

# Be connected on the Go: Not anytime – Not anywhere

## The User Adoption Lab @ Swisscom Innovations

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For Mobile Internet UX, Mobile HCI event

Singapore - September 2007

“By three methods we may learn wisdom: First by reflection, second, by imitation, which is easiest, and last by experience, which is bitterest.”

“Es ist nicht genug zu wissen, man muss auch anwenden können.”  
“Das ist die Kunst, ein wenig zu wissen und ein wenig zu können.”

# Agenda

- Introduction:
  - The User Adoption Lab
  
- A case study in SME:  
be connected on the go (comparison extremely – average mobile people)

# The User Adoption Lab

What we do in our User Adoption Lab?

## Look at how people use technology in their daily life

### An ethnographic approach:

We do interviews and observations in the homes of our customers



# Project: be connected on the go

# Project Goals

- Small companies is a big market
    - 95% of companies in Switzerland have less than 5 employees
  - Because of high competition and limited financial needs, they should have high needs in terms of:
    - Reachability
    - Effectiveness
- ⇒ Small companies should be a huge potential for applications that enable people to be always on, anytime, anywhere
- ⇒ **Indeed, there is a clear trend in the industry to offer products that answer these needs**
- Is it an appropriate market approach?**

# 30 companies studied – 50 people met

- Study of SME
- Partly structured interviews and observations at the workplace
- **2 to 3 hours on site interviews with** at least 2 persons in the company
- Compare **two extreme groups of people in Europe:**
  - Average mobile
  - Extremely mobile

**Do people want to be reachable on the way  
via phone and Email?**

# Extreme and average mobile people differ in terms of email and phone usage on the go, but...

## Extreme mobile

- Mobile phone: main communication tool
- E-mail mostly answered at destination or browsed on the go
- Advanced communications services (Skype, MSN): used at destination like mainly for private communication and to keep costs down

## Average mobile

- Fix number: still the main business number, but everyone has a mobile phone
- No of few Emails on the go
- Advanced communications services (Skype, MSN): not frequently used

**But also there are also a lot of commonalities between the two groups...**

# They both control/filter their mobile phone calls

- Reachability has increased for all
- But people want to manage and be in control of their reachability:  
=> they use filter communications to be more efficient (and reduce high international communication costs)



## Extreme mobile

« when I am doing my reportage abroad, I don't divert my fix phone to my mobile.  
I know any way that these won't be the appropriate time or place to answer people's questions. I don't have my files with me... » journalist, extreme mobile



## Average mobile

« I only give out my mobile phone number to a few people. I give out my fix phone numbers to everyone »  
Consultant, IT company

# Both prefer answering emails at destination

- Emails are not expected to be answered right away
- Mobile devices are not always appropriate tools to answer email
- The context is not always optimal (lack of concentration, privacy and comfort...)



## Extreme mobile

« when I travel, I check my mails and answer to the quick and more important ones just to say that I read the mail and will take actions » senior manager, extreme mobile



## Average mobile

« My wife is in the office all day and checks the Emails for me. She only calls me if there is something urgent» manager, small metal building company

# They both have strong social habits

People look for lasting relationships – partnerships, which enable them

- **To rely on the knowledge of others**

Extreme mobile

« I don't divert my fix phone to my mobile phone while I am on travelling. People know that if I don't pick up the fix phone I am away for a couple of days doing a reportage »

Independent Journalist, Geneva

- **To built very strong habits**

Average mobile

« Every morning I receive a couple of faxes from my partners with the deliveries to be done for the day. We actually never answer them. My partners know that if we don't answer, everything is fine »

“I know very well where my guys are during the day. I only ask them to send me an SMS when they have arrived at the furthest point of their trip”

Average truck company, Lausanne

**Do people want to go on the internet,  
down/upload documents while on the way?**

# Extreme and average mobile people differ in terms of mobile internet usage, but...

## Extreme

- All have laptops
- Laptops are systematically taken while on the way
- Internet access is essential at “in-between stops”
- Internet is done easily

## Average

- Laptops still limited to some types of companies (e.g. consultants)
- Laptops are not systematically taken on the way
- Internet is not essential at “in-between stops”
- Internet is still not done easily

**But also there are also a lot of commonalities between the two groups...**

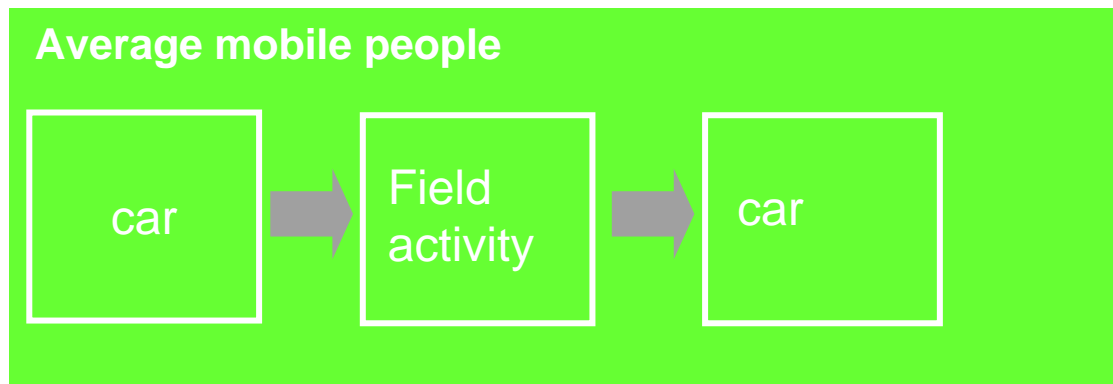
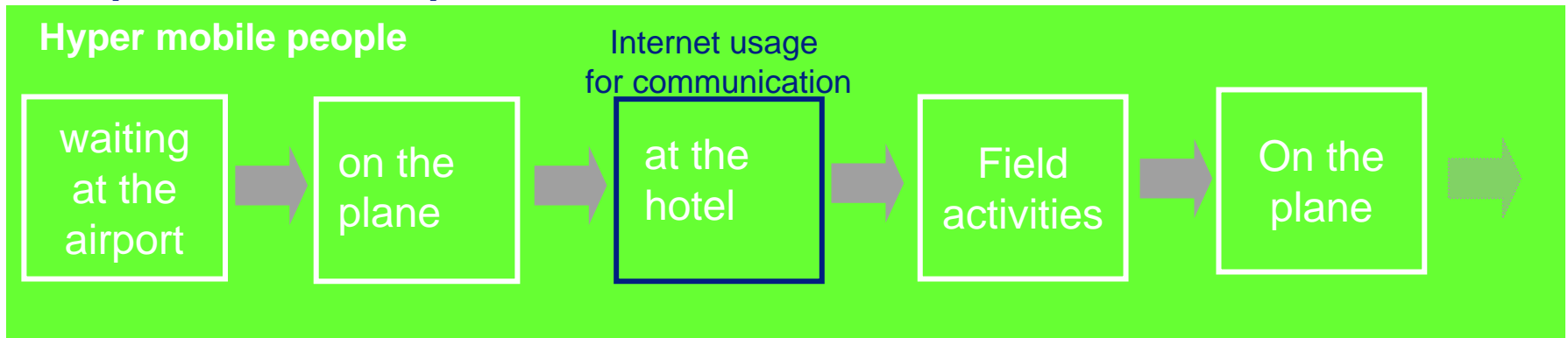
# For both, travel experience consists of 3 main phases

- Each phase has a particular goal and context
- Internet usage makes most sense before and after travelling



# Travelling phase – much longer for hyper mobile people

## Examples of travel experiences

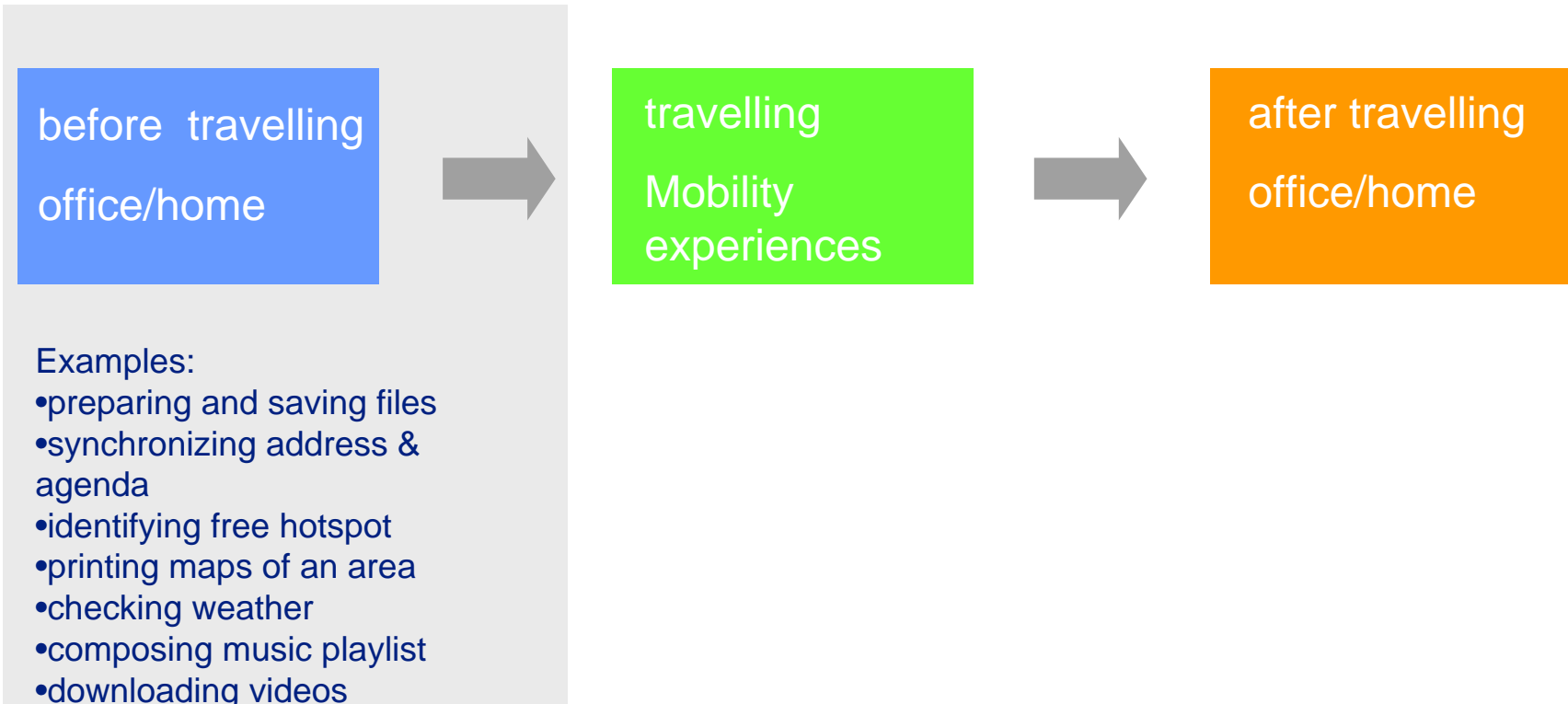


- For the hyper mobile people, this cycle is generally longer

# 1 - Planning

Internet is an important tool

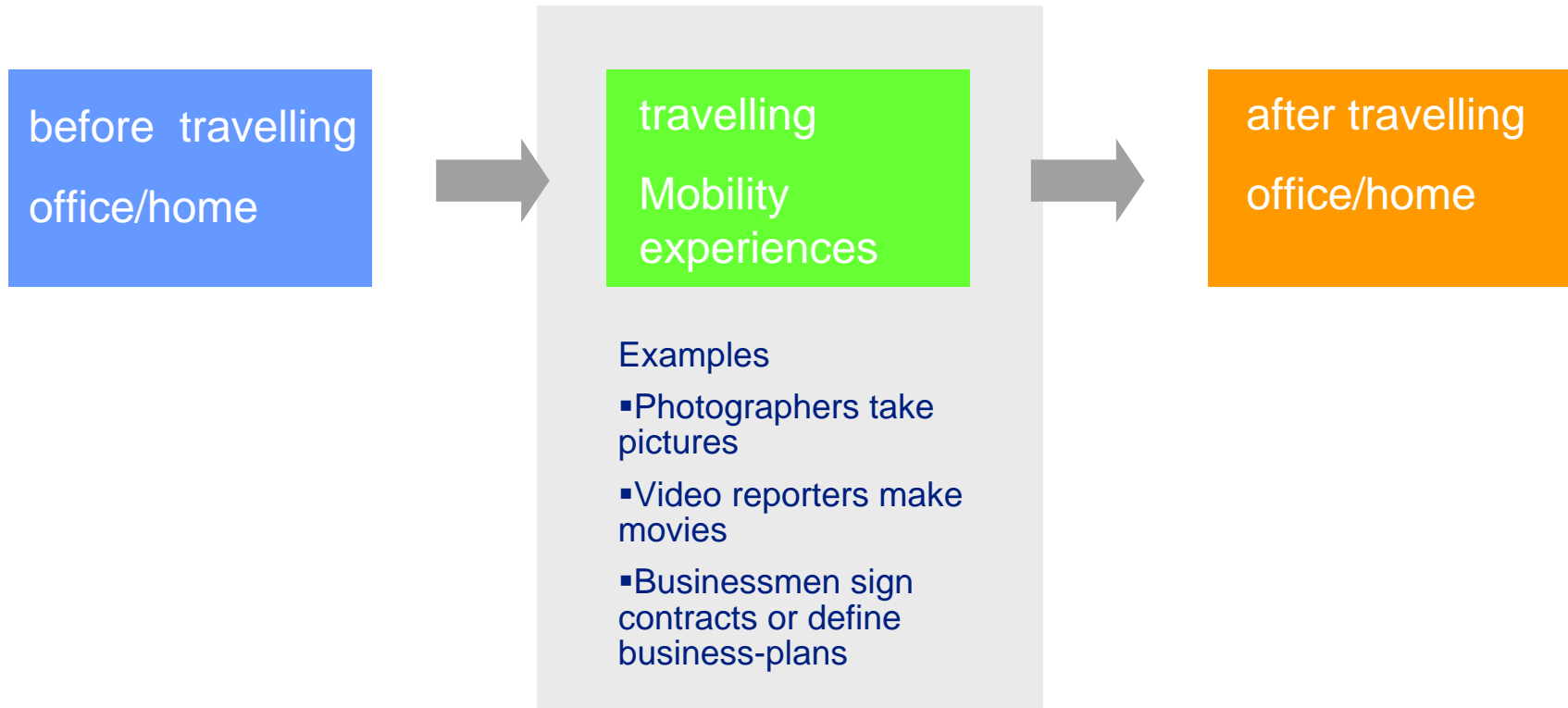
- They organise their content to make easier the collection of new information, their entertainment and communication during their trip.



## 2 - Collecting and Storing

Internet is less important:

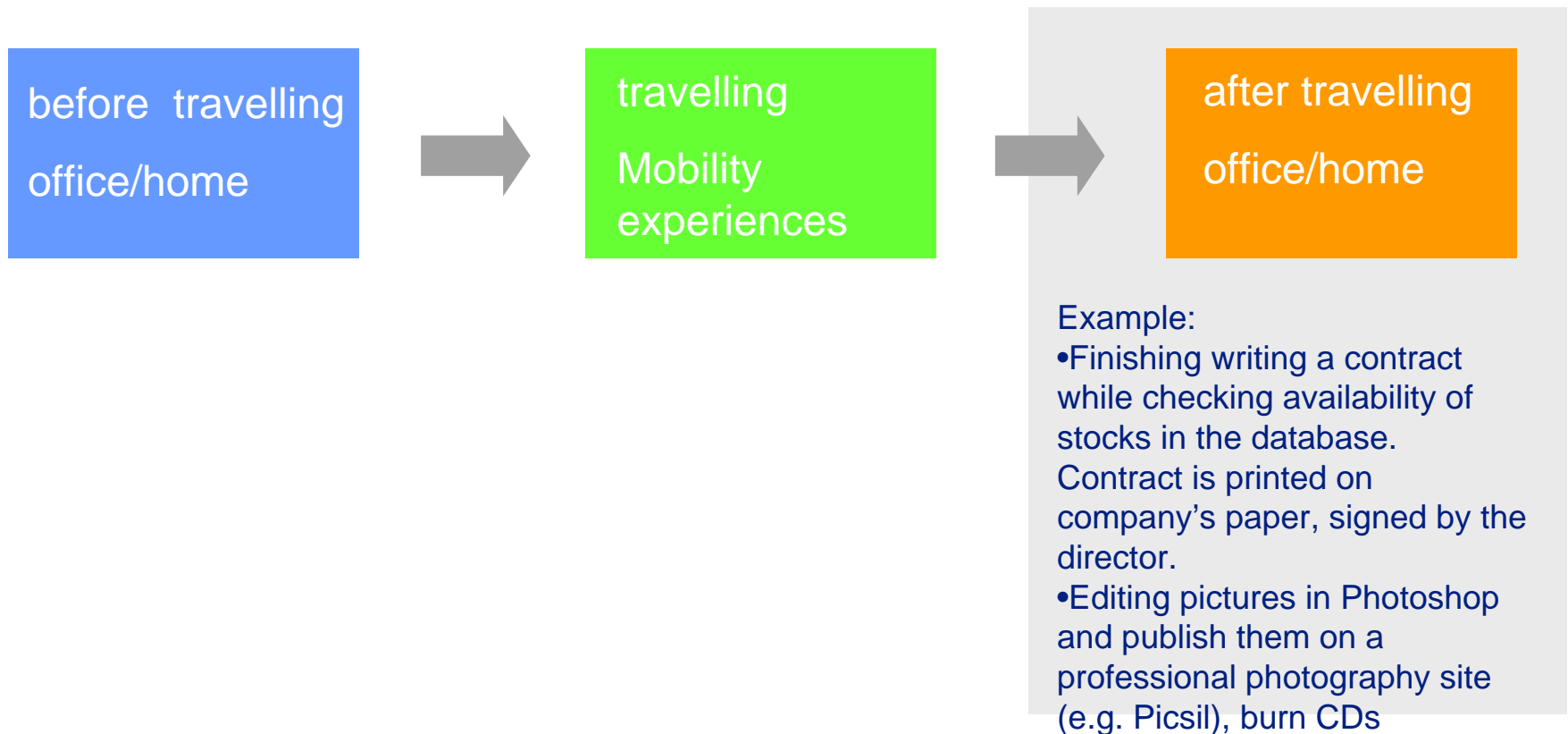
- Collecting: Specific content is collected during the trip
- Storing: Content is generally stored during the trip on laptop, memory sticks or external hard disk. The content produced during the trip is very precious



### 3 - Editing and Sharing

Internet is an important tool:

- In order to edit the content specific tools, time, equipment, and expertise are necessary, which are missing on the way



# Strong habits hindering going on the internet on the way

## People still

- Find it impolite to use a PC during meetings  
Average mobile  
« When you use a laptop during a meeting people get the feeling you are not paying attention to what they say anymore » Architect, Lausanne
  
- Like to pass in the office in the morning or in the evening to meet their colleagues  
Average mobile  
« I pass by the office at least once a day for instance in the morning before I drive off meeting customers »  
Salesman, wood company, Zürich

# Main take away

# Mobile internet should be thought according to different mobility stages

- **Mobility should be broken down** into a set of different stages (on the go, at destination...) and status (waiting at the airport, being in the plane...) where the users have different needs and constraints
- **People are optimizers**
  - People filter calls in order to be able to have the optimal communication quality with their interaction partner
  - They postpone to do some activities in order to do them properly and faster