



# A User Study of Mobile Web Services and Applications from the 2008 Beijing Olympics

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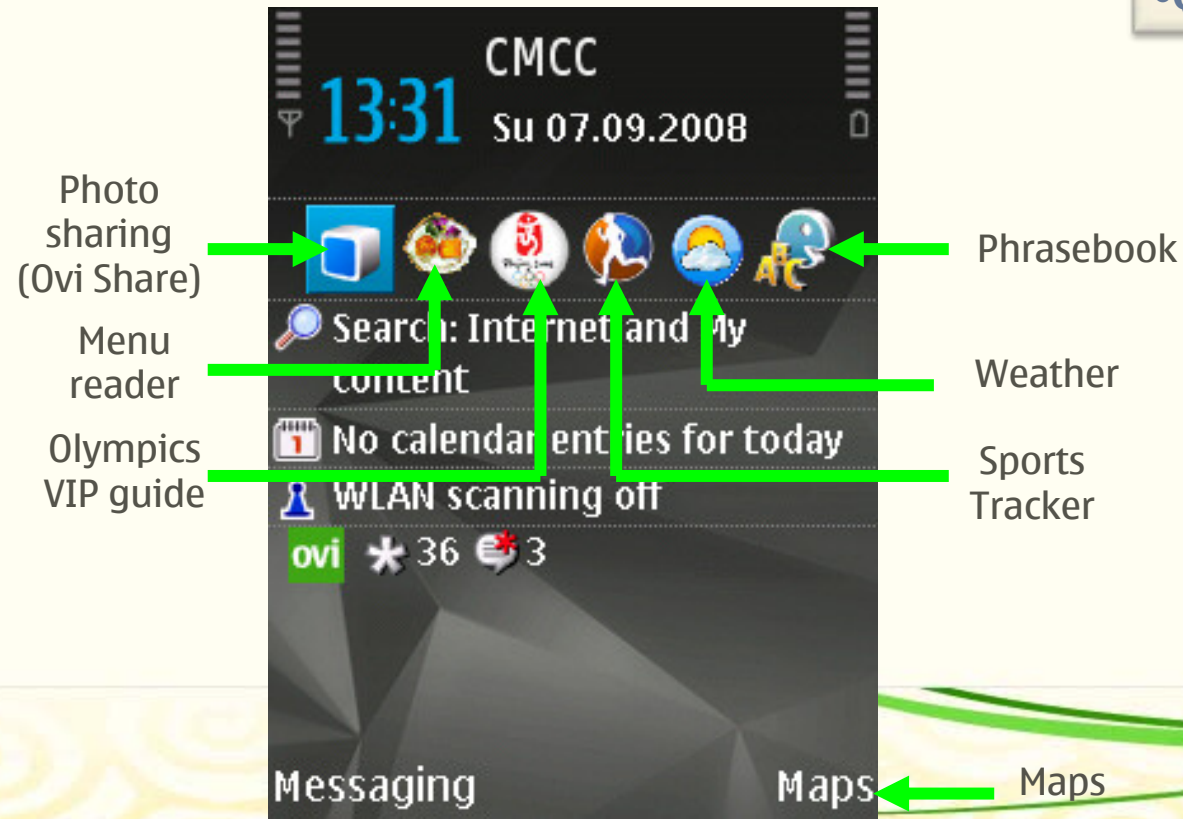
# Purpose

- Study **usability** and **usefulness** of practical mobile web services and Nokia applications at a real-time event (Beijing Olympics 2008)
- Most research has looked at the general usability and overall mobile Web usage (Cui and Roto, 2008), not focusing on specific types of applications
- By studying usability and usefulness, can recommend **better UI and user experience**



- Data SIM card
  - Special VIP services service package
  - User guide in English and Chinese
  - Service introductions to guests
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- 2 demo booths at the hotel
  - 5 min promo video
  - Questionnaire and usage logging

# User Study



**N82 Black**

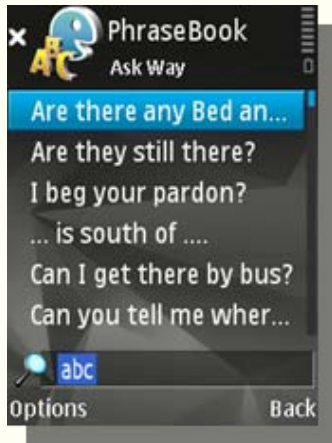
# Applications (1)



Nokia VIP Guide

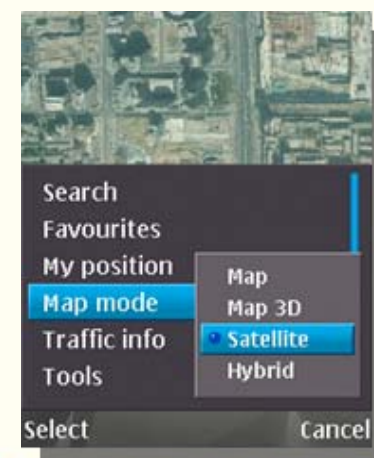
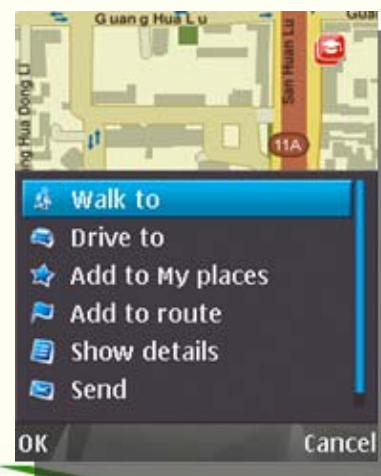
Menu Reader

# Applications (2)



## Talking Phrasebook

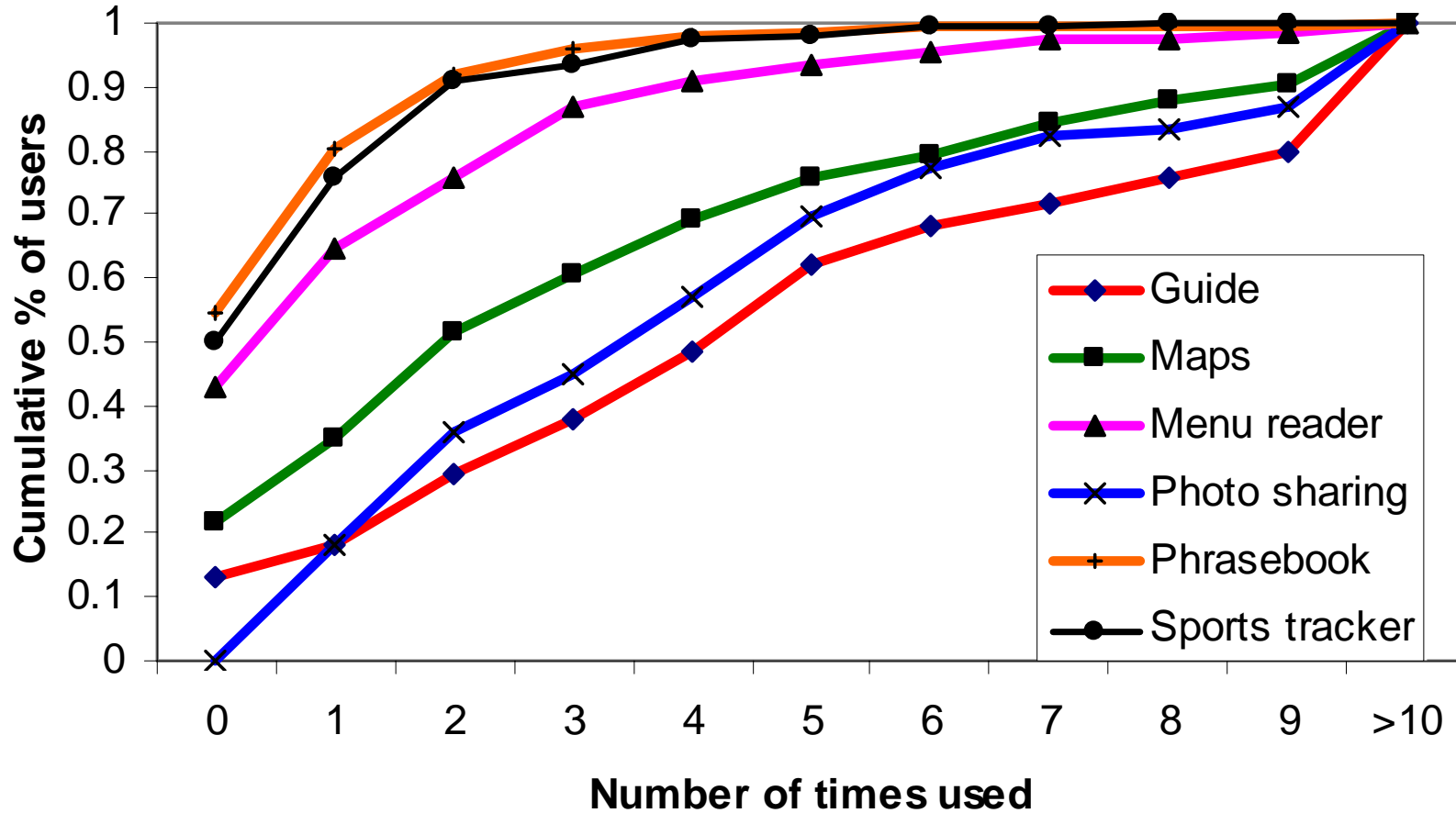
## Sports Tracker



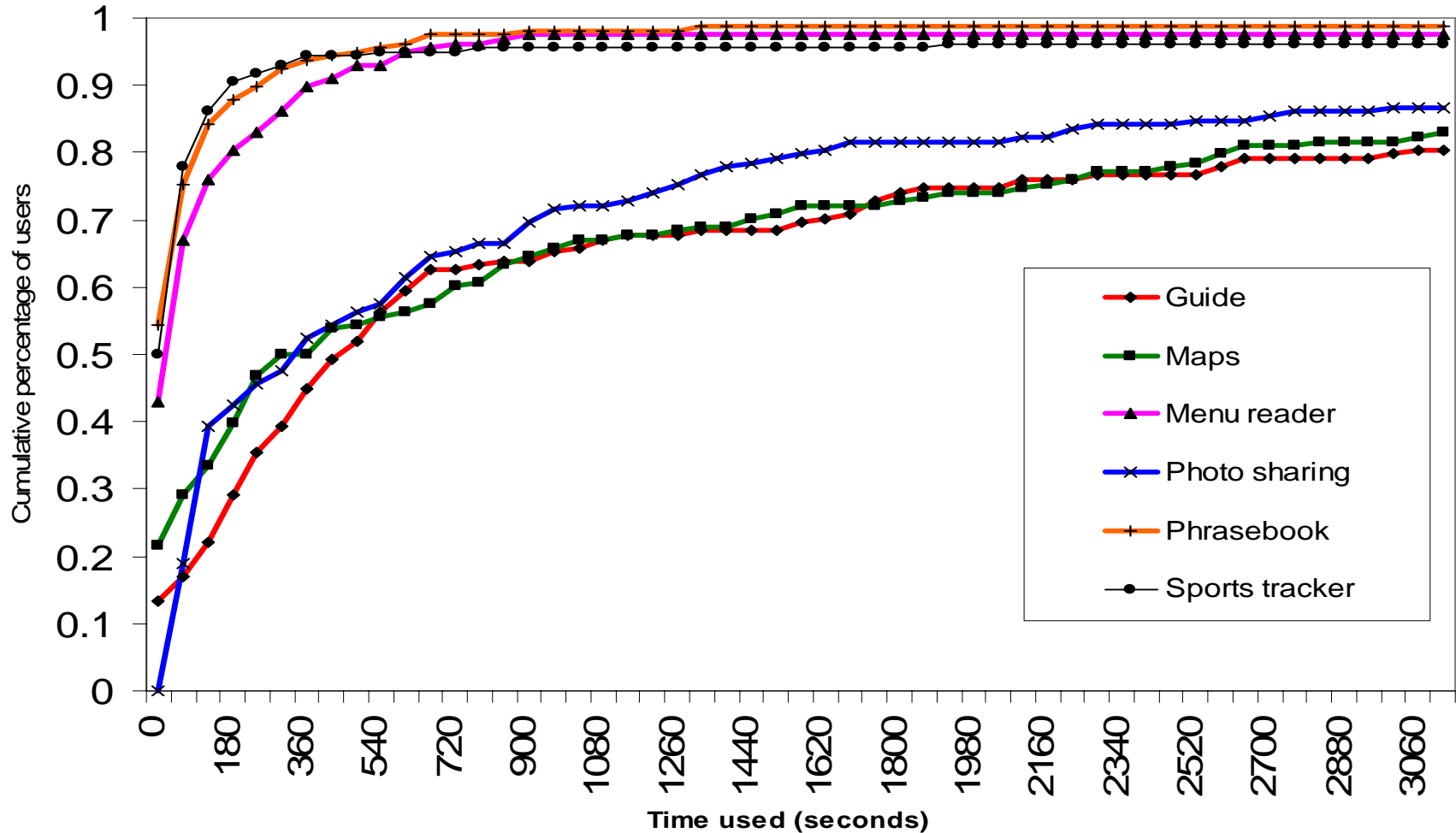
## Photo sharing (Ovi Share)

## Nokia Maps

# Number of times used



# Time usage



# Mean usage

