Acceptance and Use of Simple Mobile Services - Preliminary Results and Perspectives

Gregor Broll[1], Richard Walker[2], Margarita Patesti[3],

Sebastian Boring[1]

[1] Media Informatics Group, University of Munich, Germany

[2] XiWrite Srl, Italy

[3] Athens International Airport, Greece

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- Simple Mobile Services (European IST project)

- Goal: Provision of innovative tools enabling a new class of mobile services => simple to find, simple to use, simple to trust, simple to set up

- Creation and provision of mobile services as easy as creating a regular website

- Strong focus on users' experiences of mobile services and their expectations for the future

- Preliminary evaluation of mobile service usage through focus groups
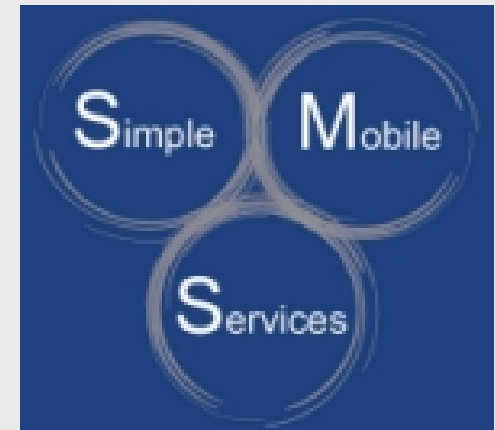
- Italy, University Tor Vergata:
  - Students of telecommunications engineering
  - 10 male, 2 female, age 22 to 26, mean age 24,8

- Italy, XiWrite (company):
  - High school students
  - 5 male, 3 female, age 15 to 20, mean age 17,4

- Germany, LMU University
  - Students of computer sciences
  - 6 male, 3 female, age 22 to 30, mean age 24,7

- Greece, Athens International Airport
  - Mixed professionals working at the airport
  - 6 male, 5 female, age 29 to 46, mean age 36,2

- Subjects were introduced to SMS (video) and were asked questions about several topics

- Overall evaluation highly positive.

- All participants would be willing to try the product, (if free)

- A large majority would accept a service funded by advertising (so long as the advertising was not too intrusive)

- User interface popular

- All the groups concerned about privacy

- Risk of dependency

  - What do I do if I loose my phone?

  - If the battery runs out?

  - If it breaks?

  - If there is no coverage?

  - (solutions to these issues very important for take-up)

- Consequences for human interaction
  - Greek group and Italian groups very concerned
    - "We don't want to communicate always by machine"
    - "If I want to ask directions, I like to ask the ice-cream man – it creates an opportunity for communication"
  - German group less concerned

- Motivation
  - Greek group (professionals): Save time, access information more quickly
  - Other groups (students): Fashion, "coolness"

- Willingness to pay
  - Italian groups: Euro 15-20/month (engineers), Euro 40/month (high school students) !!!!!
  - German group: Not precise – but much lower. One user suggested Euro 3/month
  - Greek group: SMS should be free – should not be purely commercial
  - Where discussed most participants willing to accept advertising

Segmenting the user population

Open issues
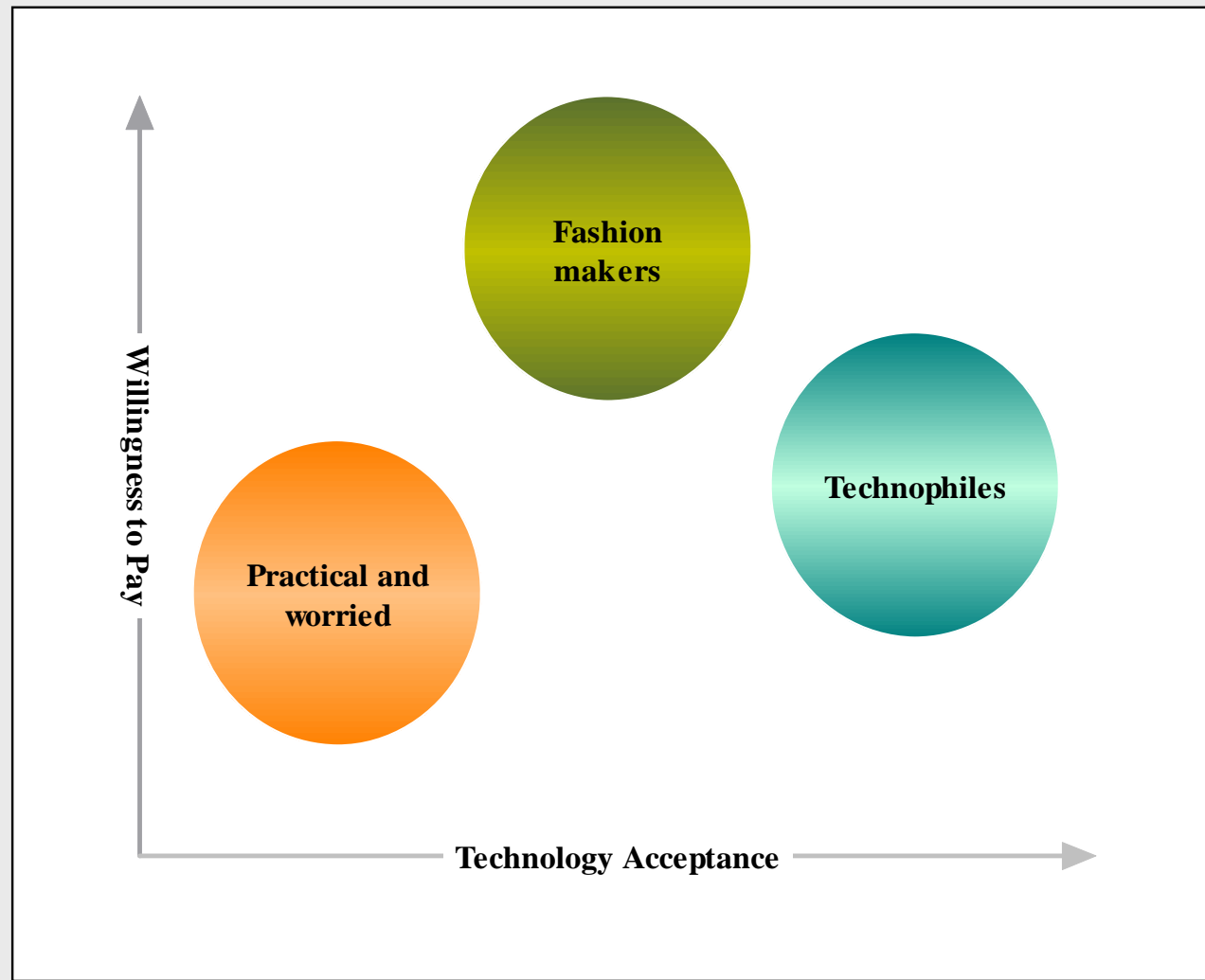
- End user scenarios

    - Over-emphasis on students

    - Not enough professionals

    - Under-representation of lower educated groups (or groups with no technical background)

    - Under-representation of older age groups

    - Under-representation of women

    - Can we organize new focus groups for these users?

- Developer focus groups

    - Currently have no groups for developers

    - Focus on authoring – will not be done in 2.1

- Implications for business scenarios

Questions?
Thank You!

gregor.broll@ifi.lmu.de

www.ist-sms.org