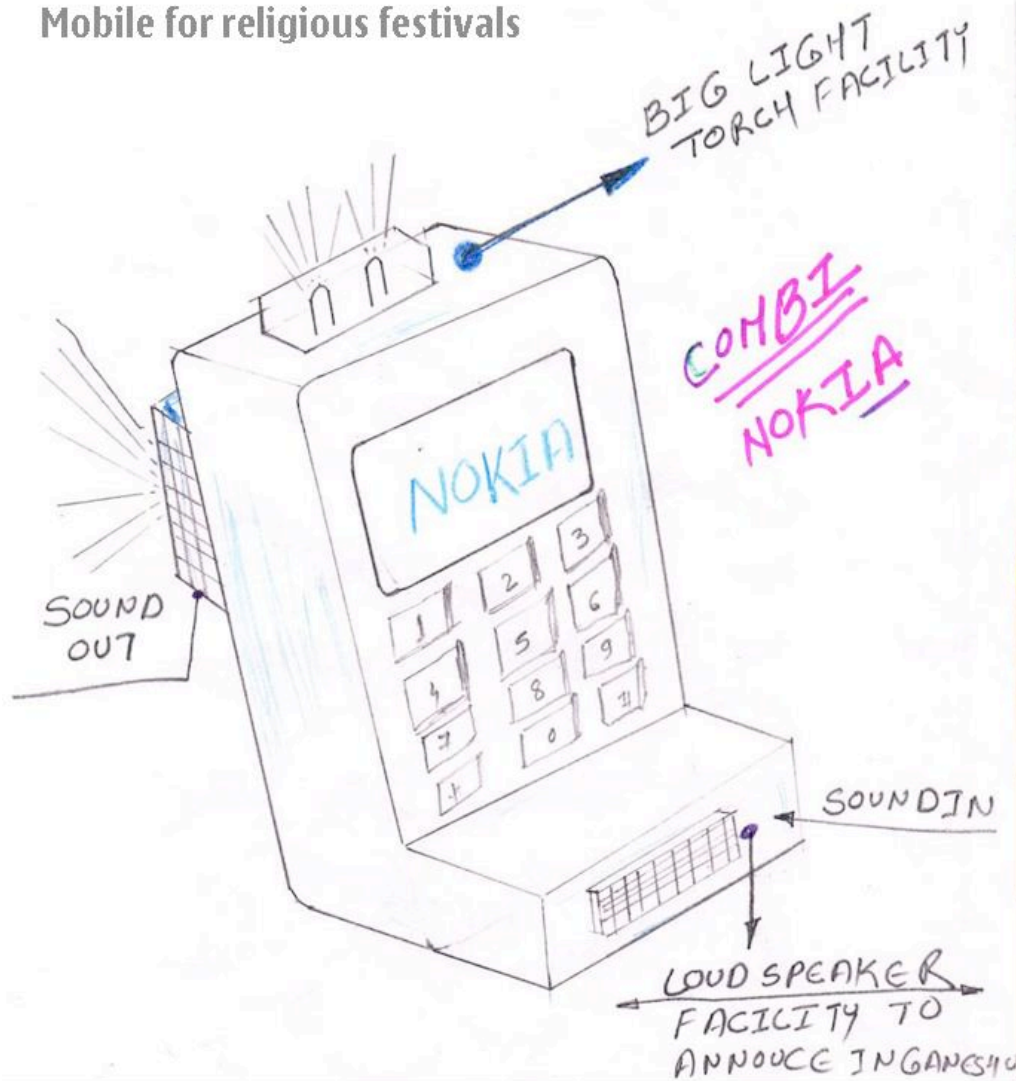


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COMBI

Mobile for religious festivals

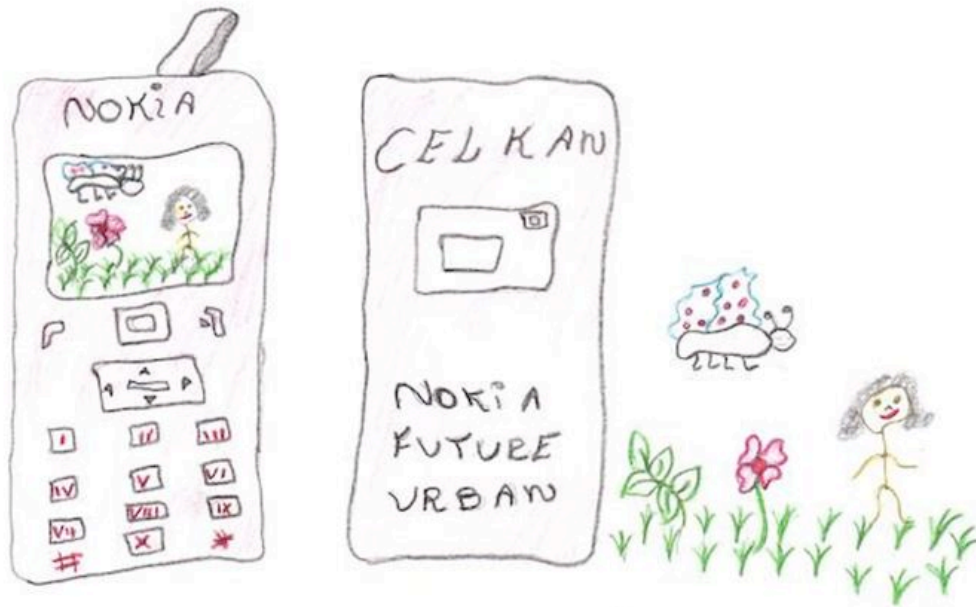


Nokia Open Studios - Dharavi

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Celkan

Monitoring mom's whereabouts

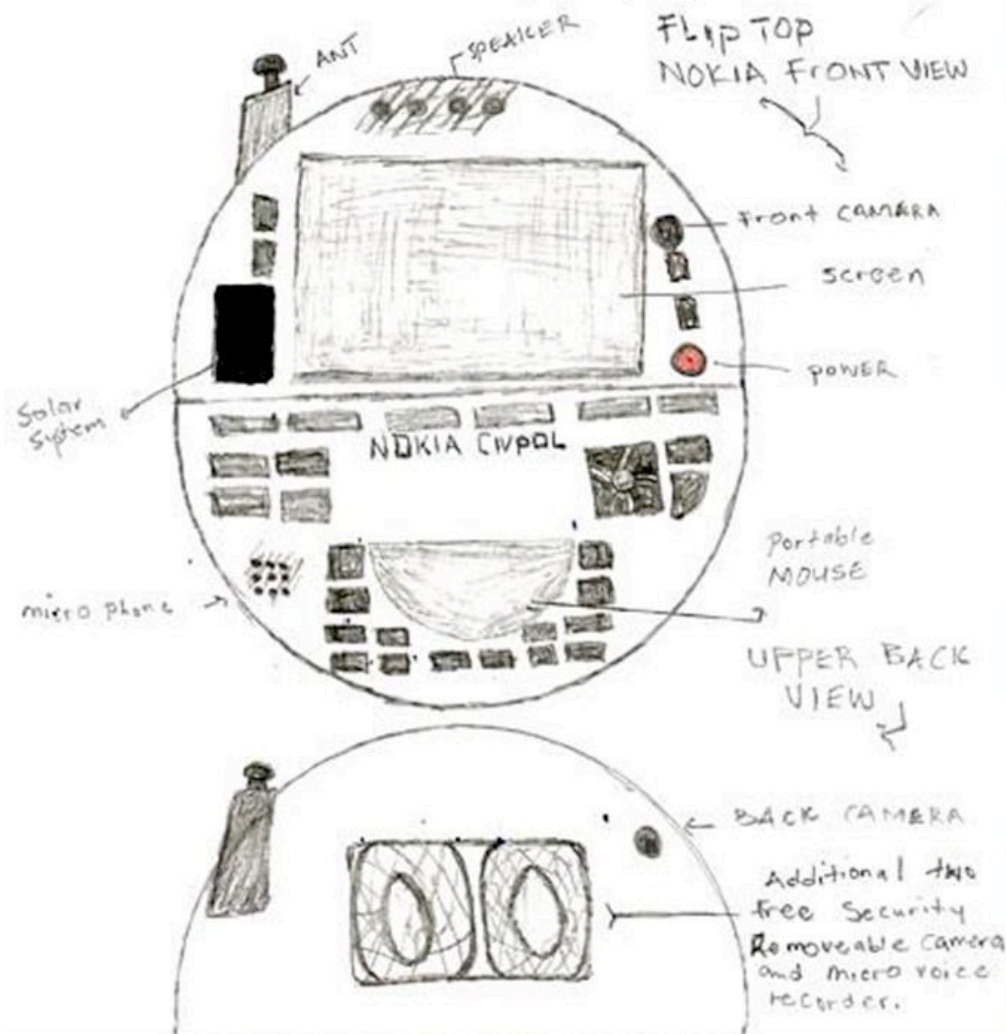


Nokia Open Studios – Favela Jacarezinho

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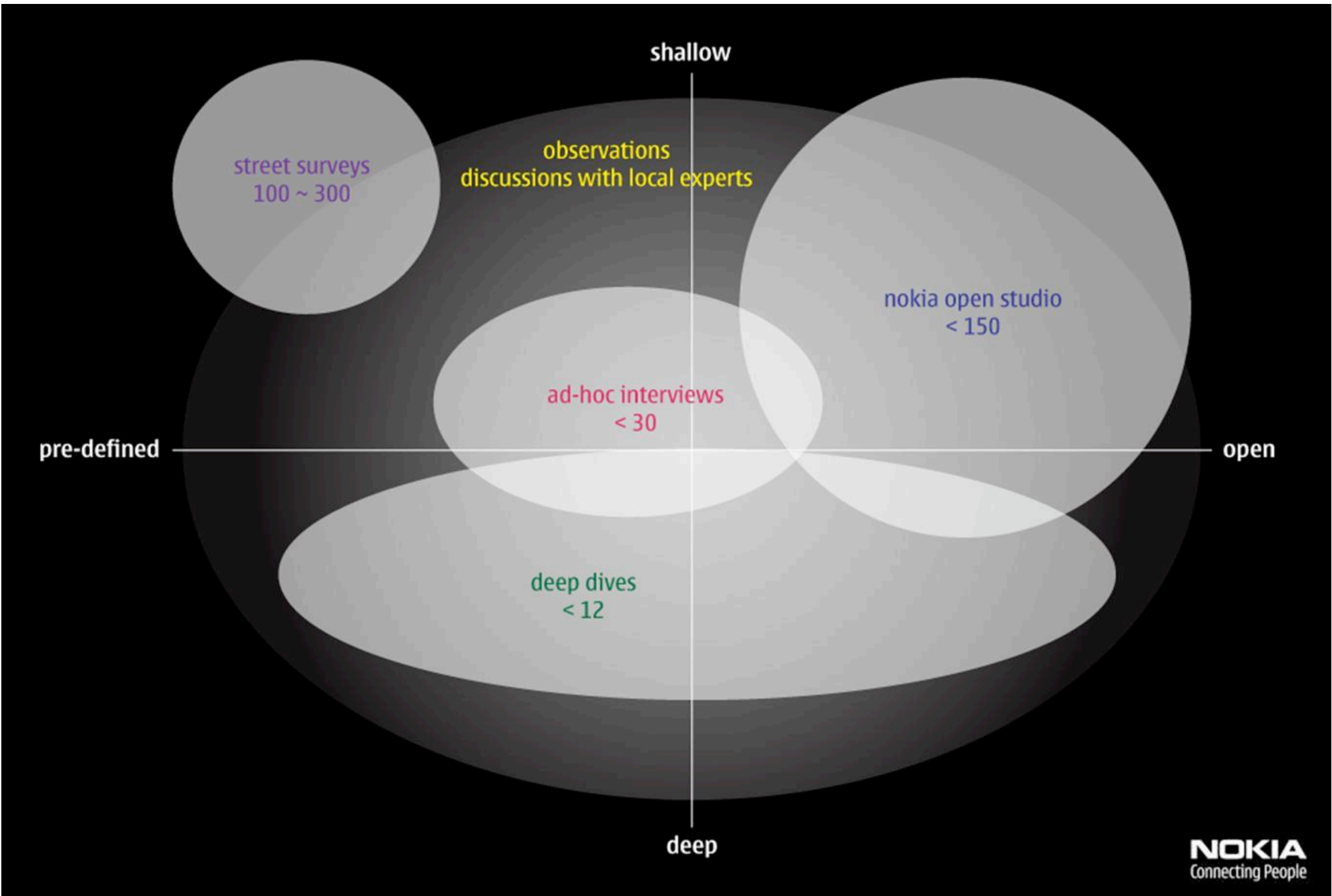
Civilian Police

Sharable camera & recording everyday lives



Nokia Open Studios – Camp Buduburam

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challenges



team building

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meaningful data from tight knit communities

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local conditions, weather

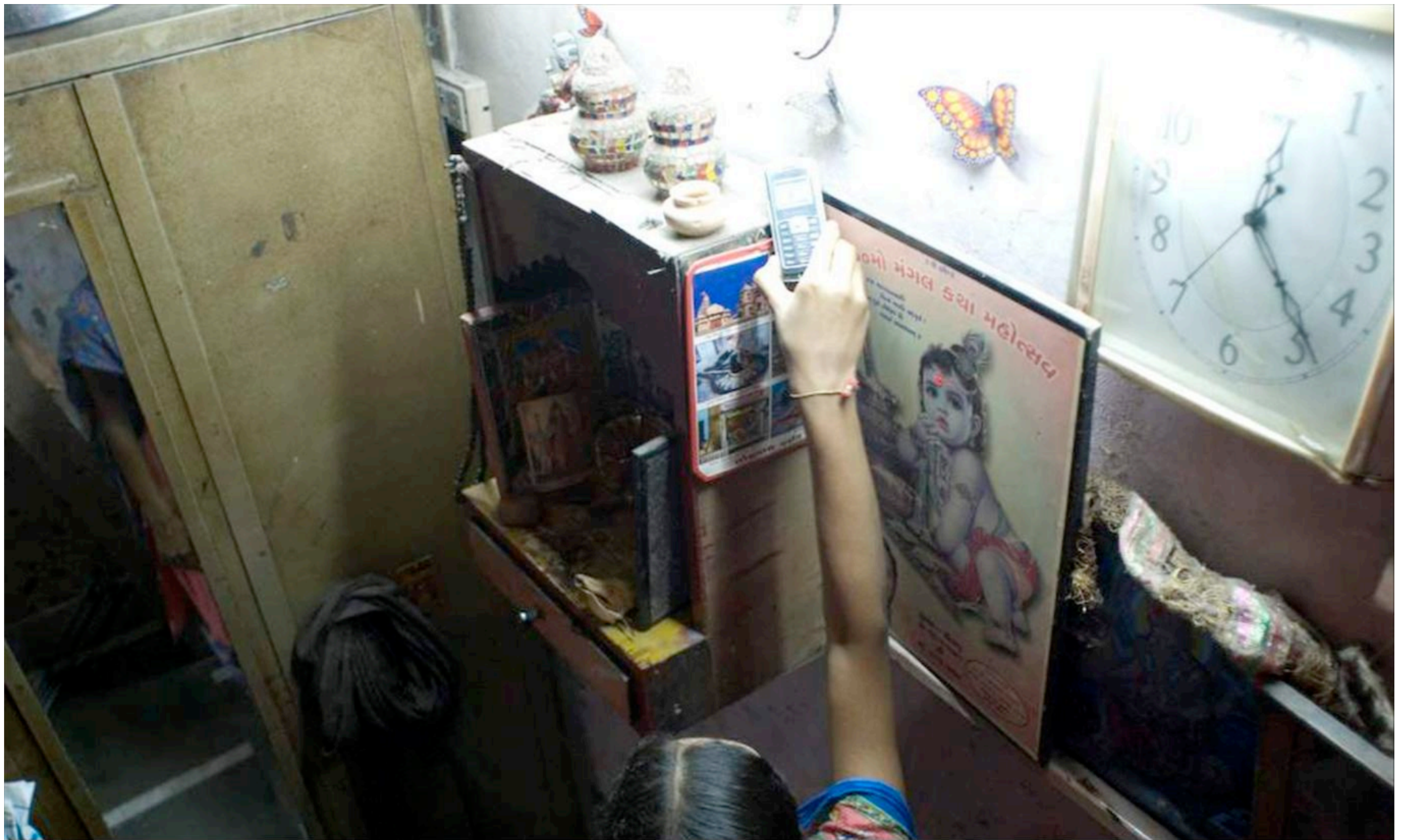
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what did we learn?



building identity through mobile phone number

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urban density

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FOR BEANS CWPW

FOR MAIZE MAIW

FOR MAIZE FLOUR MAIF

FOR MILLET MILO

FOR SOYA BEAN SOYA

FOR SORGHUM SORW

FOR PEPPER CHIL

MELLON SEEDS

FOR GINGER GING

FOR GROUNDNUT GNDU

**Saamu daidai kudi kaya
Naimey maasu sey
Naimey maasu seyerwah**

tradenet.biz

human mediation

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name
le no: 021
first name: ANIYA
last name: ISSAH
Mobile no: 0243-511567 ✓
first name: HAJIA MARIAMA
last name: MOHAMMED
Mobile no: 020-8220826
international trader: Millet, Maize, Cowpea.

human mediation

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CHONGQING, CHINA



'My one and only child'

MUMBAI, INDIA



'Me, my hero'

RIO, BRAZIL

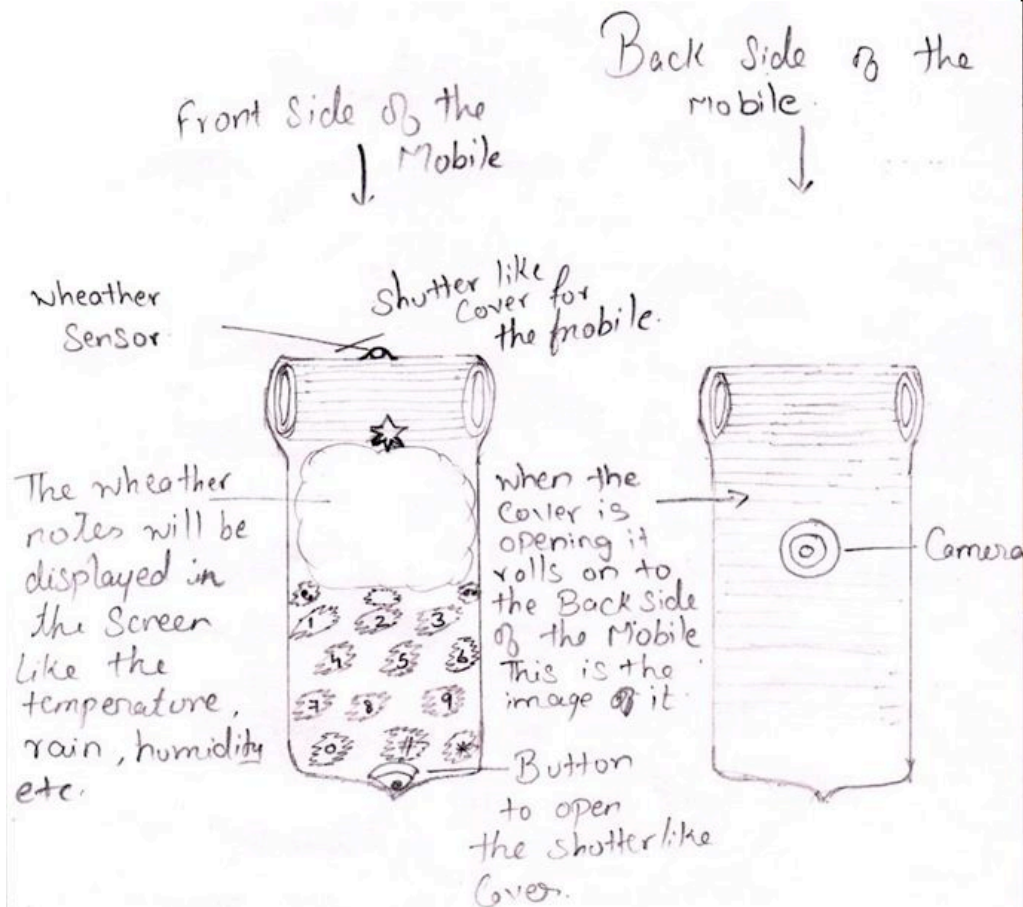


'Me and my loved one'

relevance, not newness

Cloudy-Buddy Mobile

Intuitive & instant weather forecast



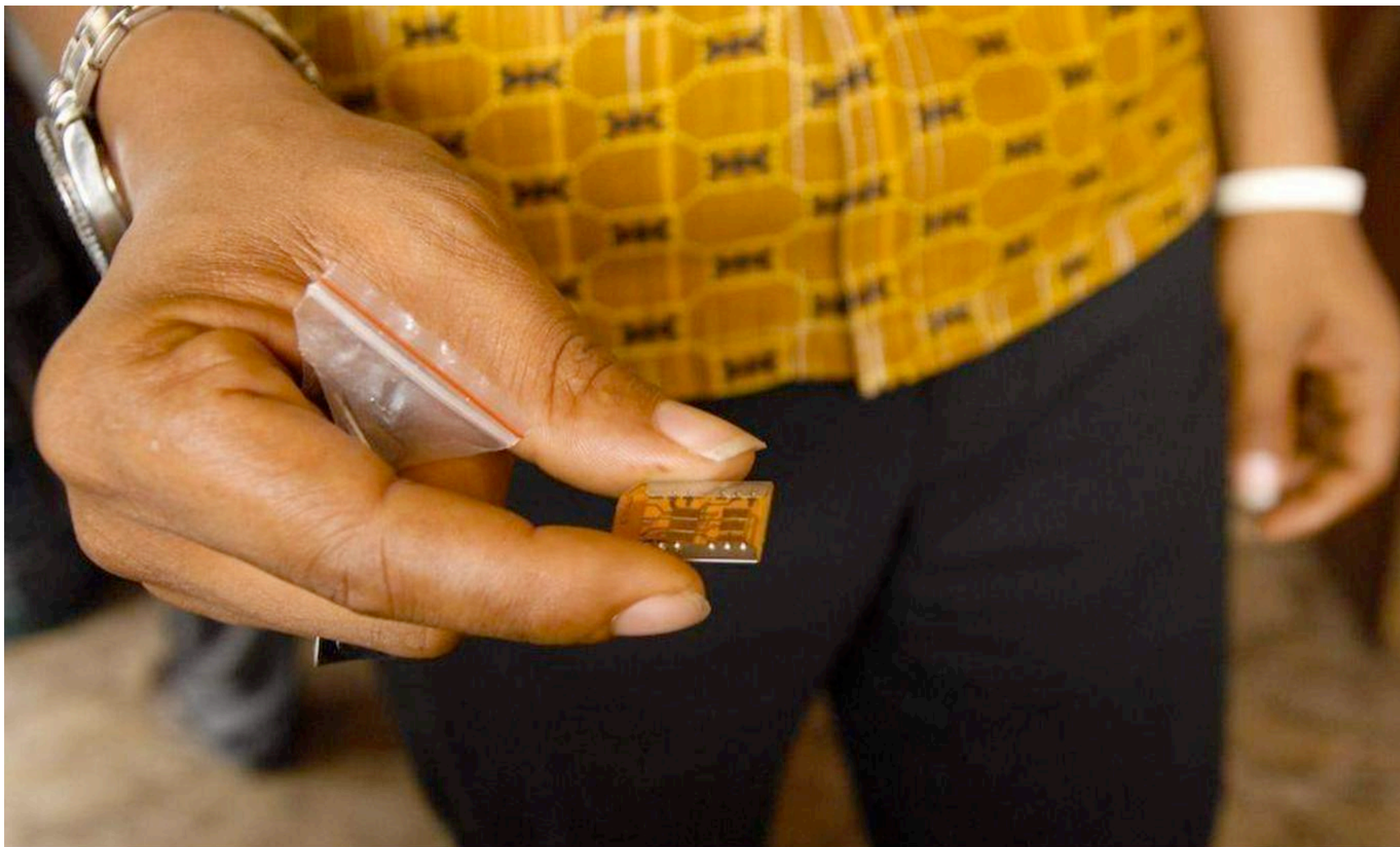
Eco-Cell

Awareness of the environmental pollution





touch points



dual SIM card

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tools, not solutions

observe, design, engage



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