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

Alvin Chin and Jyri Salomaa

http://research.nokia.com/people/alvin_chin/
alvin.chin@nokia.com
jyri.p.salomaa@nokia.com
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**
User Study

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

Photo sharing (Ovi Share)
Menu reader
Olympics VIP guide
Search: Internet and My content
No calendar entries for today
WLAN scanning off
ovi
Nokia N82 Black

Phrasebook
Weather
Sports Tracker
Maps

Nokia Research Center
Applications (1)

Nokia VIP Guide

Menu Reader

(提名牛柳条)
fillet of beef with garlic sauce
Applications (2)

Talking Phrasebook

Sports Tracker

Photo sharing (Ovi Share)

Nokia Maps
Number of times used

![Graph showing cumulative percentage of users using different features over the number of times used. Features include Guide, Maps, Menu reader, Photo sharing, Phrasebook, and Sports tracker.]
Mean usage

![Mean usage diagram]

- Guide
- Maps
- Photo sharing
- Menu reader
- Phrasebook
- Sports tracker